

Warwick & Legler.....	Murray Hill	6-8585
Ward Wheelock Co.....	PLaza	3-7120
Wm. H. Weintraub & Co.....	Circle	7-4282
Young & Rubicam, Inc.....	ASHland	4-8400

Publications

Advertising Age.....	BRYant	9-6431
Advertising & Selling.....	CAledonia	5-9770
The Billboard.....	MEdallion	3-1615
Broadcasting.....	PLaza	5-8355
Metronome.....	Circle	7-4500
Printers' Ink.....	MURray Hill	3-6500
Radio Advertising (Rates and Data).....	LExington	2-6611
Radio Craft.....	REctor	2-9690

RADIO DAILY.....Wisconsin 7-6336

Radio & Television Mirror.....	LExington	2-9050
Radio Retailing—Today.....	PLaza	3-1340
Radio & Television Weekly.....	WAlker	5-2576
Sales Management.....	MOhawk	4-1760
Standard Advertising Register.....	MEdallion	3-5850
Televisor, The.....	LOngacre	5-1683
Television.....	PLaza	3-5748
Tide.....	ASHland	4-3390
Tune-In.....	Circle	5-8425
Variety.....	BRYant	9-8153

News Agencies and Associations

Associated Press.....	Circle	6-4111
International News Service.....	MURray Hill	2-0131
Press Association, Inc.....	Circle	7-7363
Reuters.....	Circle	6-3960
Transradio Press Service, Inc.....	MURray Hill	2-4185
United Press.....	MURray Hill	2-0400

Talent Agencies

James Appell.....	PLaza	3-7840
Batchelor Enterprises, Inc.....	Circle	6-4224
Columbia Concerts Corp.....	Circle	7-6900
Consolidated Radio Artists, Inc.....	COlumbus	5-3580
Frank Cooper.....	VAnderbilt	6-5561
Wallace Downey, Inc.....	Circle	6-6546
Evans & Salter.....	Circle	7-6900
Fanchon & Marco.....	CHickering	4-3905
Frederick Bros. Artists Corp.....	Circle	6-2144
Moe Gale.....	LOngacre	3-0350
General Amusement Corp.....	Circle	7-7543
William Gernant.....	VAnderbilt	6-1750
Spencer Hare.....	MURray Hill	2-0523
Hesse & McCaffrey.....	ELdorado	5-1076
Estella Karn.....	VAnderbilt	6-3860
Bob Kerr.....	COlumbus	5-8051
Mark Leddy.....	BRYant	9-1631
Ben B. Lipset, Inc.....	CHickering	4-2466
A. & S. Lyons, Inc.....	PLaza	3-5181
Management Corp. of America.....	WICKersham	2-8900
A. T. Michaud.....	Circle	7-4014
William Morris Agency, Inc.....	Circle	7-2160
Music Corporation of America.....	WICKersham	2-8900
National Concert & Artists Corp.....	PLaza	3-0820
James Peppe.....	PLaza	3-2635
Myron Selznick & James L. Saphier Co.....	Circle	7-6200
Stix, Thos. L.....	Circle	7-2690
Roy Wilson (Wilson, Powell & Hayward).....	PLaza	9-4951
Stan Zucker.....	PLaza	3-0163

Program Producers and Transcription and Recording Companies

Advertisers' Broadcasting Co.....	BRYant	9-1176
Advertisers Recording Service.....	Circle	6-0141
Air Features, Inc.....	WICKersham	2-2700
American Institute of Food Products.....	PLaza	3-7145
Arts Recording Studios & Recording Co.....	PLaza	8-0407
Asch Recording Studios.....	BRYant	9-3137
Associated Music Publishers, Inc.....	BRYant	9-0345
Associated Radio & Television Prods.....	LOngacre	5-3710
Audio-Scriptions, Inc.....	Circle	7-7690
Basch Radio Productions.....	MURray Hill	2-8877
Broadcasting Program Service.....	BRYant	9-4324
Ted Collins.....	Circle	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
Wm. Gernant.....	VAnderbilt	6-1750
H. S. Goodman.....	WICKersham	2-3338
Kent-Johnson, Inc.....	PLaza	3-7246
Kermit-Raymond Corp.....	ELdorado	5-5511
Lang-Worth Feature Programs.....	Circle	6-7410
Phillips H. Lord, Inc.....	WICKersham	2-2211
Management Corp. of America.....	WICKersham	2-8900
Charles Michelson.....	MURray Hill	2-3376
Miller Broadcasting System, Inc.....	Circle	6-0141
C. D. Morris Associates.....	PLaza	3-4144
Muzak Transcriptions, Inc.....	BRYant	9-1246
NBC Radio-Recording Division.....	Circle	7-8300
Lilian Okun, Inc.....	TRafalgar	7-8916
Donald Petersen.....	Wisconsin	7-0069
Radio Events, Inc.....	MURray Hill	6-3487
RCA Manufacturing Co.....	ASHland	4-7605
Reeves Sound Studios.....	Circle	6-6686
Rockhill Radio Productions.....	ELdorado	5-1860
Bernard L. Schubert, Inc.....	PLaza	3-4670
Henry Souvaine, Inc.....	Circle	7-5666
Standard Radio.....	PLaza	3-6690
Transamerican Broadcasting & Television Corp.....	PLaza	5-9800
Transcribed Radio Shows, Inc.....	LOngacre	5-3440
Thomas Valentino.....	Circle	6-4675
Victor Recording Laboratory.....	MURray Hill	4-6200
Wolf Associates.....	PLaza	5-7620
World Broadcasting System.....	WICKersham	2-2100
F. W. Ziv, Inc.....	PLaza	3-9612

Organizations, Unions and Government Agencies

Actors' Equity.....	BRYant	9-3550
Advertising Club.....	CAledonia	5-1810
Advertising Federation of America.....	BRYant	9-0430
AAAA.....	LExington	2-7980
American Communications Assn.....	COlumbus	7-3947
American Federation of Musicians.....	PLaza	8-0500
AFRA.....	VAnderbilt	6-1810
Army U. S., Information Service.....	WORTH	2-1882
ASCAP.....	COlumbus	5-7464
American Television Society.....	CAledonia	5-7430
ANA.....	MURray Hill	5-9167
Broadcast Music, Inc.....	PENNSylvania	6-5466
Coordinator of Inter-American Affairs.....	PLaza	5-3939
Federal Communications Comm.....	Canal	6-4000
Federal Trade Commission.....	WHITEhall	3-8000
Institute of Radio Engineers.....	MEdallion	3-5661
Music Publishers' Protective Association.....	Circle	6-3084
NAB—New York City.....	MURray Hill	2-1963
NAPA.....	Circle	7-8194
Professional Music Men, Inc.....	COlumbus	5-7362
Radio Writers Guild.....	MURray Hill	5-6930
SESAC.....	MURray Hill	3-5365
Song Writers' Protective Association.....	COlumbus	5-3758
Television Broadcasters Ass'n, Inc.....	LACKawanna	4-4788
U. S. Navy, Radio Section.....	BRYant	9-1710
Women's National Radio Committee.....	Circle	7-4103
Writers' War Board.....	BRYant	9-6937

Hotels

Algonquin.....	MURray Hill	2-0100
Ambassador.....	WICKersham	2-1000
Astor.....	Circle	6-6000
Biltmore.....	MURray Hill	9-7920
Commodore.....	MURray Hill	6-6000
Edison.....	Circle	6-5000
Lincoln.....	Circle	6-4500
Lombardy.....	PLaza	3-8600
New Yorker.....	MEdallion	3-1000
New Weston.....	PLaza	3-4800
Park Central.....	Circle	7-8000
Pennsylvania.....	PENNSylvania	6-5000
Plaza.....	PLaza	3-1740
Ritz Carlton.....	PLaza	3-4600
Ritz Tower.....	WICKersham	2-5000
Roosevelt.....	MURray Hill	6-9200
St. Moritz.....	WICKersham	2-5800
St. Regis.....	PLaza	3-4500
Savoy Plaza.....	VOLunteer	5-2600
Sherry Netherland.....	VOLunteer	5-2800
Vanderbilt.....	ASHland	4-4000
Waldorf-Astoria.....	ELdorado	5-3000
Warwick.....	Circle	7-2700

IMPORTANT RADIO Telephone Numbers in LOS ANGELES



Radio Stations

KECA	Hillside	8231
KFAC	Fitzroy	1231
KFI	FAirfax	2121
KFOX	MUTual	2510
KFVD	DRexel	2391
KFWB	HEmpstead	5151
KGER	Madison	2551
KGFJ	PRospect	2434
KHJ	HOLLYwood	8111
KIEV	CHapman 5-	2388
KMPC	HOLLYwood	5341
KMTR	Hillside	1161
KNX	HOLLYwood	1212
KPAS (Pasadena)	RYan 1-	6991
KRKD	TUcker	7111
KWKW (Pasadena)	RYan 1-	6744
XEMO-XERB (L. A. Office)	PRospect	9136

Networks

American Broadcasting Co.	Hillside	8231
Associated Broadcasting Corp.	EXposition	1339
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	HOLLYwood	5338
L. A. Broadcasting Co.	Fitzroy	1231
Mutual Broadcasting System	HOLLYwood	8111
National Broadcasting Co.	HOLLYwood	6161

Station Representatives

Associated Recorded Program Service	HOLLYwood	8318
Walter Biddick Co.	Richmond	6184
John Blair & Co.	PRospect	3584
Howard C. Brown & Co.	HOLLYwood	6045
Forjoe & Company	Hillside	7874
Foster Advertising Service	TRinity	3419
Free & Peters	HOLLYwood	2151
W. S. Grant Co.	VA n Dyke	6341
Grant Gene & Co.	HOLLYwood	7874
Homer Griffith Co.	GRanite	6113
Katz Agency, Inc.	TUcker	3219
Joseph Hershey McGillvra	Michigan	0921
Tracy Moore	HOLLYwood	5408
Edw. Petry & Co.	Michigan	8729
Ralph L. Power	MADison	5617
Radio Advertising Corp.	VA n Dyke	1901
Radio Sales	HOLLYwood	1212
Wm. Rambeau & Co.	GRanite	3636
Paul H. Raymer Co.	VA n Dyke	1901
Sears & Ayers	GRanite	6113
Taylor-Howe-Snowden Radio Sales	GRanite	6113
Universal Sales	HOLLYwood	8282
Weed & Co.	Hillside	8611
Spot Sales, Inc.	HOLLYwood	8318
Howard H. Wilson Co.	GRanite	6113

Advertising Agencies

Alber R. H. Company	PRospect	3331
Allied Advertising Agencies, Inc.	DRexel	7331
E. Emmett Atkinson (Pasadena)	RYan 1-	6586
N. W. Ayer & Son, Inc.	HOLLYwood	5131

Batten, Barton, Durstine & Osborn	HOLLYwood	7337
Benton & Bowles Inc.	Hillside	9151
The Biow Co.	HEmpstead	2377
Dancer-Fitzgerald-Sample	HEmpstead	0716
Botsford, Constantine & Gardner	Michigan	1427
Brisacher, Van Norden & Staff	PRospect	9368
Buchanan & Company, Inc.	MUTual	6316
Bert Butterworth, Agency	HOLLYwood	7263
Broadcast Advertising	EXposition	1339
Campbell-Ewald	Richmond	6204
The Caples Co.	MUTual	4143
Compton Agency	HOLLYwood	8107
Erwin, Wasey & Company	PRospect	5317
Foote, Cone & Belding (Hollywood)	HOLLYwood	6265
Garfield & Guild	TRinity	3832
Glasser-Gailey & Co.	Fitzroy	2141
Hillman-Shane-Breyer, Inc	TRinity	1453
William Estey & Co., Inc.	Hillside	2183
Hixson-O'Donnell Advertising	MUTual	8331
Jaffe & Jaffe	Fitzroy	3104
W. C. Jeffries Co.	WALnut	8824
Lennen & Mitchell, Inc.	CRestview 1-	7221
Lockwood-Shackelford	TRinity	9801
The Mayers Co.	PRospect	0101
McCann-Erickson Inc.	Hillside	8268
McCarty Co.	PRospect	7011
McKee & Albright, Inc.	HOLLYwood	8363
Miner, Dan B.	Richmond	3101
Morgan, Raymond R. Co.	HEmpstead	4194
Needham, Louis & Brorby	GRanite	7186
Pacific Coast Advertising	GRanite	4185
Radio Program Agency	BRadshaw 2-	3268
Radio Sales	HOLLYwood	1212
Ruthrauff & Ryan Inc.	Hillside	7593
Scholtz Advertising Service	Michigan	2395
Russel M. Seeds Co.	GRanite	4185
Smith, Eull & McCreery	HEmpstead	5671
Barton A. Stebbins Advertising Agency	TRinity	8821
Sudler Culbreth Co.	TRinity	0709
Thompson, J. Walter Co.	Hillside	7241
The Tullis Co.	MUTual	6361
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

Abbott & Costello Radio Program	BRadshaw 2-	3205
Acme Radio & Sound Labs.	ANGelus	8765
Adver-Disk Co.	HOLLYwood	5816
Air-Check Co.	Gladstone	2189
All Star Radio Prods.	GRanite	4975
Allied Record Mfg. Co.	HOLLYwood	5107
Associated Broadcasters, Inc.	HOLLYwood	8282
Associated Recorders	HOLLYwood	0781
Associated Studios Broadcast & Recording	Hillside	0191
Audio Pictures	BRadshaw 2-	1645
Walter Biddick Co.	Richmond	6184
American Broadcasting Co.	Hillside	8231
Bronze Recording Studio	Gladstone	0158
Cinesound	Gladstone	9158
Columbia Recording Corp.	GRanite	4134

Columbia Pacific Network	HOLLYWOOD	1212
Continental Radio Productions	HEmpstead	8171
Glendale's Radio Cit	CHapman 5	3283
Patrick Michael Cuning	HILLside	5915
Decca Recording Division	HOLLYWOOD	5191
Eccles Disc Recordings	HILLside	8351
Electro Recording	CHapman 5	3283
Electro-Vox Recording Studios	GLadstone	2189
John Guedel Radio Productions	GRanite	4185
Martin A. Gosch	BRAdshaw 2	3205
Charlotte Greenwood Show	HEmpstead	6232
Hispano Broadcasting Co.	Mlchigan	4433
Hollywood Music Recording Studios	HEmpstead	5407
Hollywood Recorders	GLadstone	1707
International Artists, Inc.	HOLLYWOOD	9718
International Recording Studio	HOLLYWOOD	7391
Johnson-Ayres	HEmpstead	8171
Sam Kerner, Inc.	HEmpstead	1813
Keystone Broadcasting System, Inc.	HOLLYWOOD	5338
Marshal-More, Inc.	HEmpstead	1354
Kennet Long	HILLside	0191
C. P. MacGregor	Fltzrov	4191
Haven MacQuarrie	CRestview 6	7162
Mitchel & West	GRanite	7270
Lindham & Romaine Recording	AXminster 2	8812
Mutual Recording	HILLside	1782
Raymond R. Morgan Co.	HEmpstead	4194
Music City Glenn Wallichs	HOLLYWOOD	8211
NBC Radio-Recording Division	HOLLYWOOD	6161
Jack Parker	Cltrus 2	1607
Ralph L. Power	MADison	5617
B. D. Prazer	GLadstone	5013
Precision Recording Co.	WAlnut	8219
Radio Corporation of America		
RCA Victor Division	HILLside	5171
Radio Craft Recording Studio	GRanite	0074
Radio Features	CRestview 1	7231
Radio News Reel	HOLLYWOOD	9230
Radio Producers of Hollywood	HOLLYWOOD	6506
Radio Recorders, Inc.	HOLLYWOOD	3917
James L. Saphier	HOLLYWOOD	7211
Radio Transcriptions Co. of America	HOLLYWOOD	6928
RCA Manufacturing Co.	HILLside	5171
Rec-Art Studios	PRospect	9232
Record-O-Shers Recording Studios	HILLside	0191
Sound Services, Inc.	HEmpstead	1136
Stage No. 8	HILLside	5915
Standard Radio, Inc.	HILLside	0188
Studio Center Music Co.	GRanite	6066
Studio & Artists Records	HILLside	8241
Sweum Studios	DRexel	0660
Telefilm, Inc.	GLadstone	5748
Universal Broadcasting Company	HOLLYWOOD	8282
Universal Recorders	HOLLYWOOD	8282
George Ward & Co.	CRestview 1	4245
World Broadcasting System	HOLLYWOOD	6327
Frederick W. Ziv Co.	HEmpstead	2723

Radio Artists Agencies

Ivan Altman Agency	GLadstone	1511
American Federation of Radio Artists	HILLside	5121
Bachmann & Co., Inc.	CRestview 6	4168
Bender-Ward Agency	HEmpstead	2385
Nell Benedic Agency	GLadstone	8524
Berg-Allenberg, Inc.	CRestview 6	3131
Stanley Bergerman & Co.	CRestview 6	3196
Herman Bernie Agency	CRestview 5	6685
Mary Bran	CRestview 5	6683
Flo Browne-Jan Grippio	CRestview 1	5209
Sue Carol & Associates	CRestview 1	8151
Hallam Cooley Agency	CRestview 5	6161
Criterion Agency	BRAdshaw 2	2202
Fverett N. Crosby, Ltd.	CRestview 1	1171
Armando De Castro	GRanite	8122
Virginia Doak-Jerry Martin Agency	HILLside	9174
Jim Dolan Agency	CRestview 1	9185
Ken Dolan & Co.	HOLLYWOOD	3553
Richard Donaldson Corp.	CRestview 1	5181
E. A. Duont Agency	CRestview 6	4168
Famous Artists Corp.	CRestview 1	5222
George Frank, Inc.	HILLside	3188
Frederick Bros. Agency, Inc.	CRestview 1	6244

Charles Garland Agency	CRestview 1	7357
General Amusement Corp.	CRestview 1	8101
Nat Goldstone Agency	CRestview 6	1071
Mitchell Hamilburg Agency	CRestview 1	5108
Lou Irwin, Inc.	CRestview 1	7131
Kane-Armstrong Agency	CRestview 6	2396
Sam Kerner	HILLside	7239
M. C. Levee	GLadstone	3115
Robert Light Agency	BRAdshaw 2	2202
A. & S. Lyons, Inc.	CRestview 1	6131
MacQuarrie Agency	CRestview 6	7162
Reg. D. Marshall Agency	HOLLYWOOD	8238
John Mashio Agency	CRestview 6	6161
MCA Artists, Ltd.	CRestview 6	2001
Monter-Gray, Inc.	CRestview 1	1191
Wm. Morris Agency, Inc.	CRestview 1	6161
National Concert & Artists Corp.	BRAdshaw 2	2711
Orsatti Agency	CRestview 6	6241
Art Rush, Inc.	HILLside	5161
Salkow Agency	CRestview 1	9134
James L. Saphier Agency	CRestview 1	7231
Melville A. Shauer Agency	CRestview 1	1103
Edward Sherman Agency	CRestview 5	0186
Louis Shurr Agency	CRestview 1	1116
The Small Company	HOLLYWOOD	2722
Frank Stempel	CRestview 1	5121
Rudy Valle Present, Inc.	CRestview 1	5169
Frank W. Vincent Agency	CRestview 6	2042
Charles Wendling Agency	CRestview 6	2348
Daniel M. Winkler Agency	CRestview 1	7244
Bill Woolfenden, Inc.	CRestview 6	3191

Publications

Broadcasting & Broadcast Advertising	GLadstone	7353
Contact Book	CRestview 1	6850
Hollywood Reporter	HILLside	7411
RADIO DAILY	GRanite	6607

Radio Life	HEmpstead	2025
Radio-Television News	HILLside	5854
Variety	HOLLYWOOD	1141

Air Lines

American Airlines	TUcker	7241
Pan American Airways	Mlchigan	2121
TWA	Mlchigan	8881
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	WHITney	1163

Railway Terminals

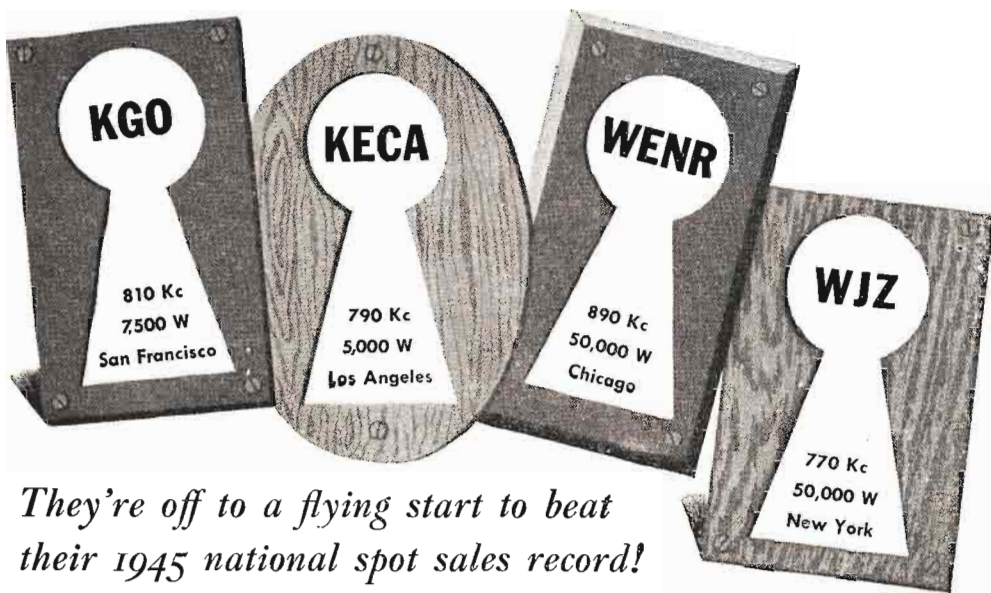
Santa Fe	MUtual	0111
Southern Pacific	Mlchigan	6161
Union Pacific	TRinity	9211

Hotels

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

Keep your eye on

ABC's Key Stations!



They're off to a flying start to beat their 1945 national spot sales record!

LAST YEAR was a BIG year for ABC's owned and operated stations! During the first eleven months of 1945, their national spot billing increased 24.4% over the same period in 1944—a clear indication that advertisers who want to reach the nation's most important markets in the most economical way are swinging to ABC.

Thanks to ABC programming and ABC spot sales representation, KECA, our most recently acquired station, had over five times the spot billing in 1945 that it had the year before. And ABC spot representation did a grand job for other than

owned and operated stations, too. WMAL, the Washington Star's station in the nation's capital, enjoyed a 25% increase in national spot sales over a banner 1944—and the American Pacific regional network had its spot billing upped 45.5%!

Last year was a big year for ABC spot sales offices. 1946 will be even bigger. But the thing that gratifies us more than anything is the fact that during 1945 we made so many new friends who will go along with us this coming year confident that we are able to do a job for them—and in that way help to make *their* 1946 successful.

American Broadcasting Company

Owned and Operated Stations represented by Spot Sales Offices at:

NEW YORK

33 West 42nd St.

CHICAGO

Civic Opera Bldg.

SAN FRANCISCO

155 Montgomery St.

LOS ANGELES

1440 N. Highland Ave.

DETROIT

Fisher Bldg.

IMPORTANT RADIO Telephone Numbers in CHICAGO



Radio Stations

KSTP (Chicago office)	SUPerior	8659
WAAF	RANdolph	1932
WAIT	FRAnklin	0660
WBBM	WHIttehall	6000
WCAU (Chicago office)	SUPerior	5072
WCBD	SEELy	8066
WCFL	SUPerior	5300
WCRW	LINcoln	2188
WDCD	CRAWford	4100
WENR	DELaware	1900
WGES	SEELy	8066
WGN	SUPerior	0100
WHFC	LAWndale	8228
WHIP	DEARborn	8600
WIND (Chicago office)	STATE	4176
WJJD	STATE	5466
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	MONroe	9060
WS1C	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	4437
Capper Publications	CENtral	5977
Cox & Tanz	FRAnklin	2095
The Foreman Co.	FRAnklin	2359
Free & Peters	FRAnklin	6373
Headley-Reed Co.	FRAnklin	4686
George P. Hollingbery	STATE	2898
Hal Holman Co.	FRAnklin	0016
The Katz Agency	CENtral	4006
Joseph Hershey McGillvra	STATE	5282
J. P. McKinney & Son	SUPerior	9866
National Broadcasting Co.	SUPerior	8300
John E. Pearson Co.	FRAnklin	2359
John H. Perry Associates	HARrison	8085
Edward Petry & Co.	DELaware	8600
Radio Sales	WHIttehall	6000
Radio Advertising Corp.	CENtral	1742
William G. Rambeau Co.	ANDover	5566
Paul H. Raymer Co.	SUPerior	4473
Reynolds-Fitzgerald, Inc.	STATE	4294
Sears & Ayer	SUPerior	8177
Spot Sales, Inc.	FRAnklin	8520
The Walker Co.	STATE	5262
Weed & Co.	RANdolph	7730
Howard H. Wilson Co.	CENtral	8744

Advertising Agencies

Aubrey, Moore & Wallace Inc.	RANdolph	0830
N. W. Ayer & Son, Inc.	RANdolph	3456
BBD&O	SUPerior	9200
Dancer-Fitzgerald-Sample	STATE	3800

Buchanan & Co.	DELaware	5522
Leo Burnett Co.	CENtral	5959
Campbell-Ewald Co.	CENtral	1946
The Caples Co.	SUPerior	6016
Critchfield & Co.	SUPerior	3061
Doremus & Co.	CENtral	9132
Sherman K. Ellis & Co.	HARrison	8612
Erwin, Wasey & Co., Ltd.	RANdolph	4952
Albert Frank-Guenther Law, Inc.	DEARborn	8910
Foote, Cone & Belding	SUPerior	4800
Goodkind, Joice & Morgan	SUPerior	6747
Grant Advertising, Inc.	SUPerior	6500
Henri, Hurst & McDonald, Inc.	SUPerior	3000
H. W. Kastor Advertising Co., Inc.	CENtral	5331
W. E. Long Co.	RANdolph	4606
MacFarland, Aveyard & Co.	RANdolph	9360
Maxon, Inc.	DELaware	3536
McCann-Erickson, Inc.	WEStter	3701
McJunkin Advertising Co.	STATE	5060
C. L. Miller Co.	CENtral	1640
Mitchell-Faust Advertising Co.	STATE	6610
Needham, Louis, & Brorby	STATE	5151
Presba, Fellers & Presba	CENtral	7683
L. W. Ramsey Co.	FRAnklin	8155
Roche, Williams & Cleary	RANdolph	9760
Ruthrauff & Ryan, Inc.	FRAnklin	0485
Schwimmer & Scott	DEARborn	1815
Russell M. Seeds Co.	DELaware	1045
Sherman & Marquette, Inc.	DELaware	8000
J. Walter Thompson Co.	SUPerior	0303
Wade Advertising Agency	STATE	7369
Weston-Barnett	WHIttehall	7725
Young & Rubicam, Inc.	CENtral	9389

Program Producers and Transcription and Recording Companies

Chicago Recording Co.	CENtral	5275
Columbia Recording Corp.	WHIttehall	6000
Decca Records, Inc.	DELaware	8300
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	7980
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	7904
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



HENNY YOUNGMAN

Exclusive Management

WILLIAM MORRIS AGENCY

New York

Chicago

London

Hollywood

**IMPORTANT RADIO AND GOVERN-
MENT TELEPHONE NUMBERS IN
Washington, D. C.**

**Federal Departments and
Agencies**

White House	NAtional	1414
State Department	REpublic	5600
Treasury Department	EXecutive	6400
War Department	REpublic	6700
Justice Department	REpublic	8204
Post Office Department	District	536C
Navy Department	REpublic	740C
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
Civilian Production Administration	REpublic	7500
War Labor Board	REpublic	7500
War Savings Staff, Radio Section	EXecutive	6400
Securities & Exchange Commission	District	3633
National Labor Relations Board	NAtional	9716
Wage & Hour Administration	EXecutive	2420
Social Security Board	EXecutive	6500
Supreme Court of the U.S.	EXecutive	1640
D. C. Court of Appeals	REpublic	3811
U. S. District Court (for D. C.)	District	2854
Capitol (Senate and House)	NAtional	3120
Radio Script & Transcription Exchange, Extension 2225,	REpublic	1820
Bureau of Census	District	2200

Non-Governmental

American Red Cross	REpublic	8300
Clear Channel Group	REpublic	3306
National Association of Broadcasters	NAtional	2080
National Press Club	REpublic	2500
Radio Correspondents' Galleries	NAtional	3120
RADIO DAILY	Wisconsin	3271
	HObart	7627
	NAtional	2292
Radio Manufacturers' Association	NAtional	4901

Radio Stations

WINX	REpublic	8000
WJSV	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
Statler Hotel	EXecutive	1000
Wardman Park Hotel	COlumbia	2000
Willard Hotel	NAtional	4420

News Services

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

Railway Terminals

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

If you have Availability
Chills

and

Spots Before the Eyes

**TAKE THE CURE
WITH "CUE-IN"**



SEE

**A P R A D I O
P R O D U C T I O N S**

PRESS ASSOCIATION, INC.

50 ROCKEFELLER PLAZA

NEW YORK 20, N. Y.



KATHRYN CRAVENS

Accredited War Correspondent who broadcast from 21 countries in

EUROPE — ASIA — The MIDDLE EAST

for the Cowles Station WOL, Washington, D. C.

and

Mutual Broadcasting System

Among personalities interviewed

President Harry S. Truman
Pope Pius XII
Gen. Dwight Eisenhower
George Bernard Shaw
Jean Sibelius
Henri De Gaulle

Among events covered

War Crime Trials
Potsdam Conference
Petain Trial
Bulgarian Elections
Palestine Riots
Quisling Trial

Hollywood As Television Production Center

By HARRY R. LUBCKE, Dir. of Television, Don Lee Broadcasting System

YOU hardly need me to tell you that Hollywood will become a great television production center, but you might like to hear about some of the details which I think will bring this about.

There is a lot of talent in Hollywood. For several decades the motion picture industry has attracted entertainment talent from all over the world. You have heard of the performers who do not make a picture during their whole contract and you have heard of those who do not get contracts. There is room for only so many stars in the motion picture industry. There is sufficient talent in the area for a fine group of television stars as well.

Play Is the Thing

It may not be fully realized as yet, but in television, "the play's the thing". This does not mean that television should present the drama alone, but it does mean that it must skillfully handle its several vehicles of expression. Television is a discerning medium; artificiality on the part of its performers is immediately recognized. This is because the important attribute of "immediacy" probes into the very life of the performer as it is lived; there are no retakes.

And, of course, in Hollywood, we have *glamour*. This is probably only the difference in a person before and after having his morning cup of coffee; but it has become a great item of merchandise in the motion picture industry. It is hard to define and to control, but as long as we are supposed to have it, I guess we do not have to worry.

Wealth of Production

Behind the glamorous performers there is a whole industry of writing, costuming, production, staging, and technology. This industry has been grappling for years with the intangible factors which differentiate between showmanly and unshowmanly presentations. Television will reach its fullest stature when nationwide television networks become a reality. It is then that Hollywood's abilities will be

clearly recognized. There will be only one competitor, a large aggregation of burroughs on the East Coast.

Until the day of networks adds the third, Hollywood television is already blessed with two natural advantages. These are high mountains near large centers of population and an equitable climate, the latter being conducive to the scheduling and television pick-up of outdoor spectacles.

In this region there is a whole range of mountains well over a mile high immediately adjacent to an area populated with several million people. The prime television service area is over 200 miles in diameter. The signal strength for a given transmitter power is, of course, proportional to the height of the transmitting antenna above the service area. In order to realize the maximum natural potentials of television production the Don Lee Broadcasting System has recently announced application to the F.C.C. for permission to install the highest power television transmitting station which can be manufactured upon this very high Mt. Wilson range.

Conditions Ideal

For many years the nation has doubted the claims of the Los Angeles Chamber of Commerce about the weather. This was in spite of the fact that the motion picture industry located here because of the relatively large number of satisfactory outdoor "shooting" days throughout the year. Fortunately now, the thorough displacement of persons brought about by military operations has created a considerable army (and Navy) which lends credence to these perennial claims. Some are doing even more than that. One of the most pressing present problems is the housing shortage.

The job of making Hollywood a great television production center is not going to be easy. It will take everything that Hollywood has and all that it can become, television-wise, to satisfy the great maw that is television programming.

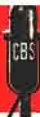
For Television Complete Please Turn To Page 965

Radio's Weekly Payroll Showed Increase in '45

ACCORDING to the FCC average 1945 weekly wage in the broadcasting industry was \$65.40, an increase of eight per cent over the same weekly period in 1944. Excluding the motion picture industry, radio leads all other professions in average weekly wages. Employment in 1945 increased 10 per cent over the year before, making a total of 29,405 full time employees.

Table below was prepared in January 1946, based on full time employees for the week beginning October 14, 1945.

Class of employees (1)	9 networks and 876 stations			9 networks including 10 key stations of nationwide networks			866 other standard stations		
	Number (2)	Compen- sation (3)	Average (4)	Number (5)	Compen- sation (6)	Average (7)	Number (8)	Compen- sation (9)	Average (10)
Executives:									
General managerial	1,076	\$186,640	\$173.36	53	\$23,517	\$443.72	1,023	\$163,023	\$159.36
Technical	655	54,626	83.40	30	4,712	157.07	625	49,914	79.80
Program	607	56,025	92.30	38	9,354	246.16	569	46,671	82.02
Commercial	484	67,177	138.80	50	11,309	226.18	434	55,868	128.73
Publicity	156	15,905	101.96	30	4,989	166.03	126	10,909	86.66
Other	276	26,738	96.88	36	5,103	141.75	240	21,635	90.16
Total, executives	3,254	407,011	125.08	237	58,994	248.92	3,017	348,017	115.35
Employees (other than executives):									
Technical:									
Research and development	143	12,369	86.50	51	5,164	101.25	92	7,205	78.32
Operating	5,207	316,098	60.70	1,052	70,568	75.63	4,155	236,500	56.92
Other	289	12,144	40.62	94	3,080	32.83	205	9,058	44.19
Program:									
Production	1,320	82,483	62.49	165	12,660	76.73	1,071	46,586	43.50
Writers	1,236	59,246	47.93	186	14,322	77.00	3,601	204,525	56.80
Announcers	3,787	218,847	57.79	559	76,909	137.58	1,661	103,351	62.22
Staff musicians	2,220	180,260	81.20	816	74,760	91.62	948	60,898	64.24
Other artists	1,764	135,658	76.90	547	31,625	57.82	987	43,379	43.89
Other	1,514	75,004	49.54	180	24,617	136.76	1,271	130,005	102.29
Commercial:									
Outside salesmen	1,451	154,622	106.56	525	31,324	59.66	273	13,599	49.81
Promotion and merchandising	798	44,923	56.29	385	14,776	38.38	241	10,029	41.61
Other	626	24,805	39.62	353	14,970	42.41	850	35,093	41.29
General and administrative:									
Accounting	1,903	50,063	41.62	321	12,363	38.51	1,007	29,503	29.30
Clerical	1,328	41,866	31.55	240	8,166	34.03	1,182	38,621	32.67
Stenographic	1,422	46,787	32.90	618	22,724	36.77	721	21,770	30.19
Other	1,339	44,494	33.23	48	2,934	63.78	448	13,367	29.81
Miscellaneous	494	16,291	32.98						
Total, excluding executives	26,151	\$1,515,930	\$57.97	6,650	\$466,594	\$70.16	19,501	\$1,049,336	\$53.81
Total, including executives	29,405	\$1,922,941	\$65.40	6,887	\$525,588	\$76.32	22,518	\$1,397,353	\$62.05



FOR THE RECORD:

item |

"This is it!"

On January 31, 1946 the Columbia Broadcasting System in a private showing before a group of leading newspaper and magazine radio editors demonstrated the fact of full color television broadcast on a commercial transmitter in the higher frequencies.

As this book goes to press nearly 1000 leaders in business, industry, arts and science have witnessed the same demonstration. Their enthusiasm is now a matter of record. Here is how *Tide*, the news magazine of advertising, summed it up on February 8: "The general reaction (was): 'This is it.'"

The story of this miracle of modern science goes back to prewar days when CBS led the radio industry in the first pioneering experiments in color television in the low frequencies. The next historic date occurred on April 27, 1944 when CBS first publicly urged the use of the higher frequencies and wider wave bands, promising vastly improved pictures in both full color and black and white within a short time. The skeptics greeted the proposal by estimating the "short time" as "five years from V-J Day".

Less than 6 months after V-J Day, Columbia made good its promise.

and again for the record

item 2

Radio's most complete coverage of history's greatest year of news

A SOLDIER FALLS. Between 5:49 p.m. EWT on April 12, 1945 when John Daly at CBS news headquarters flashed the first bulletin of President Roosevelt's death and midnight Sunday, April 15, CBS broadcast a total of 21 hours and 51 minutes of report, tribute and discussion plus 24 hours and 35 minutes of special music from 51 different places scattered throughout the world. (photo: burial at Hyde Park)



NATIONS UNITED. From San Francisco where the delegates of 51 nations gathered between April 22 and June 26, 1945 in a security conference, CBS broadcast daily reports from its correspondents, including Norman Corwin's notable hour-long program *Word from the People* which picked up voices from points scattered across five continents. In addition CBS broadcast 31 special discussion programs bringing to the microphone the leading statesmen and delegates of the participating nations. (photo: delegates in session)



FOR THE RECORD:



VICTORY IN EUROPE.

At 12:05 a.m. May 9 EWT Russia's Foreign Minister Molotov speaking from San Francisco concluded the network's 150th broadcast reporting the defeat of Germany. CBS solidly filled 25 hours of broadcasting with the news, comment and flourish of victory. On May 7 and 8 the size of the CBS audience swept ahead of all other networks by margins ranging from 5% to 211%. (photo: the German surrender at Rheims)



VAPORIZED.

At 11:15 a.m. EWT August 6, 1945 CBS announcer Harry Kramer broke into a regularly scheduled network program to report President Truman's announcement of Hiroshima's destruction by atomic bomb. From that moment through the next three days Columbia broadcast a steady flow of commentary by atomic scientists, world leaders, and laboratory and factory workers throughout the nation who took part in the development and construction of both the Hiroshima and Nagasaki bombs. (photo: Hiroshima)



IT'S OVER.

At 3 a.m. EWT August 15 nearly 112 hours had elapsed since the first tentative flutter of Tokyo's white flag. Americans who tuned in CBS during this period went abroad 77 times to 10 points on the earth's surface, heard 514 separate reports and analyses from 32 CBS correspondents and analysts. Robert Trout was on the air 58 times; Allan Jackson 39; John Daly 28. Thus CBS measured the length and breadth of final victory. (photo: New York hails V-J Day)

and now

Let's look ahead . . .

No amount of looking ahead can accurately forecast the events of the coming months. But one thing is certain: wherever, whenever and however the news breaks, Columbia's staff of trained, responsible, world-tested correspondents, analysts and reporters will be right on top of it, conscious of their continuing obligation to the American people to present an accurate objective picture of the march of events. For only with such equipment, can Americans confidently meet the challenges of a swiftly changing world.



**this is CBS . . .
the Columbia Broadcasting System**





PRESENTS

THE

ALL AMERICAN
RADIO PROGRAM
OF 1945

—THE PAGES THAT FOLLOW
REFLECT THE CONSIDERED OPINIONS
OF 1091 RADIO CRITICS AND WRITERS





NORMA JEAN NILSSON

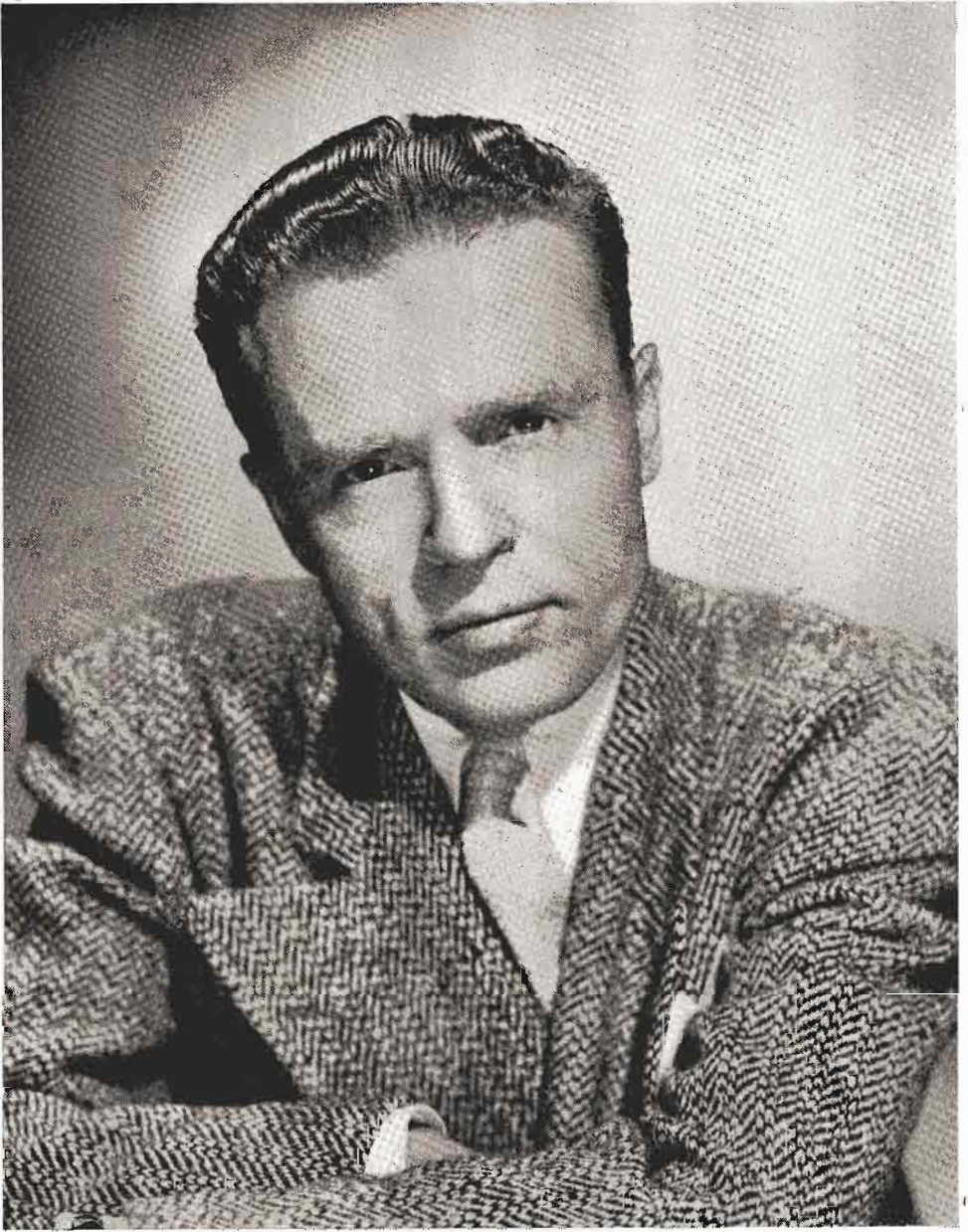
"THE LITTLE GIRL NEXT DOOR"

ON THE JACK CARSON CBS SHOW



THE FINAL BALLOT

Delivery of the 1091st and final ballot by B. E. Jolley, director of research for the Ross Federal organization, to Frank Burke, editor of Radio Daily, signaled completion of the 1945 survey to select the nation's "All American Radio Program." The survey entailed three months canvassing of the nation's press by 136 Ross researchers working out of 35 cities. It was the most comprehensive radio popularity survey ever conducted with 1091 newspaper men and women throughout America participating.



HAL STYLES Radio's Original "Good Neighbor"

NOW "VETS TALK IT OVER" Warner Bros.' KFWB

America's First Rehabilitation Program for Ex-Servicemen (Sundays 7-7:30 P.M.)

Also, "SO YOU'D LIKE TO BE IN RADIO" (Sundays 3:30-4 P.M.)
Audience Participation-Comedy-Drama Warner Bros.' KFWB

Announcer, Producer, Commentator, Dialectician, Special Events

ALL-AMERICAN WINNERS IN RADIO DAILY'S 1945 CERTIFIED POLL

Commercial Program

FIBBER MCGEE & MOLLY. Sponsored by S. C. Johnson & Son, Inc., Tuesdays, 9:30-10 p. m., EST, on NBC network. *Agency:* Louis, Needham & Brorby, Inc.



Entertainer

BOB HOPE. Sponsored by The Pepsodent Co., Tuesdays, 10-10:30 p. m., EST, on NBC network. *Agency:* Foote, Cone & Belding, Inc.



Dance Band (Sweet)

GUY LOMBARDO. Sponsored by Larus & Brother Co., Inc., Tuesdays, 9-9:30 p.m. EST, on ABC network. *Agency:* Warwick & Legler, Inc.



Dance Band (Swing)

TOMMY DORSEY. Sponsored by Standard Brands, Inc., Sundays, 8:30-9 p.m., EST, on NBC network for a period in 1945. *Agency:* J. Walter Thompson Co.



Male Vocalist (Classical)

JOHN CHARLES THOMAS. Sponsored by Westinghouse Electric & Mfg. Co., Sundays, 2:30-3 p.m., EST, on NBC network. *Agency:* McCann-Erickson, Inc.



Male Vocalist (Popular)

BING CROSBY. Sponsored by Kraft Cheese Co., Thursdays, 9-9:30 p.m., EST, on NBC network for a period in 1945. *Agency:* J. Walter Thompson Co.



Feminine Vocalist (Classical)

LILY PONS. Guest appearances during the year on various commercial programs.



Feminine Vocalist (Popular)

DINAH SHORE. Sponsored by General Foods Corp., Thursdays, 8:30-9 p.m., EST, on NBC network. *Agency:* Young & Rubicam, Inc.



Symphonic Program

N. Y. PHILHARMONIC-SYMPHONY. Sponsored by United States Rubber Co., Sundays, 3-4:30 p.m., EST, on CBS network. *Agency:* Campbell-Ewald Co.



Popular Musical Show

YOUR HIT PARADE. Sponsored by American Tobacco Co., Saturdays, 9-9:45 p.m., EST, on CBS network. *Agency:* Foote, Cone & Belding, Inc.



Symphonic Conductor

ARTURO TOSCANINI. Sponsored by General Motors, Inc., Sundays, 5-6 p.m., EST, on NBC network. *Agency:* Arthur Kudner.



Comedian

BOB HOPE. Sponsored by The Pepsodent Co., Tuesdays, 10-10:30 p.m., EST, on NBC network. *Agency:* Foote, Cone & Belding, Inc.



News Commentator

LOWELL THOMAS. Sponsored by Sun Oil Co., Monday through Friday, 6:45-7 p.m., EST, on NBC network. *Agency:* Roche, Williams & Cleary, Inc.



ROY ROGERS

“King of the Cowboys”

Exclusive Management
ART RUSH, INC.
Hollywood

ALL-AMERICAN WINNERS

IN RADIO DAILY'S 1945 POLL

Dramatic Program

LUX RADIO THEATER. Sponsored by Lever Brothers Co., Mondays, 9-10 p.m., EST, on CBS network. Agency: J. Walter Thompson Co.



Dramatic Serial

ONE MAN'S FAMILY. Sponsored by Standard Brands, Inc., Sundays, 3:30-4 p.m., EST, on NBC network. Agency: J. Walter Thompson Co.



Sports Commentator

BILL STERN. Sponsored by Colgate-Palmolive-Peet Co., Fridays, 10:30-10:45 p.m., EST, on NBC network. Agency: Sherman & Marquette, Inc.



Children's Show

LET'S PRETEND. Sponsored by Cream of Wheat Corp., Saturdays, 11:05-11:30 a.m., EST, on CBS network. Agency: Batten, Barton, Durstine & Osborn, Inc.



Educational Program

AMERICA'S TOWN MEETING OF THE AIR. Sponsored by Reader's Digest Association, Inc., Thursday, 8:30-9:30 p.m., EST, on ABC network. Agency: Batten, Barton, Durstine & Osborn, Inc.



Quiz Show

INFORMATION PLEASE. Sponsored by Socony-Vacuum Oil Co., Mondays, 9:30-10 p.m., EST, on NBC network. Agency: Compton Advertising, Inc.



Daytime Variety Show

BREAKFAST CLUB. Sponsored by Swift & Co. and Philco Corp., Monday through Friday, 9:30-10 a.m., EST, on ABC network. Agency: J. Walter Thompson Co. for Swift; Hutchins Advertising Co. for Philco.



Comedienne

JOAN DAVIS. Sponsored by Lever Bros. Co., Mondays, 8:30-8:55 p.m., EST, on CBS network. Agency: Young & Rubicam, Inc.



Announcer

DON WILSON. Jack Benny-American Tobacco Co. program, Sundays, 7-7:30 p.m., EST, on NBC network. Agency: Ruthrauff & Ryan, Inc.



Popular Singing Unit

ANDREWS SISTERS. Sponsored by Nash-Kelvinator Corp., Wednesdays, 10:30-11 p.m., EST, on CBS network. Agency: Geyer, Cornell & Newell, Inc.



Comedy Team

FIBBER MCGEE & MOLLY. Sponsored by S. C. Johnson & Son, Inc., Tuesdays, 9:30-10 p.m., EST, on NBC network. Agency: Louis, Needham & Brorby, Inc.



Song of the Year

'TIL THE END OF TIME. Published by Santly-Joy, Inc. Music by Frederic Chopin; arrangement and lyrics by Ted Mossman and Buddy Kaye.



Composition of the Year

POLONAISE in A-Flat, Opus 53, No. 6, by Frederic Chopin. (Public domain composition with special arrangements by several major music publishers.)



PERRY COMO

Star of

"Chesterfield Supper Club"

Mon., Wed., Fri., 7-7:15 p.m., E.S.T.

NBC

Under Contract to
20th Century-Fox Films

• Victor Recording Artist

GENERAL AMUSEMENT CORPORATION

Results of Radio Daily's ★ 1945 Certified Poll ★

First five in each 26 categories is listed below, representing the exact number of votes taken off 1,091 ballots.

Commercial Program

Fibber McGee	74
Information Please	54
Jack Benny	42
Edgar Bergen	36
Lux Radio Theater	35

Entertainer

Bob Hope	205
Fred Allen	116
Bing Crosby	79
Jack Benny	64
Danny Kaye	39

Dance Bands (Sweet)

Guy Lombardo	351
Sammy Kaye	67
Wayne King	61
Fred Waring	43
Tommy Dorsey	40

Dance Bands (Swing)

Tommy Dorsey	136
Harry James	134
Benny Goodman	105
Woody Herman	54
Kay Kyser	38

Male Vocalist (Classical)

John C. Thomas	225
Nelson Eddy	159
James Melton	150
Lauritz Melchior	109
Lawrence Tibbett	43

Male Vocalist (Popular)

Bing Crosby	662
Frank Sinatra	79
Perry Como	61
Dick Haymes	29
Frank Munn	18

Feminine Vocalist (Popular)

Dinah Shore	301
Ginny Simms	89
Frances Langford	76
Jo Stafford	57
Joan Edwards	37

Symphonic Program

N. Y. Phil.	311
NBC Symphony	137
Boston Symphony	133
Ford Hour	97
Phila. Symphony	28

Popular Musical Show

Hit Parade	115
Hour of Charm	71
Kay Kyser	63
Fred Waring	60
Man. Merry-Go-Round	45

Symphonic Conductor

Toscanini	240
Koussevitsky	115
Kostelanetz	88
Stokowski	61
Rodzinski	45

Comedian

Bob Hope	294
Fred Allen	225
Jack Benny	104
Edgar Bergen	50
Danny Kaye and Jimmy Durante (TIE)	34

News Commentators

Lowell Thomas	136
Raymond Swing	98
Fulton Lewis, Jr.	85
H. V. Kaltenborn	70
Walter Winchell	55

Dramatic Program

Lux Radio Theater	296
Theater Guild	112
Mr. D. A.	49
Cavalcade of America	37
Helen Hayes Theater	35

Dramatic Serial

One Man's Family	125
Sherlock Holmes	23
Date With Judy and Thin Man (TIE)	12
Mr. D. A.	11
The Gt. Gildersleeve	8

LOOK MAGAZINE PREDICTS FOR '46...
 As the dance orchestra most likely to hit
 the 1946 top in popular and critical approval.

CAPITOL RECORDS' "BAND OF THE YEAR"...
 With these great discs... "I BEEN DOWN IN TEXAS"
 "SHOO FLY PIE (AND APPLE PAN DOWDY)" • "TAMPICO"
 "ARTISTRY JUMPS" • "JUST A-SITTIN' AND A-ROCKIN'"



"ARTISTRY IN RHYTHM"

Stan Kenton
AND HIS ORCHESTRA

Direction —
General **ARTISTS CORPORATION**
 THOMAS G. ROCKWELL, President
 NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

Management —
CARLOS GASTEL

Results of Radio Daily's

★ 1945 Certified Poll ★

Sports Commentators

Bill Stern	303
Ted Husing	98
Red Barber	37
Harry Wismer	27
Stan Lomax	23

Popular Singing Unit

Andrews Sisters	173
Ink Spots	80
Waring Penn.	77
The Pied Pipers	40
Charioteers	26

Children's Shows

Let's Pretend	118
Quiz Kids	73
The Lone Ranger	53
Coast-to-Coast on a Bus	24
Henry Aldrich and	
Children's Hour (TIE)	16

Comedy Team

Fibber McGee & Molly	375
Burns & Allen	119
Durante & Moore	100
Abbott & Costello	79
Bergen & McCarthy	69

Educational Program

America's Town Meeting	117
Information Please	104
Chicago Roundtable	70
American School Air	48
Cavalcade of America	29

Feminine Vocalist (Classical)

Lily Pons	231
Gladys Swarthout	103
Marian Anderson	92
Jessica Dragonette	57
Jeanette MacDonald	49

Quiz Show

Information Please	330
Take It Or Leave It	135
Quiz Kids	87
Dr. I. Q.	67
Truth Or Consequences	26

Announcer

Don Wilson	143
Harry von Zell	119
Milton Cross	105
Ken Carpenter	66
Bill Goodwin and	
Ben Grauer (TIE)	54

Daytime Variety Show

Breakfast Club	140
Fred Waring	72
Breakfast At Sardis	48
Queen For A Day	25
G. E. House Party	23

Song of the Year

'Til The End of Time	148
It's Been A Long, Long Time	85
It Might As Well Be Spring	79
If I Loved You	55
A. T. & Santa Fe	30

Comedienne

Joan Davis	294
Cass Daley	73
Fannie Brice	56
Gracie Allen	55
Judy Canova	24

Musical Composition of the Year

Polonaise	43
Warsaw Concerto	28
Prokofieff Fifth Symphony	19
Shostakovich 9th Sym.	18
Holiday for Strings	13

GREAT NAMES IN RADIO

aired by N. W. Ayer



JIMMY DURANTE



GARRY MOORE

THE TELEPHONE HOUR
DONALD VOORHEES
and his Orchestra
with some of America's
finest stars of the
world of music



THE REXALL DRUG RADIO SHOW



THE ELECTRIC HOUR
NELSON EDDY
*presents many
famous guest stars*



**HIRES SUNDAY
EVENING PARTY**
FELIX KNIGHT



LOUISE CARLYLE



ROBERT ARMBRUSTER'S
Orchestra



PHIL DAVIS
and his Orchestra



N. W. AYER & SON, Inc.

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



BUSINESS

Agency and Sponsor Network Billings



Station Representatives



News Service



Research Firms



Advertising Agencies

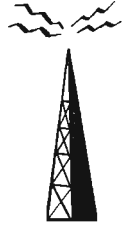


Federal Communications Commission

THE SHORTEST DISTANCE



BETWEEN TWO POINTS



IS YOUR LINE TO

COLUMBIA TRANSCRIPTIONS

NEW YORK • 799 Seventh Ave. • Circle 5-7300

HOLLYWOOD • 6624 Romaine St. • Granite 4134



Radio From The Business Side

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

RADIO ADVERTISING as a whole, reflected more or less, the crises that confronted industry throughout the nation due to strikes, reconversion, battle over price ceilings and the resultant lack of manufactured goods. Which of course was particularly true of the latter part of 1945. Its usual revenue increase, although definitely a net rise, did not attain to the percentage to which it is accustomed. Final figures may reach close to an eight per cent increase in net time sales, which compares to the accustomed 20-odd per cent of other years. Major networks and not a few stations may attribute some of the lowered gross to such emergencies as the passing of President Roosevelt and the marking of victories in Europe and Japan, when considerable time was cancelled. Still, national network billings claimed more than 40 per cent of the total of all dollars spent for broadcast advertising. Local business was around 30 per cent of the total and national and regional spot business over 25 per cent. Regional networks are expected to account for an approximate three per cent of radio time sales.

Actual gross increase in billings for all types of radio advertising when completely tabulated for 1945, will reach a possible \$20,000,000, for a grand total of nearly \$412,000,000. Exactly 10 years ago, radio's total gross billings were approximately \$88,000,000. The forward march is inevitable.

Close to \$75,000,000 went to talent during the year 1945. This includes both independent payments or purchases and those of the networks, national and regional, also local deals. Network increases from a percentage basis was up less than any other form of radio advertising. Various reasons hold the answer including general postwar conditions and unavailability of good time slots for everybody.

Drugs and toilet goods were far and away in topping the gross billings as to

networks, while food and food beverages made a strong second. Other commodities advertised via radio showed huge increases in billings but comparatively speaking, their total volume is in the lower brackets compared to the leaders. Tobacco products showed a substantial rise in billings not only during 1945 but over a period of five years. Actual greatest increase over any commodity advertised on the air are the billings in the beer and wine category. Despite the increase, the total billings are not great. Stationers, publishers, building materials also show a sizeable upsurge in billings and again the grand total is small.

Optimism however, is rampant throughout the industry, as to future business. Some sources, while agreeing the time is a little way off, believe that television and FM will be a potent factor in additional revenue from the broadcasting angle. Spot business looks exceedingly good for the 1946-47 season, from the viewpoint of the station representatives. With the settlement of most of the major strikes, the worst was believed over and industry ready to produce goods which must be advertised. Many brands, off the market during the war are overdue on their return.

No actual reconversion problem exists for radio as to broadcasting, yet it remains a problem upon which the broadcaster's welfare is contingent. This applies to the availability of new equipment as well as to sources of additional clientele. As a whole, radio business continued its gains, well managed by the men and women in back of the industry. This group grows in numbers constantly, as witnessed by the constantly increasing number of applications for new stations of every description, revealing a confidence probably exceeded by no other great American industry.

10%

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

JAMES L. SAPHIER
AGENCY

9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

American Broadcasting Co. 1945 Agency Gross Billings

J. Walter Thompson Co.	\$ 4,510,394
Compton Advertising, Inc.	2,309,467
Kenyon & Eckhardt, Inc.	2,248,536
Batten, Barton, Durstine & Osborne, Inc.	2,082,855
Young & Rubicam, Inc.	2,042,573
Wade Adv. Agency	1,956,191
Warwick & Legler	1,598,187
Dancer-Fitzgerald & Sample	1,550,292
D'Arcy Adv., Inc.	1,493,370
McCann-Erickson, Inc.	1,486,130
MacFarland Aveyard & Co.	1,287,844
Schwimmer & Scott Adv.	1,176,187
Benton & Bowles, Inc.	1,146,600
Hutchins Adv. Co.	1,144,236
Sherman & Marquette, Inc.	891,921
Lennen & Mitchell, Inc.	851,622
Aubrey, Moore, & Wallace, Inc.	737,680
Foots, Cone & Belding	713,726
Knox Reeves Adv. Co.	679,865
Walker & Downing	668,241
Wm. Esty & Co., Inc.	646,663
N. W. Ayer & Son, Inc.	636,648
Sherman K. Ellis, Inc.	507,326
Doherty, Clifford & Shenfield, Inc.	570,443
Grant Advertising, Inc.	475,102
Small & Seiffer, Inc.	433,166
Hazard Advertising Co.	390,689
H. W. Kastor & Sons Adv. Co., Inc.	367,447
Geyer Cornell & Newell, Inc.	341,530
Leo Burnett Co., Inc.	323,874
Burton Brown Adv.	323,412
Tracy-Locke Co., Inc.	298,350
Hill Blackett & Co., Inc.	281,729
Raymond Spector Co., Inc.	275,352
Buchanan & Co., Inc.	268,607
Maxon, Inc.	262,892
Alfred J. Silberstein—Bert Goldsmith, Inc.	249,477
Pacific Nat'l Adv. Agency	211,159
Charles Dallas Reach Co.	210,912
Ivey & Ellington, Inc.	205,625
McJunkin Advertising Co.	203,869
Fuller & Smith & Ross	192,240
Keeling & Co., Inc.	186,392
J. M. Mathes, Inc.	164,309
Donahue & Coe, Inc.	137,662
J. D. Tarcher & Co.	122,843
A. W. Lewin Co.	109,664
The M. H. Hackett Co.	90,110
Henry Souvaine, Inc.	87,384
Arthur Kudner, Inc.	62,061
Garfield & Guild Adv.	55,480
Tucker Wayne & Co.	50,320
The Blow Co., Inc.	46,668
Charles H. Sheldon Adv.	46,245
Roche, Williams & Cleary	43,578
Street & Finney, Inc.	43,424
Duane Jones Co.	42,638
B-Isaeher Van Norden & Staff	41,008
U. S. Advertising Corp.	39,000
The Clements Co., Inc.	37,896
St. Georges & Keyes, Inc.	37,690
Huber Hoge & Sons	34,755

Wiltman & Pratt, Inc.	34,428
Wm. H. Weintraub & Co.	32,461
Ruthrauff & Ryan	31,393
Dorland International—Pettingell & Fenton, Inc.	21,447
Erwin Wasey & Co., Inc.	20,651
Barton A. Stebbins Adv. Agency	17,160
Trade Development Corp.	16,761
A. E. Brooks Adv. Agency	16,086
H. B. Humphrey Co.	12,440
The Mayers Co.	11,442
Rhoades & Davis	8,974
Evans Associates, Inc.	7,530
John Barnes Agency	4,680
Glasser-Galley & Co.	1,770
Campbell-Mithun, Inc.	1,184
TOTAL	\$40,045,966

Columbia Broadcasting System 1945 Agency Gross Billings

Young & Rubicam, Inc.	\$ 9,492,434
Daneer-Fitzgerald-Sample, Inc.	6,495,750
The Blow Co., Inc.	4,976,900
J. Walter Thompson Co.	4,648,864
Ruthrauff & Ryan, Inc.	4,425,451
Compton Advertising, Inc.	3,151,963
Batten, Barton, Durstine & Osborne, Inc.	2,674,898
Foots, Cone & Belding	2,517,608
McCann-Erickson, Inc.	2,030,041
Benton & Bowles, Inc.	1,853,834
William Esty & Co., Inc.	1,758,064
Duane Jones Co.	1,398,502
Arthur Meyerhoff & Co.	1,327,170
Ward Wheelock Co.	1,308,365
Maxon, Inc.	1,283,782
N. W. Ayer & Sons, Inc.	1,161,200
Campbell-Ewald Co., Inc.	1,118,745
Grant Advertising, Inc.	1,117,631
Pedlar & Ryan, Inc.	1,015,884
Geyer, Cornell & Newell, Inc.	902,351
Garner Advertising Co.	820,963
Lennen & Mitchell, Inc.	812,928
Buchanan & Co., Inc.	804,448
Wm. H. Weintraub & Co.	766,747
Newell-Emmett Co., Inc.	755,800
Warwick & Legler, Inc.	729,148
Ted Bates, Inc.	698,532
Sherman & Marquette, Inc.	630,672
Roche, Williams & Cleary, Inc.	570,460
Morse International, Inc.	513,046
Kenyon & Eckhardt, Inc.	473,167
Smith & Drum, Inc.	455,145
C. L. Miller Co.	409,906
Lambert & Feasley, Inc.	304,542
Joseph Katz Co.	297,560
Henri, Hurst & McDonald, Inc.	231,193
Cruttenden & Eger	201,717
Sorenson & Co.	199,698
Wallace-Ferry-Hanly Co.	182,157
McJunkin Advertising Co.	145,966
Honig-Cooper Co.	92,734
Brisacher, Van Norden & Staff	63,935
Barton A. Stebbins, Inc.	62,961

Like its live radio showmanship, the constantly expanding transcription activity of the William Morris Agency is characterized by experience, imagination and intelligence. Spot announcement or full hour presentations . . . sparked by the finest performing, production and writing talent . . . testify that the William Morris Agency is best equipped to service the transcription needs of the industry.



Televised Spots Next!

AGENCY—NETWORK—SPONSOR BILLINGS

Hillman, Shane & Breyer, Inc.	59,725
Cockfield, Brown & Co.	54,645
MacManns, John & Adams, Inc.	51,530
W. Earl Bothwell Agency	51,223
Baker Advertising Agency, Ltd.	46,506
Abbott Kimball Co., Inc.	43,176
Ronalds Advertising Agency	42,597
Spitzer & Mills, Ltd.	41,961
Brooks Advertising Agency	39,156
Knox Reeves Advertising	39,142
Clements Co., Inc.	37,635
Wade Advertising Agency	30,492
Long Advertising Service	28,902
Glasser Galley & Co.	26,061
Rhodes & Davis	20,616
Little & Co.	15,698
Hixson-O'Donnell Advertising, Inc.	15,394
M-G-M Advertising Agency	15,288
Aubrey, Moore & Wallace, Inc.	14,854
Dan B. Minor Co.	14,616
Fitzgerald Advertising Agency	14,487
Garfield & Guild	13,771
Byrde, Richard & Pound	13,704
Cecil & Presbrey, Inc.	12,985
Adolph Wendland	11,547
Gilham Advertising Agency	10,920
Raymond R. Morgan Agency	8,914
Aitkin-Kynett Co.	7,845
Ted M. Factor Agency	7,395
George M. Wessells Agency	7,240
Donahue & Coe, Inc.	5,688
Pacific National Advertising Agency	3,438
Lockwood-Schaekelford Co.	1,810
Russel M. Seeds Co.	1,624
Kelly Nason, Inc.	1,404

GRAND TOTAL\$65,724,851

Weiss & Geller, Inc.	117,176.00
Ivey & Ellington, Inc.	116,346.06
Emil Mogul Company, Inc.	112,596.00
Benton & Bowles, Inc.	108,741.90
Olian Advertising Company	101,688.00
Clements Company, Inc.	89,659.70
N. W. Ayer & Son, Inc.	87,033.76
Roche, Williams & Cleary, Inc.	77,649.99
Raymond Spector Co., Inc.	75,509.25
Geyer, Cornell & Newell, Inc.	61,738.24
Warwick & Legler, Inc.	52,099.00
United States Advertising Co.	43,423.97
Kudner Agency, Inc.	34,924.40
Russell M. Seeds Co., Inc.	32,478.33
Makelim Associates	26,787.15
Weston-Barnett, Inc.	26,267.93
Morse International, Inc.	13,860.00
George H. Hartman Company	12,676.40
Smith, Bull & McCreery	10,749.00
Marschalk & Pratt Co.	8,317.50
Schwimmer & Scott	7,902.75
Foote, Cone & Belding	4,788.00
Compton Advertising, Inc.	4,637.00
John C. Dowd, Inc.	2,600.00
Batten, Barton, Durstine & Osborne, Inc.	1,320.00

GRAND TOTAL\$20,637,362.80

**National Broadcasting Company
1945 Sponsor Expenditures
Not Available**

**Mutual Broadcasting System
1945 Agency Gross Billings**

Erwin Wasey & Company	\$ 2,931,043.38
Hixson-O'Donnell Adv., Inc.	1,368,203.27
D'Arcy Adv. Company, Inc.	1,286,571.16
Gardner Advertising Company	1,093,171.68
Kenyon & Eckhardt, Inc.	1,083,463.87
J. Walter Thompson Company	863,256.88
Neal D. Ivey Company	767,791.93
Ruthrauff & Ran, Inc.	663,110.72
Arthur Meyerhoff & Company	616,711.80
Grant Advertising, Inc.	637,106.67
Wm. H. Weintraub & Company, Inc.	587,897.93
Dancer-Fitzgerald-Sample	586,708.84
Maxon, Inc.	569,753.68
Calkins & Holden	464,205.10
Stanley G. Boynton Adv.	459,524.93
Raymond R. Morgan Company	454,003.35
Young & Rubicams, Inc.	410,645.04
Birmingham, Castleman & Pierce, Inc.	396,561.92
H. B. Humphrey Co.	346,552.49
Gotham Advertising Company	319,477.00
Henri, Hurst & McDonald, Inc.	284,097.86
Donahue & Coe, Inc.	278,343.20
Wade Advertising Agency	277,349.00
Hill Blackett & Company	257,024.48
G. C. Hoskin Associates	253,560.91
Walker & Downing	252,149.60
Ted Bates, Inc.	250,952.15
R. H. Alber Company	244,675.77
The Caples Company	224,970.33
St. Georges & Keyes, Inc.	212,825.40
Federal Advertising Agency, Inc.	191,368.00
L. W. Ramsey Company	166,113.00
McJunkin Advertising Co.	152,265.35
Al Paul Lefton Co., Inc.	145,108.08
Leo Burnett Co., Inc.	130,845.32
Buchanan & Co., Inc.	118,752.47

**American Broadcasting Co.
1945 Sponsor Expenditures**

Procter & Gamble Co.	\$ 2,240,537
General Mills, Inc.	2,159,021
Miles Laboratories, Inc.	1,956,191
Kellogg Company	1,678,207
The Coca-Cola Company	1,493,370
Quaker Oats Co.	1,489,247
Swift and Company	1,483,725
Libby, McNeill & Libby	1,420,561
Esquire, Inc.	1,176,187
Westinghouse Electric Corp.	1,148,557
Phileo Corporation	1,144,236
Ford Motor Company	1,055,915
Reader's Digest Assn., Inc.	959,728
Curtis Publishing Company	868,796
The Andrew Jergens Co.	851,622
General Foods Corporation	823,539
Allis-Chalmers Mfg. Co.	807,452
Bristol-Myers Company	725,062
Lehn & Fink Products Corp.	616,663
Yarus & Brothier Company, Inc.	613,958
Mail Pouch Tobacco Co.	580,548
The Borden Company	568,986
Charles E. Hires Co.	557,429
Williamson Candy Co.	551,694
Serutan Co.	550,144
Equitable Life Ass. Soc. of U. S.	488,037
Raytheon Production Corp.	477,718
Hall Brothers, Inc.	462,930
The D. L. Clark Co.	456,268
Carter Products, Inc.	433,166
Nat'l Board of Fire Underwriters	419,048
Prudential Life Insurance Co.	408,078
American Cyanamid	390,689
United States Steel Corporation	372,815



*Serving Every Phase of
the Radio Industry*

MCA

LONDON · NEW YORK · CHICAGO · SAN FRANCISCO · BEVERLY HILLS · CLEVELAND · DALLAS · DETROIT

AGENCY—NETWORK—SPONSOR BILLINGS

Comfort Manufacturing Company.....	6,974
Iodent Chemical Co.....	6,761
Zukor's, Inc.	4,680
Bu-Tay Products Co.....	1,770
American Dairy Association.....	1,184
Corley Diet Food Co.....	856
Standard Oil of California.....	402
TOTAL	\$10,015,066

Columbia Broadcasting System 1945 Sponsor Expenditures

Procter & Gamble Co.....	\$ 5,358,496
Lever Brothers Co.....	5,091,929
General Foods Corp.....	4,164,948
American Home Products Corp.....	2,984,922
General Electric Co.....	2,842,841
Sterling Drug Inc.....	2,275,354
William Wrigley, Jr. Co.....	2,057,578
Campbell Soup Co.....	1,655,873
Eversharp, Inc.....	1,556,403
Philip Morris & Co., Ltd., Inc.....	1,417,715
Colgate-Palmolive-Peet Co.....	1,392,157
Manhattan Soap Co., Inc.....	1,374,486
General Mills, Inc.....	1,260,478
United States Rubber Co.....	1,118,745
American Tobacco Co.....	1,055,678
R. J. Reynolds Tobacco Co.....	1,007,505
Cudahy Packing Co.....	921,726
E. R. Squibb & Sons.....	907,230
Johns-Manville Corp.....	864,710
Texas Co.....	841, 38
Pet Milk Sales Co.....	831,883
Lady Esther, Ltd.....	826,710
Emerson Drug Co.....	795,090
P. Lorillard Co.....	793,974
Quaker Oats Co.....	791,270
Celanese Corp. of America.....	789,886
Chrysler Corp.....	780,148
Bourjois, Inc.....	764,307
Anchor Hocking Glass Corp.....	760,657
Liggett & Myers Tobacco Co.....	755,800
Pabst Sales Co.....	729,148
Continental Baking Co., Inc.....	698,532
B. F. Goodrich Co.....	687,387
Chesebrough Mfg. Co.....	666,199
United Drug Co.....	613,032
Prudential Ins. Co. of America.....	601,797
Continental Can Co.....	588,274
Lewis-Howe Co.....	570,460
Gulf Oil Corp.....	558,804
International Silver Co.....	552,027
Electric Companies Adv. Program.....	548,168
Roma Wine Co.....	525,882
Parker Pen Co.....	506,194
Noxema Chemical Co.....	445,098
Southern Cotton Oil Co.....	411,955
Borden Co.....	429,609
Sales Builders, Inc.....	423,900

Welch Grape Juice Co.....	367,447
Time, Inc.....	367,404
George W. Luft Company.....	365,163
Nash-Kelvinator Corporation.....	341,530
American Meat Institute.....	323,874
Pacific Coast Borax Co.....	321,932
Pharma-Craft Corp.....	318,813
Dr. Pepper Company.....	298,350
The Wander Company.....	281,729
Standard Brands, Inc.....	277,944
Gillette Safety Razor Co.....	262,892
Owens-Illinois Glass Co.....	257,712
Texas Company.....	236,561
Botany Worsted Mills.....	219,477
L. E. Waterman Co.....	210,912
Sweets Co. of America.....	205,625
Mars, Inc.....	200,310
Fisher Flouring Mills Co.....	198,556
Aluminum Co. of America.....	192,240
Hastings Mfg. Co.....	186,392
O'Ceard Corporation.....	185,986
Elgin National Watch Co.....	167,448
Chef Boy-Ar-Dee Quality Foods, Inc.....	164,747
B. F. Goodrich Co.....	155,499
Wildroot Co., Inc.....	155,013
Armour and Company.....	142,148
Grove Laboratories, Inc.....	137,662
Ward Baking Company.....	125,941
McKesson & Robbins, Inc.....	122,843
Sherwin-William Co.....	112,281
Harvel Watch Co.....	109,661
Lockheed Aircraft Corp.....	108,648
Chatham Mfg. Co.....	90,110
Army-Navy-Red Cross Series.....	87,384
U. S. Army.....	72,219
American Iron & Steel Institute.....	70,823
Lear, Incorporated.....	62,061
Falstaff Brewing Corp.....	51,136
Serinto Mfg. Co.....	50,320
Eversharp, Inc.....	46,668
John H. Breck, Inc.....	46,245
Hunt Foods, Inc.....	44,734
Raymond Laboratories, Inc.....	43,578
Foster-Milburn Company.....	43,424
Peter Paul, Inc.....	41,008
Wilson Sporting Goods.....	39,000
General Baking Company.....	37,896
Benjamin Moore and Co.....	37,690
Manhattan Soap Co., Inc.....	35,874
William Wise and Co.....	34,755
Congress of Indus. Organizations.....	34,423
H. Fendrich, Inc.....	31,393
Gum Laboratories, Inc.....	32,148
Rainier Brewing Company.....	32,046
Frank H. Lee Company, Inc.....	32,464
Safeway Stores, Inc.....	29,054
Chemicals, Inc.....	28,096
Kellogg Company.....	27,948
Gultard Chocolate Co.....	27,384
Pinaud, Inc.....	21,447
S. A. Moffett Co.....	20,654
The Cummer Co., Division of Sterling Drugs, Inc.....	18,036
Signal Oil Company.....	17,160
Club Aluminum Products Company.....	16,761
Bekins Van & Storage.....	16,086
Soil-Off Mfg. Co.....	15,641
Washington Co-operative Egg & Poultry Christian Science Publishing Soc.....	15,603
The Mentholatum Company.....	12,440
Food Machinery Corp.....	11,918
Washington State Apple Commission.....	11,442
Dr. Earl Sloan, Inc.....	9,086
Denalan Company, Inc.....	8,748
Batavia Metal Products Co.....	8,118
	7,530

A. & S. LYONS

INC.

MANAGERS OF DISTINGUISHED ARTISTS

16
YEARS
OF
RADIO
LEADERSHIP

NEW YORK

HARRY G. OMMERLE
IRENE ETKIN
HARRIET RHODAY

NEW YORK
515 Madison Avenue

BEVERLY HILLS

WALTER JOHNSON
WYNN ROCAMORA
MARGARET KENT

BEVERLY HILLS
356 No. Camden Drive

• • • **AGENCY—NETWORK—SPONSOR BILLINGS** • • •

Armstrong Cork Co.....	385,246
Standard Brands, Inc.....	374,500
Cresta Blaca Wine Co.....	374,421
Armour & Co.....	367,886
Prince Matchabell, Inc.....	364,136
J. B. Williams Co.....	354,675
Pillsbury Mills, Inc.....	331,660
Johnsou & Johnson.....	325,430
Cream of Wheat Corp.....	321,351
Lambert Co.....	304,542
American Oil Co.....	287,825
Curtiss Candy Co.....	256,822
Textron, Inc.....	248,702
Ballard & Ballard Co.....	231,193
Admlral Corp.....	201,717
Nash-Kelvinator Corp.....	200,763
Bowey's, Inc.....	199,698
Electric Auto-Lite Co.....	197,466
Bendix Aviation Corp.....	195,905
Pacific Coast Borax Co.....	190,480
P. Ballantine & Sons.....	189,774
Ford Motor Co.....	182,760
Campana Sales Co.....	182,157
Vick Chemical Co.....	178,910
Corn Products Refining Co.....	153,084
Schenley Laboratories, Inc.....	153,048
Chef Boy-Ar-Dec Quality Foods, Inc...	145,966
Servel, Inc.....	88,113
Planters Nut & Chocolate Co.....	74,146
Signal Oil Co.....	62,961
"42" Products, Inc.....	59,725
Ferry-Morse Seed Co.....	51,530
Elgin National Watch Co.....	51,005
Soil-Off Mfg. Co.....	43,593
Gillette Safety Razor Co.....	42,592
Bekins Van & Storage Co.....	39,156
Peter Paul, Inc.....	39,105
General Petroleum Corp. of California..	38,550
Colonial Dames, Inc.....	38,301
Hudson Coal Co.....	37,635
Union Oil Co.....	34,762
Miles California Co.....	30,492
Hunt Bros. Packing Co.....	30,057
Safeway Stores, Inc.....	26,656
S. & W. Fine Foods, Inc.....	24,830
Mennen Co.....	24,016
National Lead Co.....	21,390
Yellow Cab Co.....	20,616
Andrew Jergens Co.....	18,954
Benrus Watch Co.....	18,096
Kelite Products, Inc.....	15,698
Day & Night Mfg. Co.....	15,394
McMahan Furniture Stores.....	15,288
O'Cedar Corp.....	14,854
Wilshire Oil Co.....	14,616
Pan American Petroleum Corp.....	14,487
Compton Co.....	13,704
L. B. Laboratories, Inc.....	13,191
Ronson Art Metal Works, Inc.....	12,985
Gallankamp Stores Co.....	12,956
Bu-Tay Products, Ltd.....	12,80
California Prune & Apricot Growers Assn.....	12,008
Edison Bros. Stores, Inc.....	11,547

M. J. B. Co.....	9,887
Maryland Pharmaceutical Co.....	9,735
R. M. Hollingshead Corp.....	7,845
Grove Laboratories, Inc.....	7,312
Union Ice Co.....	7,240
Chemicals, Inc.....	6,876
S. A. Moffatt Co.....	6,112
Seeman Bros., Inc.....	6,090
Seal-Cote Co.....	5,607
Guittard Chocolate Co.....	5,580
I. Ginsberg & Bros., Inc.....	4,875
Lyon Van & Storage Co.....	4,202
Barron-Gray Packing Co.....	3,938
Washington Cooperative Egg & Poultry Assn.....	3,438
Industrial Management Corp.....	1,810
Herman Basch & Co.....	1,404
Newell Gutradt Co.....	1,315

GRAND TOTAL\$65,724,851

Mutual Broadcasting System
1945 Sponsor Expenditures

R. B. Semler, Inc.....	\$ 1,713,953.23
Coca-Cola Company.....	1,286,571.16
Ralston Purina Co.....	1,093,171.68
Sinclair Refining Co.....	1,043,899.27
Kellogg Company.....	911,140.67
Bayuk Cigars, Inc.....	884,137.99
Zonite Products Corp.....	701,077.93
Pharmaco, Inc.....	669,002.32
Mutual Benefit Health & Accident Assn.....	646,711.80
Whitehall Pharamcal Co.....	586,708.84
Gillette Safety Razor Co.....	569,753.68
Seven-Up Bottling Co.....	525,933.70
Stokely Brothers & Co., Inc.....	464,205.10
Knox Company.....	454,003.35
Serutan Company.....	437,854.91
Conti Products, Inc.....	364,809.92
Helbros Watch Co.....	354,277.63
Barbasol Company.....	331,891.99
Richfield Oil Corp.....	324,304.00
Employer's Group Ins. Co.....	321,5540.49
Lutheran Laymen's League.....	319,477.00
Lin-X (formerly Aeme White Lead & Color Works).....	284,997.86
Baumont Company.....	278,343.20
Miles Laboratories, Inc.....	277,349.00
Reichhold Chemicals, Inc.....	274,761.01
Radio Bible Class.....	264,231.89
Petri Wine Company.....	264,040.04
Voice of Prophecy.....	253,560.91
Allegheny Ludlum Steel Corp.....	252,149.60
Carter Products, Inc.....	250,652.15
Gospel Broadcasting Assn.....	244,675.77
Frank H. Lee, Inc.....	230,828.30
Union Pacific Railroad.....	224,970.33
Young People's Church of the Air..	214,120.23

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 Marie Rogstad Harold Reed Julie Ostins
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Address inquiries to **DANIEL S. TUTHILL**, Vice-President and Director of POPULAR DIVISION
NATIONAL CONCERT AND ARTISTS CORPORATION
 711 FIFTH AVENUE • NEW YORK CITY 22, N. Y. • PLAZA 3-0820
 HOLLYWOOD CHICAGO SAN FRANCISCO

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Revere Copper & Brass, Inc.	212,825.40
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General Cigar Company.	192,502.83
American Safety Razor Corp.	191,368.00
Chesapeake & Ohio Railway.	172,323.20
Wander Company.	169,140.48
F. W. Fitch Company.	166,113.00
Goodyear Tire & Rubber Co.	146,605.00
Duffy Mott Company, Inc.	145,108.08
Textron, Inc.	144,826.35
Lumbermen's Mutual Casualty Co.	130,815.32
Gum Laboratories, Inc.	129,186.30
Formfit Company.	118,752.47
Rensie Watch Company.	117,176.00
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U. S. Army Recruiting Service.	87,033.76
Delaware Lackawanna & Western Coal Co.	83,768.10
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Berkshire Knitting Mills.	61,738.24
George W. Luft Co., Inc.	52,029.00
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Wilson Sporting Goods Co.	43,423.97
General Motors Corp.	31,924.10
Miss Swank, Inc.	34,514.00
Grove Laboratories, Inc.	32,478.33
American Bird Products, Inc.	26,267.93
Waltham Watch Company.	25,012.00
Vick Chemical Company.	13,860.00
Hartz Mountain Products.	12,676.40
Shipstad & Johnson.	10,629.00
Standard Oil Company of N. J.	8,317.50
Wurlitzer Company.	7,902.75
Table Products, Inc.	4,788.00
Procter & Gamble Company.	4,037.00
Boston Globe.	2,600.00
Household Finance Corp.	1,320.00
Lee Capades Revue.	120.00

GRAND TOTAL \$20,637,362.80

April.	3,224,426
May.	3,609,944
June.	3,008,970
July.	2,823,147
August.	2,701,733
September.	2,982,867
October.	3,593,027
November.	3,685,259
December.	3,556,933
TOTAL.	\$10,045,966

**Columbia Broadcasting System
Gross Monthly Billings**

January.	\$ 5,884,576
February.	5,396,202
March.	5,884,545
April.	5,270,361
May.	5,618,030
June.	5,400,859
July.	5,030,847
August.	5,005,100
September.	5,296,138
October.	5,682,948
November.	5,567,630
December.	5,687,615

TOTAL \$65,724,851

**Mutual Broadcasting System
Gross Monthly Billings**

January.	\$ 1,428,094
February.	1,385,477
March.	1,512,361
April.	1,627,183
May.	1,579,940
June.	1,473,787
July.	1,635,068
August.	1,702,467
September.	1,726,250
October.	2,109,371
November.	2,154,455
December.	2,284,900

TOTAL \$20,637,628

**National Broadcasting Company
Gross Monthly Billings
Not Available**

**American Broadcasting Co.
Gross Monthly Billings**

January.	\$ 3,868,076
February.	3,392,336
March.	3,699,248

**National Broadcasting Company
1945 Agency Gross Billings
Not Available**

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- **YOUNG AMERICAN BARITONE**
Broadcasting over N.B.C. Network
Metropolitan Opera Season 1946

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* **\$250,000,000**
for **ONE MINUTE** of **TIME!**

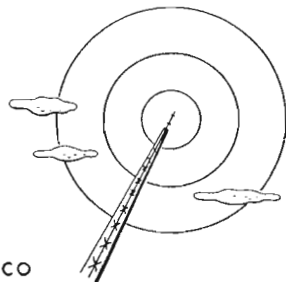
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Vancouver—198 W. Hastings St., J. E. Baldwin..... Marine 9542
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*Stations represented on a regional basis in New England only.

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LOS ANGELES
403 West Eighth Street
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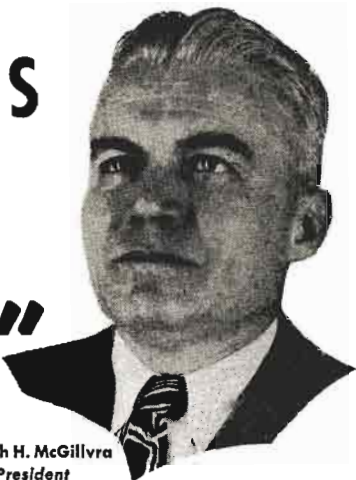
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McGillvra, Inc., is fully staffed with aggressive young men, led by a pioneer of 13 years' experience in station advertising representation. So for results—please contact our office nearest you.

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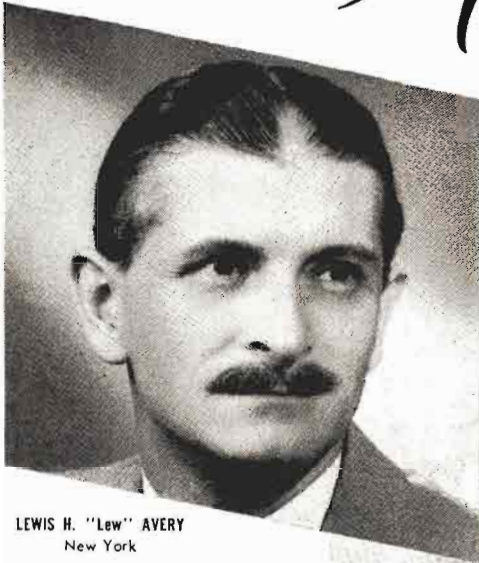
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LEWIS H. "Lew" AVERY
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...the men
who have formed

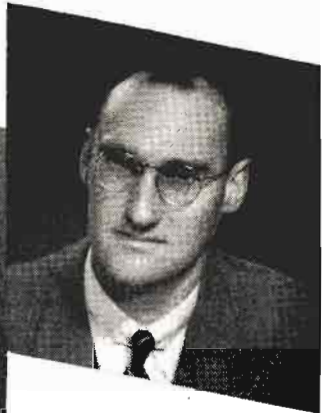
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Philadelphia—1301 Widener Bldg., Charles Shall, Rep., Rittenhouse 9698
 Race 2050
Pittsburgh—Keystone Hotel, Thomas B. Price, Rep., Grant 5200
Hollywood—1223 Highland Ave., Larry Krasner, Rep., Hillside 6038
Stations—WLIB, New York, except New York; WBNX, New York; WSBC, Chicago; WJBK, Detroit, except Chicago; WWSW, Pittsburgh; WDAS, Philadelphia; WORL, Boston, except New York; WMIN, Minneapolis; St. Paul; KEYS, Corpus Christi; KONO, San Antonio; WIBM, Jackson, Mich., except Chicago; WISR, Butler, Pa.; WCOU, Lewiston, Maine; WBRO, Welch, W. Va.; WRRF, Washington, N. C.; WTAW, College Station, Texas; KKNW, Vancouver, New Westminster, Canada.

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<i>Detroit</i> —645 Griswold St., William W. Bryan.....	Cadillac	1880
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ROMIG C. FULLER & ASSOCIATES

(Northwest Representative*)

<i>Seattle</i> —2939 Fourth Ave., South.....	Main	0110
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*Stations represented on a regional basis only.

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W. S. Grant, General Manager; Patria Craig, Secretary.		
<i>Los Angeles</i> —412 W. 6th St., J. H. Johnston.....	Vandick	6341
<i>New York</i> —366 Madison Ave.....	Murray Hill	2-8865
Phil Broderick, Mgr.		
<i>Chicago</i> —180 N. Michigan Ave., Frank Back, Manager.....	Dearborn	7869
Frank Back, Mgr.		
Stations—KHSL, Chico, Calif.; KMYC, Marysville, Calif.; KYOS, Merced, Calif.; KTRB, Modesto, Calif.; KVCV, Reading, Calif.; KTKC, Visalia, Calif.; KFJI, Klamath Falls, Ore.; KHUB, Watsonville, Calif.; KUEC, San Luis Obispo, Calif.; KPMC, Bakersfield, Calif.; KVOE, Santa Ana, Calif.; KOOS, Coos Bay, Ore.; KBKR, Baker, Ore.; KLBM, La Grande, Ore.; KVAN, Vancouver, Wash.; KCRA, Sacramento, Calif.; KTYW, Yakima, Wash.		

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 LV7, Tucuman, Bolivar; CP3-CP2-CP38, La Paz; CP1-CP141, Sucre.
 Chile: CA141, Antofagasta; CC117, Concepcion; CD, Osorno; CD111, Punta
 Arenas; CD69, Temuco; CA90, Tocopilla; CD132, Valdivia; CB114, Santiago
 Columbia: HJFM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJCZ-
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 Dominican Republic: HIZ-HI1Z, C. Trujillo.
 Ecuador: HC2AJ-HC2AK, Guayaquil.
 Guatemala: TGW-TGWB-TGWC-TGWA, Guatemala City.
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Detroit—New Center Bldg., (2), B. H. Keit, Vice-President.....Madison 4675
Detroit—2019 Penobscot Bldg., H. V. Barrett.....Randolph 9615
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Kansas City—Bryant Bldg.....Victor 7095

Atlanta—22 Marietta Street Bldg.....Walnut 4795
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Dallas—Republic Bank Bldg., Frank Brimm.....Central 7936

Los Angeles—530 W. 6th Street, S. J. Reulman, Mgr.,.....Tucker 3219

San Francisco—Monadnock Bldg., Richard S. Railton, Manager.....Sutter 7434
 Richard S. Railton, Manager.

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 La Grande, Ore.; KOOS, Coose Bay, Ore.; KMED, Medford, Ore.; KWRC,
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 deen, Wash.; KVOS, Bellingham, Wash.; KELA, Centrala, Wash.; KRKO,
 Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KUJ,
 Walla Walla, Wash.; KPQ, Wenatchee, Wash.; KTYW, Yakima, Wash.;
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Los Angeles—403 W. 8th St.,.....Vandyke 9348
 Robert W. Walker, Manager; John A. Nelson.
San Francisco—68 Post St., Eli C. Minton, Manager.....Sutter 5568
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 Rapids, Mich.; WSAY, Rochester, N. Y.; KOMA, Tulsa, Okla.; KPAC, Port
 Arthur, Texas; KVNU, Logan, Utah; KEUB, Price, Utah; KOVO, Provo,
 Utah; WSYB, Rutland, Vt.; KMO, Tacoma, Wash.; KIT, Yakima, Wash.;
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 Wash.; KNOE, Monroe, La.; KID, Idaho Falls, Idaho; KGHF, Pueblo, Colo.;
 KSUB, Cedar City, Utah; WCED, DuBois, Pa.; WJOB, Hammond, Ind.;
 WASK, Lafayette, Ind.; KPAG, Laredo, Texas; KGER, Long Beach,
 Calif.; WKLA, Ludington, Mich.; WKBZ, Muskegon, Mich.; WWPG,
 Palm Beach, Fla.; WPAT, Paterson, N. J.; WMFF, Plattsburg, N. Y.; WSAP,
 Portsmouth, Va.; KNAK, Salt Lake City, Utah; KMAC, San Antonio,
 Texas; XERB, San Diego, Calif.; WTTM, Trenton, N. J.; WPIK, Wash-
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 St. Catharines, Ont.; CFRB, Toronto, Ont.; CHLP, Montreal, Que.; CHNC,
 New Carlisle, Que.; CJCH, Halifax, N. S.; CFBR, Brockville, Ont.; CFCC,
 Chatham, Ont.; CJIC, Sault Ste. Marie, Ont.; KNX, Wingham, Ont.; CKSF,
 Cornwall, Ont.; CKTB, St. Catharines, Ont.

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Chicago—400 N. Michigan Avenue.....Superior 9866
San Francisco—681 Market St., R. J. Bidwell, Co.,.....Garfield 5512
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 N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N.
 Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

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Cleveland—815 Superior Ave., N. E., Donald G. Stratton.....Cherry 0942
Chicago—Merchandise Mart.....Superior 8300
 Oliver Morton, Manager.

<i>Denver</i> —1625 California Street, James R. MacPherson.....	Main	6211
<i>Hollywood</i> —Sunset & Vine, Robert E. Howard.....	Hollywood	6161
<i>San Francisco</i> —Taylor & O'Farrell Sts., C. Nielson.....	Sutter	1920
<i>Washington, D. C.</i> —Trans-Lux Bldg., Mahlon Glascock.....	Republic	5400

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<i>Montreal</i> —310 Keefer Bldg.....	HARBOUR	3051
Roy Hoff, Manager.		
<i>Stations</i> —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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<i>Chicago</i> —228 North La Salle St., F. R. Jones, Manager.....	State	5096
<i>Cleveland</i> —1635 East Twenty-Fifth St., Alonzo Hawley.....	Prospect	2922
<i>Hollywood</i> —6362 Hollywood Blvd., H. O. Griffith.....	Granite	1726
<i>San Francisco</i> —168 Market St., S. P. LaDue.....	Douglas	4475
<i>Seattle</i> —White Bldg., Hal Pearce.....	Main	6626

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. . . STATION REPRESENTATIVES . . .

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<i>New York</i> —250 Park Ave.....	PLaza	8-2255
Hines H. Hatchett, Manager; John McSweeney, Salesman; Kay Kane, Office Mgr.; Florence Albus, Secretary.		
<i>Kansas City, Mo.</i> —Dierks Bldg., Owen H. Balch, Manager.....	GRand	2144
Christine Mitchell, Secretary.		
<i>Stations</i> —WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KSAL, Salina, Kans.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WLLO, St. Paul, Minn.; WIND, Chicago, Ill.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KGKL, San Angelo, Texas; KBST, Big Spring, Texas; KRBC, Abilene, Texas; KATE, Albert Lea-Austin, Minn.; KYSM, Mankato, Minn.; KFVS, Cape Girardeau, Mo.; KHMO, Hannibal, Mo.; WKRO, Cairo, Ill.; WSBP, Sarasota, Fla.; KOAM, Pittsburgh, Pa.; WBIR, Knoxville, Tenn.; KCMO, Kansas City, Mo.; KWNO, Winona, Minn.; KWOC, Poplar Bluff, Mo.; WINK, Ft. Myers, Fla.; WTSP, St. Petersburg-Tampa, Fla.; KVGB, Great Bend, Kan.; KWLM, Willmar, Minn.; WOV, New York, N. Y.; WCMI, Ashland, Ky.; KFDA, Amarillo, Texas; WLAK, Lakeland, Fla.; WLAP, Lexington, Ky.; Southern Minnesota Radio Network; West Texas Network (KRBC-KBST-KGKL); Florida West Coast Group (WTSP-WLAK-WSPB-WINK).		

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<i>Atlanta</i> —1220 Rhodes-Haverly Bldg., Mrs. Alice S. Grant, Manager.....	WALnut	1334
<i>Philadelphia</i> —12 South 12th St., Robert Hitchings, Manager.....	WALnut	3555
<i>Stations</i> —WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.		

EDWARD PETRY & COMPANY, INC.

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<i>Chicago</i> —400 N. Michigan Avenue.....	DELaware	8600
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<i>Detroit</i> —General Motors Bldg.....	MADison	1035
William Cartwright.		
<i>San Francisco</i> —Russ Bldg., Earle H. Smith.....	GARfield	4082
<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.; KOIL, Omaha, Neb.; 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, KFOR, Lincoln, Neb.; KTBS, Shreveport, La.; WHTD, Hartford, Conn.; Northwest Network.		

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(Australian Representative)

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

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Detroit—28 W. Adams Ave. (26), Robert Rains, Mgr.....	Cherry	8321
San Francisco—Russ Bldg. (4), L. Ray Rhodes, Manager.....	Exbrook	2093
Los Angeles—707 South Hill St. (14), J. Leslie Fox.....	Van Dyke	1901
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Atlanta—101 Marietta St. Bldg.....	Jackson	5960
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San Francisco—Russ Bldg. (4)fl L. Ray Rhodes.....Exbrook 2093
Los Angeles—707 South Hill St. (14), J. Leslie Fox.....Vandike 1901
Stations—WBRC, Birmingham, Ala.; 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, Wilmington, Del.; WSBT, South Bend, Ind.; KWFT, Wichita Falls, Texas; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; Michigan Radio Network; WXYZ, Detroit, Mich.; WOOD, 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.; WPRO, Providence, R. I.; WDOJ, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WRVA, Richmond, Va.; KJR, Seattle, Wash.; Arizona Broadcasting Co.; McClatchy Bee Line; Tri-Penn Group; WINS, New York, N. Y.; WCAU, Philadelphia, Pa. (Pacific); KFAB, Omaha, Neb.

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VIRGIL REITER & CO.

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<i>Kansas City</i> —15 W. 10th St., Wm. Temple, Mgr.....	Victor	0021
<i>Hollywood</i> —6123 Selma Ave., Homer Griffith, Mgr.....	Granite	6113
<i>San Francisco</i> —681 Market St., Edith Olson.....	Douglas	4475
<i>Portland</i> —Studio Bldg. (5), James McLoughlin, Mgr.....	Beacon	4107
<i>Seattle</i> —318 Douglas Bldg., R. G. Chastain, Mgr.....	Elliot	3300
<i>Stations</i> —WHMA, Anniston, Ala.; WJBY, Gadsden, Ala.; WLAY, Muscle Shoals, Ala.; WHBB, Selma, Ala.; WKEU, Griffin, Ga.; WMTV, East St. Louis, Ill.; WGIL, Galesburg, Ill.; WCBS, Springfield, Ill.; WHDF, Calumet-Houghton, Mich.; WJMS, Ironwood, Mich.; WGCM, Biloxi-Gulfport, Miss.; WCBI, Columbus, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; WTMV, East St. Louis, Ill.; KORN, Fremont, Nebr.; KGFV, Kearney, Nebr.; WBTA, Batavia, N. Y.; WLPN, Suffolk, Va.; WATW, Ashland, Wisc.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo.; KWFC, Hot Springs, Ark.; WJBC, Bloomington, Ill.; WROX, Clarksdale, Miss.; WELO, Tupelo, Miss.; KTTS, Springfield, Mo.; WMOX, Meridian, Miss.; WJPR, Greenville, Miss.; WOSH, Oshkosh, Wis.; WRJN, Racine, Wis.; WCOR, San Antonio, Texas; KONP, Port Angeles, Wash.; KHBG, Okmulgee, Okla.		

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<i>Winnipeg</i> —c/o Radio Station CKY, 608 Manitoba Telephone System Bldg. Winnipeg	Winnipeg	92-191
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<i>New York City</i> —19 W. 44th St., Jack Keasler, Mgr.	MU	2-2485
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<i>Seattle</i> —1011 American Bldg., Gilbert Wellington, Mgr.	Elliott	3933
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<i>San Francisco</i> —155 Sansome St., R. J. Birch, Manager	Davenport	4164

EDWARD S. TOWNSEND COMPANY

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Executives

Manager.....D. Kimpton Rogers
News Editor.....Stanley Burch
Secretary of Accountants.....Sally Ojala
Chief Washington Correspondent.....Paul Scottrankine
Senior Editor—Washington.....William Hardcastle

Transradio Press Service, Inc.

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

Executives

Chairman of the Board.....Herbert Moore
President.....Dixon Stewart

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
Sales Manager.....Jack Bisco
Asst. Sales Manager.....Leroy Keller

Showmanship in Advertising

Among the many important accounts of Buchanan & Company, Inc., the following are listed for their important place in, and their relationship to, these major mediums of entertainment.

RADIO

Adam Hats

The Eskimo Pie Corporation

Teen-timers, Inc.

The Texas Company

The Welch Grape Juice Company

MOTION PICTURES

G.C.F. (General Cinema Finance)

International Pictures, Inc.

Paramount Pictures Inc.

PRC Pictures, Inc.

United Artists Corporation

TELEVISION

Allen B. Du Mont Laboratories, Inc.

★

BUCHANAN & COMPANY, Inc.

Advertising

1501 BROADWAY, NEW YORK 18, N. Y.

CHICAGO • SAN FRANCISCO • LOS ANGELES • BEVERLY HILLS

ADVERTISING AGENCIES

Listing includes agencies placing network and important spot business during 1945 and those handling 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 Advt. Agencies
- SNPA . . . Southern Newspaper Publishers' Association

AD MASTERS ADV., INC.

519 11th St., N.W., Washington 4, D. C.
Phone District 0551

President.....John E. Waterfield
Treasurer.....Edmund S. Goss
Radio Account Placed—WINX, Washington, D. C.

ADVERTISING, INC.

1523-29 Central National Bank Bldg.,
Richmond, Va.

Phone 32800 & 32809

ANPA—SNPA—APA—FAAG

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Radio Director..Alicia G. Smithers
Radio Accounts Placed—Southern Dairies, R. F. & P. Railroad, Richmond Maid Mfg. Co., Henry R. Haase Furs, Sydnor & Hundley, Inc.

ADVERTISERS BROADCASTING CO., INC.

117 West 46th St., New York 19, N. Y.
Phone BRyant 9-1176

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Program Planning.....David M. Hausdorff

Radio Accounts Placed—Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Diamond Crystal Sale, Sanka Coffee, Baker's Cocoa, Yuban Coffee); Horowitz-Margaret; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Francis H. Leggett & Co. (Premier Food Products); Seaman Bros. (White Rose Tea); Whitehall Pharmaceutical Co. (Anacin, BiSoDoL, Kolynos Tooth Paste & Powder, New Hair Groom, Hill's Cold Tablets); Boyle-Midway, Inc. (Old English Household Products, Dextra); Best Foods, Inc. (Hecker's Cream Farina, H-O Oats, Hellmann's Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); The Barbasol Co. (Barbasol); Penick & Ford, Ltd., (My-T-Fine Desserts); Ex-Lax, Inc. (Ex-Lax); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); "The 'Junket' Folks" ("Junket" Rennet Products); General Baking Co. (Bond Bread); Florida Citrus Exchange (Florigold Oranges & Grapefruit); Pillsbury Flour Mills Co. (Pillsbury Enriched Farina); General Mills, Inc. (Betty Crocker Pea Soup Ingredients); Murine; The Quaker Oats Co. (Quaker Oats); The Procter & Gamble Co. (Spic & Span); Lever Bros. Co. (Spry); United Fruit Co. (Bananas).



THEATRE OF ROMANCE
JUDY CANOVA SHOW
BILL STERN'S COLGATE
SPORT NEWSREEL
TERRY & THE PIRATES
MAN ON THE FARM
MANOR HOUSE PARTY



Sherman & Marquette

INC.

ADVERTISING

CHICAGO

NEW YORK

HOLLYWOOD

**ADVERTISING & SALES
COUNCIL, INC.**

Winchester, Va.
PPA

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

AETNA ADVERTISING AGENCY

1776 Broadway, New York, N. Y.
Phone, Circle 7-7510
ABP

Partner.....Lawrence S. Morris
Partner.....Julia Morris

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
Philadelphia 2, Pa.

Phone Rittenhouse 7810

AAAA — APA — NOAB — ABP — ANPA
PPA — OAAA

Senior Partner-Time Buyer....H. H. Kynett
PartnerA. K. Aitkin
PartnerM. E. Goldman
Radio Director.....D. Langan
Radio Accounts Placed—Stephano Bros.;
Phillips Packing Co.; R. M. Hollingshead
Corp.

R. H. ALBER CO.

458 Chamber of Commerce Bldg.,
Los Angeles 15, Calif.
Phone PRospect 3331
ANPA

President.....R. H. Alber
Spot Time Buyer.....Pauline Hagen
Radio Account Placed—Gospel B'casting
Assn.

ALLEN & REYNOLDS

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

AAAA—ANPA—APA—ABP

Partners.....Earl H. Allen,
Milton H. Reynolds
Account Executives.....Earl H. Allen,
Milton H. Reynolds, Clair Wolfe, Robert
Reynolds, Karl M. Joens.

Radio Department.....Harry Walsh,
Catherine Harry, Helen Moeller.
Radio Producers.....Harry Walsh,
Karl M. Joens.

Radio Accounts Placed—P. F. Petersen
Baking Co., George H. Lee Co., Merchants
Biscuit Co., Nebraska Consolidated Mills Co.,
Nebraska Power Co., Byron Reed Co., Hill
Hotel, Reeds Ice Cream Co., Pioneer Glass
& Paint Co., United States National Bank,
Quaker Petroleum Co.

ALLIED ADVERTISING AGENCIES

167 S. Vermont, Los Angeles 4, Cal.
Phone, Drexel 7331

President.....W. F. Gardner
Vice-President.....A. H. Esary
General Production Mgr.....W. H. Welsh
Time & Space Buyer.....Shirley Peron
Los Angeles Office Mgr....John T. Bradley

Branch Offices

725 Hearst Bldg., 3rd & Market Sts.
San Francisco, Cal.
Phone, Douglas 7018

1001 Northern Life Tower
Seattle 1, Wash.
Phone, Elliott 0936

Time & Space Buyer.....Florence Hoff
317 American Bank Building
Portland 5, Oregon
Phone, Atwater 1926

ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Columbus 5-4868
AAAA—PPA—ANPA

President.....T. H. Anderson, Jr.
Vice-President.....H. H. Smith
Secretary-Treasurer....Lewis G. Van Akin
Media Director.....H. H. Thurlby
Time Buyer.....Corinne Dougherty
Television Director.....Karl Knipe

Branch Office

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

Radio Accounts Placed—Alexander Smith
& Sons Carpet Co. (National spot), F.
Schumacher & Co. (national spot), Dry Dock
Savings Institution (local), Dura-Glass Nail
Polish (national spot).

Television Account Placed — Alexander
Smith & Sons Carpet Co.



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YOU tell us what to say to these 1,500,000 Italo-Americans who listen daily to our programs; we'll deliver your message to them, the way they understand it . . . like it . . . and act on it. We learned how to do it the hard way . . . and now with fourteen years behind us we have the solid experience to offer you the benefit of our successful system.

L I D O B E L L I

Producer

—

Director

—

Announcer

PROGRESSIVE RADIO ADVERTISING CO.

260 East 161st Street New York 51, N. Y.

MELrose 5-5522

• • • **ADVERTISING AGENCIES** • • •

ANFENGER ADVERTISING AGENCY, INC.

1706 Olive St., St. Louis, Mo.

Phone CHestnut 6380

AAAA—ABP—ANPA—PPA

President.....Enno D. Winnius

Vice-Presidents.....H. Giord Till,

George L. Prater, C. W. Aubuchon, W. J. Johnson.

Radio Director.....Vernon L. Morelock

Asst. Radio Directors.....Ray D. Williams,
Lynn Westbury Brown

TrafficJean Gose

Television Director....Vernon L. Morelock

Branch Office

1050 Canal Bldg., New Orleans, La.

Phone Raymond 0845

ManagerWalter Winius

Asst. Radio Dir.....Ines Masia

Radio Accounts Placed—American Packing Co., Boatmen's National Bank, F. Burkart Mfg. Co., Falls City Brewing Co., Jackson Brewing Co., St. Louis Dairy Council, American Sporting Goods Co., Dazey Corp., Fixaco Co., Lion Oil Co., Seven-Up Bottling Co., Becker-Bischoff Chemical Co., Emerson Electric Co., Hotel Jefferson, Merit Clothing Co., Meyer Bros. Drug Co., Reardon Co.

•

ANIOL & AULD

Transit Tower, San Antonio, Tex.

Phone Fannin 9148

ABP—SNPA—SAAA

President.....Claude B. Aniol

•

ARROW ADVERTISING AGENCY

40 E. 49th St., New York, N. Y.

Phone PLaza 5-1140

Radio Director.....Rosetta Valenti

Space Buyer.....Angelo Sava

Copy Chief.....H. D. Kline

Radio Accounts Placed—Nagel Groves, Photo Specialties Co., Raymart Co.

•

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.

Phone MOhawk 4-8795

ABP—ANPA—PPA

President.....J. W. Atherton

Vice-PresidentLester Stone

Secretary.....W. T. Tieman

Treasurer.....H. P. Francis

Time Buyer.....Wm. T. Tieman

Program Director.....J. Dennis Molnar

Branch Office

100 Adelaide St., Toronto, Ont., Canada

Radio Accounts Placed — Cuticura, Humphreys, Eno, North American Dye Corp., Scott's Emulsion, "Brylcreem," Phelps Dodge Refining Corp.

•

ATHERTON & GRESHAN

6000 Sunset Blvd., Hollywood 28, Calif.

Phone Hollywood 7151

Partner.....Al Atherton

Partner.....M. H. Greshan

•

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.

Phone Randolph 0830

ANPA — ABP — PPA — APA — NOAB

PresidentJames T. Aubrey

Vice-PresidentsJohn C. Moore,
John J. Finlay.

Radio Time Buyer-Production. John H. North

Radio Accounts Placed—Chicago Solvay Coke Co., International Harvester Co., McIlhenney Co. (Tabasco), McKenzie Milling Co., Old Colony Beverages, Orange-Crush Co., Williamson Candy Co. (Oh Henry), O-Cedar Corp., Wyler & Co.

•

N. W. AYER & SON, INC.

West Washington Square Philadelphia 6, Pa.

Phone Lombard 0100

ANPA—PPA—ABP—APA—OAAA

PresidentH. 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

Manager Radio Dept.....Robert Collins

MR. and MRS.
FITZ-G-HONEY

i.e.

Ed and Pegeen Fitzgerald

• • • **ADVERTISING AGENCIES** • • •

Talent Marge Kerr
 Comm. Copy Director..... Philip A. Young
 Business Manager..... T. J. McDermott
 Chief Time Buyer..... Clarence G. Cosby
 Radio Publicity..... Wauhilla La Hay
 Time Buyer..... Paul Kizenberger
 Television Director.... Donald N. McClure
 Comm. Films Director.. G. David Gudebrod
 Producers..... Wallace R. Magill,
 Les Qualey, J. F. Rourke, Charles A.
 Herbert, Joseph Ripley

Writers Dorothy Zimmer,
 Jean Williams, Jean E. Bouillet, Ted
 Byron, Jay H. Smolin, Douglas W.
 Gibson

Statler Office Bldg., Boston 16, Mass.
 Phone Hubbard 4970

Vice-President..... E. Craig Greiner
 203 Taft Bldg., Hollywood 28, Calif.
 Phone Granite 3697

Manager..... Herbert C. Sanford
 135 S. LaSalle St., Chicago 3, Ill.
 Phone Randolph 3456

Vice-President..... Sterling E. Peacock
 235 Montgomery St., San Francisco 4, Calif.
 Phone Sutter 2534

Vice-President..... Carl J. Eastman
 2680 Penobscot Bldg., Detroit 26, Mich.
 Phone Randolph 3800

Manager..... Thomas Jack Henry
 231 Dillingham Bldg., Honolulu 16, Hawaii

Manager..... John S. Coonley
 Grosvenor House, Park Lane
 London W1, England

Manager Mortimer Bryans
Radio Accounts Placed—Atlantic Refining
 Co., Bell Telephone System, Cliquot Club
 Co., Goodyear Engineering Corp., Hawaiian
 Pineapple Co., Dr. Hess & Clark, Illinois
 Bell Telephone Co., Kerr Chickeries, Michi-
 gan Bell Telephone Co., Electric Companies,
 Charles E. Hires Co., Wyandotte Chemical
 Co., United Drug Company.

Television Accounts Placed—Atlantic Re-
 fining Co.

**BADGER & BROWNING & HERSHEY,
 INC.**

30 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 7-3720
 ABP—ANPA—PPA

President..... R. W. Hershey
 Chairman of Board..... J. L. Badger
 Treasurer..... F. S. Browning

Vice-President..... H. W. Mallinson
 Radio Department..... Jack Wilcher,
 J. D. Knap, Jr., Bruce L. Small, W. D.
 Edouarde, Marjorie de Mott, Genevieve
 Schubert, Marie H. Missing.

•
**BALDWIN, BOWERS & STRACHAN,
 INC.**

374 Delaware Ave., Buffalo 2, N. Y.
 Washington 6854
 APB-ANPA-PPA-APA-ABP

President..... William M. Baldwin
 Vice President..... Everett L. Bowers
 Treasurer..... Kenneth Strachan
 Radio Director..... Everett L. Thompson
 Radio Producers..... James E. Corbett,
 Jean Schantz, Joseph Radder, Kay Burk-
 hardt.

Radio Accounts Placed—Maritime Milling
 Co., Sears Roebuck Co., Iroquois Beverage
 Corp., Erie Savings & Loan, S. R. Gerber
 Sausage Co., Sattler's Dept. Store, O'Rourke
 Baking Co., Kobler & Miller Furniture, Red
 and White Stores, Hambleton Terminal Corp.,
 General Ice Cream Corp., International Rail-
 way Co., Buffalo Industrial Bank, Crystal
 Beach Co., Inc.

•
**BARLOW ADVERTISING AGENCY,
 INC.**

742 James St., Syracuse 2, N. Y.
 Phone 3-0131
 APA — PPA — ABP

President E. S. Barlow
 Vice-President E. S. Crawford
 Vice-President H. H. Goodhart
 Secretary E. C. Watkins
 Production Manager..... F. B. Tompkins
 Copy Chief..... J. J. Hines
 Art Director..... H. C. Millard
 Radio Manager..... Wallace M. Hughes

Radio Accounts Placed—Dairymen's League
 Co-operative Association, Inc., Haberle Con-
 gress Brewing Co., Lincoln National Bank &
 Trust Co.

•
BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
 Phone Franklin 7771

ABP — ANPA — AAAA — APA — NOAB
 Owner..... Norman R. Barnes
 Production Manager..... Wm. M. Price
 Radio Director..... Ruth F. Almstedt

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Live and Transcribed Programs

KAYE-MARTIN PRODUCTIONS, INC.

Tribune Tower
Chicago, Illinois
Superior 0100

36 West 44th Street
New York 19, New York
Murray Hill 2-8198-9

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Branch Office

1121 South Hill St., Los Angeles 15, Calif.
Phone PRospect 4118

Manager.....E. W. Rutledge

BARRONS ADVERTISING CO.

903 McGee St., Kansas City, Mo.
Phone HArrison 7730
ABP—ANPA—PPA

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
SecretaryA. W. Durrin
Art Director.....Walter A. Sicking
Account Executives.....Ralph S. Page,
Floyd L. Doan

Radio Dept.

Time Buyers.....H. W. Godfrey,
Frank H. Little
Production Director.....Floyd L. Doan
Radio Accounts Placed—Dr. W. L. Wilson,
Seidlitz Paint & Varnish Co., Diesel Power
Engineering School, The Sodiphene Co.,
Pla-Mor Amusement Co., Kansas City Public
Service Co., W. B. Duke Beverage Co., C. H.
Stein-Mans Mfg. Co., National Protective In-
surance Co., Mid-West Wool Co-op.

TED BATES, INC.

630 Fifth Avenue, New York, N. Y.
Phone CIRCLE 6-9700
AAAA—ANPA—PPA—
NAOB—ABC—APA—ABP

President-Treasurer.....Theodore L. Bates
Executive Vice-President & Chrm. of Plant
Creative BoardJoseph R. Busk
Vice President-Secretary..Thomas J. Carnese
Vice President-Director of Media-
Asst. Secretary.....Edgar Small
Vice-President.....Thomas F. Harrington
Time & Space Buyers.....Richard Mann,
MacDonald Dunbar, R. J. Fiechter.
Assistant Treasurer.....Carlos Justiz
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.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-5800

Chairman of Board.....Bruce Barton
President.....Bernard C. Duffy
Vice-Pres.-Treasurer.....F. R. Feland
Executive Vice-President for
Western Offices.....John C. Cornelius
V.P.-Director of Radio...Arthur Pryor, Jr.
Asst. Director of Radio.....W. W. Grider
Radio Research.....Theodora Anderson
Radio Promotion-Merchandising..Jack Moore
Radio Time Buying.....Frank Silvernail
Local Radio Manager.....Gertrude Scanlan
Chief Story Editor.....George Kondolf
Radio Talent Buyers.....Katherine Winn,
Edwin Marshall

Radio Producers.....David White, Kenneth
Webb, Edwin Marshall, Walter Tibbals,
Russell Ambruster, Gladys Franklin,
Robert La Bour, Chet Gierlach, Josephine
Lyons, Ted Long, Ann Bastow, Ira Avery,
Lynn Barnard, Henry Klein, Richard
Wendelken.

Radio Writers.....Roberta Barrett,
Turner Bullock, John Gibbs, John Mole,
Charles Newton.

Bus. Mgr.-Radio Dept.....Frank Silvernail
Time Buyers.....Jim Moore, Elenore
Scanlan, Eunice C. Dickson, Lucille Vella
Publicity Director.....William P. Maloney
Television Director.....F. A. Long

Branch Offices

1220 Statler Office Bldg., Boston 16, Mass.
Phone Hubbard 0430

Vice President.....Francis W. Hatch
Rand Bldg., Buffalo 3, N. Y.
Phone Cleveland 7915

Vice President.....Stanley P. Irving
919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9200

Vice President.....R. B. Barton
1515 Terminal Tower Bldg.,
Cleveland 13, Ohio
Phone Prospect 3621

Manager.....E. E. Haring
1912 Book Bldg., Detroit 26, Mich.

Manager.....F. Plummer Whipple
1680 N. Vine St., Hollywood 28, Calif.
Phone Hollywood 7337

BEN PRATT
TALENT PROMOTION
PERSONAL PUBLICITY
CIRCLE 6-3082



PATSY CAMPBELL
LEx. 2-1100



AMZIE STRICKLAND
LEx. 2-1100



DORIS GRUNDY
LEx. 2-1100



ELAINE ROST
LEx. 2-1100

NOTE: As of Mar. 1, 1946, current or recent shows follow: *Patsy Campbell*—Big Sister, Second Mrs. Burton, Calling All Girls, Aldrich Family, Armstrong Theater, etc. *Amzie Strickland*—Jones and I, The Fat Man, Real Stories, Ellery Queen, World's Great Novels, Helen Trent, etc. *Doris Grundy*—Archie Andrews, Helen Hayes, Readers' Digest, Dick Tracy, Crime Photographer, True Story, True Detective Mysteries, etc. *Elaine Rost*—Backstage Wife, Front Page Farrell, Right to Happiness, Just Plain Bill, True Story, Gang Busters, etc.

• • • **ADVERTISING AGENCIES** • • •

Vice President.....Wayne Tiss
523 W. 6th St., Los Angeles 14, Calif.
Phone Michigan 1354

Vice President.....W. B. Geissinger
Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone Bridgeport 8881

Executive Vice President.....John C. Cornelius
Vice President.....H. H. Haupt
Grant Bldg., Pittsburgh 19, Pa.
Phone Grant 8060

Vice President.....Leon D. Hansen
Russ Bldg., San Francisco 4, Calif.
Phone Garfield 1017

Vice President.....Charles H. Ferguson
Radio Accounts Placed—American Steel & Wire Co., Armstrong Cork Co., Boston Edison Co., The Boston Globe, Corning Glass Works, Cream of Wheat Corp., Cresta Blanca Wine Co., Dubonnet Corp., E. I. du Pont de Nemours & Co., Ethyl Corp., First National Bank of Boston, Fort Pitt Brewing Co., Gamble Stores, General Baking Co., General Electric Co., Golden State Co., Ltd., B. F. Goodrich Co., Hart Schaffner & Marx, Hoffman Beverage Co., Household Finance Corp., Lyon Van & Storage, Marine Trust Co. of Buffalo, Minneapolis Brewing Co., Murine Co., Nehi Corp., North American Aviation, Inc., North Star Woolen Mills, Northwest Airlines, Inc., Northwestern Bell Telephone Co., N. Y. Telephone Co., Par-T-Pak, Penick & Ford, Ltd., Reader's Digest Assn., F. & M. Schaefer Brewing Co., E. R. Squibb & Sons, Servel, Inc., Southern New England Telephone Co., Standard Oil Co. of Calif., Tennessee Coal, Iron & R. R. Co., United Fruit Co., William Underwood Co., Wildroot Co., Western Auto Supply Co., Waitt & Bond.

Television Accounts Placed—The William Carter Co., Reader's Digest Assn., Liberty Mutual Ins. Co.

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BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston, Mass.
Phone Kenmore 3820

President.....Nelson Bennett
Vice President.....E. C. Whittemore
Vice-President.....Frederick P. Walther, Jr.
Treasurer.....Royal W. Leith
Secretary-Asst. Treas.....Dorothy Charles

Radio Accounts Placed—Washburn Candy Co., Gum Products Co., Wesco Waterpaints, Inc., Beacon Co.

BENTON AND BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone Wickersham 2-0400
AAAA—ANPA—PPA—ABP—NOAB—
OAAA

Chairman of Board.....Atherton W. Hobler
President.....Clarence B. Goshorn
Executive Vice-Pres....William R. Baker, Jr.
Secy.-Treas.....Edward R. Beach

Radio Department

Vice-Pres. in Charge of Radio..Walter Craig
Mgr. of Radio Department.....Frank Barton
Adm. Asst.....Hugh Hole
Script-Editor.....Roy Bailey
Asst. to Script-Editor.....Natalie Newbery
Casting Director.....Louise Young
New Program Ideas.....Leslie Harris
Vice-Pres. Media.....H. H. Dobbertene
Time Buyer.....Roland Van Nostrand
Spot Time Buyer.....Ruth Jones
Directors.....Hoyt Allen, Don Cope, Olga Druce, Leslie Harris, Herb Leder, Theodora Yates

Television Division

Supervisor.....Herb Leder

Branch Offices

6258 Hollywood Blvd., Hollywood 28, Cal.
Phone Hillside 9151

West Coast Representative.....Al Kaye
Office Manager.....Mary Edith Stahl
Directors.....Al Kaye, Tom McDermott
326 East Main Street, Lakeland, Fla.
Phone LAKeland 2161

Director.....David Kepner
Office Manager.....Mrs. Annie G. Hull

Radio Accounts Placed — General Foods Corporation (Baker's Chocolate Products, Diamond Crystal Salt, Post's Raisin Bran, Post's Bran Flakes, Post Toasties, Post Tens, Maxwell House Coffee, Instant Maxwell House, Gaines, Yuban Coffee, Birds Eye, Log Cabin Syrup), Prudential Insurance Co., Procter & Gamble (Ivory Snow), Columbia Recording Corporation.

•

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone Lexington 2-7550
ABP—ANPA—PPA—NOAB—APA—
AAAA

President.....Arch Bermingham
Executive Vice-President.....Stewart Wark
Vice President.....Alfred G. Keeshan
Secretary-Treasurer.....Winston H. Hagen

THE LAMP LIGHTER

TODAY, as in the past, New England has its lamp lighters in a few localities, retained because of tradition. For tradition, in New England, is stronger perhaps than in any other part of the country.

The local community, the bank, church, town hall and its own radio station are linked together traditionally.

The Yankee Network, in turn, with its 23 local hometown stations, serves these key communities as only local stations can serve them—linking them together to form New England's greatest radio market.

For over all coverage, with direct impact in each trading area, Yankee is your only buy.



Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, Inc.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Radio Director.....George C. Castleman
 Ass't. Time Buyer.....Philip R. Warner
Radio Accounts Placed—Griffin Manufacturing Co., Inc., Conti Products Corp., Berst-Forster-Dixfield Co., E. Pritchard, Inc., Dailey Mills, Inc., Lewis, Ltd.

FRANK BEST & CO., INC.

9 Rockefeller Pl., New York, N. Y.
 Phone Circle 7-6760
 ABP—ANPA—PPA—PRB

PresidentFrank Best
 Vice-President.....I. Marks
 SecretaryV. R. Best
 Time Buyer.....A. H. Van Buren
Radio Accounts Placed—Geo. W. Helme Co., Prince George Hotel, C-O-Two Fire Equip. Co., Union News Co., Nassau Smelting & Refining Co.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 6-9300

President and Treasurer...Milton H. Biow
 Secretary.....Richard M. Biow
 Vice-President.....E. J. K. Banvart
 Vice-President.....L. W. Thomas
 Asst. to the President.....C. H. Wolfe

Radio Dept.

501 Madison Ave.

Director of Production....Stanley Joseloff
 Eastern Production Manager...Ward Byron
 Office Mgr.-Talent Buyer...Lucille Webster
 Time Buyer.....Ethel Wieder
 Bulova Station Relations.....C. A. Snyder
 Special Program Writer.....Edith Oliver
 Stations Relation Head.....John Hymes
 Program Coordinators.....Betty Mandeville,
 Elizabeth Ready.
 Producers.....Harry Spears,
 Max Marcin.

Hollywood Office

6111 Sunset Blvd., Hollywood, Calif.

Chief of Radio Prod.....William Rousseau
 Office Manager.....Maxine Anderson
 ProducersWilliam Spier,
 William Lawrence.

San Francisco Office

485 California St., San Francisco, Calif

ManagerJohn Alden
Radio Accounts Placed—The Procter and Gamble Co., Bulova Watch Co., Hillman Periodicals, Inc., Hills Brothers Co., Schenley Corp., San-Nap-Pak Co., Inc., M. & M. Candy Ltd., Philip Morris & Co. Ltd., Inc., Lady Esther Co., Ltd., Eversharp, Inc.

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
 Phone Circle 7-7827

OwnerMilton Blackstone
 AssociateJack Steiner
 Manager.....Gladys B. Berju
 Copy Director.....Homer Millard
 Art Director.....Edward Sisty
 Production Manager.....Harry Dobrin
 Space Buyer.....Belle Appelbaum
 Account Executives.....Charles Kondla,
 Robert Towers, Mortimer Curtis, Jean
 Epstein, Nat Steingart.

Radio Dept.

Director of Radio.....Jack Steiner
Radio Accounts Placed—Brass Rail, Rogers
 Corner, Smith Bros. Ice Cream, Grossinger
 Hotel & Country Club.

THE BLAINE THOMPSON CO.

234 W. 44th St., New York 18, N. Y.
 Phone, BRyant 9-2480
 ANPA—PPA

President-Treasurer.....Myer Lesser
 Vice-President.....John J. Shubert, Jr.
 Vice-President.....Marlo Lewis
 Radio Director.....Richard Ash
 Copy Chief.....Budd Getschal
 Radio Production.....Walter Lurie

**W. EARL BOTHWELL
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600 Grant Street, Pittsburgh 19, Pa.
 Phone Court 6565
 AAAA—ABP—ANPA

Owner.....W. Earl Bothwell
 Chief Accountant.....A. A. Logan
 Production Manager.....Clark Glenn
 Acting Space Buyer.....H. B. Trautman
 Radio Director.....G. Taylor Urquhart
 Ass't. Radio Director.....Barbara Frankel
Radio Accounts Placed—P. Duff & Sons,
 Inc. (Div. American Home Foods, Inc.),
 Christian & Co., Inc., Summit Hotel, Frank
 & Sedar, John M. Roberts & Son Co., Galen
 Laboratories.

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 GARDNER**

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

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 APA—ABC

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 Vice-President.....Ray Andrews
 Vice President.....Frankie Coykendall
 Vice President.....Frank King
 Secretary-Treasurer.....Marle W. Manly



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1946 - *Mr. George F. Putnam*

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Phone Exbrook 7565

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Vice-President.....Stanley G. Swanberg
Vice President.....George McNutt
Vice President.....Arch Macdonald
629 S. Hill St., Los Angeles 14, Cal.
Phone Michigan 1427

Vice-President.....Thomas O. Morris, Jr.
5104 Empire State Bldg., New York 1, N. Y.
Phone Bryant 9-4845

Vice-President.....Elizabeth Eyerly

Radio Accounts Placed—Bellbrook Dairies,
Cooter Co., Foreman & Clark, Foster Lunch
Systems, General Paint Corp., Jantzen Knit-
ting Mills, Kaiser Co., Oregon Shipbuilding
Corp., Lucky Stores, National Biscuit Co.
(West Coast), Olympia Brewing Co., Oregon
Mutual Fire Insurance Co., Tillamook Coun-
ty Creamery Association, Wellman Pack &
Co., National Steel Construction Co.

STANLEY G. BOYNTON AGENCY

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552
ABP—ANPA—PPA

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary.....V. Cory Hancock
Treasurer.....D. Dearth
Program Director, Asst. to Mr. Boynton,
Larry Payne
Traffic Manager.....Ruth Grinnwald
Radio Producer.....Larry Payne

Branch Offices

17 East 42nd St., New York, N. Y.
Phone MUrray Hill 2-0086

Radio Accounts Placed—Radio Bible Class,
Wesley Radio League, American Society of
Industrial Engineers, Old Fashioned Church
of the Air, Calvary Hour, Your Fellowship
Hour, First Church of the Nazarene—De-
troit, New World Coming, Highland Park
Baptist Church, Devotional Hour, Your Wor-
ship Hour, Chicago Evangelistic Institute,
Michigan Conference Seventh Day Adven-
tists, National Tennis Matches.

BRESNICK & SOLOMONT

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

ABP — ANPA — PPA — APA

Principal.....Oscar Bresnick

Principal.....Chester L. Solomont
Account Executives.....Joseph Blue,
Arthur Cohen, Frank Gardner.

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

**THE J. CARSON BRANTLEY
ADVERTISING AGENCY**

O-N Building, Salisbury, N. C.
Phone 900

General Manager.....J. Carson Brantley
Treasurer.....Robt. C. Lyerly
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.

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
Phone Howard 134

ABP—ANPA—PPA—APA

President.....R. C. Breth
Vice-President.....Russel Spoor

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

**BRISACHER, VAN NORDEN
& STAFF**

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

ANPA—APA—PPA—NOAB

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Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel
Radio Time Buyer.....Marie Eaton
Radio Producers.....Gene Goldsmith,
Walton Purdom

Branch Offices

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

250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634

General Manager.....James P. Derum

Radio Accounts Placed—Acme Breweries,
West Coast Soap Co., Peter Paul, Inc.,
Moore's Clothing Co., Par Soap Co., The
Shasta Water Co., Sunset Magazine, Par-T-
Pak, Golden Grain Macaroni Co., S. & W.
Fine Foods, Nicholas Johnson (Photog-
raphers), Robert Wallace Furs.

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

Owners.....Van C. Newkirk
Office Manager.....Betty Culbert
Radio Accounts Placed—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson, Calvary Assembly.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

Jefferson at Burns, Detroit 1, Mich.
Phone Columbia 0860

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

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Phone TRinity 0558

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Copy Chief.....Anne Miller
Production.....Ann Ferkanin
Art Director.....Len Wolf
Acct. Exec.....S. P. Brooks
Radio Producer.....Lenord Reeg

Radio Accounts Placed—Bekins Moving & Storage, Citizens Nat'l Trust & Savings Bank, Bekins Van & Storage Co., Everest & Jennings, Golden West Products Co., Roland J. Caupel Co., Port of Los Angeles, Anderson-Obrien Co.

D. P. BROTHER & CO., INC.

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

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NOAB — PPA

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Vice-President.....C. Hatch, Jr.

Secretary.....E. M. Reitz
Director of Media.....Carl Georgi, Jr.
Radio Accounts Placed—AC Spark Plug & Oldsmobile Division of General Motors Sales Corp.

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RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone Circle 7-7660
ANPA — PPA — APA

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Secretary and Radio
Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Rae Elbroch
Radio Traffic.....Milton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan

Radio Accounts Placed—North American Accident Insurance Co., Warrens Chewing Gum, Johnson Candy Co., Fashion Frocks.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford, Conn.
Phone 2-5544

President.....Charles Brunelle
Radio Account Placed—Sage-Allen & Co., Inc.

BUCHANAN & COMPANY, INC.

1501 Broadway, New York 18, N. Y.
Phone MEdallion 3-3380

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Branch Offices

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Phone Superior 3047

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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., Rainier Brewing Co., Adam Hats.

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ABP—ANPA—PPA

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Radio Director.....Adam Reinemund

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

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Treasurer.....E. Ross Gamble
Vice-President.....DeWitt O'Kieffe
Vice-President.....John Olson
Vice-Pres-Radio.....Frank W. Ferrin
Time Buyer.....William McIlvain
Radio Producer.....Hohe Donovan
Radio Accounts Placed—Network: Pure Oil Co., Brown Shoe Co.; National Spot: Brown Shoe Co., Pure Oil Co.

BERT BUTTERWORTH AGENCY

1606 N. Highland Ave.
Hollywood 28, California
Phone Hollywood 7263

BYER & BOWMAN

203 East Broad St., Columbus, Ohio
Phone Main 3276

ABP—ANPA—PPA—APB—NAOB

Partners.....Herbert Byer,
Gus K. Bowman, Joel M. Burchhalter

Radio Accounts Placed—The Skidoo Co., Ohio Laboratories, Inc., Budd & Co., War Finance Committee, Dr. Heinz Co.

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24 Milk St., Boston 9, Mass.
Phone Hancock 7690

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Vice-President.....John E. Kennedy
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Assistant Treasurer.....Lillian MacLean
Time Buyer.....James Byrnes

Branch Office

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

Vice-President.....Frank Black
Radio Accounts Placed—The Boston and Maine Railroad, H. P. Hood & Sons, W. L. Douglas Shoe Co., Miller & Hollis, Inc.

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

PPA

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

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SAAA—SNPA—OAAA—NOAB—ABC

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Radio Program Mgr.....C. H. Miller
Asst. Manager.....T. H. Young

Branch Office

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

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

**CAMPBELL-EWALD CO., INC.
(Eastern Division)**

10 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-6383

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Exec. V.-P. & Gen. Mgr.....W. E. Blodgett
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Elmo Ecker, E. A. Elliott, W. A. McNabb,
R. Romeyn.
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Art Director.....W. A. McNabb
Media Director.....J. L. Spencer

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Television Director.....Richard Hackenger
Radio Accounts Placed—United States Rubber Co.

Television Accounts Placed—Television Quarterback with Lou Little.

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Exec. V.-P. & Gen. Mgr.....H. G. Little
Radio Director.....M. A. Hollinshead
Vice President—Media Director.J. J. Hartigan

Branch Offices

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

Vice-Pres. & Gen. Mgr.....E. W. Clements

714 W. Olympic Blvd.
Los Angeles, Cal.
Richmond 6204

Vice-Pres.—Manager.....R. H. Crooker

Radio Accounts Placed—General Motors Corp., Fould's Macaroni, Detroit Edison Co., Chevrolet Motors.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone ATLantic 3231

ANPA—PPA—APB—AAAA—SNPA—
SAAA—PRB

Radio Dept.

Radio Director.....John Forney

Time Buyer.....Harry Johnson

1024 Palmolive Bldg.

Chicago 11, Ill.
Delaware 7553

Radio Dept.

Radio Director.....John Bridgewater

Time Buyer.....Arthur H. Lund

THE CAPLES COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone LEXington 2-0850

ANPA—PPA—APA—NOAB

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Vice-President.....Hudson Meyer

Radio Dept.

Director of Radio.....Dave Lewis

Time Buyer.....Ruth D. Folster

Producer.....Dave Lewis

Television Dept.

Director of Television.....Dave Lewis

Branch Offices

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

Vice-President.....R. N. Hartsing

1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107

Radio Department Head....Russell Rullman

412 West Sixth St., Los Angeles, Calif.

Phone Mutual 4143

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

CARTER ADV. AGENCY, INC.

912 Baltimore Ave., Kansas City, Mo.

Phone HA 1356

609 Minnesota Ave., Kansas City, Kansas

Phone DR 3077

ABP—ANAP—NAAN—APA

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Secy.—Treas.Josephine Dahlin

Radio Dept.....Lee Hall

Radio Accounts Placed—Helzberg's Jewelers), Rushton Baking Co., Inter-State Bldg. & Loan Association.

R. H. CARY, INC.

908-10 Liberty Bldg., Des Moines 9, Iowa

Phone 4-0375

ABP—ANPA—PPA—APA

President.....R. H. Cary

Secretary.....A. W. Little

Treasurer.....R. H. Cary

Art Dir. & Prod. Mgr.....R. M. Williamson

Account Executive.....A. W. Little

Radio Dept.

Radio Director.....Fred A. Reed

Chief Time Buyer.....R. H. Cary

Time Buyer.....Helen A. LaVelle

Radio Accounts Placed—Oelwein Chemical Co., Thompson Hybrid Corn Co., Duffy Time Company, Des Moines Ice & Fuel Company, National Travelers Casualty Co.

PEARSON ADVERTISING AGENCY, INC.

50 E. 42nd St., New York, N. Y.

Phone VAnDerbilt 6-0029-30

President—Treasurer.....Charles Pearson

Asst. Secretary.....W. S. Booth

Production Manager.....Harold Kranz

Radio Accounts Placed: K-7, March Through Life.

CECIL & PRESBREY, INC.

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

Phone Wickersham 2-8200

ANPA—AAAA—PPA—APA—NOAB

Ch. Bd.....Chas. Presbrey

Dir. of Radio, Tele., Public Relations,

T. G. Sabin

Radio Accounts Placed—Block Dubb, G. Washington Instant Broth, Oyster Shell.

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RADIO . . . WHN, New York, N. Y.
RECORDS . . . Musicraft Recording Artist

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232 Madison Ave., New York 16, N. Y.
Murray Hill 3-6336-7
ABP

President.....Herbert S. Chason
Radio Accounts Placed—Mack Drug Co.,
Schiller-Dubrow.

THE CHERNOW COMPANY

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

President.....Sam Chernow
Vice-President.....Leo A. Friedman
Director of Radio.....Tex Weiner

NELSON CHESMAN COMPANY

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

Partners.....John E. Fontaine, S. M. Kelly
John E. Fontaine, S. M. Kelly
Radio Dept.
Radio Director.....H. Gene Sample
Radio Accounts Placed—The Chattanooga
Medicine Co., Fleetwood Coffee Co., Double-
Colo Co., Olan Mills Portrait Studios.

C. P. CLARK, INC.

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

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Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....Jeanne D. Clark
Radio Account Placed—O'Bryan Bros., Inc.,
(Duck Head Overalls).

THE CLEMENTS COMPANY, INC.

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

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

**RUSSELL C. COMER ADVERTISING
CO.**

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

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Partner.....Ruth E. Comer
Space Buyer.....Elizabeth Furnish
Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams

COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone Circle 6-2800

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Vice-Pres-Radio Director...Lewis H. Titterton
Media Supervisor.....Frank B. Kemp
Mgr., Radio Dept.....Brice Disque, Jr.
Mgr. Television Dept.....Wyllis Cooper
Casting Director.....Brewster Morgan
Publicity Director.....Virginia Travers
Head Time Buyer....William B. Maillefert
Radio Time Buyers.....Henry Clochessy,
Jean Lawler
Daytime Radio Director.....Evelyn Pierce
New Program Buyer.....Joan Geddes
Asst. Television Directors...James Manilla,
Jose Di Donato

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Manager.....R. W. Heizer
Land Bank Bldg., Kansas City, Mo.
Manager.....Merrell Boyce
Gwynne Bldg., Cincinnati, O.
Manager.....Robert Marsh
411 E. Mason St., Milwaukee, Wis.
Manager.....Harry Scott
6253 Hollywood Blvd., Hollywood, Cal.
Manager.....Murray Bolen
Radio Accounts Placed—Procter & Gam-
ble Co. (Ivory Soap, Ivory Flakes, Crisco,
Barsalou Soap, Duz), Wheatena Corp., So-
cony-Vacuum Oil Co., Krueger Brewing Co.,
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ber Co.



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Treasurer.....Denis Muir
Production Manager.....Louis Means
Account Executives.....E. W. Connor,
Robert W. Conley, Denis Muir, G. Huffman

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

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Phone MURray Hill 2-0940

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Space-Time Buyer.....Miss A. Marie Maus
Acct. Executives.....H. B. Wells,
C. J. Cutajar, Porter Leach.

Radio Account Placed—Isbandsten-Moller
Co., Inc.

JOHN GILBERT CRAIG ADV.

903 Shipley St., Wilmington, Del
Phone 6185

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Radio Director.....J. S. Stolzoff
Chief Continuity Writer....Elizabeth Taft

Radio Accounts Placed—Plankinton Pack-
ing Co., The Massey-Harris Co., Victor Stanim
& Associates, Ed. Schuster & Co., Amity
Leather Co., Wilnaukee Co., Sperry Candy
Co., McConnon & Co., Mackwin Co., Luick
Ice Cream Co., Luick Dairy Co., Blue Mound
Oil Co.

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061

ANPA — APA — PPA — NAOB

President.....Scott S. Smith
Vice-President.....E. P. Nesbitt
Space Buyer.....E. Groenboom
Production Manager.....R. M. Cowing

Radio Accounts Placed—Wheeling Steel
Corp.

CRUTTENDEN & EGER

64 E. Lake St., Chicago 1, Ill.
Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Owner.....Edmond I. Eger
Account Executive.....Leon H. Lewis
Account Executive.....George M. Stern
Account Executive.....Patrick Shannon
Account Executive.....Harley B. Hobbs
Media-Research Director....Harry C. Pick
Art Director.....Harry J. Bejer
Copywriter.....Herman H. Breslich
Copywriter.....Justin C. Tanner
Radio Time Buyer.....Harry C. Pick

Radio Accounts Placed — Admiral Corp.,
Klein's Sporting Goods, BG/ Foods, Inc.

Television Account Placed—Admiral Corp.

DANCER-FITZGERALD-SAMPLE

221 No. La Salle St., Chicago 1, Ill.
Phone State 3800

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Vice President.....C. L. Fitzgerald
Vice President.....J. G. Sample
Treasurer and Secretary.....Paul Keenan
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Greer, Robert F. Hussey, J. Kenneth
Laird, James S. Lind, G. H. Johnson,
Richard Janney.

Radio Department

Radio Director.....Roy Winsor
Radio Acct. Exec.....Carl Stanton

Radio Supervisors.....George Stellman,
James West, H. Y. Bingham, Philip Bow-
man.

Dir. Radio Contracts.....James J. Neale
Branch Offices

247 Park Ave., New York 17, N. Y.
Phone Wickersham 2-4200

Management.....H. M. Dancer, President,
T. H. Brown, Jr., Asst. to Pres.

Acct. Execs.....Frank A. Kearney,
George G. Tormey, F. K. Beirn, H. B.
Cohen, W. W. Holt, A. W. Spence, Jr., W. B.
Stewart.

Radio Acct. Exec.....Carl Stanton
Rm. 1014, Taft Building, 1680 Vine Street
Hollywood 28, Calif.
Phone Hempstead 8166

Manager.....Alvin Kabaker
Dancer-Fitzgerald-Sample, Ltd.
6 King Street, East
Toronto, Ontario, Canada
Phone Adelaide 2851

Manager.....Gilbert Nunns
Radio Accounts Placed — General Mills,
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Drug Inc., Kilmer & Co., Inc., Whitehall
Pharmaceutical Company, Boyle-Midway, Inc.,
Falstaff Brewing Corp., Continental Illinois
National Bank & Trust Co.

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Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700

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SAAA — SNPA — NOAB — OAAA

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Secretary-Treasurer.....C. C. Pangman

Branch Offices

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

Vice-President in Charge of

Radio.....J. Toigo
Radio Dept.....P. A. Louis

Terminal Bldg., Cleveland, Ohio

Phone Cherry 0158
Stanley Seward

90 Broadview Ave., Toronto, Canada
Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

JIMM DAUGHERTY, INC.

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

PPA — NOAB — APA

President-Time Buyer..James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty

Radio Accounts Placed—Pepsi-Cola Bot-
tlers of St. Louis, Meyer Bros. Drug Co.,
St. Louis Dairy Co.

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BEN DEAN ADVERTISING AGENCY

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

Owner.....Ben Dean
Asst.....Mildred Juneau
Radio Account Placed—WOOD Radio Station, King-Trendle Broadcasting Corp.

DOE-ANDERSON ADVERTISING AGENCY

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

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

DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Avenue, New York 1, N. Y.
BRyant 9-3140

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Vice-Pres. & Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Donald K. Clifford,
Francis J. Doherty
Secretary.....Wm. E. Steers
Research Associate.....Nora A. Fitts

Radio Dept.

Radio Director.....Chester MacCracken
Head of Comm. Writing Dept...John Mullen
Radio Time Buyer.....Helen Wilbur
Publicity Director.....Richard Fehr
Producers.....Chester MacCracken,
Edward Pola

Radio Accounts Placed—Bristol-Myers Co., Reid's Ice Cream.

THE RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., Richmond 19, Va.
Phone 3-1113

ABP—ANPA—PPA—SNPA

President-Treasurer...Ralph L. Dombrower
Vice President.....Morton L. Wallerstein
Secretary.....Lewis D. Andrews
Radio Director.....J. H. Fulmer

Branch Office

Woodward Bldg., Washington, D. C.
Manager.....Philip Rosenfeld

Radio Accounts Placed—Southland Wine Corp., Velvet Rose Wine; Southern Biscuit Co., Inc., FFV Cookies & Crackers; Elars Products, Inc., KREY Cough Remedy; Standard Drug Co., Inc., Photographic Div.; Mayo Corp., Drugs & Cosmetics; Pedco Corp., Babyteria; Amatis Co., Amatis Cosmetics.

DONAHUE AND COE, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone Columbus 5-4252
ANPA—PPA—ABP—SNPA—
OAAA—APA

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Vice Presidents.....A. B. Churchill,
Rufus Choate, C. F. Hanser, Robert Rinehart, B. S. Nayfack, Harry Morrill, Lloyd Seidman.

Vice-Pres.-Art Director...William Schneider
Space Buyer.....A. J. Hilton
Time Buyer.....Tom Lynch
Radio Producers...Toni Conry, Carl Rigrod.

Branch Office

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

Manager & Vice-Pres.....H. L. Morrill, Jr.
Radio Accounts Placed—Scholl Mfg. Co., Grove's Labs., Beaumont Co., N. Y. Herald-Tribune, Angostura-Wupperman Corp., Atlantic Beer & Ale Co., Bailey's Supreme Coffee, Radio City Music Hall.

DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2-3000

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

DORLAN, INTERNATIONAL-PETTINGELL & FENTON, INC.

247 Park Avenue, New York, N. Y.
Phone Eldorado 5-2685

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Exec. Vice-Pres.-Treasurer...Walter Maas
Exec. Vice-Pres.-Secretary...Fleur Fenton
Vice-President.....Charles B. Strauss
Vice-President.....Herbert Bayer
Radio Dept.....Handled by Mildred Fenton Productions.

JOHN C. DOWD, INC.

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

President.....John C. Dowd
Executive Vice-President...E. D. Parent
Radio Director-Talent...Gerard H. Slattery

L. J. DuMAHAUT ADV. AGENCY

827 David Stott Bldg., Detroit 26, Mich.
Phone, RANdolph 9480

President.....L. Jerome DuMahaut
Production Mgr.....Theresa Savin

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, Circle 6-1400
PPA—NOAB

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V.Ps.....Win. E. Dempster, Robt. D. Spahn
Secy.-Treas.....A. T. Gardiner
Prod.-Traffic Mgr.....David R. Margaretten
Art Director.....Harvey A. Spooner
Radio Directors.....Richard Eastland,
M. J. Condon.
Account Executives....William E. Dempster,
Roy Gordon.

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
V.P.-ManagerEllis Travers
Carew Tower, Cincinnati 2, O.
Phone, Cherry 0032
V.P.-ManagerFrederic Kammann
Charge of Art Dept.....Philip Goyert

ELLIS ADVERTISING CO.

Rand Bldg., Buffalo 3, New York
Phone Cleveland 0422

ABP—ANPA—NOAB—APA
Michael F. Ellis, Jerome R. Ellis
Radio Dept.
David Hale

Branch Offices

33 W. 42nd St., New York 18, N. Y.
L'ONGacre 5-1567
John W. Culiner
74 King St. E, Toronto 1, Canada
Waverly 3438
Abbey A. Muter

SHERMAN K. ELLIS & CO., INC.

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

OAAA—AAAA—ANPA—PPA—APA
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Exec. Vice-President.....C. E. Staudinger
Vice-President-Secretary.....E. S. Pratt
Media Director.....Harry Torp

Branch Offices

141 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8612
V.P.-Manager.....John F. Price
Radio Accounts Placed—Quaker Oats Co.,
Jules B. Singer, Joseph Beck, Kenneth
Plumb, C. G. Wright, Donald Parsons,
Macgregor Armiston
Chop Stick Co.

ERWIN, WASEY & CO., INC.

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

Phone MOhawk 4-8700
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SNPA—NOAB—OAAA

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Vice-Pres.-Gen. Mgr....Howard D. Williams
Treasurer.....James F. O'Connor
Director of Radio.....C. H. Cottington

Asst. Radio Director.....Joe Brattain
Time Buyer.....Keith Shaffer

Television Dept.

C. H. Cottington

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

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Okla. City 2-0603

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White-Henry-Stuart Bldg., Seattle, Wash.
Elliott 8250

Vice-President.....Miller Munson
749 Yonge St., Toronto, Canada
Randolph 5187

Vice-President.....Ralph Lawson
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., Langendorf United
Bakers, Inc., Nash Coffee Co., Salisbury &
Saterlee Co., House of Herbs, Inc., South-
western Brewing Corp., Oklahoma City Fed-
eral Savings & Loan Assn., Anderson-Prit-
chard Oil Corp.

WILLIAM ESTY & COMPANY

100 East 42nd St., New York 17, N. Y.
Phone Caledonia 5-1900
1537 Vine St., Hollywood, Calif.
Phone Hillside 2183

President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Time Buyers.....John C. Esty,
Richard Grahl.

Radio Producers.....Don Bernard,
Al Foster, Kenneth MacGregor, Helen
Phillips, Charles White

Television Department.....Kendall Foster,
Kenneth MacGregor.

Radio Accounts Placed — Colgate-Palm-
olive-Peet Co., Thomas Leeming & Co., Na-
tional Carbon Co. Inc., Piel Bros., Pocquin
Inc., R. J. Reynolds Tobacco Co., Tea Bureau,
Inc.

FEDERAL ADVERTISING AGENCY, INC.

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

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 Radio Director.....J. S. Davidson
 Radio Time Buyer.....Penelope Simmons
Radio Accounts Placed—American Safety Razor Corp. (Gem); Joseph Dixon Crucible Co. (Ticonderoga Pencils), J. F. Trommer Co., Inc. (White Label), General Cigar Co. (Van Dyck), B. Barbizon Corp., Rockwood & Co. (Chocolate Bits), Durkee Famous Foods (Durkee's Dressing), Lily of France Corset Co. (Lilecs Bras).

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**HARRY FEIGENBAUM
 ADVERTISING AGENCY**

1420 Walnut St., Philadelphia, Pa.
 Phone Pennypacker 3623
 ANPA—PPA—NOAB

President.....Harry Feigenbaum
 Radio Dept. Manager.....David Wernien
 Radio Director & Talent.....Ralph A. Hart

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FERRY-HANLY COMPANY

500 Fifth Ave., New York 18, N. Y.
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 Vice-President.....H. M. Montgomery
 Secretary-Treasurer.....H. E. Lehman

Chicago Office

WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 4462

Manager.....C. L. Collette
Radio Accounts Placed—Johnson & Johnson (TEK toothbrushes).

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LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
 Phone MUrray Hill 4-3300
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President & Treasurer.....Lawrence Fertig
 Radio Director.....Henry Bretzfeld
Radio Accounts Placed—Loew-Hakim, Lester Cowan, "The Southerner," "Tomorrow the World."

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ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville, Tenn.
 Phone 6-1977
 PPA — SNPA — ABP

President-Treasurer.....Robert G. Fields
 Secretary.....R. H. Lane
Radio Accounts Placed — Martha White Flour, Fortune Feeds, Falcon Flour, Lily White Flour, St. Bernard Coal.

**FITZGERALD ADVERTISING
 AGENCY**

202 Southern Bldg., 833 Howard Ave.,
 New Orleans 13, La.
 Phone Raymond 5194

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Partner.....Joe L. Killeen
 Partner.....Joseph H. Epstein
 Partner-Time Buyer.....Leonard Gessner
 Partner-Copy Chief.....Roy M. Schwarz
 Partner-Art Dir.....E. W. R. Wootten
 Partner-Prod. Mgr.....Warren G. Posey
Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

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FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse 2, N. Y.
 Phone 2-3129

ABP—ANPA—PPA—APA—AAAA—NAAN
 Owner.....John B. Flack
 Vice-President.....Richard H. Wickham
Radio Accounts Placed—Netherland Dairy, Keensake Diamond Rings, Napteen Labs, Bardeen's, Inc.

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FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
 Phone Cherry 1490

President.....Robert B. Foley
 Secretary-Treas.....Helen M. Little
 Acct. Exec.....L. M. Robertson
 Radio Director.....Robert B. Foley
Radio Accounts Placed—I. J. Fox, Inc., The Bing Co., Ohio Floor Covering Co., Perry Auto Stores.

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247 Park Ave., New York 17, N. Y.
 Phone Wickersham 2-6600

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 Manager of Radio Department
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 Radio Time Buyer.....Lillian Selb

CHICAGO OFFICE

919 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 4800
 Chairman, Executive Comm....Fairfax Cone
 Secretary-Treasurer.....William R. Sachse

Director of Radio.....Stuart Dawson
Radio Time Buyer....Genevieve M. Lemper

LOS ANGELES OFFICE

601 W. Fifth St., Los Angeles 13, Calif.
Phone Michigan 7651

Chairman of the Board.....Don Belding
V.P.-Manager.....Wm. J. Pringle
Radio Time Buyer.....Eugene Duckwall

HOLLYWOOD OFFICE

6117 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 6265

General Mgr.-Treas.....C. Burt Oliver
Regional Program Mgr.....David Taylor

SAN FRANCISCO OFFICE

235 Montgomery St., San Francisco 4, Calif.
Phone Sutter 2355

Vice-Pres. & Manager.....E. I. Harrington
Radio Time Buyer.....Jane Sullivan
Radio Director.....Mark Buckley
Radio Accounts Placed—The American Tobacco Company, The Cities Service Oil Company, Armour and Company, Albers Milling Company, Ben Hur Products, Inc., Bourjois, Inc., California Fruit Growers Exchange, Hall Bros., Inc., Pepsodent Division of Lever Brothers Co., RKO Radio Pictures, Inc., Safeway Stores, Inc., Southern Pacific Company, Union Oil Company, Peralta Wine Co., Purex Corp. Ltd., Selznick International and Walt Disney Productions.

FORT & COMPANY

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

President.....John L. Fort
Production Manager.....Jean Dunham
Radio Accounts Placed — Citizens Bank (Local); Coble Dairy Products (Regional).

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA—PPA—ABP—NOAB—APA

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Radio Department.....John V. McAdams
Branch Offices

Post Office Square, Boston, Mass.
Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.
Phone Rittenhouse 3915

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

475 Fifth Ave., New York 17, N. Y.
Phone LExington 2-4537

V.P.....William F. Adler

235 Montgomery St., San Francisco, Calif.
Phone EXbrook 3484

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

CURT FREIBERGER & CO.

Cooper Building, Denver, Colo.
KEystone 0487

ANPA—ABP—APA—APB

Owner.....C. J. Freiburger
Production Manager.....W. S. Cassell
Art Director.....A. Cizek
Radio Director.....R. Torgerson
Illustrator.....G. Ellis
Cartoonist.....J. Reed
Industrial Artist.....J. T. Preucil
Account Executive.....J. M. Henderson
Bookkeeper.....N. J. Charon
Secretary.....D. Hahn
Radio Accounts Placed — Tivoli Union Co., Brecht Candy Co., Securities Credit Corp., Stone-Hall Brokerage Co., Toner's Inc., Central Bank & Trust Co., Bell Tailors, Clayton Coal Co., Colorado Potato Flake Co., A. Carbone & Co., Gart Bros., Gus Buttermaid Bake Shop, Service Supply Co., Ute Chief Mineral Water Co., Jack Wehner, Realtor.

AD FRIED ADVERTISING AGENCY

Easton Bldg., Oakland 12, Calif.
Phone Higate 6580

Owner-Radio Director.....Ad Fried
Copy & Continuity.....Helen Hall
Radio Time Buyer.....Shirleigh Phillips
Research Director.....Charles Marshall
Format Manager.....Leland Morgan
Publicity Director.....Irene Barclay
Program Manager.....Elaine Trigger
Radio Producers.....Ad Fried, Shirleigh Phillips, Elaine Trigger, Irene Barclay, Helen Hall.

Television Producer.....Ad Fried
Radio Accounts Placed — Darling Shops, Delanes Jewelers, Tasch Furriers, Oakland & San Jose Offices of Union Life Insurance Co., Oakland Pro Football Association, Alameda Democratic County Central Committee (Election & Political Rallies), Dynan Finance Co., H. R. Davi Co. (Miracle Foam & Super Foam), D & D Soap Co. (Gleam Soap Powder), Stover's Hand Lotion, F. F. Porter Industrial Realtors, Paramount Pest Control, Fred Benioff Himself Furrier, Dr. Citron Dental Offices, Hersh Coast Millinery Stores, Fox West Coast Theatres (Oakland), Crescent Jewelers, Royal Art Galleries (Portraits), Swan's Markets, Magazine Service Bureau.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone Lberty 0813-4-5

ANPA—PPA—APA

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 Exec. V.P.-Treasurer.....Harry M. Frost
 Production Manager.....Harold E. Bessom
 Secretary.....Harvey P. Newcomb
 Talent & Time Buyer...Harvey P. Newcomb

Branch Offices

Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed — Durkee-Mower, Inc., CeLect Baking Co., Cold Spring Brewing Co., Eastern Racing Assn., Eldred & Barbo, National Bakers' Service, Shubert Theaters, Supreme Wine 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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Television Dept.

Director (N. Y.).....Lee Williams

Art Director (N. Y.).....R. S. Chenault

Movie Director (Cleveland)

Reed Drummond

Radio Accounts Placed — Commonwealth Shoe & Leather Co., Westminster, Ltd., Stouffer Restaurants, Central National Bank, Westinghouse Elec. & Mfg. Co. (Lamp & Radio Division), Harry Ferguson, Inc., Burkhardt Brewing Co.

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FURMAN & FEINER CO., INC.

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

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Secretary.....Nathan Rothenberg

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

Phone Garfield 2915

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C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.

Phone Columbus 5-2000

V.P. in Charge of Radio...Roland Martini

Radio Accounts Placed—Pet Milk Co. Ralston Purina Co., Purina Mills, Hyde Park Beer, N. Y. Stock Exchange, Union Electric, St. Louis Ind. Packing Co., St. Louis Public Service Co.

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GARFIELD & GUILD ADVERTISING AGENCY

660 Market St., San Francisco, Calif.

Phone EXbrook 3420

PPA—ANPA—NOAB—ABP

NAAN—AAAA

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Vice-Pres.Walter Guild

Vice-President.....Bernard B. Schniter

Radio Director.....William A. Morrison

Radio Time Buyer.....Sally Paul

Production Dir.....David Bascom

Radio Producers.....Walter Guild,

David Bascom, Wm. A. Morrison.

Radio Accounts Placed—Capwell, Sullivan & Furth, El Dorado Oil Co., Alice Frock, 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., Chemicals, Inc., Southwest Food Products, Betty Lou Foods, O'Rourke of California, Guitard Chocolate Co., Louis Milani Foods, Frontier Foods, Grace Bros. Brewing Co., John Hanson & Sons, Newell Guttradt Co.

•
W. W. GARRISON & COMPANY

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

Phone Superior 8388

APA—ANPA—PPA—NOAB

President & Treas.....W. W. Garrison

Vice-PresidentBrooks Middleton

Secretary & Time Buyer.....G. P. Schill

Radio Accounts Placed—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Radar-Radio Industries.

•
GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.

Phone, GARfield 1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....Edwin P. Gerth

Account Executives.....David Ryder,

J. R. Pitsker

Branch Office

412 W. 6th St., Los Angeles 14, Cal.

Phone, TUcker 1455

Manager.....David R. Showalter

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York 22, N. Y.
Phone Wickersham 2-5400

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Surin, Vernon M. Welsh, R. E. Tuttle
Publicity Dir.....Edward F. Thomas

Radio Dept.

Directors.....Donald S. Shaw,
Eleanor L. Larsen

Television Dept.

Director.....Donald S. Shaw
Prod. Supervisor.....Eleanor L. Larsen

Branch Offices

U. B. Bldg., Dayton, O.
Phone Fulton 4145

Manager.....E. G. Frost
14250 Plymouth Rd., Detroit 22, Mich.
Phone, Hogarth 5520

Exec. Contacts.....H. M. Hempstead,
R. E. Tuttle

Radio Accounts Placed—Nash-Kelvinator Corp.

Television Account Placed—Knox Hats for Men and Women.

GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City 1, Utah
Phone 4-5516

ANPA—APA—ABP

President & Treasurer.....M. C. Nelson
Vice-Presidents.....J. Y. Tipton,
Lon Richardson

Secretary.....Marjorie Farrell
Act. Exec., Radio Dir. & Producer,

Victor V. Bell

Production Manager.....A. W. Rogers

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-Collins Trust Co., Utah Power & Light Co., Fisher Brewing Co., J. A. Hogle & Co., Porter Scarpelli Macaroni Co. (Salt Lake City), Utah Lumber Co., Jesse M. Chase.

GLASER ADVERTISING, INC.

Statler Bldg., Boston 16, Mass.
Phone Hubbard 7188

AAAA—ABP—ANPA—PPA—APA

President.....Louis Glaser
Radio Director.....M. B. Collins
Production Manager Thomas F. Eccleston, Jr.

Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.

GLASSER-GAILEY & COMPANY

3275 Wilshire Blvd., Los Angeles 5, Calif.
Phone Fitzroy 2141

PPA

Partner.....P. E. Gailey
Partner.....G. F. Glasser
Fashion Director.....Joyce Contini
Comptroller.....Howard Gambrill
Production Manager.....King Richardson
Copy Chief.....Jane O'Leary
Time Buyer.....J. G. Mitchell

Branch Offices

690 Market St., San Francisco, Calif.
Phone Exbrook 6469

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

Manager.....Margaret Macy
Radio Accounts Placed—Bu-Tay Products, Ltd., Austin Studios, Mystic Foam Co., Courtley Ltd., Dixie Fry Co., J. Bird Moyer Co., Beckman Furs, Olson Bread Co., Kern Food Co., Home-Maker's Club, Sontag Drug Stores, Pacific Macaroni Co., L. B. Laboratories, Inc., Mode O'Day Corp., Huggins-Young Coffee Co.

RAY K. GLENN ADVERTISING

1366 First National Bldg., Oklahoma City 2, Okla.

Phone 3-5439

ABP—ANPA—SAAA—SNPA—OAAA
—NOAB—APA

President.....Ray K. Glenn
Vice-President-Manager.....Lowe Runkle
Production Manager.....Roger Pishnay
Secretary.....A. Streeter
Radio Director.....Lowe Runkle

Radio Accounts Placed—Arkansas City Flour Mills, Cains Coffee Co., Ancl Earp & Co., Local Federal Savings & Loan Association, Merit Mills, Oklahoma Operating Co.

GLICKSMAN ADVERTISING CO., INC.

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

Phone PLaza 8-0716

ABP—ANPA—PPA

President.....Joseph Glicksman
Vice-President-Sec.....William Glicksman
Treasurer.....David Glicksman
Radio Director.....Joseph Glicksman

Radio Accounts Placed—Adam Hats, Portis Bros. Hat Co.

MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.

Denver, Colorado

Phone: CH 5533

ANPA

Radio Director.....Wes Battersea
Exec. V.P.-Radio Director...Wes Battersea
Treasurer.....Doris Fitmier
Radio Continuity.....Mrs. Dorothy Lutz
Radio Continuity.....Mrs. Elizabeth Nixon

• • • **ADVERTISING AGENCIES** • • •

Radio Accounts Placed—Dave Cook Sport-
ing Goods Co., M. & O. Cigars, Ambrose &
Co. (Richelieu Wines, Jams & Jellies), State
of Colorado, Denver Jewelry Co., New York
Furniture Co., and Dundee Clothing Co.

•
**GOLDMAN & WALTERS
ADVERTISING AGENCY, INC.**

75 State St., Albany, N. Y.
Phone: 5-8864
ABP—AFA

President.....Harry L. Goldman
Vice-Pres.-Treas....Eleanor Chatham Walter
Secretary.....Louise Benay
Television Producers....Eleanor Chatham
Walter, Louise Benay

Radio Accounts Placed — John G. Meyers
Dept. Store, Seven-Up Bottling Co. of Troy,
N. Y., Standard Furniture Co., David's
Women Apparel, Roxy Cleaners & Dyers,
Stone's Liquor Dist., Halfway House, Albany
Garage Co. & Appliance Dist., Drive-In Auto
Theatres, Green's Stationers.

Television Accounts Placed — John G.
Meyers Dept. Stores, David's Women
Apparel.

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GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago, Ill.
Phone Superior 6747
AAAA—ANPA—PPA—ABP

*Affiliated with Raymond R. Morgan Co.
Hollywood, Calif.*

President.....Clyde M. Joice
Vice President-Treasurer..M. Lewis Goodkind
Vice-President-Merchandising,

Harlow P. Roberts

Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Space Buyer.....Florence A. Neighbors
Production Mgr.....George Richter
Ass't Space Buyer.....Jayne Batchelor

Radio Accounts Placed—Service Stores,
Inc., Planters Nut & Chocolate Co., Golden-
rod Ice Cream Co., Planters Edible Oil Co.,
Iowa Soap Co., Pine Forest Co., Hooker Glass
& Paint Co., Jewel Tea Co., Inc., Mid-Conti-
nent Airlines, Inc., Priebe & Sons, Inc.

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**GOTHAM ADVERTISING
COMPANY**

2 West 46th St., New York 19, N. Y.
Phone LOngaere 5-2616
APA—ABP—ANPA—PPA

Chairman of Board.....G. E. Harris
President.....D. D. Sutphen, Jr.
Radio & Tele. Director....Arthur A. Kron
Exec. Vice-Pres. & Treas....Arthur A. Kron
Secretary.....Chester A. Priest

Radio Accounts Placed—Hartley's Marma-

lade, Lutheran Hour, R. L. Swain Tabacco
Co.

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GRACE & BEMENT, INC.

2866 Penobscot Bldg., Detroit 26, Mich.
Phone Cherry 9400

ANPA—PPA—APA—NOAB

Pres. & Treas.....Edward R. Grace
Vice-President.....Austin F. Bement
Vice-Pres. Chg. Research & Media;
Radio Time Buyer.....L. C. Grace
Secretary.....A. M. Ganoung
Production Manager.....Thomas C. Bacon
General Manager.....J. R. Bracken
Art Director.....Judson Ross
Account Executives.....Dean Leith,
Richard Burke, J. R. Bracken

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GRANT ADVERTISING, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 6500

ANPA—PPA—APA—ABP—SNPA—NOAB

President.....Will C. Grant
General Radio Director....Lloyd G. Harris
Radio Directors.....Harry Holcombs,
James McClain.

Office Manager.....Ralph E. Ellis
Branch Offices

350 Fifth Ave., New York, N. Y.
Phone BRyant 9-6100

Office Manager.....Carl B. Wheeler
Director of Radio.....Morgan Ryan
2366 Penobscot Bldg., Detroit 26, Mich.
Phone Cherry 9400

V.P.-In Charge.....Edward R. Grace
General Manager.....Joseph R. Bracken
1313 Gulf States Bldg., Dallas 1, Texas
Phone Riverside 8121

V.P.-Southwestern Division....Erle Racey
V.P.-Office Manager....Samuel W. Hepworth
Director of Radio.....Virginia Wiltten
515 DuPont Bldg., Miami 32, Florida
Phone 3-0773

V.P.-Caribbean Operations.....John A. Day
Office Manager.....Ray Lipe
Director of Radio.....Mary Thorpe
Offices in South America, Mexico, Canada,
Cuba, England.

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GREEN-BRODIE

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

ANPA — PPA

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

Radio Accounts Placed — Pieter deWitt,
Inc., Trade Bank & Trust Co., The Viking
Press, The New School.

**GREY ADVERTISING
AGENCY, INC.**

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

ABP—ANPA—PPA—NOAB—APA—AAAA
President.....Lawrence Valenstein
Executive Vice-President....Arthur C. Fatt
Radio-Television Director...Marvin Corwin
Time Buyer.....Harriet Belille

Radio Accounts Placed—Dif Corp., Lam-
bert Bros., Bucilla, Doughnut Corp., Easy-
Do, Van Heusen, Simplicity, Tussy, LeLong,
Hat Research Foundation, Hollander Furs &
Hollander Corp., Kreisler Jewelry, Consoli-
dated Razor Blade Co., Grolier Society Inc.,
BBD Corp., American Silk Mills, Mojud
Hosiery, Miles Shoes, Orbachs, Macys.

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC—ABP
President.....Kenneth W. Akers
Radio Director.....Earl R. Preble
Radio Accounts Placed — Fleetwing Corp.,
B. F. Goodrich Farm Service Tires.

**JULIAN GROSS ADVERTISING
AGENCY**

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

President-TreasurerJulian Gross
Exec. V.P.-Radio Time Buyer
Geraldine K. Ray
V.P.-Prod. Mgr.....Lester Kaufman

GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone, PENnsylvania 6-8518

Owner.....Frances G. Guilford
Space Buyer.....Amelia Pronko

M. H. HACKETT CO.

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

ABP — ANPA — PPA — NOAB
Montague H. Hackett

General Manager.....John P. Gilbert
Time Buyer.....Aida Stearns
Radio Accounts Placed—Riggio Tobacco
Corp., Chatham Mfg. Co., William S. Scull
(Boscul Tea).

HART-CONWAY CO., INC.

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

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
President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Hartz Mountain
Products, Nelson Bros. 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—ABC
PresidentW. B. Henri
SecretaryW. D. McDonald
TreasurerJ. F. Hurst
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones
Radio Dept.

Assoc. Radio Dir.....David W. Dole
Publicity Dir.....Russell M. Cunningham
Radio Accounts Placed — Network: Acme
White Lead & Color Works, Ballard & Ball-
ard Co., Inc., Skelly Oil Co. National Spot:
Acme White Lead & Color Works, Fred W.
Amend Co. (Chuckles), Ballard & Ballard
Co., Inc., Carolene Products Co., John
Morrell & Co., Skelly Oil Company.

HILL ADVERTISING

250 Park Ave., New York, N. Y.
Phone, PLaza 3-7800

PPA—ABP
President.....Weston Hill
Vice-President.....W. L. Ledwith
Secretary.....Joe Cesare
Radio Account Placed—Central Broadcast-
ing Corp.

HILLMAN-SHANE-BREYER, INC.

403 W. 8th St., Los Angeles, Calif.
Phone Trinity 1453

ANPA—ABP—NOAB
Partner.....David S. Hillman
Partner.....Donald A. Breyer
PartnerHassel Smith
Radio Dept.

Director.....Charles F. Chaplin
Time Buyer.....Selma Schonfeld
Radio Accounts Placed—42 Oil Shampoo,
42 Hair Oil Tonic.

HIKSON-O'DONNELL ADV., INC.

350 Fifth Ave., New York 1, N. Y.
BRyant 9-5950

ANPA—PPA—APA—ABP—NOAB—PA of
N. Y. C.
President & Gen. Mgr.....S. M. Morey
Vice-President.....Thos. E. Orr
V.P. & Radio Director...L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....W. G. Carmody