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The duties of this Committee include the study of non-military priority problems that arise in the current work of priority ratings for materials requiring inter-departmental coordination, and such special problems as may be referred to it by the Board of War Communications or the Coordinating Committee. In addition, the committee will have liaison with the Priorities Planning Committee and may call upon the priorities representatives of the numbered committees of the Board as well as other Government and industry experts for advice.

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ATTENTION

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we have been printing
RADIO ANNUAL

"THERE MUST BE A REASON"

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CODE OF WARTIME PRACTICES FOR AMERICAN BROADCASTERS OFFICE OF CENSORSHIP

EDITION OF FEBRUARY 1, 1943

T*THIS is the second revision of the Code of Wartime Practices for American Broadcasters. It combines original provisions with supplemental suggestions and interpretations which have developed out of our experience during a year of war. It supersedes all other releases of the Office of Censorship to this date of issue.*

The principle of censorship remains the same. It is voluntary and broadcast management is responsible for fulfilling the function in its own medium. The broadcasting industry, to this end, should be constantly aware of the dangers inherent in (1) news broadcasts; (2) routine programming; and (3) commercial copy.

To combat these dangers effectively, broadcast management must be in complete control of all programming every minute of every day of operation. This responsibility should not be delegated to anyone over whom the management does not exercise control.

The facilities of the Office of Censorship are at the disposal of broadcasters 24 hours a day, to assist them with consultation and advice when any doubt arises as to the application of this Code. The following are the principal advisory guideposts (as revised) which are intended to aid in discharging censorship responsibilities:

I. NEWS BROADCASTS AND COMMENTARIES

Broadcasters should edit all news in the light of this Code's suggestions and of their own specialized knowledge, regardless of the medium or means through which such news is obtained.

Special attention is directed to the fact that all of the requests in this Code are modified by a proviso that the information listed may properly be broadcast when authorized by *appropriate authority*. News on all of these subjects will become available usually from Government sources; but in war, timeliness is an important factor and the Government unquestionably is in the best position to decide when disclosure is timely.

It is requested that news in any of the following classifications be kept off the air, *unless released or authorized for release by appropriate authority*:

(a) **WEATHER.**—All weather data, either forecasts, summaries, recapitulations, or any details of weather conditions.

Stations should refrain from broadcasting any news of weather occurrences, such as blizzard, snowstorms, tornadoes, hurricanes, etc., unless it is specifically authorized for broadcast by the Office of Censorship. Occasionally, it is possible to clear such news, but for security reasons this office cannot authorize blanket clearance in advance. Each case must be considered individually in the light of the extent to which the enemy will be benefited if such information is broadcast. Confusion and inequalities of competition can be avoided if stations will consult the Office of Censorship promptly in all such cases, either directly or through their news service.

Exceptions: Emergency warnings may be broadcast when specifically released

for broadcast by Weather Bureau authorities.

Information concerning hazardous road conditions may be broadcast when requested by a Federal, State or Municipal source, if it avoids reference to weather.

NOTE.—Special events reporters covering sports events are cautioned especially against the mention of weather conditions in describing contests, announcing their schedules, suspensions, or cancellations. These terms may be used: "Game called because of weather"; "wet grounds"; "muddy field". Terms such as "clear", "rain", "windy", "overcast", etc. are an index to weather conditions over a large area and should not be employed.

(b) ARMED FORCES.—Type and movement of United States Army, Navy and Marine Corps units, within or without continental United States including information concerning—

- Location.
- Identity.
- Composition.
- Equipment.
- Strength.
- Destination.
- Routes.
- Schedules.
- Assembly for Embarkation.
- Prospective Embarkation.
- Actual Embarkation.

Such information regarding troops of friendly nations on American soil.

Revelation of possible future military operations by identifying an individual known for a specialized activity.

Exceptions: (1) ARMED FORCES IN THE UNITED STATES: Troops in training camps in United States and units assigned to domestic police duty, as regards location and general character (other than service men on duty on anti-aircraft, coastal or invasion defense or at embarkation points, whose unit identifications should not be given).

(2) ARMED FORCES OUTSIDE THE UNITED STATES:

Names and locations (without unit identification) *if* presence of United States forces in area has been announced officially.

Individual addresses *if* they are limited to APO numbers or Navy Fleet Post Office (without unit or ship identifications).

Names of Naval personnel without mention of their ships, unless said ships have been announced by the Navy as lost or damaged.

(c) SHIPS (CONVOYS, ETC.).—Type and movements of United States Navy, or merchant vessels, or transports, of convoys, of neutral vessels, or vessels of nations opposing the Axis powers in any

waters, including information concerning—

- Identity.
- Location.
- Port of Arrival.
- Time of Arrival.
- Prospect of Arrival.
- Port of Departure.
- Ports of Call.
- Nature of Cargoes.
- Assembly.
- Personnel.

Enemy naval or merchant vessels in any waters, their

- Type.
- Identity.
- Location.
- Movements.

Secret information or instructions about sea defenses, such as—

- Buoys, lights and other guides to navigators.

- Mine fields and other harbor defenses.

Ship construction—

- Type.
- Number.
- Size.
- Location.

Advance information on dates of launchings, commissionings.

Physical description, technical details of shipyards.

Movement of diplomatic exchange ships under the direction of the State Department.

Exceptions: Movements of merchant vessels on Great Lakes or other sheltered inland waterways unless specific instances require special ruling.

(d) DAMAGE BY ENEMY LAND OR SEA ATTACKS.—Information on damage to military objectives in continental United States or possessions, including—

- Docks.
- Railroads.
- Airfields.
- Public utilities.
- Industrial plants engaged in war work.

Counter-measures or plans of defense.

Appropriate authority: for information about damage from enemy attacks to military objectives on land within continental United States or possessions is the commanding officer in the zone of combat, or the Army Bureau of Public Relations, Washington. (For the Hawaiian Islands, the Navy).

(e) ACTION AT SEA.—Information about the sinking or damaging from war causes of war or merchant vessels in any waters.

Appropriate authority: Appropriate authority for the release of news about the sinking or damaging of naval or merchant vessels in or near American waters

is the Naval Office of Public Relations, Washington; for results of United States naval action against enemy vessels in or near American waters, the commanding officer of the district in which the action occurs, or the Naval Office of Public Relations, Washington.

(f) **ENEMY AIR ATTACK.**—Estimates of number of planes involved; number of bombs dropped; damage to—

- Fortifications.
- Docks.
- Railroads.
- Ships.
- Airfields.
- Public utilities.
- Industrial plants engaged in war work.

All other military objectives.

Warnings or reports of impending air raids; remote ad lib broadcasts dealing with raids, during or after action.

Mention of any raid in the continental United States during its course by stations OUTSIDE the zone of action, unless expressly announced for broadcast by the War Department in Washington.

News which plays up horror or sensationalism; deals with or refers to unconfirmed reports or versions; refers to exact routes taken by enemy planes, or describes countermeasures of defense, such as troop mobilization or movements, or the number and location of anti-aircraft guns or searchlights in action.

Exceptions: After an air raid, general descriptions of action after all-clear has been given. Nothing in this request is intended to prevent or curtail constructive reporting or programming of such matters as feats of heroism, incidents of personal courage, or response to duty by the military or by civilian defense workers.

(g) **ACCREDITED MILITARY AND NAVAL CORRESPONDENTS.**—No provisions in this Code of Wartime Practices for American Broadcasters modify obligations assumed by accredited correspondents who accompany Army or Navy forces or are given special accrediting by the War or Navy departments to visit restricted areas in the United States.

These commitments, under War and Navy department practice, pledge such correspondents to submit to censorship anything they write in zones of combat or restriction, or what they may write at a later date as result of their observation in these zones. The military department concerned is the censorship agency for all such material.

In case of a protracted enemy attack on the continental United States, necessitating military declaration of a combat zone, censorship within such an area would, of necessity, be by military au-

thority. Accrediting of news gatherers for such a zone will be as in any other combat area. In the case of such an attack and declaration of a military zone of combat, the requests in this Code remain applicable to broadcast operations outside the declared area.

(h) **PLANES**—

Air Units.—Military air units of the United States and the United Nations as to—

- Disposition.
- Missions.
- Movements.
- New characteristics.
- Strength.

Information concerning new military aircraft and related items of equipment or detailed information on performance, construction and armament of current military aircraft or related items; military activities of commercial air lines or the Civil Air Patrol.

(i) **FORTIFICATIONS AND AIR INSTALLATIONS.**—Location and description of fortifications, including—

Coast Defense Emplacements.

Anti-aircraft guns and other air defense installations.

Defense Installation details of public airports used for military purposes.

Camouflaged objects.

Location of specially constructed bomb shelters.

Location of civilian defense communication control centers.

Information concerning installations by American military units outside the United States.

(j) **SABOTAGE.**—Specifications (including information on bottlenecks) which saboteurs could use to damage war production plants, transportation lines, public utilities, or other military objectives; any information indicating sabotage to them. In reporting accidents, no mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) **PRODUCTION.** (see also **SABOTAGE**)

—Roundups—Collected data on a nationwide scale disclosing production progress or capacity in connection with ordnance, planes, war vehicles or other munitions.

Secret designs—New or secret military weapons, designs, formulas or experiments connected with war production.

Plants—Floor plans or arrangement of war production plants; capacity of plants; actual or prospective progress of production, including revealing employment figures.

Statistics—Statistical information disclosing the amounts of strategic or criti-

cal materials produced, imported or in reserve—such as tin, rubber, aluminum, uranium, zinc, chromium, tantalum, manganese, magnesium, tungsten, silk, platinum, cork, quinine, copper, optical glass, mercury or high-octane gasoline.

Transportation—Movement or transportation of munitions within the United States.

Lend-Lease-Production. Method of delivery, destination, routes or transportation of Lend-lease war material.

(l) UNCONFIRMED REPORTS, RUMORS.—The spread of rumors in such way that they will be accepted as facts will render aid and comfort to the enemy. The same is true of enemy propaganda or material calculated by the enemy to bring about division among the United Nations. Enemy claims of ship sinkings, or of other damage to our forces should be weighed carefully and the sources clearly identified, if broadcast.

Caution is advised against reporting, under the guise of opinion, speculation or prediction, any fact which has not been released by an appropriate authority.

(m) COMBAT ZONE INTERVIEWS AND LETTERS.—Interviews with service men or civilians from combat zones (including accounts of escapes from foreign territory) should be submitted for review before broadcast, either to the Office of Censorship or to the appropriate Army or Navy Public Relations Officer. Letters from service men in combat zones are censored at the source, for home and family consumption only. When used on the air, broadcasters should measure the contents of such letters in the light of the provisions of this Code. In case of any doubt, consult the Office of Censorship. (See clause on Armed Forces, regarding unit identifications).

(n) WAR PRISONERS, INTERNEES, CIVILIAN PRISONERS.—Information as to arrival, movements, confinement, escape or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens, or of persons moved to resettlement centers; locations or operations of war prisoner, or alien internment camps or resettlement projects; place of confinement of civilians convicted of treason, espionage or sabotage.

NOTE: The appropriate authority for information as to war prisoners or their camps is the War Department; for information as to resettled persons, the project official in charge; for information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry,

please make certain whether the individuals involved are military prisoners of war, enemy aliens or resettled citizens or aliens.

(o) MILITARY INTELLIGENCE.—Information concerning operations, methods or equipment of war intelligence or counter-intelligence of the United States or its allies; information concerning available or captured enemy codes or ciphers; or that gained from interception of enemy messages; or information concerning use of secret inks or chemicals or detection of these.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new International points of communication.

(p) WAR NEWS COMING INTO THE UNITED STATES.—War information originating outside United States territory may be broadcast if its origin is made plain.

In any case of vital security involvement, the Office of Censorship reserves the right to request broadcasters to censor such incoming material on the basis of the Code requests if it is apparent that the information has come on to the United States.

(q) GENERAL.—*Casualties.* Identification of combat casualties until made available for publication by the War or Navy Departments or the next of kin.

Strategy.—Secret war plans.

Art Objects, Historical Data.—Information disclosing the new location of national archives, or of public or private art treasures.

Diplomatic Information.—Information about the movements of the President of the United States (including advance notice of the place from which he will broadcast); information of official military, or diplomatic missions of the United States or of any other nation opposing the Axis powers—routes, schedules, destinations within or without continental United States; movements of other individuals or units on military or diplomatic missions.

Premature disclosure of diplomatic negotiations or conversations.

Forest Fires.—In reports of forest fires: descriptions of danger areas, weather conditions, activity or methods of saboteurs, organization or placement of special guards, damage or threat of damage to military objectives, or extent of smoke clouds.

II. PROGRAMS

The following suggestions are made in order that broadcasters will have a pattern to follow in accomplishing the most important censorship function of program operation: keeping the microphone under the complete control of the station management, or its representatives.

(a) **REQUEST PROGRAMS.**—*Music.*—No telephoned or telegraphed requests for musical selections should be accepted. No requests for musical selections made by word-of-mouth at the origin of broadcast, whether studio or remote, should be honored.

Talk.—No telephoned or telegraphed requests for service announcements should be honored, except as hereinafter qualified. Such service announcements would include information relating to—

- Lost pets.
- “Swap” ads.
- Mass meetings.
- Personal messages.
- Club meetings.
- Club programs, etc.
- Vital statistics.

The same precaution should be observed in accepting “classified advertisements” for broadcasting.

No telephoned, telegraphed or word-of-mouth dedications of program features or segments thereof should be broadcast.

No telephoned, telegraphed or word-of-mouth auction bids, contributions or similar acknowledgments from listeners, should be broadcast.

Exceptions: Emergency announcements (such as those seeking blood donors, doctors, lost persons, lost property, etc.) may be handled in conventional manner if the broadcaster confirms their origin. They should emanate from the police, the Red Cross, or similar recognized governmental or civilian agency.

Service announcements may be honored when source is checked and material is submitted in writing, subject to rewriting by station continuity staff. Requests for the broadcast of greetings or other programs to commemorate personal anniversaries may be honored if the actual broadcast is not made on the anniversary date or at the time or on the date designated in the request.

ALL requests, subject to the above qualifications, may be honored when submitted via mail, or otherwise in writing if they are held for an unspecified length of time and if the broadcaster staggers the order in which such requests are honored, rewriting any text which may be broadcast.

(b) **QUIZ PROGRAMS.**—It is requested that all audience-participation type quiz programs originating from remote points, either by wire, transcription or short wave, should not be broadcast, except as qualified hereinafter. Any program which permits the public accessibility to an open microphone is dangerous and should be carefully supervised. Because of the nature of quiz programs, in which the public is not only permitted access to the microphone but encouraged to speak into it, the danger of usurpation by the enemy is enhanced. The greatest danger here lies in the informal interview conducted in a small group—10 to 25 people. In larger groups, where participants are selected from a theater audience, for example, the danger is not so great.

Generally speaking, any quiz program originating remotely, wherein the group is small, wherein no arrangement exists for investigating the background of participants, and wherein extraneous background noises cannot be eliminated at the discretion of the broadcaster, should not be broadcast. Included in this classification are all such productions as man-in-the-street interviews, airport interviews, train terminal interviews, and so forth.

In all studio-audience type quiz shows, where the audience from which interviewees are to be selected numbers less than 50 people, program conductors are asked to exercise special care. They should devise a method whereby no individual seeking participation can be *guaranteed* participation.

(c) **FORUMS AND INTERVIEWS.**—During forums in which the general public is permitted extemporaneous comment, panel discussions in which more than two persons participate, and interviews conducted by authorized employees of the broadcasting company, broadcasters should devise methods guaranteeing against the release of any information which might aid the enemy as described in Section I of the Code. If there is doubt concerning the acceptability of material to be used in interviews, complete scripts should be submitted to the Office of Censorship for review. (See paragraph (m) Section I.)

(d) **SPECIAL EVENT REPORTING** (ad lib).—Special events reporters should study carefully the restrictions suggested in Section I of the Code, especially those referring to interviews and descriptions following enemy offensive action. Reporters and commentators should guard against use of descriptive material which might be employed by the enemy in plotting an area for attack.

If special programs which might be considered doubtful enterprises in view of our effort to keep information of value from the enemy are planned, outlines should be submitted to the Office of Censorship for review.

(See also Paragraph (a), Section I.)

(c) SIMULATED AIR RAIDS, BLACKOUTS.—In view of the provisions contained in Paragraph (j) Section I of this Code, which prescribe radio silence at the scene of an air raid until the "all clear" is sounded, it is the belief of this office, in which the Office of Civilian Defense concurs, that broadcasting stations should not employ their facilities during a simulated air raid in any way which would encourage listeners to rely upon the medium for advice and assistance should an actual raid occur. This is intended to place no proscription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted.

(f) COMMERCIAL CONTINUITY.—Broadcasters should be alert to prevent the transmission of subversive or restricted information through the use of commercial continuity in program or announcement broadcasts. In this connection, the continuity editor should regard his responsibility as equal to that of the news editor.

III. FOREIGN LANGUAGE BROADCASTS

(a) PERSONNEL.—The Office of Censorship, by direction of the President, is charged with the responsibility of removing from the air all those engaged in foreign language broadcasting who, in the judgment of appointed authorities in the Office of Censorship, endanger the war effort of the United Nations by their connection, direct or indirect, with the medium. Bases of judgment in exercising this function will be twofold: (1) current material written for broadcast or broadcast over American facilities; (2) past and/or present conduct of the individual, including evidence substantiating his sympathy with the regimes of our enemies. This function of the Office of Censorship is not intended to relieve in any measure the full responsibility resting with the management of the foreign language broadcasting station to employ only those whose loyalty he does not question. There extends to such broadcast management the additional responsibility to report to the Office of Censorship the names of any personnel in this field who might be suspected for any reason.

(b) SCRIPTS.—Station managements are requested to require all persons who broadcast in a foreign language to submit to the management in advance of broadcast complete scripts or transcriptions of such material, with an English translation. (This procedure does not apply to programs originated and produced by the Office of War Information and distributed to foreign language stations). It is further requested that this material be checked "on the air" against the approved script and that no deviations therefrom be permitted. These scripts or transcriptions, with their translations, should be kept on file at the station.

(c) SUBMISSION OF SCRIPTS.—From time to time, the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. When such requests are received, it is understood that the scripts in the original language, as well as English translations thereof, will be submitted. If a station obtains its foreign language program from another originating point via network, these requirements do not apply; in such event the originating station will be held responsible for fulfilling the requests contained herein.

(d) Station managements are reminded that all provisions of this code, as outlined in Section I and II, apply equally to foreign language broadcasting.

Broadcasters should ask themselves, "Is this information of value to the enemy?" If the answer is "Yes," they should not use it. If doubtful they should measure the material against the Code.

From time to time the Office of Censorship may find it necessary to issue further communications either to interpret certain existing requests, amend or delete them, or otherwise to cover special emergency conditions. Such communications will be addressed to managers of radio stations and networks and should receive preferential attention.

If information concerning any phase of the war effort should be made available anywhere, which seems to come from doubtful authority, or to be in conflict with the general aims of these requests; or if special restrictions requested locally or otherwise by various authorities seem unreasonable or out of harmony with this summary, it is recommended that the question be submitted at once to the Office of Censorship, Washington. Telephone Executive 3800; Teletype WA-434.

THE OFFICE OF CENSORSHIP,
BYRON PRICE, *Director*.

February 1, 1943.

RADIO DAILY

Sixth Annual Poll of the Radio Editors and Critics for 1942-1943

Commercial Programs

PEPSODENT	543
Texaco Star Theater	441
Fibber McGee & Molly	414
Jack Benny	402
Kraft Music Hall	372
Information Please	360
Lux Radio Theater	258
Chase & Sanborn	174
The Aldrich Family	159
Andre Kostelanetz (Coca-Cola)	123
Red Skelton	123

Entertainers

BOB HOPE	627
Fred Allen	561
Jack Benny	537
Bing Crosby	492
Fibber McGee & Molly	351
Edgar Bergen	294
Red Skelton	237
Kate Smith	177
Eddie Cantor	174
Ed Gardner	168

Dramatic Shows

LUX RADIO THEATER	768
Screen Guild Players	315
One Man's Family	315
Cavalcade of America	198
Aldrich Family	159
First Nighter	114
Mr. District Attorney	108
Inner Sanctum	93
Arch Oboler Plays	90
Radio Reader's Digest	69

Educational Series

CHICAGO ROUND TABLE	462
American Town Meeting	423
CBS School of the Air	330
American Forum of the Air	147
Information Please	120
People's Platform	96
Unlimited Horizons	78
Invitation to Learning	63
March of Time	54
Radio Reader's Digest	54

RESULTS OF RADIO DAILY 1942 CRITICS POLL

Dance Bands (Sweet)

GUY LOMBARDO	666
Sammy Kaye	297
Fred Waring	255
Wayne King	201
Freddie Martin	171
Tommy Dorsey	165
Horace Heidt	144
Kay Kyser	144
Shep Fields	75
Claude Thornhill	75

Comedians

BOB HOPE	737
Fred Allen	573
Jack Benny	558
Fibber McGee & Molly	558
Edgar Bergen	294
Red Skelton	282
Eddie Cantor	99
Abbott & Costello	69
Fannie Brice	60

News Commentators

RAYMOND GRAM SWING	585
William Shirer	423
H. V. Kaltenborn	315
Fulton Lewis, Jr.	228
Cecil Brown	189
Raymond Clapper	177
Edward Murrow	162
John Vandercook	153
Earl Godwin	135
Gabriel Heatter	129

Dramatic Serials

ONE MAN'S FAMILY	552
Aldrich Family	300
Vic & Sade	189
Easy Aces	117
Against the Storm	84
Ma Perkins	81
The Goldbergs	78
Parker Family	69
Those We Love	69
Pepper Young's Family	45
Young Dr. Malone	45

Dance Bands (Swing)

HARRY JAMES	573
Benny Goodman	357
Tommy Dorsey	312
Glenn Miller	216
Gene Krupa	150
Kay Kyser	108
Duke Ellington	102
Sammy Kaye	99
Woody Herman	87
Jimmy Dorsey	75

Quiz Shows

INFORMATION PLEASE	704
Take It or Leave It	507
Quiz Kids	402
Truth or Consequences	291
Dr. I. Q.	255
Double or Nothing	204
Mr. Adam and Eve	114
Bob Hawk	105
Vox Pop	105
Kay Kyser Musical College	87

Sports Commentators

BILL STERN	677
Ted Husing	660
Red Barber	282
Mel Allen	144
Harry Wismer	105
Don Murphy	78
Bob Elson	57
Ken Carpenter	51
Tom Manning	48

Children's Shows

LONE RANGER	489
Let's Pretend	438
Quiz Kids	306
Jack Armstrong	174
Coast to Coast On A Bus	114
Irene Wicker	108
Don Winslow of the Navy	87
Red Rider	75
Little Blue Playhouse	75
CBS School of the Air	60

(Continued on Page 115)

THE FIRST WAR YEAR AT CBS...for the record

With the attack on Pearl Harbor the Columbia Broadcasting System dedicated itself to the single first task of making radio serve the cause of victory.

What CBS has achieved in this high purpose, as measured by the first full year of the war, is summarized concisely on the following three pages.

CBS believes that all who are interested in radio will honor this record.

DECEMBER 7, 1941... TO DECEMBER 7, 1942


In the first full year of America's participation in the war, the Columbia Broadcasting System devoted to the war effort...

**over 36% of its total
network operating hours...**

The Columbia Broadcasting System communicated to the American people...

**6,471 war programs
3,723 war announcements
4,158 war news broadcasts...**

These are striking totals. Yet the figures themselves give too little hint of the ingenuity, planning and labor that made these thousands of war-effort broadcasts pos-



sible. They cannot speak for the color, the variety, nor the way in which these broadcasts were keyed to 124 different formal war enterprises, as well as to countless less formal organizations or projects. Each of the 116 CBS stations played its individual—as well as its collective—part in this effort, with initiative and zeal becoming to a patriot.

Notable among these CBS war broadcasts were such distinguished and special war-enterprise programs as...

An American in England
Calling Pan-America
The Commandos
F. O. B. Detroit
Hello Americans
Hello from Hawaii
Man Behind the Gun
The Nature of the Enemy
Report to the Nation
Spirit of '42
Soldiers With Wings
They Live Forever
The 22nd Letter
Womanpower

On the next page there is evidence that others beside CBS have remarked what CBS has done (and will continue to do) to serve the cause of victory.

AWARDS, CITATIONS AND HONORS...1942

For Distinguished Service in the American War Effort

AMERICAN WAR HEROES FOUNDATION
Scroll to Ted Collins broadcasting on CBS.

BLUE STAR MOTHERS OF AMERICA Award
of honorary life membership to Kate Smith
broadcasting on CBS.

GEORGE FOSTER PEABODY AWARDS - 1942
To CBS for patriotic service. To Norman
Corwin's *We Hold These Truths*.

MOTION PICTURE DAILY (57th Annual Poll of
Radio Editors and Columnists) First News awards
to CBS. Award to *Cheers from the Camps*.

NATIONAL ASSOCIATION OF BROADCASTERS
(1st Annual Station Promotion Competition)
William B. Lewis Award for "most effective
inspiration of the radio audience to con-
tinued support of the war effort" to CBS
station KMOX, St. Louis. Certificate of
Award to CBS station WBBM, Chicago, spe-
cial mention to CBS station WEEL, Boston.

NATIONAL HEADLINERS CLUB Silver plaque
to Cecil Brown.

NEW YORK WORLD-TELEGRAM (12th Annual
Poll of Radio Editors) Cecil Brown's description
of the sinking of HMS *Repulse* and *Prince
of Wales* voted "the outstanding single
broadcast" of 1942.

OHIO STATE UNIVERSITY (Institute for Educa-
tion by Radio) First general awards to CBS.
Honorable mention for *People's Platform*.

OVERSEAS PRESS CLUB ANNUAL RADIO
AWARD To Cecil Brown for radio reporting.
RADIO EXECUTIVES CLUB OF NEW YORK
Plaque to Paul White, CBS Director of Pub-
lic Affairs, for "outstanding work in securing
news broadcasts from various war fronts."

VARIETY (10th Annual Showmanagement Survey)
Plaque for "outstanding wartime service"
and special award for "fostering racial good-
will and understanding" to five CBS sta-
tions. Special award to CBS affiliate WRVA,
for "contributions to military-civilian under-
standing." Special commendation for con-
tributions to war effort to individual staff
members at WRVA, AVBT, KMBC, KOIN,
and WHP. Special commendation for good
ideas applied to the victory effort, to WBBM
and WCKY.

VARIETY (Wartime Radio Showmanship Survey)
Scrolls of honor awarded to five programs
on CBS for their handling of war messages.
WOMAN'S PRESS CLUB OF NEW YORK
Certificate of merit to CBS for *They Live
Forever*.

WOMEN'S NATIONAL RADIO COMMITTEE
Honorable mention to four CBS programs,
among them *Elmer Davis and the News*.

YOUTHBUILDERS, INC. Scroll of honor to
Norman Corwin for *This is War*.

This list represents only war-effort awards. 29 other awards were made to CBS in 1942.

COLUMBIA BROADCASTING SYSTEM, INC.



Symphony Conductor

ARTURO TOSCANINI	675
Leopold Stokowski	483
Frank Black	216
Eugene Ormandy	192
Andre Kostelanetz	177
Artur Rodzinski	156
Alfred Wallenstein	144
Bruno Walter	129
Serge Koussevitzky	117
Howard Barlow	72

Male Vocalists (Classical)

RICHARD CROOKS	591
Nelson Eddy	459
Lawrence Tibbett	432
John Charles Thomas	375
James Melton	339
Jan Peerce	147
Frank Munn	141
Conrad Thibault	129
Lauritz Melchior	87
Paul Robeson	78

Male Vocalists (Popular)

BING CROSBY	736
Dennis Day	429
Barry Wood	249
Kenny Baker	222
Lanny Ross	216
Frank Parker	171
Frank Munn	153
Frank Sinatra	144
Bob Eberly	96
Rudy Vallee	78

Symphony Programs

N. Y. PHILHARMONIC	750
NBC Symphony	490
CBS Symphony (summer)	219
Coca-Cola (Kostelanetz)	168
Cleveland Symphony	150
Wallenstein Simfonietta	96
Boston Symphony	96
Telephone Hour	84
Metropolitan Opera	78
Radio City Symphony	60

Female Vocalists (Classical)

GLADYS SWARTHOUT	543
Lily Pons	534
Lucille Manners	408
Vivian Della Chiesa	231
Jessica Dragonette	225
Margaret Speaks	225
Marian Anderson	186
Eileen Farrell	93
Josephine Houston	78
Josephine Antoine	72

Female Vocalists (Popular)

DINAH SHORE	753
Kate Smith	567
Ginny Simms	414
Connee Boswell	294
Diane Courtney	258
Mary Martin	183
Frances Langford	168
Helen O'Connell	102
Harriet Hilliard	45
Marian Hutton	45

RAUDIO editors, writers and critics on newspapers and periodicals throughout the United States and Canada took part in the sixth annual poll conducted by RADIO DAILY.

Tabulations were made on the basis of 10 points for each first choice, 9 points for each second choice and proportionately down the line. All figures represent points out of a possible 1,000.

Original signed questionnaires as returned by the radio editors and the worksheets used in the tabulation of the votes are carefully preserved by RADIO DAILY. It is regarded as the one authoritative pool of its kind conducted by a radio industry business paper and is presented as a service to the trade which finds it helpful to have a true cross-section of opinion from the nation's radio editors.

(Continued on Following Page)

DATA ON PROGRAM WINNERS IN RADIO DAILY'S SIXTH ANNUAL POLL of RADIO CRITICS

(Pepsodent (Bob Hope) Program

Sponsored by Pepsodent Co.; Tuesdays, 10-10:30 p.m., EWT. on NBC network. *Agency:* Lord & Thomas. *Cast:* Bob Hope, Jerry Colonna, Vera Vague, Frances Langford and guests. *Orchestra:* Skinnay Ennis.

Texaco Star Theater

Sponsored by the Texas Co.; Sundays, 9:30-10 p.m., EWT. on CBS network. *Agency:* Buchanan Co. *Cast:* Fred Allen, Portland Hoffa and guest stars. *Orchestra:* Al Goodman.

Fibber McGee & Molly

Sponsored by S. C. Johnson & Son, Inc.; Tuesdays, 9:30-10 p.m., EWT. on NBC network. *Agency:* Needham, Louis & Brorby, Inc. *Cast:* Marion and Jim Jordan. *Orchestra:* Billy Mills.

Jack Benny

Sponsored by General Foods Corp.; Sundays, 7-7:30 p.m., EWT. on NBC network. *Agency:* Young & Rubicam, Inc. *Cast:* Jack Benny, Mary Livingstone, Rochester, Dennis Day and Don Wilson. *Orchestra:* Phil Harris (to Dec. 6).

Kraft Music Hall

Sponsored by Kraft Cheese Corp.; Thursdays, 9-10 p.m., EWT. on NBC network. *Agency:* J. Walter Thompson Co. *Cast:* Bing Crosby, guest stars. *Orchestra:* John Scott Trotter.

"Information Please"

Sponsored by American Tobacco Co.; Fridays, 8:30-9 p.m., EWT. on NBC network. *Agency:* Lord & Thomas, Inc. *Cast:* Clifton Fadiman, Franklin P. Adams, John Kieran, Oscar Levant, Milton Cross and guests.

Lux Radio Theater

Sponsored by Lever Bros. Co.; Monday, 9-10 p.m., EWT. on CBS network. *Agency:* J. Walter Thompson Co. *Cast:* Cecil B. DeMille, producer, and guest stars. *Orchestra:* Louis Silvers.

Chase & Sanborn Hour

Sponsored by Standard Brands, Inc., for Chase & Sanborn Coffee; Sundays, 8-8:30 p.m., EWT. on NBC network. *Agency:* J. Walter Thompson Co. *Cast:* Edgar Bergen, "Charlie McCarthy," Don Ameche and guest stars. *Orchestra:* Ray Noble.

"The Aldrich Family"

Sponsored by General Foods Corp. on NBC network, Thursdays, 8:30-9 p.m., EWT. *Agency:* Young & Rubicam, Inc. *Cast:* Norman Tokar heads the troupe as Henry Aldrich; Katharine Raht, as Mrs. Aldrich; House Jameson, as Mr. Aldrich; Jackie Kelk, as Homer. *Orchestra:* Jack Miller.

Red Skelton

Sponsored by Brown & Williamson Tobacco Co. *Agency:* Russel M. Seeds Co., on NBC Tuesdays from 10:30-11 p.m., EWT. *Cast:* Red Skelton, Harriet Hilliard, Wonderful Smith and Ozzie Nelson. *Orchestra:* Ozzie Nelson.

THE PRODUCTION SIDE OF RADIO

Back Stage During 1942

RADIO'S writers, producers and directors, did not have to climb on any "bandwagon" when it became evident that the Government's program called for more and more use of broadcasting in every conceivable manner. On the contrary radio's backstage folk as well as those "out front" were already on the front line doing everything possible long before Pearl Harbor. Thus, unlike many other industries, radio was well in its stride when the Government needed it most, and proceeded to give its services to the Office of War Information, for instance, with no confusion, but with the maximum of efficiency. Foreign language producers and stations also, offered their services freely.

Production At All-Time High

Despite the prodigious amount of work accomplished for and in cooperation with the Government agencies, radio's backstage continued to expand its activities as is revealed by peak billings for the networks and numerous independent outlets and regionals.

While a considerable number of productions never saw the light of day due to transcription difficulties with the American Federation of Musicians, the majority of these were merely switched from the proposed musical productions to dramatic.

As to the average program itself, the war effort wielded considerable influence, as is to be expected, and yet, there remained more than enough of the usual type and brand new productions to take the listeners mind off the war, when such was deemed expedient. Lack of commodities and rationing did much to cut remaining one-hour shows to a half-hour; however such casualties were quickly met by the producers and new accounts, plus switches to more desirable time filled the breach and maintained certain network continuity of entertainment.

Television and FM

Television naturally bowed to the war-effort and simmered down to Civilian Defense shows and films in most outlets. With the FCC issuing an order permit-

ting these stations to reduce the amount of time televised weekly, production men vitally needed elsewhere were freed; conservation of materials in this case was another important factor.

Frequency Modulation hesitated for a moment, then put its best foot forward and decided to hold the fort. It was held that FM has become of age and efforts were redoubled to provide a steady stream of programs. During the year licensees who might have held off, took to the air. That the war prevented it from blossoming out strong, is of course generally conceded. There is no indication of a letdown during the year, for this type of broadcasting. It will not become a stepchild according to those in back of it.

International Aspects

Shortwave broadcasting was a lively baby during the year. Leasing of the outlets to the Government did not change production schedules too much. Rather a closer coordination and control for specific causes was the result and, the great responsibility of this powerful medium being properly directed was passed over to the Federal agencies. As in the past, 100 per cent cooperation between networks, other licensees and Government bureaus, is the byword.

Shows For Overseas Forces

As an indication of what producers in and out of the armed services have done and are doing, and the excellent spirit of cooperation which prevails, men in the service throughout the world receive a constant supply of point-to-point live talent programs not to mention nearly 1,000,000 transcribed shows of top-notch entertainment, already sent to every part of the world.

Between shortwave schedules and the recorded programs, there has been little lack of radio entertainment for the armed forces no matter where they are stationed. This is made possible by the skill of some of our best producers, artists and engineers who have worked and continue to work unceasingly "backstage" so that the production side at least does a job the best it knows how.

(For Complete Production Section Please Turn to Page 625)



FEDERAL



RADIO WAR AGENCIES

CIAA — ARMY — NAVY — OWI

WAR SAVINGS STAFF

Coordinator of Inter-American Affairs (Rockefeller Committee)

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Head of Transcription Dept. George Vogel

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Head of Hollywood Office Jack W. Runyon

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Head of San Francisco Office Hobart Montee

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Office of Public Relations, Radio

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Railroad Retirement Bldg., Washington, D. C.
Phone, Republic 7500

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San Antonio, Texas: Majestic Bldg. Bess C. Woolford.

Seattle, Wash.: 440 Henry Bldg. Phone, Elliott 0200. Howard MacGowan.

Wichita, Kans.: 205 York Rite Bldg. Phone, Wichita 5-8661, Extension 11. Pliny Castanien.

War Department Bureau of Public Relations, Radio Branch

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Executive Officer Captain Jack Harris
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In Charge Robert C. Coleson
All initial correspondence should be directed to the Washington office address, rather than to individual personnel. Long distance telephone calls should be directed to the Executive Officer, unless previous contacts have been established. Inquiries and communications thus addressed will be routed more efficiently.

The New York office functions only in matters concerning "The Army Hour"; everything else should be referred to Washington.

War Savings Staff Radio Section Treasury Department

709 Twelfth St., N. W., Washington, D. C.
National 6400

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Chief, Radio Section Marjorie L. Spriggs
Assistant Chief, Radio Section Emerson Waldman
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Station Relations Jules Alberti
Traffic Estelle Broderick
Transcriptions Everette G. Opie
Assistant Ruth Girard

BRANCH OFFICE

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Executive-In-Charge William Rainey

FUNCTIONS

The Radio Section of the War Savings Staff of the Treasury Department handles all radio promotion for the sale of War Bonds and Stamps. Description of activities is to be found in "Radio in Defense" section in this volume.





THE BUSINESS SIDE *of* RADIO



Agency and Sponsor Network Billings

•

News Services

•

Station Representatives

•

Advertising Agencies

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Federal Communications Commission

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U. S. Census Data

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"Shifting Populations"



N. C. A. C.

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ARTISTS IN RADIO, CONCERT, THE THEATRE,
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CHICAGO

HOLLYWOOD

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MERCHANDISE MART

SUNSET AT DOHENY

111 SUTTER STREET

AGENCY—SPONSOR NETWORK EXPENDITURES

Blue Network Co. 1942 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	\$2,151,298
Young & Rubicam, Inc.	1,123,288
Wade Advertising Agency	1,277,917
J. Walter Thompson Company	1,168,219
Maxon, Inc.	1,030,288
Roche-Williams-Cunningham, Inc.	1,015,598
Ruthrauff & Ryan, Inc.	866,045
D'Arcy Advertising Company	828,085
Leunen & Mitchell, Inc.	573,780
J. Stirling Getchell, Inc.	317,278
Benton & Bowles, Inc.	317,138
Aubrey Moore & Wallace, Inc.	305,511
Pedlar & Ryan, Inc.	289,097
Buchanan & Company, Inc.	281,658
Gardner Advertising Company	267,816
Warwick & Legler, Inc.	257,711
Newell-Emmett Company	212,130
Small & Seifer, Inc.	228,654
Henri, Hurst & McDonald, Inc.	225,337
Critchfield & Company	208,888
Wm. Esty & Company, Inc.	208,934
Kenyon & Eckhardt, Inc.	191,136
Batten, Barton, Durstine & Osborn, Inc.	124,901
Glicksman Advertising Company, Inc.	122,290
McCann-Erickson, Inc.	120,386
Emil Mogul Company	107,062
Raymond Spector Company, Inc.	103,016
Walsh Advertising Company, Ltd.	102,672
Joseph Katz Company	100,011
H. W. Kastor & Sons Advertising Company, Inc.	96,818
Clements Company, Inc. (The)	96,609
Ted Bates, Inc.	88,575
Albert P. Hill Company, Inc. (The)	73,107
MacWilkins & Cole, Inc.	61,656
Walker & Downing	60,687
Duane Jones Company	58,572
Addison Lewis & Associates	56,796
Morse International, Inc.	50,039
J. M. Mathes, Inc.	42,360
Donahue & Coe, Inc.	38,755
J. D. Tarcher & Company	35,226
Russel M. Seeds Company, Inc.	33,252
Lord & Thomas	29,300
J. William Sheets	21,814
MacFarland-Aveyard & Company	18,967
Keeling & Company, Inc.	13,614
Direct	8,254
McCarty Company	8,206

Pacific National Advertising Agency	7,131
E. M. Freystadt Associates, Inc.	7,130
Bauerlein, Inc.	6,284
Gray & Rogers	5,676
Leon Livingston Advertising Agency	5,569
Glasser-Gailey & Company	4,801
Mayers Company	4,611
William B. Remington, Inc.	4,200
Barton A. Stebbins Advertising Agency	4,038
Raymond R. Morgan Company	4,101
Peck Advertising Agency, Inc.	3,338
Horton-Noyes Company	2,591
Smith & Drum, Inc.	1,364
Schwab & Beatty, Inc.	310
Fort & Co.	165
	\$15,752,909

Political:

Duane Jones Company	15,200
Wellman Advertising Agency	10,154
Direct	2,596
Leighton & Nelson	956
Halpern Advertising Agency	678

\$29,584

GRAND TOTAL \$15,782,493

Columbia Broadcasting System 1942 Agency Gross Billings

Young & Rubicam, Inc.	\$5,671,501
Ruthrauff & Ryan, Inc.	5,101,813
J. Walter Thompson Co.	3,206,386
Blackett-Sample-Hummert	3,202,711
Ward Wheelock Co.	2,426,578
The Biow Co., Inc.	1,950,838
Compton Advertising, Inc.	1,881,107
Lord & Thomas	1,813,186
Arthur Meyerhoff & Co.	1,801,957
William Esty & Co., Inc.	1,779,100
Benton & Bowles, Inc.	1,597,816
Ted Bates, Inc.	1,514,183
Newell-Emmett Co.	1,472,639
McCann-Erickson, Inc.	1,315,321
Batten, Barton, Durstine & Osborn, Inc.	1,033,111
Buchanan & Co., Inc.	939,149
Pedlar & Ryan, Inc.	898,181
Gardner Advertising Co.	877,013
Knov Reeves Advertising, Inc.	863,137
Maxon, Inc.	832,606
Geyer, Cornell & Newell, Inc.	663,846
Sherman & Marquette, Inc.	651,741
D'Arcy Adv. Co., Inc.	506,729

THE BUSINESS SIDE OF RADIO

By *Sylvia Weiss*
RADIO DAILY Staff

RADIO has gone beyond just withstanding the rigors of the first year of a modern, global war. It has enhanced and solidified its position as a medium of communication vitally aiding the Allied effort. During 1942 radio also has proved its business resourcefulness, and an ability to recover quickly from restrictions and operating obstacles. Radio, the commercial side of radio, revealed great flexibility and adaptability to a new order of advertising practice which came into being, in step with change the world over.

After one month of war, there were trepidations about radio's remaining a private enterprise and retaining its commercial aspects. The trade's initiative in selling the American public on an all-out war effort automatically filled its licensing requirements to an overflow and warded off Government seizure. With that fear somewhat allayed, radio set about adjusting itself to a new commercial aspect under war conditions.

It became evident, early, that there would be some advertising casualties. Radio sprung to the challenge, and more than ever before, started out to sell itself. The predicted evolution from a seller's market to a buyer's market was discernible. However, the withdrawal of advertisers whose facilities were turned over to complete war production, such as the automotive and radio manufacturing industries, was not as complete as had originally been feared.

What withdrawals there were were mitigated on several fronts. For every one which dropped out, radio found there were two others ready to move in, with the result that 1942 gained a healthy influx of new advertisers.

Post-War Factor

There were fewer withdrawals than at first expected because enterprise adopted a long term point of view. Following the national trend, these advertisers have not lost sight of the post-war while bending every effort to execute the war at hand. These advertisers have maintained local and national advertising campaigns to keep their names before the public—a short memory public.

A second group of institutional advertisers has indulged in selling its private prestige and the war effort at the same time. Here are firms, such as General Motors, which have no immediate product

to market, but which have been conditioning the public to associate the organization with home front and camp morale, and war production effort.

A third group of institutional advertisers brought on by the war consists of those who, often, have never used radio before, but who bought single radio spots to air a production award, or to stage an elaborate morale program such as Elgin Watch Co.

Easing early qualms about the possible loss of advertisers was the tendency of some of these clients to substitute spot advertising for network programming, rather than fold up entirely. Resorting to this change in distribution were organizations which had to use radio to do a direct selling job as an assistant to a greatly reduced staff of traveling salesmen.

Discount Plans

The innovation this year by all the networks, of a special discount plan to encourage full use of network hook-ups brought in great returns both for the networks and stations. Encouraging to advertising as a whole was the favorable attitude on the part of the Treasury and the Bureau of Internal Revenue in making allowances for advertising on income tax returns.

By the foregoing evidences of ingenuity, radio has not only held its ground, it has been able to show an average increase in grosses. Among the networks, Mutual, perhaps, enjoyed the largest percentage of gain for the year. The Blue, for its first year of operation independent of NBC, reported coming out in the black, an encouraging tone for the whole trade. Both NBC and CBS were able to chalk up increased gross revenues for the year.

These experiences of 1942 have given radio confidence in change. The year has demonstrated that many former practices and institutions have outlived their term, and that new forms are coming in. There are indications that the evolution is young, but that initiative, alertness and drive will enable radio to maintain its self-supporting respect. Together with the knowledge that technological developments in the field are making headway fast, these progressive qualities of the industry bid a fair future for radio.

Arthur Kudner, Inc.	166,707
Campbell-Ewald Co., Inc.	433,741
C. L. Miller Co.	387,359
Duane Jones Adv. Agency	315,691
Raymond R. Morgan Co.	237,985
Sorensen & Co.	211,142
Aubrey, Moore & Wallace, Inc.	180,773
H. W. Kastor & Sons Adv. Co., Inc.	172,166
Joseph Katz Co.	125,714
Roche, Williams & Cunningham, Inc.	121,911
Sayre M. Ramsdell Associates	111,060
J. M. Mathes, Inc.	102,012
Erwin, Wasey & Co., Inc.	71,108
Cruttenger & Eger	60,570
Russel M. Seeds Co., Inc.	51,009
J. D. Tarcher & Co.	49,082
Smith & Drum, Inc.	46,164
Federal Advertising Agency	44,716
Westco Advertising Agency	36,612
Franklin Bruck Co.	31,916
Glasser-Gailey & Co.	31,116
Brooks Advertising Agency	30,888
Brisacher, Davis & Staff	30,196
Kenyon & Eckhardt, Inc.	28,026
Long Advertising Service	15,560
Temuschke-Elliott, Inc.	15,273
Marschalk & Pratt, Inc.	13,620
Morse International, Inc.	12,827
Badger & Browning & Hersey, Inc.	12,361
Gillham Advertising Agency	10,920
Lake-Spiro-Shurman Co.	9,126
H. M. Kiesewetter Adv. Agency	7,683
Cary-Ainsworth, Inc.	5,865
Walter K. Neill	5,833
The McCarty Co.	5,275
Atherton & Currier, Inc.	4,198
Joseph Aureoenechen Adv. Agency	4,166
Harry M. Frost Co., Inc.	3,845
Ewing C. Kelly, Advertising	3,248
John W. Queen	2,490
Milton Weinberg Adv. Co.	1,914
V. G. Freitag	1,827
W. L. Gleason & Co.	1,624
General Advertising Agency, Inc.	1,490
Leighton & Nelson	1,178
Arthur Cooksey	812
C. Brewer Smith Adv. Agency	680
R. H. Alber Co.	106
Dana Jones Co.	106
Eugene F. Rouse & Co.	106
Campaigns, Inc.	305
Lockwood-Shackelford Adv. Agency	188
GRAND TOTAL	\$45,593,125

Mutual Broadcasting System 1942 Agency Gross Billings

Ivey & Ellington	\$1,305,503.97
Blackett-Sample-Hummert	1,195,822.73
R. H. Alber Co.	1,061,935.56
Erwin, Wasey & Co., Inc.	718,208.18
D'Arcy Advertising Co., Inc.	612,984.91

Maxon, Inc.	604,670.58
J. Walter Thompson	418,087.76
William Esly & Co.	417,057.26
Knox Reeves Adv., Inc.	300,421.95
Jack Parker and Associates	242,811.00
Kelly, Zahradt & Kelly, Inc.	175,936.16
Kenyon & Eckhardt, Inc.	171,865.00
Campbell-Mithun, Inc.	170,392.26
G. C. Hoskin & Associates	165,122.00
Aircasters, Inc.	128,076.30
Roche, Williams & Cunningham, Inc.	112,510.00
William H. Weintraub & Co.	111,666.77
Aubrey, Moore & Wallace, Inc.	95,751.80
Birmingham, Castleman & Pierce, Inc.	71,727.00
Ruthrauff & Ryan, Inc.	71,061.66
Redfield-Johnstone, Inc.	59,631.00
Leo Burnett Company, Inc.	57,028.06
Hays-Macfarland & Co.	10,108.20
Duane Jones Company	35,101.08
M. H. Hackett, Inc.	29,730.00
Grady & Wagner Co.	21,139.50
Lord & Thomas	19,326.31
Young & Rubicam, Inc.	13,674.38
Weston-Barnett, Inc.	9,386.25
Marschalk & Pratt, Inc.	7,368.19
H. B. Humphrey Co.	6,352.00
Buchanan & Co., Inc.	5,001.50
Clarence Juneau Agencies	2,961.00
Sweeney & James Co.	1,315.50
Direct	10,309.50
Locally Sponsored	764,729.63
TOTAL	\$9,636,122.19

National Broadcasting Co. 1942 Agency Gross Billings

Not Available

Blue Network Co. 1942 Sponsor Expenditures

Sterling Products, Inc.	\$1,710,654
Good Will Hour	\$585,306
Manhattan At Midnight	338,800
American Melody Hour	78,110
Monday Merry-Go-Round	78,531
Orphans Of Divorce & Second Husband	315,252
Amanda Of Honeymoon Hill	311,352
American Home Products, Inc.	1,153,832
Easy Aces	411,997
Just Plain Bill	313,996
John's Other Wife	313,996
Mr. Keen, Tracer Of Lost Persons	110,813
Miles Laboratories, Inc.	1,277,917
Ford Motor Company	1,012,626
General Mills, Inc.	813,352
Coca-Cola Company	822,871
Sun Oil Company	786,928

Carler Products, Inc.	578,191
Andrew Jergens Company (The)	511,188
Swift & Company	501,205
Bristol-Myers Company	405,805
J. B. Williams Company	351,036
Socony Vacuum Oil Company	317,278
General Foods Corporation	317,138
Williamson Candy Company	305,514
Ralston-Purina Company	267,816
Pepsi-Cola Company	212,130
Dr. Earle S. Sloan, Inc.	212,311
Wheeling Steel Corporation	208,888
R. J. Reynolds Tobacco Company	203,786
Standard Brands, Inc.	191,136
American Cigarette & Cigar Company	192,012
Time, Inc.	181,232
Hall Brothers, Inc.	176,725
Texas Company	174,850
P. Ballantine & Sons	159,708
Wander Company (The)	157,111
P. Lorillard Company	131,592
Adam Hat Stores, Inc.	122,290
Cream of Wheat Corporation	111,622
Pillsbury Flour Mills Company (The)	111,216
Trimount Clothing Company, Inc.	107,062
Serutan Company	103,016
Ontario Travel & Publicity Bureau	102,672
Ex-Lax, Inc.	100,011
Welch Grape Juice Company	96,818
Pan-American Coffee Bureau	95,520
Langendorf United Bakeries, Inc.	88,697
D. L. Clark Company	73,107
Mail Pouch Tobacco Company	60,687
Neighbors of Woodcraft	61,656
Minneapolis-Honeywell Regulator Company	56,706
Lance, Inc.	50,039
Aeme White Lead & Color Works	48,612
Modern Food Process Company	48,597
Hecker Products Corporation	48,012
C. F. Mueller Company	46,821
Canada Dry Ginger Ale, Inc.	42,360
Sherwin Williams Company (The)	40,127
Loew's Inc.	38,755
Smith Brothers	35,226
Mennen Company (The)	33,252
Political	29,581
Tidewater Associated Oil Company	29,300
Skinner & Eddy Corporation	21,811
Northwestern Yeast Company	18,967
Gillette Safety Razor Company	17,662
Paramount Pictures, Inc.	11,288
Wilson Milk Company	13,611
Joseph Tetley & Company, Inc.	11,718
A. S. Boyle Company	10,182
Council for Candy as Food in Wartime	10,279
Sales Builders, Inc.	1,361
Seaside Oil Company	8,206
A. Schroeder's Sons	7,130
Higgins Industries, Inc.	6,281
Seovill Mfg. Company	6,170
Autoear Company	5,676
Nestle's Milk Products, Inc.	5,569
Libby McNeill & Libby	5,262
White Motor Company	5,211
Pacquin, Inc.	5,118
Bauer & Black	4,908

Photo-Developing, Inc.	4,614
Fisher Flouring Mills, Inc.	4,585
Babcock & Wilcox Company	4,373
Independent Lock Company	4,200
Austin Studios	4,117
Kerr Glass Mfg. Corporation	4,101
Chlorine Solutions, Inc.	4,038
Gilbert & Barker Mfg. Company	3,881
Electric Boat Corporation	3,338
Jenkins Brothers	2,591
Washington Cooperative Egg & Poultry Association	2,519
Calavo Growers of California	1,026
L. B. Laboratories, Inc.	681
Doubladay, Doran & Company, Inc.	310
Cramerton Mills	165

TOTAL \$15,782,193

Columbia Broadcasting System 1942 Sponsor Expenditures

Lever Bros. Co.	\$1,226,550
General Foods Corp.	1,223,395
Proctor & Gamble Co.	3,087,531
Campbell Soup Co.	2,858,829
Wm. Wrigley Jr.	2,162,069
R. J. Reynolds Tobacco Co.	1,779,100
Colgate-Palmolive-Peet Co.	1,697,160
Liggett & Myers Tob. Co.	1,172,639
Sterling Products, Inc.	1,169,631
American Products Corp.	1,367,079
Philip Morris & Co., Ltd., Inc.	1,282,281
General Mills, Inc.	1,191,607
American Tobacco Co.	981,927
Texas Co.	809,812
Pet Milk Sales Co.	887,963
Johns-Manville Corp.	851,538
General Electric Co.	731,710
Eversharp Co.	668,557
E. R. Squibb & Sons	663,816
Celanese Corp.	610,116
Emerson Drug Co.	605,587
Chrysler Corp.	603,039
Lady Esther Co.	598,116
Gulf Oil Corp.	538,911
Quaker Oats Co.	516,105
Chesebrough Mfg. Co.	506,772
Coca-Cola Co.	506,729
Continental Baking Co.	502,961
Pacific Coast Borax Co.	500,175
Prudential Insurance Co. of America	489,119
U. S. Tobacco Co.	466,707
California Fruit Growers Exchange	457,223
General Motors Corp.	433,711
P. Lorillard Co.	406,599
United Fruit Co.	386,378
Armstrong Cork Co.	372,308
B. T. Babbitt, Inc.	323,799
International Silver Co.	250,318
Johnson & Johnson	215,313
Parker Pen Co.	213,723
Bowey's, Inc.	211,112

Corn Products Refining Co.	201,172
Curtiss Candy Co.	186,187
Campana Sales Co.	180,773
Welch Grape Juice Co.	172,166
Ford Motor Co.	160,370
Pillsbury Flour Mills Co.	110,931
American Oil Co.	125,711
Lewis Howe Co.	121,911
Los Angeles Soap Co.	118,129
Phileo Corp.	111,060
Planters Nut & Chocolate Co.	101,181
Magazine Repeating Razor Co.	97,158
International Cellulose Products Corp.	72,861
Armour & Co.	65,931
Continental Radio & Television Corp.	60,570
Union Oil Co.	60,088
Thomas J. Lipton, Inc.	59,610
Sunnyvale Packing Co.	58,311
Macfadden Publications	55,818
C. F. Mueller Corp.	51,509
Lockheed Aircraft Corp.	51,972
Elgin National Watch Co.	18,212
General Petroleum Co.	16,161
General Cigar Co.	11,716
Luxor, Ltd.	11,506
Richard Hudnut	38,961
California Packing Co.	36,773
Brown & Williamson Tobacco Corp.	31,733
Manhattan Soap Co.	31,916
Bekins Van & Storage Co.	30,888
McKesson & Robbins, Inc.	29,976
Peter Paul, Inc.	29,588
Gillette Safety Razor Co.	29,321
Soil-Off Mfg. Co.	28,171
Mennen Co.	19,276
Smith Bros.	19,106
Barbasol Co.	18,590
Colonial Dames, Inc.	17,158
J. A. Folger & Co.	16,718
Par Soap Co.	15,273
Tidevater Associated Oil Co.	11,328
Mode O'Day Corp.	13,988
Standard Oil Co. of N. J.	13,620
Vick Chemical Co.	12,827
California Prune & Apricot Growers Assn.	12,761
American Chicle Co.	12,361
Paramount Pictures, Inc.	11,166
Mentholatum Co.	9,315
Plough, Inc.	9,126
Golden State Co., Ltd.	8,899
Bathasweet Corp.	7,683
Northern Pump Co.	6,709
Republican State Committee, N. Y.	6,018
Chamberlain Laboratories	5,865
Nesbitt Fruit Products, Inc.	5,833
Seaside Oil Co.	5,275
Ludens, Inc.	1,551
J. C. Eno, Ltd.	1,198
California Federation of Labor	1,166
Committee Re-election of Gov. Olson	3,218
Gallenkamp Stores	2,799
Massachusetts Democratic State Committee	2,571
Olson for Governor	1,911
Independent Petroleum & Consumers Assn.	1,827
Massachusetts Republican State Committee	1,820
Comm. for Furtherance of Democratic Principles—Mass.	1,800
Citizens Rights Committee	1,621
Kenny for Attorney General	1,621
Eagle Oil & Refining Co.	1,190
Independent Citizens Comm., N. Y.	1,178
Gano Culwell for Gov.	812

Seudder Food Products	608
Hollywood Dem. Comm. for Gov. Olson	406
Public Health League	106
Earl Warren Committee	106
Robt. Bushwell, Attorney General, Mass.	370
Warren for Gov. Comm.	305
Breakfast Club Coffee	188
Comm. for State Improvement—Mass.	151

GRAND TOTAL \$15,593,125

Mutual Broadcasting System 1942 Sponsor Expenditures

Bayuk Cigars, Inc.	\$973,072.13
Gospel Broadcasting Ass'n.	929,698.11
Coca-Cola Co.	612,981.91
Gillette Safety Razor Co.	601,670.58
General Mills	510,371.65
Pharmaco, Inc.	117,057.26
General Cigar Co.	118,087.76
R. B. Sender, Inc.	138,916.20
Voice of Prophecy, Inc.	108,236.00
Anacin Co.	333,738.20
Whitehall Pharmaceutical Co.	321,712.88
Richfield Oil Corp. of N. Y.	301,729.50
The Wander Co.	277,925.65
Young People's Church of the Air	275,561.26
Lutheran Laymen's League	175,936.16
Standard Brands, Inc.	171,865.00
Land O'Lakes Creameries, Inc.	170,392.26
Zonite Products	161,108.00
Pilgrim Hour	135,237.15
Schenley Import Corp.	111,666.77
The Barbasol Co.	117,883.96
Studebaker Corp.	112,510.00
Detroit Bible Class	100,010.61
Campana Sales Co.	95,751.80
Conti Products Inc.	71,727.00
D. L. & W. Coal Co.	61,368.66
Howard Clothes, Inc.	59,631.00
People's Church, Inc.	56,870.28
Marrow's Inc.	10,108.29
Hecker Products Corp.	39,597.00
Benson & Hedges	35,101.08
Riggio Tobacco Corp.	29,730.00
Wesley Radio League	28,065.66
Gotham Silk Hosiery Co.	21,139.50
Pabst Sales Co.	19,326.31
Lumbermen's Mutual Casualty Co.	17,131.06
Iglehart Bros.	13,671.38
American Bird Products, Inc.	9,386.25
Standard Oil Co. of N. J.	7,368.19
Garrett & Co.	6,696.00
Pepperell Mfg. Co.	6,352.00
Chase Brass & Copper Co.	5,387.50
Paramount Pictures	5,001.50
Western Conference of Teamsters	2,961.00
The Bullard Co.	2,697.50
Worumbo Mfg. Co.	1,972.50
Diebold Safe & Lock Co.	1,315.50
Lansdowne Steel & Iron Co.	252.00
Locally Sponsored	761,729.63

TOTAL \$9,636,122.10

National Broadcasting Co. 1942 Sponsor Expenditures

Not Available



**BROADCASTING
INDUSTRY IN 1942
GROSSED OVER
\$250,000,000 ...**

*DID YOU GET YOUR SHARE . . .
ARE YOU PLANNING TO
GET IT DURING 1943?*

Spot Sales, inc.

● **NEW YORK:** 400 Madison Ave., ELdorado 5-5040
*LOREN WATSON * PEGGY STONE*

● **CHICAGO:** 360 N. Michigan Ave., Franklin 8520
*PETERSON KURTZER * AILEEN PHILLIPS*

● **SAN FRANCISCO:** 3rd & Market St., Exbrook 3558
JOHN LIVINGSTON

★ RADIO STATION REPRESENTATIVES ★

JAMES L. ALEXANDER

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

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg.M 7691
 H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.
Montreal—Dominion Square Bldg., B. Hall.....Lancaster 6400
Toronto—Victory Bldg., G. F. Herbert.....Elgin 2464
Winnipeg—Electric Railway Chambers, P. H. Gayner.....96-861
Vancouver—543 Seymour St., J. E. Baldwin.....Marine 9542
Stations—CFAC, Calgary, Alta.; CJCA, Edmonton, Alta.; CFGP, Grand Prairie, Alta.; CJOC, Lethbridge, Alta.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CJRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHNS, Halifax, N.S.; CJCB, Sydney, N. S.; CKOC, Hamilton, Ont.; CKWS, Kingston, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterboro, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmins, Ont.; CFRB, Toronto, Ont.; CFCY, Charlotte-town, P. E. I.; CHAD, Amos, Que.; CFCF, Montreal, Que.; CHNC, New Carlisle, Que.; CKRN, Rouyn, Que.; CKVD, Val D'Or, Que.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CJRM, Regina, Sask.; CHAB, Moose Jaw, Sask.; VONF, St. Johns, Newfoundland.

ASSOCIATED BROADCASTING CO., LTD.

Montreal—Dominion Square Bldg.Belair 3325
 M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. Wilson, Sales Director; S. Vineberg, Program Director; B. Stewart, Script Director; B. Berlin, Talent Director; J. O. Denis, French Director; B. Całanna, French Scripts; J. Feldman, Recording Department; R. O. Stevson, Manager of Syndicated Transcription Department.

ASSOCIATED RADIO MARKETS

Minneapolis—914 Northwestern Bank Bldg.....ATlantic 3774
 Alden R. Grimes, Manager; Robert E. Stark, Assistant Manager; Marjorie Collins, Merchandising; Larry Graham, Station Relations.
(Editor's Note: This firm is closed for the duration.)

BERTHA BANNAN

(New England Representative)*

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

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

WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg.....Richmond 6184
 Walter Biddick, Manager; M. Cornell, Guy Mead, M. Thompson, R. Katz.
San Francisco—Monadnock Bldg., R. J. Bidwell, Manager.....
Stations—WSGN, Birmingham, Ala.; KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KTRB, Modesto, Calif.; KLS, Oakland, Calif.; KPRO, Riverside, Calif.; KROY, Sacramento, Calif.; KTKC, Visalia, Calif.; KHUB, Watsonville, Calif.; KFXD, Nampa, Ida.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WGRC, Louisville, Ky.; KFBB, Great Falls, Mont.; KORN, Fremont, Nebr.; KENO, Las Vegas, Nevada; WIBX, Utica, N. Y.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KODL, The Dalles, Ore., KLBM, La Grande, Ore.; KOOS, Marshfield, Ore.; KXRO, Aberdeen, Wash.; KDNF, Casper, Wyo.; KPOW, Powell, Wyo.

R. J. BIDWELL COMPANY

San Francisco—681 Market St., R. J. Bidwell, Manager.....Garfield 0947
Los Angeles—1031 South Broadway.....Prospect 3746

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Avenue.....Superior 8660
 John Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray, Charles Dilcher, Blake Blair.
New York City—341 Madison Avenue.....Murray Hill 9-6084
 George Bolling, Vice-President; Richard Buckley, William Weldon, Thomas B. Coleman, Robert Hill Bolling.
Los Angeles—438 Chamber of Commerce Bldg., Carleton E. Coveny.....Prospect 3584
San Francisco—608 Russ Bldg., Lindsey Spight, Vice-President.....Douglas 3188
St. Louis—350 Paul Brown Bldg., J. Chris Hetherington.....Chestnut 5688
Stations—KSUN, Lowell-Bisbee, Ariz.; KOY, Phoenix, Ariz.; KTUC, Tucson, Ariz.; KHJ, Los Angeles, Calif.; KGB, San Diego, Calif.; KFRC, San

**WILLIAM G. RAMBEAU
 COMPANY**

*Radio's First
 Special Representatives*

CHICAGO
 NEW YORK
 LOS ANGELES

**National Foreign Language
 Broadcasting Service**

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

J. FRANKLYN VIOLA & CO.

152 WEST 42nd STREET
 NEW YORK CITY

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

Francisco, Calif.; KFEL, Denver, Colo.; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WFLA, Tampa, Fla.; WAGA, Atlanta, Ga.; KIDO, Boise, Ida.; WLS, Chicago, Ill.; KXEL, Waterloo, Ia.; WFBR, Baltimore, Md.; WOW, Omaha, Nebr.; WBNF, Binghamton, N. Y.; WNEW, New York, N. Y.; KFYR, Bismarck, N. D.; WBNS, Columbus, Ohio; WHP, Harrisburg, Pa.; WGBI, Scranton, Pa.; WROL, Knoxville, Tenn.; KTRH, Houston, Texas; KTSA, San Antonio, Texas; KDYL, Salt Lake City, Utah; WMBG, Richmond, Va.; WMMN, Fairmont, W. Va.; WWVA, Wheeling, W. Va.; KOL, Seattle, Wash.; KMO, Tacoma, Wash.; KGMB, Honolulu, T. H.; Don Lee Mutual Network; Arizona Network.

BLUE NETWORK COMPANY

(National Spot and Local Sales Division)

New York City—30 Rockefeller Plaza.....Circle 7-5700
Murray Grabhorn, Manager.

Chicago—Merchandise Mart Bldg.....Delaware 1900
G. I. Berry, Manager.

Hollywood—6285 Sunset Blvd.....Hillside 8231
Fred Becker, Manager.

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Washington, D. C.—1150 Connecticut Ave., N. W.....Executive 1465

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Montreal—1231 St. Catherine Street, West. Marquette 5211
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Stations—CBR, Vancouver, B. C.; CBA, Sackville, N. B.; CBO, Ottawa, Ont.; CBL, Toronto, Ont.; CBY, Toronto, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal, Que.; CBM, Montreal, Que.; CBV, Quebec City, Que.; CBK, Watrous, Sask.

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Philadelphia—1421 Chestnut St., Ralph H. Steen, Manager; M. Keating . . Rittenhouse 1390

Atlanta, Ga.—613 Rhodes Haverty Bldg., J. L. Wilson, Manager Main 6134

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Bolivia: CP3, CP38 & CP2, La Paz.

Brazil: 93 stations in 68 cities throughout the country.

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Columbia: HJFM-HJFH, Armenia; HJAN-HJAB, Barranquilla; HJJC-HJCX, Bogota; HJEB-HJED, Cali; HJAD-HJAF-HJAE, Cartagena; HJBB-HJBC, Cucuta; HJFD-HJFB-HJFX, Manizales; HJDK-HJDE, Medellin; HJFA-HJFE, HJFF & HJFK, Pereira.

Costa Rica: TIPG, San Jose.

Cuba: CMCK-COCO & CMQ-COCQ, Havana; CMQ Network: CMJL & CMJK, Camaguey; CMKJ & CMKE, Holguin; CMHQ, Santa Clara; CMKU, Santiago; CMGE, Cardenas.

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Honduras: HRP1, San Pedro Sula; HRN, Tegucigalpa.

Mexico: XEFQ, Cananea; XEBW, Chihuahua; XED-XEDQ, Guadalajara; XEDR, Guaymas; XEDS, Mazatlan; XEZ, Merida; XEQ-XEQQ, Mexico City; XET-XETA, Monterrey; XEGL, Navajoa; XEFW-XETW, Tampico; XETB, Torreon; XEAG, Cordoba; XEFM, Leon; XECD-XECC, Puebla.

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 Bellingham, Wash.; KELA, Centralia, Wash.; KEVE, Everett, Wash.; KWLK,
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c/o McKinsey & Co., 60 East 42nd St.,
New York, N. Y.

Phone, VAnDerbilt 6-5280

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

COMMERCIAL SERVICES, INC.

2011 Park Avenue, Detroit, Mich.

Phone: RAndolph 1485

President-General Manager

Richard W. Oundersluys

Vice-President.....Keith G. Cone

Production Manager.....Margaret McMillan

Services Offered: Telephone surveys, roster recall surveys, consumer and dealer studies, copy testing, market investigations.

•

ROBERT S. CONLAN & ASSOCIATES

New York Life Bldg., Kansas City, Mo.

Phone Victor 1973

Principal.....Robert S. Conlan

Associates.....Edward I. Heaton,

Carrie J. Conlan, Gladys Zander

Branch Office

Republic Bank Bldg., Dallas, Texas

Phone: Central 6017

In Charge.....William L. Stout, Jr.

Services Offered: Listener surveys, market research.

•

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

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

Phone, LOngacre 3-1454

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

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

Services Offered: The Cooperative Analysis of Broadcasting, Inc., is a non-profit membership corporation. Its purposes are: collection, for information of its members, of information, statistics, and data related to advertising through the medium of radio broadcast; evaluation of the popularity of various radio broadcast programs in relation one to the other; studies of the habits of those who listen to radio broadcast programs and of the uses by such listeners of radio receiving instruments; and generally, the collection and dissemination of information, statistics and data applicable, directly or indirectly, to the use of wireless telegraphy for the transmission of messages or the entertainment or education of the listening public.

CROSSLEY, INC.

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

Phone BRyant 9-5462

President.....Archibald M. Crossley

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

•

ELLIOTT-HAYNES, LTD.

(Radio Research Division)

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

President.....Walter E. Elliott

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

Secretary-Treasurer.....Ernest Comte

Offices

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

(Also offices in Halifax, Winnipeg and Vancouver.)

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

•

EVALUATION OF SCHOOL BROADCASTS PROJECT

Ohio State University, Columbus, Ohio

Phone, University 3148, Ext. 707

Director.....I. Keith Tyler

Associate Director.....Norman Woelfel

Research Associates.....R. R. Lowdermilk,

J. Robert Miles, Scerley Reid, Irving

Robbins, J. Howard Rowland, G. D.

Wiebe.

Research Assistant.....Hazel Gibbony

Research Consultant.....Daniel Day

Assistant to Director...M. Margariete Ralls

Services Offered: Research on the relation of radio and children and young people; advisory services to broadcasters and educators on planning and production of school broadcasts and children's programs. (This project has published 40 bulletins on a variety of problems relating to the educational use of radio; bulletins are available from the project at cost. Five books covering the executive field thoroughly and systematically are being published under the title "Radio In Education Series". The project, which will be completed this year, is sponsored by the Federal Radio Education Committee and Ohio State University and is financed by grants from the General Education Board.)

EDGAR FELIX

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

Director.....Edgar Felix
Chief Field Engineer.....L. C. Skipper
Statistician.....J. Murray
Services Offered: Radio Coverage Reports,
a uniform and comparable coverage analysis
for all cities and stations in the United
States.

*(Editor's Note: This firm is closed for the
duration; Mr. Felix is a Captain in the
United States Army.)*

C. E. HOOPER, INC.

22 East 40th St., New York, N. Y.
Phone, LExington 2-3000

President.....C. E. Hooper
V-P & Manager, Station Audience Reports
Fred H. Kenkel
Manager, Radio Program Reports
Dorothy M. Behrens
Research Consultant....Dr. M. N. Chappell
Branch Office
1709 West 8th St., Los Angeles, Calif.
Phone: Federal 7777

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

HOOPER-HOLMES BUREAU

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

Director of Research.....William L. Henry
Branch Offices
78 Offices Throughout
United States and Canada
Services Offered: Commercial research.

INDUSTRIAL SURVEYS CO., INC.

250 Park Ave., New York, N. Y.
Phone: PLaza 3-8176

President.....H. L. Churchill
Vice-President.....Jean Stewart
V-P & Secretary-Treasurer....H. C. Trainor
Research Director.....S. G. Barton
Branch Office
111 W. Jackson Blvd., Chicago, Ill.
Phone: Wabash 3363

Vice-President.....Stanley Womer
Services Offered: General marketing re-
search via interview or controlled mail;
radio coincidentals (permanent staff in 20
cities); studies of radio listening related to

product purchases of a national fixed panel
of 2,000 families: retail store audits; ma-
chine tabulating.

NATIONAL RADIO RECORDS

347 Madison Ave., New York, N. Y.
Phone, MURray III 6-9186

President.....N. Charles Rorabaugh
Executive Vice-President.....Fulton Dent
Services Offered: Monthly spot advertis-
ing reports; confidential statistics revealing
spot activity of national and regional adver-
tisers.

A. C. NIELSEN COMPANY

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

President.....A. C. Nielsen
Executive Vice-President.....F. K. Leisch
Executive Vice-President In Charge of
N. Y. Office.....J. O. Peckham
Executive Vice-President in Charge of
Nielsen Radio Index.....H. L. Rusch
Branch Office

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

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

**OFFICE OF RADIO RESEARCH,
COLUMBIA UNIVERSITY**

15 Amsterdam Ave., New York, N. Y.
Phone, COlumbus 5-6951

Director.....Paul F. Lazarsfeld
Services Offered: Research in the effec-
tiveness of various media of communica-
tion; sociological and psychological com-
position of radio audiences; audience to
different types of programs; techniques of
measurement of coverage and effectiveness of
media of communication; techniques of
measuring likes and dislikes of programs.

**OFFICE OF RESEARCH—
RADIO DIVISION**

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

Director.....Dr. John G. Peatman
Services Offered: Psychological aspects of
market research; surveys and analyses for
the music industries and advertising agen-
cies; weekly Audience Coverage Index Re-
port; national survey of popular music
broadcast on national networks. ("Net-
work Song Favorites" published weekly in
RADIO DAILY).

THE PULSE OF NEW YORK, INC.

500 Fifth Ave., New York, N. Y.
Phone: LAckawanna 4-8035

Director.....Sydney Roslow

Services Offered: Measurement of radio audiences locally or combined for the Atlantic coast area; analysis of radio program audiences and the sales effectiveness of radio programs; studies of the relationship between radio listening and other related questions.

•

RADIO REPORTS, INC.

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

President.....Edward F. Loomis
Vice-President.....P. R. Richer
Secretary.....Elsie D. Shipman

Branch Office

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

Manager.....Richard Wilkes

Services Offered: Daily and weekly digests of radio opinion; verbatim texts of radio addresses, comment, dramatization, news reports, etc., based on electrical recordings; verbatim texts of radio commercials.

•

REGAN SERVICE

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

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

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

•

ELMO ROPER

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

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

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

ROSS FEDERAL RESEARCH CORP.

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

Chairman of Board-President-
Treasurer.....Harry A. Ross
Vice-President-General Manager
Denmore A. Ross
Vice-President-General Sales Manager
Clifford B. Ross
Secretary.....Frank X. Miske

Branch Offices

59 E. Van Buren St., Chicago, Ill.
642 Book Bldg., Detroit, Mich.
872 Hanna Bldg., Cleveland, Ohio
913-915 Berger Bldg., Pittsburgh, Pa.
606 West Wisconsin Ave., Milwaukee, Wisc.
740 Union Trust Bldg., Cincinnati, Ohio
320 N. Meridian St., Indianapolis, Ind.
817-18 Metropolitan Bldg., Boston, Mass.
17 Court St., Buffalo, N. Y.
Market St. National Bank Bldg., Philadel-
phia, Pa.
1028 Connecticut Ave., Washington, D. C.
1807 Grand Ave., Kansas City, Mo.
210 Grand Olive Bldg., St. Louis, Mo.
3723 Wilshire Blvd., Los Angeles, Calif.
1051-53 Monadnock Bldg., San Francisco,
Calif.
1904 Third Ave., Seattle, Wash.
Tower Petroleum Bldg., Dallas, Texas
903 United States National Bank Bldg.,
Denver, Colo.
47 West South Temple St., Salt Lake City,
Utah
Rand Tower Bldg., Minneapolis, Minn.
507 Tenth St., Des Moines, Ia.
1911 Sterick Bldg., Memphis, Tenn.
314 Johnston Bldg., Charlotte, N. C.
207-208 Palmer Bldg., Atlanta, Ga.
90 State St., Albany, N. Y.
1004 Baronne Bldg., New Orleans, La.
404 Terminal Bldg., Oklahoma City, Okla.
306 S. Fifteenth St., Omaha, Nebr.
602 Porter Bldg., Portland, Ore.
746 Chapel St., New Haven, Conn.
Services Offered: Market research, con-
sumer and dealer studies, radio studies, sales
planning and testing.

•

GREGORY GUY WILLIAMS

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

Owner.....G. G. Williams

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

NEWS SERVICES

International News Service

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

Executives

President.....Joseph V. Connolly
Editor-In-Chief.....Barry Faris
News Editor.....William J. Kelly
Business and Sales Manager.....Walter E. Moss

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....Circle 7-1357

Executives

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

Radio News Association

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

President.....Herbert Moore

Reuters

New York—50 Rockefeller Plaza.....Circle 6-3960

Executives

Manager.....D. Kimpton Rogers
News Editor.....Robert Vivian
Accountant.....Douglas Rowley

Transradio Press Service, Inc.

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

Executives

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

United Press Associations

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

Executives

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

AMP

MUSIC · LICENSE

**ESSENTIAL · TO
FINE · PROGRAM · BUILDING**

ASSOCIATED · MUSIC · PUBLISHERS · INC
25 WEST · 45TH STREET · NEW · YORK · CITY

ADVERTISING AGENCIES

The following listing includes agencies placing network and important spot business during 1941 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

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

AARON & BROWN

1411 Walnut St., Philadelphia, Pa.
Phone LOcust 2282
ANPA
Officers

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

ADVERTISERS BROADCASTING CO., INC.

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

President.....Z. H. Rubinstein
Treasurer.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Musical Director.....Harry Lubin
Script Writer.....Jacob I. Freedman
Radio Accounts Placed—Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Diamond Crystal Salt, Sanka Coffee, Grape-Nuts Wheat-Meal); Horowitz-Margareten; I. Rokeach & Sons; Lever Bros. (Spry); R. B. Davis Co. (Cocomalt, Davis

Baking Powder, Cut-Rite Waxed Paper; San Fay Tissue); Colgate Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbit Co. (Bab-O); International Cellucotton Prod. Co.; Francis H. Leggett Co. (Premier Food Products); The Sun-Rayed Co. (Kemp's Sun-Rayed Tomato Juice); Charles Hansen Laboratory, Inc. (Junket); American Home Products (Anacin, Kolynos Tooth Powder); Best Foods Co. (Heckers' Cream Farina, H-O Oats); Ralston Purina Co. (Ralston, Instant Ralston, Ry-Krisp); Grocery Store Products (Cream of Rice); Barbasol Co. (Barbasol Brushless Shaving Cream); Penick & Ford, Ltd. (My-T-Fine) Pepsodent Co. (Pepsodent Tooth Brushes); Ex-Lax, Inc. (Ex-Lax, Jest).

ADVERTISING, INC.

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

First Advertising Agency Group
Officers

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Radio Director..Alicia G. Smithers



There's no

One of the 20 best radio advertisements of 1942, selected by H. M. Heberer, Professor of Radio Advertising, Kansas State College of Agriculture and Applied Science. The advertisement appeared in November and December trade journals.

ACCEPTANCE
IS
THE YANKEE
NETWORK'S
FOUNDATION

THE YANKEE

Member of the Mutual

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS



place like home;
for Selling
by RADIO!

The first requisite is to get your messages in the home—not now and then, but every day! Not as a casual visitor, but on stations that are welcomed as long established friends and neighbors.

Unless you are a native born New Englander, unless you know their characteristics, habits and qualities of loyalty you can't appreciate how important this is.

Yankee Network hometown stations are "friends" of years standing, known and preferred in the 21 key markets they have faithfully served.

The consistent success attained by scores of leading national advertisers is the most significant and convincing evidence that the sales-way to New England is through Yankee Network's "accepted" stations.

NETWORK, INC.

Broadcasting System

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

Art Director.....M. F. Riggs
 Production Manager.....Aubrey F. Watson
 Office Manager.....Mildred Mahoney
Radio Accounts Placed—Southern Dairies,
 R. F. & P. Railroad, Richmond Maid Mfg.
 Co., Henry R. Haase Furs, The Young Men's
 Shop.

THE AITKIN-KYNETT COMPANY

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

Officers
 Senior Partner-Radio Director..H. H. Kynett
 PartnerA. K. Aitkin
 PartnerM. E. Goldman
Radio Accounts Placed—Stephano Bros.;
 Phillips Packing Co.

ALLEN & REYNOLDS, INC.

833 Insurance Bldg.
 Omaha, Nebr.
 Phone Atlantic 4445
 ANPA—APA

Officers
 President-TreasurerEarl Allen
 Executive-Vice-President-Secretary.
 Milton H. Reynolds
 Vice-President.....Harold Roll
 Vice-President.....Robert Savage
 Vice-President-Radio Director
 Harry Bromberg

ANDERSON, DAVIS & PLATTE, INC.

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

Officers
 President.....T. H. Anderson, Jr.
 Vice-President.....H. H. Smith
 Secretary-Treasurer.....Lewis G. Van Akin

Branch Office
 821 15th St., N.W., Washington, D. C.
 Phone NA 7142
Radio Accounts Placed—Alexander Smith
 & Sons Carpet Co. (National spot, F.
 Schumacher & Co. (national spot), Dry Dock
 Savings Institution (local).

**ANFENGER ADVERTISING
 AGENCY, INC.**

1706 Olive St., St. Louis, Mo.
 Phone Chestnut 6380
 AAAA—ABP—ANPA—PPA

Radio Director.....Vernon L. Morelock
 Asst. Radio Director.....Lynn Westbury

Branch Office
 1014 Canal Bldg., New Orleans, La.
 Phone RAYmond 0845
 Manager.....Walter Winius
Radio Accounts Placed—Falls City Brew-
 ing Co., Jackson Brewing Co., Seven-Up
 Bottling Co., Jefferson Hotel, St. Louis Dairy
 Council, Reardon Co., Lion Oil Refining Co.

ANIOL & AULD

Smith Young Tower, San Antonio, Tex.
 Phone Fannin 9147

Officers
 President.....Claude B. Aniol

**ASSOCIATED ADVERTISING
 AGENCY, INC.**

Florida Natl. Bank Bldg., Jacksonville, Fla.
 Phone 3-1253
 ABP—SNPA—APA

Officers
 President.....M. Thayer Newman
 Executive Vice-President (in charge of radio)
 Hunter Lynde

ATHERTON & CURRIER, INC.

420 Lexington Ave., New York, N. Y.
 Phone MOhawk 4-8795
 ABP—ANPA—PPA

Officers
 President.....J. W. Atherton
 Vice-President.....G. M. Spencer
 Secretary.....W. T. Tieman
 Treasurer.....H. P. Francis
 Time Buyer.....Wm. T. Tieman
 Asst. Time Buyer.....N. Rothstein

Branch Office
 100 Adelaide St., Toronto, Ont., Canada
Radio Accounts Placed — Cuticura,
 Humphreys. Eno. North American Dye Corp.

AUBREY, MOORE & WALLACE, INC.

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

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

Radio Time Buyer-Production..John H. North
Radio Accounts Placed—Campana Sales
 Co., Chicago Motor Club, Chicago Solvay
 Coke Co., International Harvester Co.,
 The Hub, Henry C. Lytten & Sons, McIlhenny
 Co., McKenzie Milling Co., Old Colony
 Beverages, Orange-Crush Co., Williamson
 Candy Co.

N. W. AYER & SON, INC.

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

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

• • • **ADVERTISING AGENCIES** • • •

Vice-President In Charge of Radio,
H. L. McClinton
Assistants.....H. C. Sanford.
Max Wylie
Business Manager.....Robert Collins
Chief Time Buyer.....T. J. McDermott
Talent.....R. A. Mortensen
Copy Chief.....James E. Hanna
Program Promotion.....Russell E. Pierce

Branch Offices

30 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-0200
Vice-President.....Edward R. Dunning
Vice-President in Charge of Radio,
H. L. McClinton
Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
Manager.....E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Vice-President.....Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534
Vice-President.....Carl J. Eastman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800
Vice-President.....T. L. Barnard

Radio Accounts Placed—American Export Lines, Atlantic Refining Co., Bell Telephone System, Paul F. Beich Co., Berlitz School of Languages, Clicquot Club Co., DeBeers Consolidated Mines, Ltd., J. B. Ford Co., Granat Bros., Goodyear Tire & Rubber Co., Hawaiian Pineapple Co., Dr. Hess & Clark, Inc., Hill Bros. Coffee, Inc., Illinois Bell Telephone Co., International Correspondence Schools, Kerr Chickeries, Michigan Bell Telephone Co., Polk-Miller Products Corp., Price Flavoring Extract Co., Sheffield Farms Co., Steinway & Sons, Supplee-Wills-Jones Co., Webster-Eisenlohr, Inc.

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

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

Officers

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

Affiliated Agency

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

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

BALDWIN & STRACHAN, INC.

374 Delaware Ave., Buffalo, N. Y.
Phone Washington 6854
ABP—ANPA—PPA

Radio Director.....J. F. Higgins
Radio Accounts Placed—Widmer's Wine Cellars, Inc., Iroquois Beverage Corp., O'Rourke Baking Co.

**BARLOW ADVERTISING AGENCY,
INC.**

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

Officers

President.....E. S. Barlow
Vice-President.....E. S. Crawford
Vice-President.....H. H. Goodhart
Secretary.....E. V. Cole
Production Manager.....F. B. Tompkins
Copy Chief.....J. J. Hines
Art Director.....H. C. Millard
Radio Manager.....J. R. Coleman
Radio Accounts Placed—Dairymen's League Co-operative Association, Inc., Haberle Congress Brewing Co.

BARNES CHASE COMPANY

530 Broadway, San Diego, Calif.
Phone Franklin 7771
ABP—ANPA

Owner.....Norman R. Barnes
Production Manager.....Wm. M. Price
Radio Director.....Ruth F. Almstedt

Branch Office

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

Manager.....E. W. Rutledge

BARRONS ADVERTISING CO.

1737 McGee St., Kansas City, Mo.
Phone HArrison 7730-1
ABP—ANPA—PPA—SNPA—APA

Officers

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary.....A. W. Durrin
Radio Dept. Heads.....Frank H. Little,
William Rubin

Radio Accounts Placed—Zerbst Pharmacal Co., Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Manor Baking Co., Chevrolet Dealers of Kansas City, The Sodiphene Co., Pla-Mor Amusement Co., Kansas City Public Service Co., Glendale Beverage Co., C. H. Stein-Mans Mfg. Co., National Protective Insurance Co., Nourse Oil Co., Sweeney Trade Schools, Inc.

TED BATES, INC.

630 Fifth Avenue, New York, N. Y.
Phone Circle 6-9700

AAAA—ANPA—PPA—
NAOB—ABC—APA—ABP

Officers

President-Treasurer.....Theodore L. Bates
Executive Vice-President.....Joseph R. Busk
Vice President-Secretary...Thomas J. Carnese
Vice-President.....Thomas Buchner
Director of Media-

Asst. Secretary.....Edgar Small
Vice-President and Director of Radio

Tom Revere
Time & Space Buyer.....William C. Dekker
Assistant Treasurer.....Carlos Justiz

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, N. Y.
Phone Eldorado 5-5800

AAAA—APA—ANPA—PPA—ABP—
ABC—NOAB—SNPA

Officers

Chairman of Board.....William H. Johns
President.....Bruce Barton
Chairman of Executive Committee-

Treasurer.....F. R. Feland
Executive Vice-President.....Alex F. Osborn
Vice-President for Western Offices

John C. Cornelius
Vice-President-Director of Radio,
Arthur Pryor, Jr.

Associate Directors of Radio

(Eastern Office).....Carroll P. Newton
(Western Office).....Wayne Tiss

Radio Producers and Writers,

Homer Flickett, David White, Kenneth
Webb, Kay Winn, Edwin Marshall, Wal-
ter Tibbals, Robert Presnell, Norris
Houghton

Business Manager,

Radio Dept.....Frank Silvernail

Time Buyers.....G. C. Slaybaugh,
Gertrude Scanlan, Ninette Joseph, Gladys
Franklin

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 9201

Vice-President.....R. B. Barton

Rand Bldg., Buffalo, N. Y.
Phone Cleveland 7915

Vice-President.....Stanley P. Irwin

Grant Bldg., Pittsburgh, Pa.

Phone Grant 8060

Vice-President.....Leon D. Hansen
178 Tremont St., Boston, Mass.

Phone Hubbard 0430

Vice-President.....Francis W. Hatch
Northwestern Bank Bldg., Minneapolis, Minn.
Phone Bridgeport 8881

Vice-President.....H. H. Haupt

Vice-President.....John C. Cornelius
1515 Terminal Tower, Cleveland, Ohio
Phone Prospect 3621

Vice-President.....C. L. Davis
1680 N. Vine St., Hollywood, Calif.

Phone Hollywood 7337

Manager.....Jack Smalley
Radio Director.....Wayne Tiss

Russ Bldg., San Francisco, Calif.

Phone Garfield 1017

Manager.....Charles H. McDougall
Pacific Mutual Bldg., Los Angeles, Calif.

Manager.....W. B. Geissinger

Radio Accounts Placed—American Cran-
berry Exchange; Armstrong Cork Co.; Boston
Edison Co.; The Boston Globe; Corning
Glass Works; Consolidated Edison; The Cur-
tis Publishing Co.; Cream of Wheat Corp.;
E. I. du Pont de Nemours & Co.; Fenn Bros.;
Fort Pitt Brewing Co.; Gamble Stores;
General Baking Co.; General Electric
Co.; B. F. Goodrich Co.; Hoffman Bev-
erage Co.; Household Finance Corp.; Lever
Bros. Co.; Liberty Mutual Insurance Co.;
Lyon Van & Storage Co.; M. J. B. Co.;
Marine Midland Trust Co.; Minneapolis
Brewing Co.; Mount Royal Importers; Mut-
ual Savings Bank Assn. of Mass.; Murine
Co.; Nehi Corp.; North American Co.; North-
ern Pump Co.; N. Y. Telephone Co.; Pen-
nick & Ford, Ltd.; Reader's Digest Assn.;
Sader Sales, Inc.; Saturday Evening Post;
F. & M. Schaefer Brewing Co.; Southern New
England Telephone Co.; Spirella Co., Inc.;
Standard Oil Co. of Calif.; Tennessee Coal,
Iron & R. R. Co.; William Underwood Co.;
United Fruit Co.; U. S. Steel Corp.; Wildroot
Co.

BENNETT, WALTHER & MENADIER, INC.

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

Officers

President.....Nelson Bennett

Vice-President.....Frederick P. Walther, Jr.

Treasurer.....Royal W. Leith
Secretary.....Dorothy Dodge

Radio Accounts Placed—Washburn Candy
Co., Hudson Coal Co., Massachusetts Wharf
Coal Co., Sulpho Naphthol Co.

BENTON AND BOWLES, INC.

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

Phone Wickersham 2-0400

AAAA — ANPA — PPA — ABP

ABC — NOAB — APA

Officers

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 President.....Atherton W. Hobler
 Vice-President.....John A. Mullen
 Assistant to President.....Edward R. Beach
 Executive Vice-President

William R. Baker, Jr.

Radio Dept. Business Mgr.....Walter Craig
 Production Head, Radio Programs,

Kirby Hawkes

Branch Offices

Equitable Bldg., Hollywood, Calif.

Phone Hillside 9151

Production Head.....Mann Holiner
 Radio Time Buyer.....Franklin Owens

Radio Accounts Placed — General Foods Corp. (Maxwell House Coffee, Diamond Crystal Salt, Huskies, Baker's Chocolate, Post Toasties, Post's Bran Flakes); Best Foods, Inc. (Nucoa); Prudential Insurance Co., Hecker Products Co. (Shinola); Procter & Gamble Co. (Ivory Snow).

BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York, N. Y.

Phone Lexington 2-7550

ABP—ANPA—PPA—NOAB—APA—

AAAA—PPA

Officers

President.....Arch Bermingham
 Executive Vice-President.....Stewart Wark
 Secretary-Treasurer.....Winston H. Hagen
 Radio Director.....George C. Castleman
Radio Accounts Placed—Griffin Manufacturing Co., Inc.; O'Sullivan Rubber Co.; E. Fougere & Co.; Delephanty Institute; Chasers, Inc.

THE BIOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.

Phone Circle 6-9300

ANPA — PPA — ABP

Officers

President and Treasurer....Milton H. Biow
 Secretary.....Anna Hauptman
 Radio & Station Relations Manager

Bernard Procter

Executive Radio Producer.....Vick Knight
 Dramatic Radio Director.....Charles Martin
 Time Buyer.....Richard Lewis
 Radio Research.....Edith Oliver

Branch Office

6111 Sunset Boulevard, Hollywood, Calif.

Officers

Manager.....John Rider
 Executive Radio Producer.....Vick Knight

Radio Accounts Placed — Bulova Watch Co., Philip Morris & Co., Revelation Tobacco, Bond Street Tobacco, Postal Telegraph & Cable Co., Westfield Watches, Eversharp, Inc., Procter & Gamble Co. (Lava Soap), Hills Bros., San-Nap-Pak Co.

BLACKETT-SAMPLE-HUMMERT

221 N. La Salle St., Chicago, Ill.

Phone Dearborn 0900

ABP—ANPA—APA—PPA—ABC—NOAB

Officers

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 Partner.....J. G. Sample
 Partner.....Hill Blackett
 Assistant to President.....Paul Keenan
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 Robert C. Wilson, A. E. Hanser
 Secretary.....J. R. Lieber
 Space Buyer.....Jack Loucks
 Radio Time Buyer.....J. James Neale

Branch Office

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

Phone Wickersham 2-2700

Officers

Vice-President.....E. Frank Hummert
 Vice-Presidents.....Anne Hummert,
 Maurice H. Bent, George G. Tormey
 Vice-President and Radio Time Buyer

Robert A. McNell

Manager, Media Department..E. W. Federer

Radio Accounts Placed—Affiliated Products, Inc., Anacin Co., Axton-Fisher Tobacco Co., Bayer Co., Bi-So-Dol Co., A. S. Boyle Co., Florida Citrus Commission, General Mills, Inc., Knowlton Danderine Co., Kolynos Co., Midway Chemical Co., Mystic Laboratories, Chas. H. Phillips Chemical Co., Procter & Gamble Co., A. E. Staley Mfg. Co., Sterling Products Co., The Wander Co., R. L. Watkins Co., Wyeth Chemical Co., Falstaff Brewing Corp.

THE BLACKSTONE COMPANY

221 W. 57th St., New York, N. Y.

Phone Circle 7-7888

Officers

Radio Department.....Jack Steiner,
 Milton Blackstone

THE BLAINE THOMPSON CO.

234 West 44th St., New York, N. Y.

Phone BRyant 9-2480

ANPA — PPA

Officers

President-Treasurer.....Myer Lesser
 Vice-President.....John J. Shubert, Jr.
 Art Director.....James A. Lannon
 Production Manager.....J. Adams
 Radio Director.....Marlo Lewis

**W. EARL BOTHWELL
ADVERTISING AGENCY**

Standard Life Bldg., Pittsburgh, Pa.
Phone Court 6565

Officers

President.....W. Earl Bothwell
Secretary-Treasurer.....A. A. Logan
Radio Director.....H. B. Trautman

**BOTSFORD, CONSTANTINE &
GARDNER**

115 SW 4th, Portland, Oregon
Phone Atwater 9541

AAAA -- ANPA -- PPA -- ABP
APA -- NOAB

Officers

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Treasurer.....Merle W. Manly
Secretary.....Frankie Coykendall
Vice-Presidents.....C. P. Constantine,
Stanley G. Swanberg, Ray Andrews,
Frankie Coykendall, Merle W. Manly,
Arnold K. Johnson, Win Cliner

Branch Offices

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

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

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

Manager.....Hassel W. Smith

**STANLEY G. BOYNTON-NATIONAL
RADIO NETWORKS**

424 New Center Bldg., Detroit, Mich.
Phone TRinity J-2552

ABP--ANPA--PPA

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary-Treasurer.....J. Burbank
Radio Accounts Placed — Detroit Bible
Class, Wesley Radio League, Blake Orange
Growers, Berca Tabernacle, Brennem Mem-
orial, Rainbow Hour, My Old Kentucky
Home.

**THE J. CARSON BRANTLEY
ADVERTISING AGENCY**

Post Building, Salisbury, N. C.
Phone 900

Officers

General Manager.....J. Carson Brantley
Treasurer.....Albert Monroe
Time Buyer.....A. H. Cheney
Radio Accounts Placed--Stanback Co., R. J.
Reynolds Tobacco Co. (Brown's Mule Plug
Tobacco), Duke Power Co.

BRESNICK & SOLOMONT

120 Boylston St., Boston, Mass.
Phone Liberty 4732
ABP--ANPA--PPA

Officers

Principal.....Oscar Bresnick
Principal.....Chester L. Solomont
Account Executives.....Joseph Blue,
George J. M. Riseman

Radio Accounts Placed--Federal Savings &
Loan Assn. of New England, Dawson's
Brewery, Inc.

BRISACHER, DAVIS & VAN NORDEN

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

ANPA--APA--PPA--NOAB

Officers

President.....Emil Brisacher
Vice-President.....R. T. Van Norden
Account Executive.....Charles H. Gabriel

Branch Offices

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

Robert J. Davis, Louise Ludke,
250 Park Ave., New York, N. Y.
Phone, Plaza 8-1634

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

Radio Accounts Placed--Acme Breweries,
West Coast Soap Co., Peter Paul, Inc., Dairy
Belle Farms, Macey Jewelry Co., Inc., Mooris
Clothing Co., Par Soap Co., Shane Diagnostic
Foundation, The Shasta Water Co., Standard
Beverages, Sunset Magazine, Westland Life
Insurance Co.

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

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

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

AAAA -- ANPA -- PPA -- ABP
APA -- NOAB

Officers

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Secretary-Treasurer.....Guy C. Smith
Vice-President.....Charles W. Brooke
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Henry E. Pengel, Jr., C. C. Wilmot, J. G.
Williams, Walter C. Ayers, Blount Slade
Manager, Media Dept.....Herbert R. Bayle
Production Managers.....Fred P. Zick,
William Miller

Director of Research.....Walter C. Ayers
Director of Radio.....H. R. Bayle

Radio Accounts Placed--Detroit; Goebel
Brewing Co., Hudson Motor Car Co., New
York; State of Maine, Church & Dwight,
Christmas Club.

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BROOKS ADVERTISING AGENCY

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

Phone TRinity 0558

ANPA

Officers

General Manager.....A. R. Brooks
 Secretary.....M. Jackson
 Space and Time Buyer.....A. R. Brooks
Radio Accounts Placed—Bekins Van &
 Storage Co., Bekins Moving & Storage,
 Golden West Food Products.

•

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.

Phone Trinity 2-8250

AAAA — ANPA — PPA

Officers

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

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**FRANKLIN BRUCK ADVERTISING
 CORP.**

RKO Bldg., Rockefeller Center,

New York, N. Y.

Phone Circle 7-7661

ANPA — PPA — APA

Officers

President.....Franklin Bruck
 Secretary and Radio
 Director.....M. J. Kleinfeld
 Vice-President.....Mort Heineman
 Radio Time Buyer.....Rac Elbroch
 Radio Traffic.....Milton Turin
 Radio Production.....Howard Blake
 Research Director.....Jules Nathan
Radio Accounts Placed—North American
 Accident Insurance Co., Manhattan Soap
 Company, The Sitroux Co., Remington-Rand,
 Inc., Simplicity Patterns, Inc., Johnson Candy
 Co., Fashion Frocks.

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BUCHANAN & COMPANY, INC.

1501 Broadway, New York, N. Y.

Phone MEdallion 3-3380

AAAA — ANPA — PPA — ABP — SNPA

Officers

Chairman of Board.....Joseph A. Hanff
 President.....T. S. Buchanan
 Secretary-Treasurer.....L. J. Seeger
 Vice-President.....John Hertz, Jr.
 Radio Director.....Jack Wyatt

Branch Offices

919 No. Michigan Ave., Chicago, Ill.

Phone Superior 3047

Vice-President.....George Enzinger

427 West 5th St., Los Angeles, Cal.

Phone Michigan 2156

Vice-President.....Fred M. Jordan

Kohl Bldg., San Francisco, Calif.

Phone Garfield 5241

Manager.....Ray Randall

Radio Accounts Placed—The Texas Co.,
 Paramount Pictures, Inc., The B. F. Good-
 rich Co., Bendix Aviation Corp., Flamingo
 Sales Co., Rainier Brewing Co.

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**BUCHANAN-THOMAS
 ADVERTISING CO.**

412 So. 19th St., Omaha, Nebraska

Phone AT 2125

ABP—ANPA—PPA

Officers

Partner.....C. C. Buchanan

Partner.....L. H. Thomas

Radio Director.....A. J. Reinemund

•

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.

Phone Central 5959

AAAA — ANPA — PPA — APA

Officers

President.....Leo Burnett
 Executive Vice-President.....R. N. Heath
 Secretary-Treasurer.....E. Ross Gamble
 Vice-President.....DeWitt O'Kieffe
 Vice-President.....John Olson
 Director of Radio.....Burke C. Herrick
Radio Accounts Placed—Network: Pure
 Oil Co.; National Spot: Lumbermen's Mut-
 ual Casualty Co.; Brown Shoe Co.; Pure
 Oil Co.

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**BYER & BOWMAN
 ADVERTISING AGENCY**

203 East Broad St., Columbus, Ohio

Phone Main 3276

ABP—ANPA—PPA—ABP

Co-owners.....Herbert Byer,

Gus K. Bowman, Joel M. Burghalter

Director of Radio.....Joel M. Burghalter

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HAROLD CABOT & CO., INC.

24 Milk St., Boston, Mass.

Phone HANcock 7690

AAAA—ANPA—APA

Officers

President-Treasurer.....Harold Cabot

Vice-President.....Donald D. Douglass

Vice-President.....John E. Kennedy

Vice-President-Art Director George R. Griffin

Assistant Treasurer.....Evelth R. Todd

Radio Accounts Placed—H. P. Hood &
 Sons, Boston & Maine Railroad, The James
 Hanley Co., Douglas Shoe Co.

CAHN-MILLER, INC.

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

Officers

PresidentLouis F. Cahn
Secretary-Treasurer.....C. LeRoy Miller
Account Executive.....E. Lyell Gunts
Radio Accounts Placed—Chatham Home-
spun Suits, Homeland Tailors, Inc., Jarman
Motors, Gibbs & Co., Maryland Publicity
Commission, Elite Laundry, H. B. Davis Co.

CALKINS & HOLDEN

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

AAAA—ABP—ANPA—PPA—
PRB—SAAA—SNPA

Officers

Secretary-Treasurer.....R. P. Clayberger
Radio Dept. Manager.....J. J. Griffin
Asst. Manager.....H. W. Barley

Branch Office

333 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn
Radio Accounts Placed—Van Camp's, Inc.,
Oakite Products, Inc.

CAMPBELL-EWALD CO., INC.

(Eastern Division)

1230 Sixth Ave., New York, N. Y.
Phone Circle 7-6383

AAAA — ABP — ANPA — PPA
NOAB — ABC

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President & General Manager.F. D. Richards
Vice-Presidents.....Duane W. Beurmann,
L. B. Dudley, T. Park Hay, W. E.
Blodgett, J. L. Spencer
Time Buyer.....E. A. Elliott

Branch Offices

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670
Manager.....Emmett Deady

CAMPBELL-EWALD CO.

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

AAAA — ANPA — ABP — PPA

Officers

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

Branch Offices

230 N. Michigan Ave.,
Central 1946
Chicago, Ill.
Manager.....E. W. Clements

THE CAPLES COMPANY

230 Park Ave., New York, N. Y.
Phone MURray Hill 6-6500
ANPA—PPA—APA—NOAB

Officers

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Vice-President.....Albert Woodley
Time Buyer.....R. D. Folster

Branch Offices

225 East Erie St., Chicago, Ill.
Phone Superior 6016
Vice-President-Secretary-Treasurer,
R. N. Hartsing
1504 Dodge St., Omaha, Nebr.
Phone Jackson 1107

Vice-President.....L. M. Branch
Radio Department Head....Russell Rullman
412 West Sixth St., Los Angeles, Calif.
Phone Mutual 4143

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

CARY-AINSWORTH, INC.

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

ABP—ANPA—PPA—APA

Officers

President.....R. H. Cary
Vice-President.....David Ainsworth
Secretary.....Evoenne Kordick
Time Buyers.....R. H. Cary,
Evoenne Kordick
Production Manager.....Harold Wierwill
Radio Accounts Placed—Chamberlain Sales
Corp., Celweyn Chemical Co., Geppert
Studios.

C. P. CLARK, INC.

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

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

Officers

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

THE CLEMENTS COMPANY, INC.

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

Officers

President-Treasurer.....I. W. Clements
Vice-President-Secretary...E. D. Masterman
Director of Radio.....Alice Clements
Radio Accounts Placed—Network: Modern
Food Process Co., Hecker Products Corp.,
F. G. Voght & Sons.

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RUSSELL C. COMER ADVERTISING CO.

Land Bank Building, Kansas City, Mo.
Phone HArrison 3964

Officers

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Vice-President.....John C. Fehlandt
Secretary.....A. M. Rockie
Treasurer.....Cecil W. Trapp

COMPTON ADVERTISING, INC.

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

AAAA-ABP-ANPA-PPA-PBR-
SAAA-SNPA

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Executive Vice-President.....Trell Yocum
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Harold S. Barnes, Gordon Aymar, Craig
Davidson, John E. McMillin, Guy Rich-
ards, Edward Battey, Jr., Frank Griffin
Director of Radio.....Storrs Haynes
New Program Manager.....Hal James
Casting Director.....Isabel Olmstead
Publicity Director.....Joan Geddes
Radio Time Buyers.....William Mallefert,
Frank B. Kemp, Walter Mayer
Program Supervisors.....Robert Wanboldt,
Corlis Wilber, Ted Bell

Branch Offices

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg
New Center Bldg., Detroit, Mich.
Manager.....R. W. Heizer
Bryant Bldg., Kansas City, Mo.
Manager.....Merrell Boyce
Radio Account Placed—Procter & Gamble
Co. (Ivory Soap, Ivory Flakes, Crisco, P. &
C. Naptha Soap, Fluffo, Barsalou Soap, Duz),
Wheatena Corp., William S. Scull Co. (Boschl
Coffee and Minute-Man Soups), Socony-
Vacuum Oil Co., Kolynos Tooth Powder,
Kelly Springfield Tires, Allis Chalmers Co.

COOLIDGE ADVERTISING CO.

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

AAAA-ABP-ANPA-PPA-APA

Officers

President.....Paul Blakemore
Vice-President.....Henry Kroeger
Production Manager.....Robert H. Morgan

COWAN & DENGLE, INC.

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

ANPA-PPA-NOAB-APA

Officers

President.....Stuart D. Cowan
V-P, Secretary-Treasurer.....H. W. Dengler
Media Director-Time Buyer...Helen F. Bond

Office Manager.....William Erichs
Radio Accounts Placed—Burry Biscuit
Corp., AA Quality Products, Inc., National
Motor Boat Show.

THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee, Wisc.
Phone Daly 3500

AAAA-ABP-ANPA-PPA

APA-NOAB

Officers

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Executive Vice-President.....H. N. Pasteur
Vice-Presidents.....H. T. Dyson,
G. W. Faude, A. J. Spoerl
Secretary.....F. Aumueller
Treasurer.....P. A. Schmidt
Director of Media.....L. H. Ness
Asst. Director of Radio.....Loretta Mahar
Radio Accounts Placed—Plankinton Pack-
ing Co., Sperry Candy Co., McConnon & Co.,
Patek Bros., Inc., Phelan-Faust Paint Mfg.
Co., Motor Products Corp. (Deep-freeze Divi-
sion), Dr. L. D. LeGear Medicine Co., Luick
Ice Cream Co.

CRITCHFIELD & COMPANY

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

ANPA-APA-PPA-NOAB

Officers

President.....Scott S. Smith
Secretary.....R. C. Scrymiger
Treasurer.....N. W. Smith
Radio Director.....M. E. Blackburn
Radio Accounts Placed—Wheeling Steel
Corp.

D'ARCY ADVERTISING COMPANY

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

AAAA-ANPA-PPA-ABP-PRB-
SAAA-SNPA

Officers

President.....W. C. D'Arcy
Secretary-Treasurer.....C. C. Pangman

Branch Offices

515 Madison Ave., New York City
Phone Eldorado 5-5435

Vice-President in Charge of
Radio.....Alfred N. Steele
Radio Dept.....Paul Dudley,
Robert Salter, Yasha Frank, Henry Klein,
Wallace Pflueger

Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158

Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608

J. H. Kinsella

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
ABP—PPA

Officers

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

**DOE-ANDERSON ADVERTISING
AGENCY**

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

Officers

President.....Elmer H. Doe
Account Executives.....Warwick Anderson,
Robert L. Headen
Radio Accounts Placed—Free & Peters,
Inc., Radio Station WAVE, Radio Station
WHO, Radio Station WDAY, Radio Station
WDBJ, Radio Station WPTF, Radio Station
WIS, Radio Station KMA.

DONAHUE AND COE, INC.

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

ANPA—PPA—ABP—PRB—SNPA

Officers

President.....Edward J. Churchill
Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Radio Director.....Bert D. Prager
Time Buyer.....Richard Dunkel

Branch Office

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

Manager.....H. L. Morrill, Jr.
Radio Accounts Placed—Scholl Mfg. Co.,
Metro-Goldwyn-Mayer, Atlantic Beer, Rialto
Theatre, Radio City Music Hall.

JOHN C. DOWD, INC.

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

Officers

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

EASTERN ADVERTISERS' SERVICE

6305 Yucca St., Los Angeles, Calif.
Phone HI 3137

Manager.....Paul F. Adler

SHERMAN K. ELLIS & CO.

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

AAAA—ANPA—PPA—APA

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Richard Barrett, Milton J. Blair, Glen
Jocelyn, H. F. Townsend, E. S. Pratt,
John F. Price

Director of Radio.....Edward Aleshire
Radio Time Buyer.....Harry Torp

Branch Offices

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

Vice-President.....John F. Price
Radio Accounts Placed—Quaker Oats Co.,
Pennsylvania Salt Co., Standard Brands, Inc.,
S. B. Thomas, Inc., Piel Bros.

ERWIN, WASEY & CO.

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

Phone MOhawk 4-8700

AAAA—ABP—ANPA—PPA—
SNPA—SAAA

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Vice-President-General Manager,
Howard D. Williams
Vice-President.....Charles H. Pinkham
Art Director.....Paul E. Newman
Treasurer.....A. G. Van Utt
Director of Radio.....Edward J. Fitzgerald
Copy Chief.....Wm. B. Griffin
Asst. Radio Director.....M. D. Wickett
Radio Production.....Joe Brattain,
Bailey Axton
Time Buyer.....Joe Lincoln

Branch Offices

Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 4952

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

President.....Mac Martin
Erwin Wasey & Co. of the Pacific Coast
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7004
Vice-Presidents S. R. Hutton, H. E. Williams
714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317

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

Vice-President.....W. E. Kraft
Radio Accounts Placed—Lydia E. Pinkham
Medicine Co., Musterole Co., Zemo Co.,
The Barbasol Co., Consolidated Cigar Co.,
Carnation Co., R. B. Semler, Inc.; The Olive
Tablet Co., Florida Citrus Exchange, Zonite
Products Co., Liberty Magazine, Primrose
House, Inc., Seck & Kade, S. C. Johnson &
Son, Inc., Humphreys Medicine Co.

WILLIAM ESTY & COMPANY

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

Officers

President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Thos. D. Luckenbill
Assistant Radio Director.....Harry Holcombe
Time Buyer.....Tom Lynch
Radio Producers.....Jack Meakin,
Helen Phillips, Bernard Dougall, Hilde-

• • • **ADVERTISING AGENCIES** • • •

garde Dixon, William R. Moore, Harry Holcombe

Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Baume Bengue, Pharmaco, Inc.

FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400
AAAA — ANPA — PPA — ABP

Officers

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Vice-Presidents..... James O'Brien,
Jules B. Singer, Joseph Beck, Kenneth Plumb, C. G. Wright, Donald Parsons, Gilbert Williams, Macgregor Armiston
Treasurer George Dietrich
General Manager-Secretary..... George Dietrich
Radio Director..... J. S. Davidson
Time Buyer..... Penelope Simmons
Publicity Director..... P. Macy

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

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

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

Officers

President..... Harry Feigenbaum
Radio Dept. Manager..... David Wermen

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City, Mo.
Phone Harrison 4890
AAAA — ABP — ANPA — PPA

Officers

President..... C. P. Hanly
Vice-Presidents..... Bruce B. Brewer,
H. M. Montgomery, C. L. Collette, M. G. Pierce
Secretary-Treasurer..... O. P. Luther

New York Office

500 Fifth Ave., New York, N. Y.
Phone LOngacre 5-5000
Manager..... H. M. Montgomery

Chicago Office

111 W. Monroe St., Chicago, Ill.
Phone Central 8333

Manager..... C. L. Collette
Radio Accounts Placed—Skinner Mfg. Co., Nutrena Mills, Inc., Faultless Starch Co., Johnson & Johnson (TEK toothbrushes), Spark-O-Life Co.

LAWRENCE FERTIG & CO., INC.

119 Madison Ave., New York, N. Y.
Phone MURray Hill 4-3300
ABP—ANPA—PPA

Officers

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

ROBERT G. FIELDS & CO.

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

Officers

President..... Robert G. Fields

M. M. FISHER ASSOCIATES

134 N. La Salle St., Chicago, Ill.
Phone Central 1211
AAAA
Officers

Manager..... Jack L. Fisher
Radio Director..... Jack L. Fisher, Jr.
Radio Accounts Placed—Democratic National Committee of New York.

**FITZGERALD ADVERTISING
AGENCY, INC.**

202 Southern Bldg., 833 Howard Ave.,
New Orleans, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

Officers

President..... Joe L. Killen
Vice-President..... Joseph H. Epstein
Vice-President..... Leonard Gessner
Secretary-Treasurer..... Roy M. Schwarz
Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

FLACK ADVERTISING AGENCY

Hills Bldg., Syracuse, N. Y.
Phone 2-3129
ABP — ANPA — PPA — APA

Officers

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

Richard H. Wickham
Radio Accounts Placed—Netherland Dairy, Central New York Independent Super-Markets, Keepsake Diamond Rings, Procino-Rossi Corp.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland, Ohio
Phone Cherry 1490

ANPA
Officers

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

FOOTE, CONE & BELDING

(Formerly Lord & Thomas)

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

AAAA — ANPA — ABP — PPA
Officers

Chairman of the Board.....Don Belding
President.....Emerson Foote
Chairman, Executive Committee

Fairfax Cone

Executive Vice-President...E. I. Harrington
Secretary-Treasurer.....William R. Sachse
Radio Production Manager...Lee Strahorn
Radio Time Buyer.....G. Lemper

Branch Offices

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

President.....Emerson Foote
Radio Manager.....E. L. Cashman
Radio Time Buyer.....J. D. Hymes
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651

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

Executive Vice-President

Eugene I. Harrington

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

Radio Production Manager..Norman Morrell,
James D. Fonda, Arnold Maguire
Assistant Radio Production Managers—
William Gay, T. C. Sawyer, Eugene
Duckwall

Radio Accounts Placed — Albers Milling
Company, All Year Club of Southern Cali-
fornia, American Dairy Association, Ameri-
can President Lines, The American Tobacco
Company, Armour & Company, Beatrice
Creamery Company, Bechtel, McCone & Par-
sons, The Blue Network, Bourjois-Chanel-
Barbara Gould, California Fruit Growers Ex-
change, Californians, Inc., Carnation Com-
pany (Fresh Milk & Ice Cream Division),
Cities Service Company, Commercial Invest-
ment Trust, Inc.

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

poration, Menasco Manufacturing Company,
Milk Industry of San Francisco, Montgomery
Ward & Company, National Broadcasting
Company, New York Central.

Pacific Mutual Life Insurance Company,
People's Gas, Light & Coke Co.; The Pepsodent
Company, Prune Proration Zone No. 1,
Public Service Corporation of Northern Illi-
nois, Purex Corporation, Ltd., RKO Pictures,
Inc., RKO Theatres, Roos Bros., Safeway
Stores, Inc., Schenley Distillers Corp., Secu-
rity First National Bank of Los Angeles,
Southern Pacific Company, Stagg-Finch Dis-
tillers Corp., Sun-Maid Raisin Growers Asso-
ciation, Sunnyside Packing Company, Tide
Water Associate Oil Company, Associated
Division; Union Oil Company, Vega Aircraft
Corporation, Western United Gas & Electric
Company.

FORT & COMPANY

Wilder Bldg., Charlotte, N. C.

Phone 5877
APA — SNPA

Officers

President.....John L. Fort
Secretary.....Jean Dunham
Radio Accounts Placed—A. K. Sutton, Inc.,
McCoy's Service Stations, T. W. Garner Food
Co.

ALBERT FRANK-GUENTHER LAW, INC.

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

Officers

Chairman of the Board...Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer

Victor J. Cevaseo

Vice-President & Secretary..Harold E. Maples
Radio Department.....Richard A. Cullinan

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

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

HARRY M. FROST CO., INC.

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

President.....Karl M. Frost
Treasurer.....Harry M. Frost
Production Manager.....Harold E. Bessom
Secretary.....Harvey P. Newcomb
Radio Director & Time Buyer

Harvey P. Newcomb

Branch Offices

Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed — Durkee-Mower,

• • • **ADVERTISING AGENCIES** • • •

Inc., Celect Baking Co., Cold Spring Brewing Co., Eastern Racing Assn., Eldred & Barbo, National Bakers' Service, Shubert Theatres, Supreme Wine Co., Whipple Co.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York, N. Y.
 Phone MURray Hill 6-5600
 1501 Euclid Ave., Cleveland, Ohio
 Phone Cherry 6700
 AAAA — ANPA — PPA — ABP
 APA—ABC—NOAB

Officers

President (Cleveland).....A. L. Billingsley
 Vice President-Manager.....J. E. Wiley
 Secretary-Treasurer (Cleveland)
 C. C. Reidenbaugh
 Radio Director.....Lee Williams

GANDY ADVERTISING AGENCY

Texas Bank Bldg., Dallas, Texas
 Phone Central 4737

Officers

Owner.....Wilmer P. Gandy
 Production Manager.....Mrs. K. Gandy

GARDNER ADVERTISING CO.

915 Olive St., St. Louis, Mo.
 Phone Garfield 2915
 AAAA — ABP — ANPA — PPA — PRB
 SAAA — SNPA

Officers

Chairman of Board.....H. S. Gardner
 President.....E. G. Marshutz
 Executive Vice-President...Mrs. E. P. Proetz
 Secretary.....E. A. W. Schulenburg
 Treasurer.....E. R. Gardner
 Director of Radio (St. Louis)...C. E. Claggett

Branch Offices

9 Rockefeller Plaza, New York, N. Y.
 Phone Columbus 5-2000
 Vice-President in Charge of Radio,
 Roland Martini
 1419 Heyburn Bldg., Louisville, Ky.
 Phone Jackson 5328
Radio Accounts Placed—Pet Milk Co.,
 Ralston Purina Co.

SIDNEY GARFINKEL ADVERTISING AGENCY

26 O'Farrell St., San Francisco, Calif.
 Phone Exbrook 3420
 ABP—NOAB

Officers

President.....Sidney Garfinkel
 Director of Radio.....Walter Guild
Radio Accounts Placed — Skippy Peanut
 Butter, Chemicals, Inc., Hoskins Bros. & Co.,
 Remo Bakery, El Dorado Oil Works, Good
 Foods, Inc., Euclid Candy Co., Valley Church
 of the Air, Kay Jewelry, Mutual Benefit
 Insurance Co.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago, Ill.
 Phone Superior 8191
 ABP — ANPA — PPA

Officers

President.....W. W. Garrison
 Time Buyer.....G. P. Schill
Radio Accounts Placed—Chicago-Milwaukee
 Steamship Line, W. A. Sheaffer Pen Co.
 (foreign).

GEYER, CORNELL & NEWELL, INC.

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

AAAA — PPA — ANPA

Officers

PresidentBertram B. Geyer
 Vice-Presidents.....H. W. Newell,
 R. M. Ganger

Radio Director.....Eleanor Larsen
Branch Offices

Third National Bank, Dayton, O.
 Phone Fulton 4145

Manager.....H. M. Hemstead
 14250 Plymouth Rd., Detroit, Mich.
 Phone Hogarth 5520

Manager.....J. L. McQuigg
Radio Accounts Placed—E. R. Squibb &
 Sons.

GILLHAM ADVERTISING AGENCY

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

ANPA — APA — ABP

Officers

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

Secretary.....Virginia Murray
 Space Buyer & Production Manager,
 J. Robert Furner

Radio Director.....Victor V. Bell

Radio Accounts Placed—American Packing
 & Provision Co., Sego Milk Products Co.,
 Utah Oil Refining Co., Excelcis Products Co.,
 Fisher Brewing Co., Mountain Fuel Supply
 Co., Royal Baking Co., United States Fuel
 Co., Ogden Troy Laundry, Walker Bank &
 Trust Co., Colville Ice Cream Co., Auto-
 matic Heat with Coal Campaign, Sweet
 Candy Co., Cloverleaf Dairy, Tracy Loan &
 Trust Co., Utah Finance Co., Peoples Fi-
 nance & Thrift Co., First Federal Savings &
 Loan Assn.

GLASER-GOTTSCHALDT, INC.

Statler Bldg., Boston, Mass.
 Phone Liberty 6044

AAAA — ABP — ANPA — PPA — APA

Officers

President.....Louis Glaser
 Radio Director.....M. Bonanns

Production Manager Thomas F. Eccleston, Jr.
Radio Accounts Placed—Consolidated Rendering Co., Henley-Kimball Co., Gould Negative Ion Co., New England Coke Co., Rose-Derry Co.

RAY K. GLENN ADVERTISING

1366 First Natl. Bldg., Oklahoma City, Okla.
Phone 3-5439
ABP—ANPA—SAAA—SNPA

Officers

President.....Ray K. Glenn
Vice-Presidents (Dallas Office) Lowe Runkle,
T. A. Workman
Radio Director.....Lowe Runkle

Branch Offices

1342 Liberty Bank Bldg., Dallas, Texas
Phone CEntral 3334
Manager.....T. A. Workman
1212 Fort Worth Natl. Bank Bldg.,
Fort Worth, Texas
Phone 2-2575

Radio Accounts Placed—The Frito Co.,
Globe Laboratories, Bewley Mills.

GLICKSMAN ADVERTISING CO.

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716
ABP — ANPA — PPA

Officers

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

GOODKIND, JOICE & MORGAN

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

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

Officers

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

Harlow P. Roberts
Copy Chief.....Garriek M. Taylor
Space Buyer.....Florence A. Neighbors

Radio Accounts Placed—Service Stores,
Inc., Planters Nut & Chocolate Co., Goldenrod
Ice Cream Co., Planters Edible Oil Co.,
Tatman, Inc., Straus Securities Co., Wyler &
Co.

GOTHAM ADVERTISING COMPANY

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

Officers

Radio Director.....Arthur A. Kron
Radio Accounts Placed—Belgian Information
Bureau, McCann Pure Food Hour, Chi-
chester Chemical Co., Morris Plan Bank.

GRANT ADVERTISING, INC.

1313 Gulf States Bldg., Dallas, Texas
Phone RIVerside 8121
ABP—ANPA—PPA—PRB—SNPA

Officers

President.....Will C. Grant
Vice-Presidents.....Claude R. Miller,
Pearle Duffey, George C. Bayna, Eugene
W. Cooper

Radio Director.....L. G. Harris
Asst. Radio Director.....Perry Dickey

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone SUPERior 9052
Time Buyer.....George C. Bayne
Radio Dept.....Jimmy McClain,
Allen C. Anthony, Baker Ostrin
30 Rockefeller Plaza, New York, N. Y.
Phone Circle 5-4485

Radio Dept.....John C. Morrow,
Paul de Fur
Edif. Guardiola, Mexico City, Mexico
Phone Eric 14-63-93

Padre Mier 474, Monterrey, Mexico
Radio Accounts Placed—Vick Chemical
Co. (Vitamins Plus), Mars, Inc., Gudahy
Packing Co., American Chief Co. (Bee-
man's).

GREEN-BRODIE, INC.

485 Madison Ave., New York, N. Y.
Phone PLaza 3-9533
ANPA — PPA

Officers

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

GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York, N. Y.
Phone CHickering 43900
ABP — ANPA — PPA — NOAB — APA

Officers

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Talent Buyer.....Maria La Grua
Time Buyer.....Maria J. White
Radio Accounts Placed—William Demuth
& Co. (Hesson Guard-Milano Pipes).

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland, Ohio
Phone MAin 7626
AAAA

Officers

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

JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford, Conn.
Phone 7-7179 and 7-7170

Officers

Owner.....Julian Gross
Radio Director.....Geraldine K. Ray
Account Executives.....M. Gold.
William Glicksman

I. R. GWIRTZ

480 Lexington Ave., New York, N. Y.
Phone PLaza 3-7070

Officers

Talent Buyer.....I. R. Gwartz
Production Director.....I. Gwartz
Time Buyer.....B. Wise
Radio Accounts Placed—Ben Schwartzman, Larry's Men Clothier, Miller's Furniture Market.

M. H. HACKETT, INC.

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

ABP — ANPA — PPA — NOAB

Officers

President-Treasurer & Radio Director,
Montague H. Hackett
Vice-President.....Crawford W. Hawkins
Vice-President.....Bernard Pagenstecher
Art Director.....Clifford C. Lozell
Production Manager.....Henry Beinbridge
Time Buyer.....Aida Stearns
Copy Chief.....Allan Legg
Radio Accounts Placed—Riggio Tobacco Corp., V. LaRosa & Sons, Chatham Mfg. Co.

HAMMER ADVERTISING AGENCY

983 Main St., Hartford, Conn.
Phone 5-4883

Officers

Production.....Louis Barlow.
Helen Zimmerman
Account Executive.....M. H. Hammer

HART-CONWAY CO., INC.

15 Exchange St., Rochester, N. Y.
Phone Main 2073

ANPA — APA

Officers

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

GEORGE H. HARTMAN CO.

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

ANPA — PPA — APA — ABP — NOAB

Officers

President.....George H. Hartman
Secretary-Treasurer.....Frank R. Hartman

Radio Director.....Thomas Kivlan
Radio Accounts Placed—Hartz Mountain Products, Local Loan Co., Nelson Bros. Co., Simoniz Co., P. A. Starek Co., Sawyer Biscuit Co.

THE HEFFELFINGER AGENCY

522 Fifth Ave., New York, N. Y.
Phone VAnDerbilt 6-2450

Officers

President.....Totten Peavey Heffelfinger
General Manager & Radio Director

C. H. Pearson

Publicity and Public Relations Director,
Capt. C. W. Wildrick

Director of Sports Service,
Walter W. Heffelfinger

Branch Office

Chamber of Commerce, Minneapolis, Minn.
Manager.....C. W. Sawyer

Premium and Special Service Manager,
C. E. Harrison

HENRI, HURST & McDONALD

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

ANPA — PPA

Officers

President.....W. B. Henri
Secretary.....W. D. McDonald

Treasurer.....J. F. Hurst
Space Buyer.....Louis C. Paul

Radio Director.....W. Ward Dorrell
Radio Accounts Placed—Network: Hall

Bros., Inc., Skelly Oil Co., John Morrell & Co., National Spot: John Morrell & Co.,

Ballard & Ballard Co., Carolene Products Co., Elatz Brewing Co., Acme White Lead & Color Works.

HILLMAN-SHANE-BREYER, INC.

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

Officers

President.....David S. Hillman
Vice-President.....Donald A. Breyer

Radio Director.....Donald Breyer
Publicity Director.....J. DeGarmo

WILLIAM F. HOLLAND AGENCY

Hotel Simon, Cincinnati, Ohio
Phone MAin 3450

Officers

Owner.....William F. Holland
Copy Chief.....Don Lyons

Art Director.....B. S. Bankhardt
Research Director.....E. S. Fee

Publicity Chief.....Jeff Dickerson
Merchandising Director.....C. J. Schuck

CHARLES W. HOYT COMPANY, INC.

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

AAAA — ANPA — PPA — ABP — NOAB

Officers

President and Treasurer.....Everett W. Hoyt
Secretary.....C. B. Donovan
Vice-Presidents.....F. A. Whipple,
W. K. Dingleline
Director of Radio.....W. P. Smith
Time Buyer.....D. W. Coutlee

Branch Office

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

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

THE H S G ADVERTISING AGENCY

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

Officers

President-Treasurer.....H. S. Goodman
Secretary.....H. Knuth
Vice-Presidents.....Everett F. Goodman,
A. D. Parker

Branch Offices

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

H. B. HUMPHREY CO.

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

AAAA — ABP — ANPA — PPA — APA

Officers

Chairman of Board.....Henry B. Humphrey
President-Treasurer...Richard S. Humphrey
Vice-President-Copy Chief,

Julian L. Watkins

Vice-President.....Herbert T. Hondji
Account Executives...Herbert T. Hand, Jr.,
Frank Christian

Production Manager.....G. L. Leonard
Secretary.....Francis S. Moulton

Radio Accounts Placed—Rumford Chemi-
cal Works.

HUTCHINS ADVERTISING COMPANY, INC.

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

APA — ANPA — PPA — ABP

Officers

President.....M. S. Hutchins
Treasurer.....F. I. Hutchins
Secretary.....F. R. Hutchins
Vice-President & Director of Radio

F. A. Hutchins

Vice-Presidents.....J. P. McCarthy,
R. P. Weis

IVEY & ELLINGTON, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 7909

ANPA — PPA

Officers

President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary.....George V. Strong
Media Director.....C. R. Palmer

Branch Office

155 East 44th St., New York, N. Y.
Phone MUrray Hill 3-5680

Vice-President.....Thomas M. Keresev
Radio Accounts Placed—Bayuk Cigars Inc.,
General Baking Co., Packers Tar Soap Inc.,
Young People's Church of the Air.

JOSEPH JACOBS JEWISH MARKET ORGANIZATION

6 E. 46th Street, New York, N. Y.

Phone MUrray Hill 2-6995

President and Director.....Joseph Jacobs
General Manager.....Morris Unger
Time Buyer.....Joseph Jacobs
Talent Buyer and Program Manager

M. Keilson

Production Director.....Sholom Rubinstein
Research, Script and Radio Publicity

David M. Hausdorff, J. J. Freedman

Radio Accounts Placed—Maxwell House
Coffee, Diamond Crystal Salt, Bab-O, R. B.
Davis Co., My-T-Fine Desserts, Cream of
Rice, Premier Food Products, Ralston-Purina
Co., Sanka Coffee, Grape-Nuts Wheat-Meal,
Kemp's Tomato Juice, Colgate Dental Cream,
International Cellucotton Products Co., Koly-
nos Tooth Powder, Hecker Products Corp.,
Anacin, "Junket" Rennet Products.

JESSOP ADVERTISING CO.

First Central Tower, Akron, Ohio
Phone Franklin 3232

Officers

President.....M. K. Jessop
Space Buyer.....Charles A. Jessop
Radio Director.....R. Gilbert

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati, Ohio
Phone Main 3351

AAAA — ABP — ANPA — PPA

Officers

President.....Ralph H. Jones
Vice-President.....Stanley A. Willer
Secretary.....Elmer A. Vehr
Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....M. MacPherson

Branch Office

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

Manager.....Philip Meek
Radio Accounts Placed—Dow Drug Co.,
Kroger Grocery & Baking Co., Carter Coal
Co., Miami Margarine, Ten-B-Low.

• • • **ADVERTISING AGENCIES** • • •

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

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

Officers

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

Branch Offices

9 Rockefeller Plaza, New York
Phone Columbus 5-6135

Manager..... Herman W. Kastor
Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co.

THE JOSEPH KATZ COMPANY

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

Officers

President Joseph Katz
Treasurer..... Charles M. Harrison
Director of Radio.....
Radio Producers & Continuity Writers,
Gordon Gross, Nat C. Wildman, Leslie
Katz

Branch Offices

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

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

HENRY J. KAUFMAN ADVERTISING

Homcr Bldg., Washington, D. C.
Phone District 7400
ANPA—APA—ABP—PA—NAAN

Officers

Owner..... Henry J. Kaufman
Radio Director..... Jeffery A. Abel
Copy Chief..... William F. Sigmund
Art Director..... Eugene Hoover
Space Buyer..... Betty D. Gwyer
Production Director..... Christine Kempton

KAYTON-SPIERO CO., INC.

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

Officers

President..... Gerald B. Spiero
Vice-President..... Morris Kinzler

Secretary-Treasurer..... Alvin J. Kayton
Time Buyers..... Herman Jacobs,
Philip Scott
Account Executives..... Lawrence Weiner,
Herman Jacobs
Radio Accounts Placed — Twentieth-Cen-
tury Fox Film Corp.

KELLY, ZAHNRDT & KELLY, INC.

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

Officers

President..... C. F. Kelly, Jr.
Vice-Pres. and Treasurer.... W. W. Zahnrndt
Vice-Pres. and Secretary..... V. A. Kelly
Director of Radio..... C. F. Kelly, Jr.
Assistant Director..... W. W. Zahnrndt
Radio Producers..... C. F. Kelly, Jr.,
V. A. Kelly
Radio Continuity Writers.... C. F. Kelly, Jr.,
V. A. Kelly

Radio Accounts Placed — Lutheran Lay-
men's League, Pine Balm Co., Sayman Pro-
ducts Co., Trems, Inc., Democratic Campaign
Committee, Vis-it St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
Phone PLaza 3-0700
AAAA — ANPA — PPA — ABP — APA

Officers

Chairman of Board..... Otis Allen Kenyon
President..... Thomas D'Arcy Brophy
Treasurer..... Charles Vasoll
Secretary..... Joseph A. Vessey
Director of Radio..... Dwight Mills
Radio Dept..... Robert D. Wolf,
Cynthia Drew, Fritz Blocki

Radio Accounts Placed—Network: Charles
B. Knox Gelatine Co., Standard Brands
(Fleischman's Foil Yeast), Richard Hudnut,
Wesson Oil & Snowdrift, Rock City, Bosco,
Spool Cotton, Kellogg Co. (All-Bran, Gro-
Pup, 40% Bran, Pep, Raisen 40% Bran).

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

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

Officers

President & Treasurer.... E. T. Kiewewetter
General Manager..... H. M. Kiewewetter
Radio Dept. Manager..... Samm S. Baker
Radio Time Buyer..... Rhoda Kane Powers

Radio Accounts Placed—Penn Tobacco Co.,
Bathasweet Corp., Lorr Laboratories, The
Mennen Co.

KIRCHER, LYTLE, HELTON & COLLETT, INC.

321 West First St., Dayton, Ohio
Phone 2151
ABP — BPA

Officers

President J. Horace Lytle
Vice-President..... R. C. Kircher
Treasurer..... C. B. Helton
Secretary..... Robert Collett
Art Director..... Gustave Sigritz
Production Manager..... Otto Diemer

KLINGER ADVERTISING CORP.

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

Officers

President-Radio Time Buyer... A. A. Klinger
Vice-President..... E. A. Tenner
Secretary..... E. French
Radio Production..... Emory Ellis
Radio Accounts Placed — Madison Long
Island Personal Loan Co., Madison Finance
Co. of N. J., Servus Clothes, Samuel Schloss-
man & Sons, Inc., Stanback Co., Ltd., Bridge
Apparel Shops, Long Island Outfitting Co.,
Wholesale Utilities, Purepar Corp., Klizmoth
Corp., Flemex Corp.

KNOX REEVES ADVERTISING, INC.

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

Officers

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

Dr. A. R. Root

Radio Production Manager... Russell Neff
Branch Office

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

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

Vice President..... R. W. Stafford
Radio Production Manager... Hal Burdick
Radio Time Buyer..... Walter A. Johnson
Radio Account Placed — General Mills,
Inc.

MERRILL KREMER, INC.

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

Officers

President..... Merrill Kremer
Secretary and Treasurer..... Ernest Lee
Account Executive..... Warren Billingsley

Production Director..... Homer Gentry
Time Buyer..... Polly J. Cohen

ARTHUR KUDNER, INC.

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

Officers

President..... Arthur Kudner
Vice-Presidents..... J. H. S. Ellis,
E. J. Owens, Sam D. Fuson, Charles F.
Gannon, Kenneth Collins

Director of Radio..... Myron P. Kirk
Script Buyer..... Alan Ward
Time Buyer..... Ida Sideman
Commercial Continuity... Rowena Runnette
Production..... G. Bennett Larson

Branch Offices

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

Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

Radio Accounts Placed—Network: U. S.
Tobacco Co.; National Spot: True Story
Magazine; U. S. Tobacco Co.; Savarin Coffee;
Standard Brands.

J. R. KUPSICK ADVERTISING AGENCY, INC.

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

Officers

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

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Tower, Memphis, Tenn.
Phone 5-1571
ABP ANPA PPA SNRA

Officers

President..... Avron Spiro
Secretary-Treasurer..... M. M. Shurman
Radio Director..... Clark R. Brown
Radio Accounts Placed—Plough, Inc., The
Piso Co.

LAMBERT & FEASLEY, INC.

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

Officers

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

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

• • • **ADVERTISING AGENCIES** • • •

LANG, FISHER & STASHOWER, INC.

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

Officers

President.....H. Jack Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer.....Fred P. Stashower
Production Manager.....George DeWitt
Radio Accounts Placed—Brewing Corp. of America, Texas Distributing Co., Yellow Cab, Cleveland Cooperative Store Co., World Publishing Co.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago, Ill.
Phone Superior 0738
ABP — ANPA — PPA

Officers

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

LEEFORD ADVERTISING AGENCY

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

Officers

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

LEIGHTON & NELSON

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

Officers

Partners.....Winslow P. Leighton and George R. Nelson
Radio Director.....George R. Nelson
Asst. Radio Directors.....Robert S. Cragin, Mary Croninger
Radio Continuity Writers.....R. S. Cragin, M. L. Croninger, L. S. Gethine
Radio Accounts Placed—New York State Democratic Committee, The Hudson Coal Co., Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Breslaw Bros Furniture, Massachusetts Indemnity Insurance Co., D'Jimas Furs.

LENNEN & MITCHELL, INC.

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

Officers

President.....Philip W. Lennen
Vice President-Treasurer.....Robert W. Orr
Secretary.....Arthur L. Lynn

Director of Radio.....S. James Andrews
Radio Producer.....Blayne Butcher
Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc., Tide Water Associated Oil Co., Parfums Schiaparelli, Inc., Lehn & Fink.

TED LEVY ADVERTISING AGENCY

204 Temple Court Bldg., Denver, Colorado
Phone CHerry 4521
ABP — ANPA — APA

Officers

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

ADDISON LEWIS & ASSOCIATES

1114 Foshay Tower, Minneapolis, Minn.
Phone AT 6235
ABP — ANPA — PPA — PRB

Officers

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

LEON LIVINGSTON ADVERTISING AGENCY

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

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Space Buyer.....B. B. Biederman
Radio Accounts Placed—Langendorf United Bakeries, Nestle's Milk Products, Inc., Italian Swiss Colony, Haas Bros.

LLOYD, CHESTER & DILLINGHAM, INC.

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

Officers

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

THE W. E. LONG COMPANY

155 North Clark St., Chicago, Ill.
Phone RANDolph 4606

Officers

Vice-President.....W. D. Warrick
Director of Radio.....E. J. Sperry

Assistant Director of Radio...Robert Struble
 Scripts.....Mikki Kaye
Branch Offices
 C. P. MacGregor Studios, 729 S. Western Ave.,
 Hollywood, Calif.

Producer.....Ted Jordan
 Musical Producer.....Charles W. Hamp
 Chief Announcer.....Ted Meyers
Radio Accounts Placed—Agency is a specialist in wholesale baker advertising servicing hundreds from coast to coast on a syndicated basis.

EARLE LUDGIN, INC.

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

Officers

President-Treasurer.....Earle Ludgin
 Secretary.....A. Ludgin
 Vice-Presidents.....V. R. Bliss, J. H. Caro,
 J. H. Willmarth

MACE ADVERTISING AGENCY, INC.

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

Officers

President.....J. F. Fellay
 Treasurer.....Jay J. Keith
 Vice-President.....Robert J. Rice
 Radio Specialist.....Frank A. South
Radio Accounts Placed—Keystone Steel & Wire Co., Consolidated Products Co., Schultz, Bausan & Co.

MacFARLAND, AVEYARD & CO.

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

NOAB
Officers

President.....Hays MacFarland
 Secretary-Treasurer.....B. G. Ruttingh
 Vice-Presidents.....A. E. Aveyard,
 Malcolm A. Jennings, Allen B. Dicus,
 O. A. Feldon, Harry M. Coleman
 Radio Director-Time Buyer.....Evelyn Stark
 Production Manager.....Edwin C. Frank
 Space Buyer.....Madge C. Drake
 Publicity Director.....Harry M. Coleman
Radio Accounts Placed—Network: Northwestern Yeast Co., National Spot: Omar, Inc., Burma-Vita Co.

**MacLAREN ADVERTISING CO.
 LTD.**

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

Officers

President-General Manager...J. A. MacLaren
 Vice President-Assistant General
 Manager.....E. V. Rechnitzer
 Vice-President-Treasurer....I. E. Reynolds

Secretary.....G. T. Scroggie
 Broadcast Advertising Dept....C. M. Pasmore,
 M. Rosenfeld, W. D. Byles
Branch Office

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

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

Manager.....W. R. W. Henderson
 47 Canada Life Bldg., Calgary, Alta., Canada
 Manager.....E. P. Thompson
 305 Province Bldg., Vancouver, B. C., Can.
 Phone Marine 6268

Manager.....W. D. M. Patterson

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

**MALCOLM-HOWARD ADVERTISING
 AGENCY**

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

Officers

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

Radio Accounts Placed—Dad's Root Beer, Joy Candy Shoppes, Roller Derby, Washington Auto Sales, Alert Laundry, Holland Jewelers, Newart Co., Continental Clothing Co., Kelly Auto Sales Co.

**DAVID MALKIEL ADVERTISING
 AGENCY**

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

Officers

President.....David Malkiel
 Secretary.....Martha Brest
 Account Executives.....Harry Weinbaum
 Alfred Black, Martin Kadis

Radio Accounts Placed—I. J. Fox Co., Ace Vacuum Cleaners, Blueway Bus Lines, Drive-In Theaters, Inc., Gordon Mfg. Co., Paramount Baking Co., E. M. Loew's Theaters, Greater Boston Theaters, Inc., RKO Theaters, Steuben's Restaurant, Canadian Ace Ale, Beachcomber, Casa Manana, Elm Farm Foods Co., Serta-White Cross Co., Freilicher Kabtzen, Lithuanian Corp. Group, Mansion Inn, Rio Casino, Royal Crown Cola of Boston, Old Monastery Wines, Ritter Dancing School, Essex Hotel, Avery Hotel, Granada Vineyards, Inc., Glendale Coal Co., Racing Guide, Ray Galvin, Kasanof's Bread, Rosoff's Totem Pole Ballroom.

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Avenue, Minneapolis, Minn.
Phone GENEVA 9619
ABP — PPA — PRB — APA

Officers

Time Buyer.....D. P. Nathanson
Account Executives.....Meyer Gold,
Jean Hadley
Radio Accounts Placed—Marine Electrolysis, Snyder's Drug Stores.

MARSCHALK & PRATT COMPANY

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

Officers

Partners.....Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke
Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman,
Bennett Kolb, E. T. Clark
Radio Accounts Placed—National Spot:
Standard Oil Co. of N. J., Aetna Casualty
& Surety Co., U. S. Treasury Defense Savings
Staff, National Lead Co.

J. M. MATHES, INCORPORATED

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

Officers

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins
Vice-Presidents.....William B. Okie,
Hyland L. Hodgson, Lester Loh,
Charles O'Donnell, Charles R. Marshall
Vice-President-Director of Radio,
Wilfred S. King
Assistant Director.....Fletcher Turner
Radio Accounts Placed—Ludens, Inc.; Na-
tional Carbon Co., New York State Milk
Publicity, Canada Dry Ginger Ale & Spur,
Magazine Repeating Razor Co., International
Salt Co., Bleachette, Pure Foods (Herbax),
Pan-American Coffee Bureau, Burlington
Mills.

JOSEPH MAXFIELD COMPANY

36 Exchange Place, Providence, R. I.
Phone GASPEE 4456
ABP — ANPA

Officers

President.....Joseph M. Finkle
Vice-President.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Executive Secretary.....Anne E. Wold
Time Buyer.....Joseph M. Finkle
Radio Director.....Dorothy M. Taipe
Radio Accounts Placed—Old Monastery

Wine Co., Eclipse Food Products, Corp., Ger-
ber Jewelers, Jack & Harry's Auto Stores,
Candy Mart Stores.

MAXON, INC.

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

Officers

Chairman of Board.....Lou R. Maxon
President.....T. K. Quinn
Vice-President.....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio Department.....Ed Wilhelm,
Louis Dean

Branch Offices

570 Lexington Ave., New York, N. Y.
Phone ELDERADO 5-2930
Vice-President In Charge....W. Ray Baker
955 Main St., Bridgeport, Conn.
Phone BRIDGEPORT 6-2177
Vice-President In Charge....W. Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone DELAWARE 3536
Vice-President.....L. J. Sholty
Radio Accounts Placed—Gillette Safety
Razor Co., General Electric Co., Ford Motor
Co., Pfeiffer Brewing Co.

McCANN-ERICKSON, INC.

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

Officers

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Vice-Presidents: Harrison Atwood, Raymond
Atwood, E. C. Bennett, L. S. Briggs,
Lloyd O. Coulter, L. E. Firth, E. D. Hill,
Gordon E. Hyde, Myron C. Lechner, E.
D. Madden, J. J. McCarthy, Hugh A.
Mitchell, E. O. Perrin, C. A. Poscy,
Jack Taylor, R. W. St. Hill, R. E. Tuttle
Secretary-Treasurer and In-Charge of Radio,
John L. Anderson
Director of Research.....L. D. H. Weld
Radio Time Buyer.....F. Willard Butler
Radio Directors.....Dorothy B. McCann,
C. Halstead Cottingham

Branch Offices

910 S. Michigan Ave., Chicago, Ill.
Phone WEBSTER 3701
Vice-President and Manager,
Homer Havermale
Vice-President.....H. G. Smith
Vice-President.....J. H. Jameson
Guardian Bldg., Cleveland, O.
Phone CHERRY 3490
Vice President-Manager.....R. T. Hanks
Penobscot Bldg., Detroit, Mich.
Phone RANDOLPH 9710
Vice-President and Manager. Donald C. Hight
448 S. Hill St., Los Angeles, Calif.
Phone MICHIGAN 4049

Co-Managers.....August Bruhn,
Burt Cochran
Hodgson Bldg., Minneapolis, Minn.
Vice-President.....Merrill Hutchinson
Manager.....Vernon Churchill
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President and Manager.Henry Q. Hawes
Vice-Presidents.....M. S. Achenbach,
R. H. Cochran, F. H. McCrea, C. E.
Persons
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Pacific Northwest Manager..R. O. Calkins

Radio Accounts Placed—New York: American Industries Salvage Comm., Chesebrough Mfg. Co., Consolidated Edison Co., Axton-Fisher Tobacco Co., Humble Oil Co., Stromberg Carlson Telephone Mfg. Co., Gruen Watch Co., Manufacturers' Trust Co., National Biscuit Co., Pacific Coast Borax Co., Stanco, Roma Wine Co., Crowell-Collier Publishing Co.

San Francisco: California Packing Corp., California Walnut Growers, Dwight Edwards Co., W. P. Fuller & Co., General Brewing Corp., Associated Dental Supply Co., American Power & Light Subsidiaries, Pacific Gas & Electric Co., Los Angeles and Suburban Gas Companies, Roma Wine Co.

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

Denver: California Co., Great Western Sugar Co.

Cleveland: Perfection Stove Co., Richman Bros., Standard Oil Co. of Ohio, Tappan Stove Co.

Minneapolis: First National Bank, Glueck Brewing Co., Pillsbury Flour Mills, Twin City Federal Saving & Loan Assn.

Detroit: Altes Brewing Co.

R. E. McCARTHY ADVERTISING AGENCY

Tampa Theater Bldg., Tampa, Fla.
Phone 2323

SNPA

Officers

President.....R. E. McCarthy
Secretary.....C. R. Toy
Treasurer.....Louis Benito

THE McCORD COMPANY

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

Officers

President & Treasurer.....R. D. McCord
Vice-President.....Louis Melamed
Secretary.....C. F. Baker
Director of Radio.....E. B. Grove
Production Manager.....T. L. B. Campbell
Radio Time Buyer.....Edith M. Knutsen

Radio Accounts Placed—W. H. Barber Co., Conrad Fur Co., Central Cooperative Live-stock Assn., Furniture Exposition Mart, The Hilex Co., Chocolate Products Co., Goodman Bros., Jewelers, Minneapolis Gas Light Co., Minnesota Farm Bureau Federation, Griggs, Cooper & Co., Milk Foundation of Minneapolis, American Benefit Assn., Boutill's, Minnesota Farm Bureau Service, Anaconda Sales Co., Sanitary Food Mfg. Co.

McJUNKIN ADVERTISING CO.

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

Officers

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens, Dale B. Epstein, James W. Egan
Account Executives.....Joseph J. Klein,
Donald B. Skinner
Manager, Radio Dept.....Sam Bartlett
Media Dept. Manager.....Edwin A. Trizil
Production Manager.....W. C. Mottershead

Radio Accounts Placed—Joseph Schlitz Brewing Co., Carey Salt Co., Florsheim Shoe Co., Chef Boiardi Food Products Co., Brenner Bros., Carson, Pirie, Scott & Co., Jewel Food Stores, Andes Candies.

McKEE & ALBRIGHT, INC.

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

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Vice President-Radio Director,
James A. McFadden
Vice-President.....Earl B. Thomas
Vice-President-Merchandising,
Howard H. Yaw
Secretary.....T. E. Libby
Producer.....Richard Mack
Time Buyer.....E. R. Walmsley

Branch Office

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMBUS 5-2058

Equitable Bldg., Hollywood, Calif.
Phone Hollywood 8363

Radio Accounts Placed—Sealtest, Inc.

A. McKIM, LTD.

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

Officers

President-General Manager.....C. T. Pearce
Vice-President.....J. M. Baxter
Secretary-Treasurer.....J. B. Stephens
Directors.....W. T. Brace,
J. J. Gallagher, D. E. Longmore, A. N. McIntosh, J. W. Thain, H. R. McDougal

• • • **ADVERTISING AGENCIES** • • •

Branch Offices

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

Manager.....D. E. Longmore
Radio Director.....D. L. Bassett
Electric Railway Bldg., Winnipeg, Man.,
Canada
Manager.....A. A. Brown
514 Province Bldg.,
Vancouver, B. C., Canada
Manager.....H. S. Watson
376 Strand, W. C. 2, London, England
Manager.....H. Suffell

•
ARTHUR MEYERHOFF CO.

Wrigley Bldg., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA — APA

Officers

President.....Arthur E. Meyerhoff
Director of Radio.....Nelson A. Shawn
Branch Office
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Manager.....George Grabin
Radio Account Placed—William Wrigley,
Jr. Co.

•
C. L. MILLER COMPANY

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

Officers

President.....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director.....George Carhart
Branch Office
35 East Wacker Drive, Chicago, Ill.
Phone Central 1640
Manager.....I. M. Tuteur
Radio Accounts Placed—Corn Products
Refining Co., Curtis Candy Co., Keeley Brew-
ing Co., Cooter Brokerage Co., Gordon Bak-
ing Co.

•
DAN B. MINER CO.

1151 So. Broadway
Los Angeles, Calif.
Phone Richmond 3101
AAAA — ANPA — ABP — NOAB
CAN — APA

Officers

President.....Dan B. Miner
Vice President.....John C. Morse
Secretary-Treasurer.....M. R. Sweeney
Vice-President In Charge of Radio,
John Guedel
Assistant Time Buyer.....Anne Garvey
Branch Offices
(Affiliated with Continental Agency Network)
Radio Accounts Placed—Network: Weber's
Bread, Forest Lawn Memorial Park, Bill Hay
Reads the Bible (66 station cooperative
show), National Spot: Roman Meal Bread.

Western Auto, Los Angeles Newspaper Pub-
lishers Assn., IVC Wineries.

•
EMIL MOGUL CO., INC.

250 West 57th St., New York, N. Y.
Phone, COlumbus 5-2482
ABP — ANPA

Officers

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

•
THE CHESTER C. MORELAND CO.

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

Officers

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

•
RAYMOND R. MORGAN CO.

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

Officers

President.....Raymond R. Morgan
General Manager.....R. E. Messer
Director of Radio.....J. W. Nelson
Radio Accounts Placed—Folger Coffee Co.,
Planters Nut & Chocolate Co., White King
Soap Co.

•
MORSE, INTERNATIONAL, INC.

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

Officers

President.....Carl J. Balliett
Vice-Presidents.....Shaw Newton,
J. P. Sawyer
Secretary and Treasurer....Laura K. Long
Radio Director.....Richard Nicholls
Branch Offices
205 Johnston Bldg., Charlotte, N. C.
Radio Accounts Placed—Network: Vick
Chemical Co., Vitamin Plus, Inc. National
Spot: Vick Chemical Co., Lance, Inc.

•
MOSER & COTINS, INC.

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

Officers

President.....T. E. Moser
Vice President-Treasurer.....A. S. Cotins
Secretary.....Mrs. M. B. Blair
Radio Accounts Placed—West End Brewing

Co., Oswego Candy Works, Inc., Saratoga Springs Authority.

MOSS ASSOCIATES

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

Officers

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

NEEDHAM, LOUIS & BRORBY, INC.

135 S. La Salle St., Chicago, Ill.
Phone State 5151

AAAA — ANPA — PPA — ABP — APA
ABC — NOAB

Officers

President.....Maurice H. Needham
Secretary-Treasurer.....Otto R. Stadelman
Vice-Presidents.....John J. Louis,
Melvin Brorby, Harry Phelps, W. Ray
Fowler, Jr.

Radio Director.....John Gordon

Branch Offices

1680 North Vine St., Hollywood, Calif.
Phone Granite 7186

Manager.....Cecil Underwood
Radio Accounts Placed—Network: Kraft
Cheese Co., S. C. Johnson & Son, Inc. National
Spot: Swift & Co. (Sunbrite Cleaner).

NEFF-ROGOW, INC.

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

Officers

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

NEWELL-EMMETT COMPANY

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

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

Officers

Directors.....Clarence D. Newell,
William Reyder, John P. Cunningham,
Frank Donshea, C. S. Walsh, R. L. Stro-
bridge

Radio Director.....John Hines
Time Buyer.....Newman McEvoy
Radio Accounts Placed—Liggett & Myers
Tobacco Co. (Chesterfields), Loose-Wiles Bis-
cuit Co., Pepsi-Cola Co., Beech-Nut Packing
Co., Economics Laboratories, Kirkman's Soap,
Sherwin Williams.

O'DEA, SHELDON & CANADAY, INC.

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

AAAA

Officers

President.....Mark O'Dea
Executive Vice-President.....George H. Sheldon

Vice-President.....L. C. McElroy
Vice-President.....C. E. Nelson
Space Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick

OLIAN ADVERTISING CO.

1409 Ambassador Bldg., St. Louis, Mo.
Phone CENTral 8380

ABP — ANPA

Officers

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

MERRITT OWENS ADVERTISING AGENCY

412 Commercial National Bank Bldg.
Kansas City, Kans.

Phone Dr. 7250

Radio Accounts Placed—Fairfax Aviation
Schools, Inc., Weevil-Fume Corp., Bita-Life
Company.

PARIS & PEART

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

ANPA — ABP — PPA

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

Radio Time Buyer.....A. C. De Pierro
Radio Account Placed—National Spot: The
Great Atlantic & Pacific Tea Co. (Coffee
Division), The Atlantic Commission Co.,
Spratts Dog Food.

PECK ADVERTISING AGENCY, INC.

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

Officers

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

PEDLAR & RYAN, INC.

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

AAAA — ANPA — PPA — ABP

Officers

President.....Thomas L. L. Ryan
Secretary and Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Lawrence L. Shenfield,
Francis J. Doherty, E. C. Bradley, D. K.
Clifford, J. P. Hardie, A. E. McElfresh
Radio Dept. Manger.....E. G. Sisson, Jr.
Radio Copy Chief.....John A. Carter
Asst. Radio Copy Chief.....Cyril J. Mullen
Script Editor.....John Taylor
West Coast Program Manager
William L. Lawrence

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Time Buyer.....Howard Gardner
 Radio Talent.....E. G. Sisson, Jr.,
 Chester MacCracken
 Radio Writing Staff.....Cyril J. Mullen
 Jack Finney, Margaret Walsh, Beth Jud-
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Radio Accounts Placed—Network: Bristol-Myers Co. (Vitalis, Mum), Procter & Gamble Co. (Camay, Chipso, Dash), Lady Esther Co.

PITLUK ADVERTISING CO.

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

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386 Fourth Ave., New York City
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Branch Office

75 Pearl St., Hartford, Conn.
 Phone Hartford 7-9017

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

R. J. POTTS—CALKINS & HOLDEN

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

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THE POTTS TURNBULL COMPANY

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

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 Secretary.....G. F. Magill
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 Phone 3-1889

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

Branch Office

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

Vice-President.....F. L. Eason
 Vice-Presidents.....N. B. Langworthy,
 L. H. Copeland
 Production Manager.....Vito M. Volino
Radio Accounts Placed—F. W. Fitch Co.

THE RANDALL CO.

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

CHAS. DALLAS REACH CO.

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

AAAA — ANPA — PPA — ABP — APA

Officers

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 Chas. Dallas Reach
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Branch Office

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

Manager.....J. S. Little
Radio Accounts Placed—Cut-Rite Waxed
 Paper, R. B. Davis Sales Co., Koppers Co.-
 Minnesota Division, Admiracion Labora-
 tories, L. E. Waterman Co., Dugan Bros. of
 New Jersey, Inc.

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York, N. Y.
 Phone PLaza 3-6121
 ANPA — PPA — ABP

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 Radio Director.....N. S. Livingston
 Radio Publicity Writer.....B. Mabry

Branch Office

1421 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 8375

Vice-President In Charge.....J. J. McNevin
Radio Accounts Placed—Network: Howard
Clothes, Inc. National Spot: Stera-Kleen,
Flem-O-Lyn, Poslam, Allenru, Merritt Pow-
der.

**EMIL REINHARDT
ADVERTISING AGENCY**

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

Officers

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

REISS ADVERTISING

30 Rockefeller Plaza, New York, N. Y.
Phone COLUMBUS 5-7733
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Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss

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152 Temple St., New Haven, Conn.
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Secretary-Treasurer.....Harry D. Resnik
Radio Dept. Manager.....H. M. Norman

Branch Offices

904 Main Street, Hartford, Conn.
Phone 5-1576

Manager.....Alfred Horn
77 Summer Hill Ave., Worcester, Mass.
Phone 6-0223

Manager.....Isabelle Whitaker
232 Taber Ave., Providence, R. I.
Phone PLANTATIONS 6784

Manager.....Bettina Jones

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5462 Second Blvd., Detroit, Michigan
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Production.....Royal Cressy

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CUNNYNGHAM, INC.**

310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490
ANPA — APA — PPA

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Treasurer.....D. J. Kelly
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Guy C. Pierce, Lloyd Maxwell, R. A. Porter
Director of Radio.....N. J. Cavanagh

Branch Offices

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

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

In Charge.....R. A. Porter

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

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570 Seventh Ave., New York, N. Y.
Phone CHICKERING 4-4420
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Research Director.....Walter Alwyn-Schmidt
Copy & Plans.....Harrison J. Cowan,
H. B. Sadler, S. M. Kootz

CHARLES L. RUMRILL & CO.

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

Officers

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

RUTHRAUFF & RYAN, INC.

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

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V.P. & Secretary.....Ralph Van Buren
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V.P. & Director of Radio.....Donald D. Stauffer
V.P. & Associate Director.....S. Heagan Bayles
Business Manager.....Charles T. Ayres
Production Directors.....John Bates,
Bob Byron, Lee Cooley, Marguerite
Dougherty, Knowles Entrikin, Thomas

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 Robert Mann, Florence Miles, Vivian
 Washburn, Dorothy Haller, Meil O'Brien,
 Maxine Smith, Cecil Billings, Frances
 Kennedy, Philip Thompson
 Time Buyer.....T. C. Fisher
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Branch Offices

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

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 Vice-President-Director of Radio,

Ros Metzger

Assistant Radio Director.....Arthur Trask
 Executive-In-Charge of Production,

Warren Johnson

Executive-In-Charge of Scripts,

Catherine Haynic

Writers.....Irene Small,

M. Crutcher, Van R. Carlson

Time Buyer.....Albert Callies
 7430 Second Boulevard, Detroit, Mich.

Phone Madison 1980

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

Phone Main 0128

Manager.....Oscar A. Zahner
 1630 N. Vine St., Hollywood, Calif.

Phone Hillside 7593

Radio Director.....Nate Tufts
 Production Directors.....Murray Bolen,

Don Clark, Dick Gibson, Sam Pierce

712 Main St., Houston, Texas

Phone, Charter 4-1741

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

Phone Douglas 5822

Manager.....R. W. Watson
 1216 Third Ave., Seattle, Wash.

Phone Main 6727

Manager.....F. S. Mullins
 80 Richmond St., Toronto, Ont.

Canada

Phone, Adelaide 4096

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

Radio Accounts Placed—American Tobacco
 Co., Canadian Ironized Yeast Co., Chrysler
 Corp., Delaware, Lackawanna & Western
 Coal Co., Dodge Motor Corp., H. Fendrich,
 Inc., Ironized Yeast Co., Lever Bros. Co.,
 Lever Bros., Ltd., Noxema Chemical Co.,
 Oshkosh B'Gosh, Inc., Quaker Oats Co.,
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 Jacob Ruppert Brewery, Binyon Optical Co.,
 Garrett & Co., Gilmore Oil Co., Golden State
 Co. Ltd., Griesedieck Bros. Brewery Co.,
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 ko Company, Lambert Pharnacaol Co., Lan-
 gendorf United Bakeries, Inc., Southwestern
 Drug Co.

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

Phone, PLaza 3-6920

ABP—ANPA—PPA

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Vice President.....Stanley J. Keyes, Jr.

Radio Director.....Victor van der Linde



SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.

Phone Michigan 2396

Officers

Owner.....William G. Scholts

Radio Director.....Fred Montgomery



SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago, Ill.

Phone Dearborn 1815

AAAA—ABP—ANPA—PPA

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Director of Radio.....N. E. Heyne

Time Buyer.....John Davies

Radio Accounts Placed—Peter Fox Brew
 Co., Hirsch Clothing Co., National Tea Co.,
 Salerno-Megowen Biscuit Co., Mission Bell
 Wines, Studebaker Sales Co. of Chicago,
 Rudolph Wurlitzer Co., Thomas J. Webb
 Coffee Co., Walgreen Drug Co., Congress
 Cigar Co., Coronet Magazine.



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Palmolive Bldg., Chicago, Ill.

Phone, Delaware 1045

ANPA—ABP—SNPA—PPA

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Chairman of Board.....Freeman Keyes

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Keyes, Tom Wallace, Harry Maus, John

Guedel

Radio Director.....Tom Wallace

Assistant Radio Director..Watson Humphrey

Time Buyer.....June Rollinson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.

Phone Market 1395

Vice-President.....Paul Richey

Treasurer.....Jack Harding

Taft Bldg., Hollywood, Calif.

Phone, Hillside 7256

Manager.....John Guedel

Radio Accounts Placed—W. A. Sheaffer
 Pen Co., Pinex Co., General Mills, Inc., Key-

stone Steel & Wire Co., Brown & Williamson Tobacco Corp., The Mennen Co., Grove Laboratories, Inc.

THEODORE H. SEGALL ADVERTISING AGENCY

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

NCBA
Officers

General Manager.....T. H. Segall

SHERMAN & MARQUETTE, INC.

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

ABP — ANPA — PPA — PRB — SAAA
SNPA — APA — NOAB

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Vice-President and Treasurer.....

Arthur Marquette
Vice-President.....J. Allen Barnett
Radio Director.....Herbert Polesie
Time Buyer.....C. E. Bonnesen
Radio Department Business Manager,
Kelso M. Taeger

Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Cream, Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Soap and Beauty Preparations, Super Suds, Quaker Oats Co. (for Quaker Farina and Ful-O-Pep Feeds, Quaker Puffed Wheat Sparkies, Quaker Puffed Rice Sparkies), Dr. W. B. Caldwell, Inc. (Dr. Caldwell's Laxative), Syrup of Figs. Sante, Pape's Cold Compound, Fitger Brewing Co., Blackstone Aspirin, Tasty Lax.

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650 Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

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Vice-President.....Harry C. Drum

Branch Offices

417 Montgomery St., San Francisco, Calif.
Manager.....W. W. Drum
710 Second Ave., Seattle, Wash.
Manager.....Arthur Poolton
Radio Accounts Placed—Network: General Petroleum Corp.

SORENSEN & CO.

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

ABP — ANPA — PPA — SNPA

Officers

President.....Roy A. Sorensen
Radio Director.....Muriel Wageman
Radio Accounts Placed—Bowey's, Inc., Sunway Vitamin Co., F. H. Pfunder, Inc.

C. JERRY SPAULDING, INC.

201 Commercial St., Worcester, Mass.
Phone: 3-4789, 3-4780

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Asst. Treasurer.....M. Murray
Secretary.....H. H. Hartwell

RAYMOND SPECTOR COMPANY, INC.

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

ANPA — PPA — ABP — NOAB

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Treasurer.....F. Bowen
Vice-President-Copy Chief.....Leonard Leonard
Time Buyer.....Hal Winter
Radio Research.....Bernard Cerlin
Radio Accounts Placed—Network: Serutan Co. National Spot: Serutan Co., Rum & Maple Tobacco Corp., Journal of Living, King David Memorial Park, Purity Products Co., Beverly Hills Memorial Park, The Lone Ranger, Inc., Macfadden Publications (True Story Magazine), National Nutrition Society, Noxon, Inc., Three Squires Tobacco, True Story, Book League of America.

STERNFIELD-GODLEY, INC.

280 Broadway, New York, N. Y.
Phone BArcley 7-3030

ABP — ANPA — PPA

Officers

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Secretary.....Frances C. Costello
Treasurer.....Samuel S. Sternfield
Account Executive.....Philip Scheft

STODEL ADVERTISING CO.

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

Officers

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Time Buyer.....Selma Schonfeld
Radio Accounts Placed—Warner Bros. Pictures, Brooks Clothing Co., Eastern-Columbia Department Stores, Beneficial Casualty Insurance Co.

STRAUCHEN & McKIM ADVERTISING

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

Officers

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Gordon F. McKim, Jr.
Radio Director.....Louis Schaefer
Art Director.....Russell N. Withenbury
Radio Accounts Placed—George Wiedemann Brewing Co., Inc.

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330 West 42nd St., New York, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

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Assistant General Manager....Frank Finney
Secretary.....Foxhall Finney
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J. T. Kelly, Jr.
Director of Radio.....Howard Miller
Radio Accounts Placed—National Spot:
Foster-Milburn Co. (Doan's Pills), Raladam
Co. (Marmola), G. T. Fulford Co. (Baby's
Own Tablets, Children's Own Tablets, Dr.
William's Pink Pills).

**BARTON A. STEBBINS
ADVERTISING AGENCY**

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

Officers

Owner.....B. A. Stebbins
Creative Dept. Head.....Leigh Crosby
Director of Radio.....Leigh Crosby
Time Buyer.....Arthur W. Gudelman
Radio Accounts Placed—Signal Oil Co.

SWAFFORD & KOEHL, INC.

341 Madison Ave., New York, N. Y.
Phone, MUrray Hill 6-8860
ABP — ANPA — PPA

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Phone Main 7142
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Officers

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Vice-President.....Frank G. James
Radio Time Buyer.....W. B. Watterson
Radio Account Placed—Network: Fire-
stone Tire & Rubber Co.

J. WALTER THOMPSON CO.

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

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William Resor, Walter R. Hine, Thayer
Jaccari, William G. Palmer, Samuel W.
Meek, Philip Richardson, Elwood Whitney,
Robert T. Colwell, O'Neill Ryan, Jr., An-
son Lowitz, Lew A. Greene.

Director of Media and Research

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Vice-President in Charge of Radio,
John U. Reber
Radio Time Buyer.....Linnea Nelson
Radio Talent Buyer.....Abbott K. Spencer
Branch Offices

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

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

Vice-President and General Manager,
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Vice-Presidents: Merton V. Wieland, Willard
F. Lochridge, James D. Woolf, Chester A.
Foust

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

Radio Time Buyer.....Lowell Mainland
612 South Hope St., Los Angeles, Calif.
Phone Trinity 2591

General Manager.....Norton W. Mogge
821 Second Ave., Seattle, Wash.
Phone Seneca 0655

General Manager.....Frank P. Denney

Radio Accounts Placed—P. Ballantine &
Sons, Block Drug Company (Gold Medal
Capsules and Dentu-Grip), Bowman Dairy
Co., Brewing Industry Foundation, Carter
Products, Inc. (Superin), H. C. Cole Milling
Co., Elgin National Watch Co., General Cigar
Co., Johns-Manville Corp., Kellogg Co.,
Kraft Cheese Co., Lamont P. Corliss & Co.,
P. Lorillard Co. (Old Gold Cigarettes),
Lever Bros. Co. (Lux Flakes & Lux Toilet
Soap), Libby, McNeil & Libby, Mentholatum
Co., Northau Warren Corp., Northern Trust
Co., Peniek & Ford, Ltd., Planters Nut &
Chocolate Co. (Planters Peanuts), Safeway
Stores, Inc., Scott Paper Co., Shell Oil Co.,
Standard Brands, Inc. (Chase & Sanborn
Coffee and Tender Leaf Tea), Swift & Co.,
U. S. Playing Card Co., Ward Baking Co.,
Washington State Apple Commission, Weco
Products Co., J. B. Williams Co., Wine Ad-
visory Board, William Wrigley, Jr. Co.

TOMASCHKE-ELLIOTT, INC.

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

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Radio Accounts Placed—Cardinet Candy Co., Par Soap Co., Downtown Merchants Association, Key System, East Bay Transit Co., Frozen Food Distributors, Inc.

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

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Treasurer.....George M. Pease
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J. F. Donovan
Copy Chief.....K. H. Thompson
Radio Accounts Placed—Wilbert Products Co., Rapinwax Paper Co., Mission Garden Co., John Opitz, Inc., Senn Products Corp., Terry Candy Co.

TRACY-LOCKE-DAWSON, INC.

1307 Pacific St., Dallas, Texas
Phone 7-8655

22 E. 40th St., New York, N. Y.
Phone ASHland 4-1690

AAAA — ANPA — PPA — ABP —
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New York

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Secretary.....H. E. Hendrick
Radio Director.....Bill Rose
Radio Time Buyer.....H. E. Hendrick

Dallas

Office Personnel

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Asst. Sec'y-Treasurer.....Monty Mann
Radio Department.....Raymond P. Locke,
Jerry Moffett, Erle Racey, Jack Taylor,
Glenn G. Addington, J. J. Jeffries
Radio Time Buyer.....Monty Mann
Radio Accounts Placed—New York: Continental Oil Co., Newsweek, Inc.

Dallas: Imperial Sugar Co., Postex Cotton Mills, The Borden Co. (Southern Division), Mrs. Baird's Bakery, Mrs. Baird's Bread Co., William Cameron & Co., International Milling Co., Great Western Garment Co., Neuhoff Packing Co., National Wool Growers Ass'n., Dallas Grand Opera Ass'n., Dallas Rupe & Son, Reserve Loan Life Insurance Co., Dr. Pepper Co.

VANGUARD ADVERTISING

21 W. 45th St., New York, N. Y.
Phone, LOngaere 3-5363
ABP

Officers

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Account Executives.....G. A. Wilson,
W. E. Tracy, J. Wootton
Production Manager.....J. Brookman

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

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Vice-President.....R. E. Daiger
Secretary.....R. L. Malambre
Asst. Treasurer-Accountant...N. B. Iardella
Production Manager.....C. D. Carr
Space Buyer.....G. M. Talbot
Radio Accounts Placed—Network: Sherwood Bros., Richfield Oil Co. National Spot: Sherwood Bros., Manhattan Co., Crosse & Blackwell Co., The Equitable Trust Co., William Schluderberg-T. J. Kurlde Co., Baltimore Transit Co., Public Bank of Maryland.

WADE ADVERTISING AGENCY

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

Officers

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Radio Time Buyer.....L. J. Nelson
Radio Producers.....Edward Simmons,
P. C. Lund, Jeff Wade, Riley Jackson
Radio Continuity Writers.....R. E. Dwyer,
L. W. Davidson, Margot O'Flaherty

Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co., Wear Proof Mat Co., Hoover Liniment Co., General Bandages, Inc., Chicago Sun, Haskelite Mfg. Corp., Carson, Pirie, Scott & Co., Wait-Cahill Co.

WALKER & DOWNING

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

Officers

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Secretary-Treasurer.....B. I. Davis
Radio Director.....R. C. Woodruff
Radio Accounts Placed—American Fruit Growers, Inc., Clark Bros. Chewing Gum Co., Colonial Biscuit Co., Duquesne Brewing Co.,

Pittsburgh Coal Co., Allegheny County Milk Exchange, Allegheny-Ludlum Steel Corp., Clearfield Taxidery Co., Joseph Horne Company, Mail Pouch Tobacco Co., Meadow Gold Dairies, Inc., Sterling Oil Division of Quaker State Refining Co.

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230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-8585
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APA—NOAB

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Secretary-Treasurer.....Robert H. Hughes
Radio Accounts Placed—The Wm. R. Warner Co., Larus & Bro. Company, The Sherwin-Williams Company.

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NORMAN D. WATERS & ASSOCIATES, INC.

1140 Broadway, New York, N. Y.
Phone. CAledonia 5-7430
ABP — PPA — NOAB

Officers

President.....Norman D. Waters
Vice-President.....Charles M. Whitebrook
Treasurer.....E. L. Waters
General Manager.....Louis Landesman
Art Director.....Milton L. Klein
Time Buyer.....Louis Landesman

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WEARSTLER ADVERTISING, INC.

20 West Front St., Youngstown, Ohio
Phone: 3-4311
PPA—ABP—APA

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Secretary.....Linnea J. Soderberg

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LUTHER WEAVER & ASSOCIATES

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

APA

Officers

PresidentLuther Weaver
AssociateDonald Gardner
Director of Radio.....Elizabeth Watkins
Radio Accounts Placed—Minnesota Federal Savings & Loan Association, F. C. Hayer Co., Marshall Co., Seaboard Finance Corp., Minnesota State Optometric Assn., Rice & Burnham.

MILTON WEINBERG ADVERTISING CO.

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

Officers

Director of Radio.....Bernard Weinberg
Space Buyer.....E. Cousino
Radio Accounts Placed—Caffers & Sattler, Hollywood Pantages Theater, Hollywood Turf Club, May Co., Pep Boys of California, Sontag Cut Rate Drug Stores, Foreman & Clark, Grayson's, K's Beverages, Lyman's Restaurants, Kelley Kar Co., Zukor's, 42 Products, Inc., National Schools, Hollywood Film Studios.

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WILLIAM H. WEINTRAUB & CO., INC.

30 Rockefeller Plaza, New York, N. Y.
Phone, Circle 7-4282
ANPA — PPA

Officers

President.....William H. Weintraub
Executive Vice President & Secretary
Elkin S. Kaufman
Vice President.....Paul Rand
Treasurer.....William Gallow
Radio Director.....Arthur J. Daly
Talent & Research.....Vera A. Lea
Time Buyer.....William Gallow
Research & Copy.....William Bernbach
Radio Accounts Placed—Cresta Blanca Wine Co.

•

WELLMAN ADVERTISING AGENCY

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

Officers

Owner-Radio Director.....F. A. Wellman
Space Buyer.....Frank T. Kessler
Copy.....Joseph V. Breen
Dramatics.....Judith Powell
Radio Accounts Placed—Crawford Furs, M. London, Kahn & Rosenau, Moss Bros. Nut Co., Wilen Bros., Select Fashions, Dr. David V. Bush, Waldman Coal & Fuel Co.

•

WESTON-BARNETT INC.

Arts & Crafts Bldg., Waterloo, Iowa
Phone, 766

ABP — ANPA — PPA

Officers

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
SecretaryPhillips Taylor

Branch Office

520 N. Michigan Ave., Chicago, Ill.
Phone, Whitehall 7725

Executive-In-Charge.....A. C. Barnett
Radio Accounts Placed—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

• • • **ADVERTISING AGENCIES** • • •

WARD WHELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone Rittenhouse 7500
ANPA—PPA—APA

Officers

President.....Arthur A. Bailey
Vice-President.....R. K. Strassman
Secretary-Treasurer.....H. E. Fauser

Branch Offices

444 Madison Ave., New York, N. Y.
Phone, PLaza 3-7120

Vice-President.....R. K. Strassman
311 Equitable Bldg., Hollywood, Calif.
Phone, Hillside 0191

Radio Account Placed—Campbell Soup Co.

WOOD, BROWN & WOOD, INC.

209 Washington St., Boston, Mass.
Phone: Capitol 1850
ANPA—PPA—ABP

Officers

President.....Allen H. Wood
Vice-President-Radio Director,
Allen H. Wood, Jr.
Vice-President.....Arthur F. Sisson
Treasurer.....Jonathan Brown, 3rd

WORTMAN, BARTON & GOOLD, INC.

345 Madison Ave., New York, N. Y.
Phone MURray Hill 4-2757
ABP—ANPA—PPA

Officers

President.....E. B. M. Wortman
Vice-Presidents.....R. S. Conahay,
James Gorton
Secretary.....Gilbert Goold
Treasurer.....D. Wortman
Radio Time Buyer.....Hortense Essler

YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
ANPA — PPA — APA — AAAA —
NOAB — ABC — ABP

Officers

Chairman of Executive Committee,
Raymond Rubicam
Chairman of Board.....Chester LaRoche
President.....Sigurd S. Larmon
Vice-President-Chairman Plans
Board.....Charles L. Whittier
Vice-President-Director of Media &
Gen. Production...A. V. B. Geoghegan
Exec. Vice-Presidents.....Arthur Andrews,

Donald Payne, Edward Barnes, John E. Grimm, Jr., Louis N. Brockway, Gordon Cates

V-P & Manager of Contact....John F. Reeder
V-P & Merchandising Director..Samuel Cherr
V-P & Copy Director.....H. S. Ward
V-P & Director of Research...George Gallup
V-P & Art Director.....Walter K. Nield
Vice-Presidents.....John E. Grimm, Jr.,
Louis N. Brockway, Curtis G. Pratt,
Bryan Houston

Secretary-Treasurer.....J. H. Geise
V-P & Director of Radio,

Thomas F. Harrington
Manager, Radio Time Buying Bureau
Carlos Franco

Manager of Talent
Bureau.....Hubbell Robinson, Jr.
Manager, Commercial Couy

Bureau.....Joseph A. Moran
Radio Business Manager
Frederic W. Wile, Jr.

Manager, Radio Publicity
Bureau.....Wm. J. Thomas, Jr.
Special Announcer.....Harry von Zell
Radio Research.....Joseph H. Holmes, Jr.

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 2734

Radio Business Manager...Carroll O'Meara
Account Executive.....Wm. A. Brees
333 N. Michigan Ave., Chicago, Ill.
Phone Central 9389

Vice-President-Manager.....A. E. Tatham
Vice-President.....D. G. Schneider
7430 Second Blvd., Detroit, Mich.
Phone Madison 4300

Vice Pres. & Manager.....George Davis
Account Executive.....Ken Jones
235 Montgomery St., San Francisco, Calif.
Phone Exbrook 6685

Manager.....Robbins Milbank
Vice-President-Manager.....George Davis
660 St. Catherine Street, West, Montreal, Que.
Phone Plateau 4691

Vice-President-Canadian
Manager.....Lorimer B. Slocum
Director of Media, Contact..L. C. Arbuthnot
80 King St., West, Toronto, Ont.
Phone Elgin 5347

Manager.....Stuart B. Smith

Radio Accounts Placed—American Can Co., The Borden Co., Johnson & Johnson (Band-Aid), General Food Corp. (Calumet, Grape-Nuts and Grape-Nuts Products, Swans Down, Minute Tapioca, Sanka Jell-O and Jell-O Products, La France, Satina, Postum), Drake's Bakeries, Cummer Products (Energine, Molle), Gulf Oil Corp., Igleheart Bros., Inc., International Silver Co., Life Savers, Inc., Thomas J. Lipton, Inc., R. H. Macy & Co., Packard Motor Car Co., Bristol-Myers Co. (Ipana, Sal Hepatica, Minit Rub, Touthay); Rath Packing Co., Time, Inc.

RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

(As of January 1, 1943)



The following list of radio editors writing for newspapers and magazines in the United States and Canada was compiled from questionnaires submitted in the Sixth Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Anniston Star: **Malcolm Street**
Birmingham News & Age-Herald: **Turner Jordan**
Birmingham Post: **Miriam Rosenbloum**
Chambers County News (Lanett): **Vernie Teel**
Mobile Press-Register: **George M. Cox, Jr.**
Montgomery Journal: **Sarah Crist**
Montgomery Advertiser: **Bill Mahoney**
Southern Radio News (Birmingham):
Andrew W. Smith

ARIZONA

Arizona Farmer (Phoenix): **Ernie Douglas**
Arizona Record (Globe): **Ralph Herron**
Arizona Republic (Phoenix): **Frank Ross**
Arizona Silver Belt (Miami): **Sam Kiamy**
Clifton Copper Era: **W. V. Olin**
Graham County Guardian (Safford):
V. P. Richards
Arizona Weekly (Phoenix): **Cleo Smith**
Phoenix Gazette: **C. G. Nuckolls**
Phoenix Republic: **Frank Ross**
Somerton Star (Yuma): **Joe Gorman**
Tucson Star: **Al Wilke, W. R. Matthews**
Yuma Daily Sun: **Karl E. Allen**

ARKANSAS

Arkansas Gazette (Little Rock): **Grace Wood**
Fort Smith Tribune: **E. R. Guthridge**
Greenwood Democrat: **Earl Dodd**
N. W. Arkansas Times (Fayetteville):
Jim Bohart
Siloam Springs Herald & Democrat:
A. W. Perrine
Texarkana Gazette-News: **Al Weeks**

CALIFORNIA

Anaheim Bulletin: **Lotus Loudon**
Aviation News (Los Angeles): **Doug Crane**
Berkeley Daily Gazette: **Howard Sipe, Sylvia Wall**
Calexico Chronicle: **Al Haworth**
Chico Enterprise: **Goldie Hulen**
Chico Record: **Ralph Gordon**
El Centro Post-Press: **S. Fitzhugh**
Fan Fare Magazine (San Francisco):
Helene Peters
Fresno Bee: **Art Welter**
Fresno Guide: **Ray Garman**
Fullerton News Tribune: **Ed Elfstrom**
Hanford Sentinel: **W. I. Christie**
Hollywood Citizen: **Zuma Palmer**
Hollywood Shopping News: **John Kemp**
Holtville Tribune: **B. Odets**
Humboldt Standard (Eureka): **Don O'Kane**
Imperial Valley Democrat (Brawley):
T. Greer
Long Beach Independent: **John Dennis**
Los Angeles Examiner, Times, News,
Herald: **Jack Holmes**
Twentieth Century News Syndicate (Los
Angeles): **Barney Glazer**
Marysville Appeal-Democrat: **Earl
Brownlee**
Mission Merchants News (San Fran-
cisco): **Alfred Jones**
Oakland Post-Enquirer: **Janet Stencer**
Oakland Tribune: **Louise Phillips**
Orange Daily News: **William Hart**
Pasadena Independent: **Bill Bird**
Pasadena Star & News, Post: **Mrs. Ruth
Pryor, Reginald Warren**
Riverside Press-Enterprise: **H. A. Powell**
Sacramento Bee: **Howard Bailey**
San Diego Tribune Sun, Union: **Fred
Gongora**

San Francisco Call-Bulletin: **Rene Caze-
neva, Charles Mulcahy**
San Francisco Chronicle: **Stanley Merrill**
San Francisco Examiner: **Edward Mur-
phy**
San Francisco News: **Louise Weich**
San Francisco Shopping News: **Tom
Foster, Tom Tyrell**
Santa Barbara News Press: **Jess Jones**
Santa Rosa Republican, Press Democrat:
Mike Pardee
Seal Beach Post: **Phyllis Arrington**
Stockton Record: **Earl Edmiston**
Universal Radio Features Syndicate (La-
guna Beach): **Tom Danson**
Vallejo Times Herald, Evening Chronicle:
Norman Montellier
Watsonville Register Pajaronion: **Frank
Orr, Fred H. Jenkins**
Westmoreland Mail: **Mr. Powell**

COLORADO

Colorado Springs Gazette & Telegraph:
G. B. Sampson
Denver Monitor: **Carter Kaanta**
Denver Post: **Betty Craig**
Ft. Collins Express Courier: **Edith M.
Bjornstad**
Pueblo Chieftain, Star Journal: **Frank
Hoag**
Rocky Mountain News (Denver): **Althea
McClelland**

CONNECTICUT

Bridgeport Post & Telegram: **Rocky
Clark**
Bridgeport Sunday Herald: **Leo Miller**
Bristol Press: **Clarkson S. Barnes**
Danbury News-Times: **Frank P. Rollins**
Greenwich Time: **Mr. Fisher**
Hartford Courant: **Mary Ann Smith,
Maurice Cronin, M. Oakley Cristoph**
Hartford Times: **Harold Waldo, A. B.
McGincey, Carl Lindstrom**
Manchester Herald: **Thomas S. Ferguson**
Meriden Journal: **Walter Allen**
Meriden Record: **Thomas H. Warnock**
Middletown Press: **Fred N. Smith**
Naugatuck News: **E. J. Ahern**
New Britain Herald: **Johnstone Vance,
Charles Sikora**
New Haven Journal-Courier: **Arthur J.
Sloane**
New Haven Register: **Roger A. Connolly**
New London Day: **George E. Clapp**
Norwalk Hour: **Sidney A. Bedient**
South Norwalk Sentinel: **LeRoy D.
Downs, Mr. Bridge**
Stamford Advocate: **Martin T. Kane,
Leonard S. Massell**
Stonington Mirror: **Mr. Anderson**
The Sub (Groton): **Roy Perry**
Torrington Register: **J. H. Thompson**
Waterbury American: **E. Christy Erk**

Waterbury Democrat: **Cornelius Maloney**
Waterbury Republican: **R. J. Fanning**
Willimantic Chronicle: **R. W. Downer**
Winsted Citizen: **T. A. Haggerty**

WASHINGTON, D. C.

Washington Daily News: **Frances Kim-
ball**
Washington Post: **Ernie Schier**
Washington Star: **John Steppe**
Washington Times-Herald: **Dwight Mar-
tin, George Titus**

FLORIDA

Bradenton Herald: **Brack Cheatham**
Gainesville Daily Sun: **Ash Wing**
Lakeland Ledger: **J. D. Simms**
Miami Daily News: **Frank Mallants**
Miami Herald: **Jack Anderson**
Ocala Evening Star: **Bert Dosh**
Ocala Morning Banner: **Harris Powers**
Orlando Evening Reporter Star: **Robert
Haskell, Rosalind Boggs**
Orlando Morning Sentinel: **Frank Glass,
Rosalind Boggs**
Orlando Times: **Wm. Glenn**
Panama City News-Herald: **Toni Veverka**
Pensacola News & Journal: **Mrs. Gladys
Hobbs**
St. Petersburg Independent: **Bill Dunlap**
St. Petersburg Times: **Virginia Percival**
Sanford Herald: **Nina Dean**
Sarasota Herald Tribune: **Bill Coe**
Tampa Daily Times: **Ruth G. Price**

GEORGIA

Albany Herald: **John Herring, Mildred
Cain**
Albany Journal: **Ben Wills**
Atlanta Constitution: **Paul Jones**
Atlanta Journal: **Ernie Rogers**
Augusta Chronicle: **Frank Hawkins**
Augusta Herald: **Sam Moss**
Blackshear Times: **Kirk Sutlive**
Cordell Dispatch: **Peyton Bishop**
Gainsville Eagle: **Carolyn Ramsey**
Gainesville News: **Virginia Brown**
La Grange News: **Hal David**
Macon Telegraph, News: **Mrs. McDonald**
Savannah Evening Press: **John Sutlive**
Savannah Morning News: **Percy Miller**
Toceoa Record: **Robert Graves**
Waycross Journal-Herald: **Jack Wil-
liams, Jr.**

IDAHO

Idaho Daily Statesman, Idaho Evening
Statesman (Boise): **Jas Brown**
Coeur d'Alene Press: **Louise N. Shaddock**
Kellogg Daily Reminder: **F. Blackwell**
Lewiston Morning Tribune: **Claude Bas-
kett**

Lewiston Shopping News: **Howard Wallace**
 Moscow News-Review Publishing Co.:
Louis A. Boas
 Mullen News: **Hall Saupe**
 Wallace Miner: **Tom McCabe**
 Wallace Press Times: **Wes Leib**

•
ILLINOIS

Alton Evening Telegraph: **Mr. A. R. Schmidt**
 Belleville Daily Advocate: **Harry Le Mertha**
 Belleville News Democrat: **Joe Adam**
 Champaign News-Gazette: **Harold Holmes**
 Chicago Daily News: **Bob Himley, John Smith**
 Chicago Herald-American: **Harry Munzel, Walter Hecht**
 Chicago Sun: **Betty Burns**
 Chicago Times: **Don Foster, Bill Irwin**
 Chicago Tribune: **Larry Wolters, Nicholas A. Veronico**
 Davenport Daily Times: **Terry Bates**
 Davenport Democrat: **Ina Wickham**
 Decatur Daily Review: **Mrs. C. E. Sutherland**
 Decatur Herald: **Dorothy Kuhns**
 East St. Louis Journal: **Pauline Clausen**
 Freeport Journal-Standard: **Grace Leone Barnett**
 Harrisburg Daily Register: **Alta Given**
 Jacksonville Courier-Journal: **Erland Erickson**
 Marion Daily Republican: **Homer Butler**
 Molins Dispatch: **Jim Dix**
 Peoria Journal Transcript: **R. M. Shepherdson**
 Peoria Star: **Chi Gamle**
 Rockford Register-Republic, Morning Star: **Wm. R. Traum**
 Rock Island Argus: **Don Wright, M. E. Emery**
 Urbana Courier: **Robert Sink**
 Urbana Illini: **K. E. Herron**

•
INDIANA

Anderson Herald: **Wm. Lover**
 Bryan Democrat: **Case Cullas**
 Ft. Wayne Journal Gazette: **Chester Brouwer**
 Ft. Wayne News-Sentinel: **Cliff Ward**
 Goshen News-Democrat: **Herb Swartz**
 Hammond Times: **Paul Damai**
 Indianapolis News: **Herbert Kenney, Jr.**
 Indianapolis Star: **Cleo Kern**
 Indianapolis Times: **Frank Widner**
 Saturday Spectator (Terre Haute): **N. C. Williams**
 The Truth (Elkhart): **Dan Albright**
 Vincennes Sun-Commercial: **Ross Garrigus**

IOWA

Burlington Hawkeye Gazette: **Edna Gibson, Janet Distelhorst**
 Cedar Rapids Gazette: **Nadine Subotnik**
 Daily Iowan (Iowa City): **Loren Dickerson**
 Davenport Daily Times: **Rose Tart, Terry Bates**
 Davenport Democrat: **Ina B. Wickam**
 Decorah Journal: **Karlton Rosholt**
 Decorah Public Opinion: **M. Love**
 Des Moines Register & Tribune: **Mary Little**
 Iowa Daily Student (Ames): **Mary Logan**
 Newton Daily News: **E. J. Van Nostrand**
 Ottumwa Courier: **Jeanette B. Stein**
 Shenandoah Evening Sentinel: **R. K. Tindall**
 Sioux City Journal: **Willis Forbes**
 Waterloo Courier: **Marion Mayes**

•
KENTUCKY

Paducah Sun Democrat: **Joe Lagore**

•
LOUISIANA

Alexandria Daily Town Talk: **Hunter Jarreau**
 New Orleans Item: **Clarence Daigle**
 Shreveport Journal: **Doug Attaway, Jr.**
 Shreveport Times: **Pat White**
 Times-Picayune-States (New Orleans):
Marcia Mateu

•
MAINE

Le Messenger (Lewiston): **Miss Landry, Val Couture**
 Lewiston Sun-Journal: **Miss Mitchell**

•
MARYLAND

Baltimore Evening Sun: **G. H. Stuart**
 Baltimore Morning Sun: **Edward T. Mitchell**
 Baltimore News-Post, Sunday American:
J. Hammond Brown
 Baltimore Sunday Sun: **Helen Cadwaller, Alexander Rose**
 Baltimore-Where To Go: **Frances McCutcheon**
 Hagerstown Independent: **Mr. Douglas**
 Salisbury Advertiser: **S. King White**
 Salisbury Times: **Oscar L. Morris**

•
MASSACHUSETTS

Attleboro Sun: **C. B. Hovey, Mary E. Cain**
 Barnstable Patriot (Hyannis): **P. F. Williams**
 Berkshire Evening Eagle (Pittsfield):
K. R. Fall
 Boston American: **Newcomb Thompson, Joseph Anderson**

Boston Globe: Elizabeth L. Sullivan
 Boston Herald, Traveler: Alice Quinlan
 Boston Post: Howard Fitzpatrick
 Boston Record: Edward Holland, Joseph Anderson
 Christian Science Monitor (Boston): Albert D. Hughes, Mabelle Joyce
 Daily Hampshire Gazette (Northampton): A. J. Frederick
 Fitchburg Sentinel: Sumner Keane
 Harwich Independent: Harry Albro
 Haverhill Gazette: John T. Russ
 Holyoke Transcript-Telegram: Alvin King
 Lawrence Bee: John McAuliffe
 Lawrence Daily Eagle, Evening Tribune: Sebastian Bartolotta, William Noble
 Lowell Sun: Elizabeth Sullivan
 New Bedford Standard-Times: William Clough
 North Attleboro Chronicle: Charles Martin
 Springfield Republican & News: Richard C. Ferrald, Carey Haywood
 Springfield Union: Henry P. Lewis, Mrs. Violet Tiffany
 Worcester Telegram, Evening Gazette, Sunday Telegram: Frederick L. Rushton

MICHIGAN

Bay City Times: Margaret Carroll
 Detroit Free Press: Stephanie Putt
 Detroit News: Herschel Hart
 Detroit Times: Jack Koehler, Jack Lewin, James Munroe
 Michigan State News (East Lansing): Sheldon Moyer
 Muskegon Chronicle: Paul Elliott
 Pontiac Daily Press: Miss Seder
 Royal Oak Daily Tribune: L. Miller
 Saginaw News: Stuart Gross
 State Journal (Lansing): Joe Parks
 Traverse City Record Eagle: Jay Smith

MINNESOTA

Duluth Herald & News Tribune: Nathan Cohen
 Hibbing Tribune: George M. Fisher
 Mankato Free Press: Andy Bowe
 Minneapolis Star Journal Tribune: Florence Murphy, Mavis Anderson
 Minneapolis Times: Doris Heazlitt, Carl Carlson
 Radio Shopper (Moorhead): Mr. Eastman
 Range Facts (Virginia): Jack Bone
 St. Cloud Daily Times: Harold Schoelkopf
 St. Paul Dispatch-Pioneer Press: Jules Steele, Oakes Miller, Carl Langland
 St. Paul Sunday Pioneer Press: Richard Gilfillan
 Superior Evening Telegram: Seegar Swanson

MISSISSIPPI

Birmingham News: Turner Jordon
 Bolivar Commercial (Cleveland): Clifton Langford
 Columbus Commercial Dispatch: Roger Bryant
 Delta Democrat Times (Greenville): Edwin Vincent

MISSOURI

Columbia Missourian: E. A. Soderstrom
 Hannibal Courier Post: Stanley Raymond
 Joplin Globe: Everette Smart
 Joplin News Herald: Don Walker
 Kansas City Call: Rube Benson
 Kansas City Star: Dean Fitzer, V. S. Batten
 St. Joseph Journal: C. E. Lemon
 St. Joseph News Press: A. V. Burrowes
 St. Louis Globe Democrat: Harry LeMertha
 St. Louis Post Dispatch: Jim Spencer, Audrey Driscoll
 St. Louis Star Times: Vera Carle, Harry K. Renfro
 Springfield News & Leader: James Billings

MONTANA

Bozeman Courier: John Lyman
 Missoula County Times: C. J. Doherty
 Western News (Hamilton): Niles Romney, Jr.

NEBRASKA

Combined Sunday Journal & Star (Lincoln): Winn Nelson
 Kearney Daily Hub: Dwight King
 Norfolk Daily News: Art Thomas, Joann Emerson
 Omaha World Herald: Keith Wilson

NEVADA

Las Vegas Age: C. P. Squires

NEW HAMPSHIRE

Manchester Union-Leader: Robert M. Blood

NEW JERSEY

Asbury Park Press: H. Canning
 Atlantic City Press-Union: Nancy McGurk
 Fort Monmouth Message (Signal Corps): Sgt. Tom de Huff
 Long Branch Daily Record: Houston Brown, Marion Tophan
 Newark Evening News: T. Brown, Joe Storch
 Newark Sunday Call: Neal Cocchia

NEW MEXICO

Eddy County News (Carlsbad): Marcus Griffin
 Las Vegas Daily Optic: Walter Vivian
 Radio Waves (Santa Fe): J. F. Pichler

NEW YORK

Associated Press (New York): Charles Butterfield
 Batavia News: J. E. Brown
 Billboard (New York): Eugene Burr
 Binghamton Press: Don Smith
 Binghamton Sun: Jennie Mallette
 Brooklyn Eagle (New York): William Juengst
 Bronx Home News (New York): James Niklad
 Buffalo Evening News: Helen King
 Jamestown Post-Journal: William Price
 Kingston County News: I. V. D. Warren
 Kingston Freeman: R. O. Gruver
 Kingston Leader: N. G. Markson
 Look (New York): Isabella T. Miller
 Malverne Herald: Sally Lambert
 Middletown Star Eagle: Leigh Hawley
 Middletown Times-Herald: Ray Dulye
 Movie-Radio Guide (New York): Ethel Kirschner
 Musical Courier (New York): Leonard Liebling
 Newburgh News: Doug Clark
 Newsweek Magazine (New York): Niles W. von Wettberg
 New York Daily Mirror: Nick Kenny
 New York Daily News: Ben Gross
 New York Herald Tribune: Betty Colclough
 New York Journal-American: Don Short
 New York Times: John Hutchens
 New York World Telegram: Harriet Van Horne
 Niagara Falls Gazette: Bill Boles
 Olean Times Herald: Arthur Wakelee
 People's Voice (New York): Joe Bostie
 Plattsburgh Press-Republican: William Lynch
 PM (New York): Judy Dupuy, Jerry Franken
 Radio-Craft (New York): Karl E. Schubel
 Rochester Daily Record: E. Willis Straton, Jr.
 Rochester Times Union, Democrat & Chronicle: Don Yerger
 Rosendale News: R. C. O'Brien
 Saugerties Post: J. W. Frankel
 Schenectady Gazette: John Hume
 Schenectady Union Star: Al Dorn
 Syracuse Post-Standard: M. Woodside, Jack Bahn
 Syracuse Press: Wallace M. Hughes
 Utica Observer-Dispatch: Raymond Pryde
 Watertown Daily Times: Dominic Pepp

NORTH CAROLINA

Asheville Advertiser: W. H. Goan
 Beaufort County Record (Washington): J. C. Johnston
 Burlington Times-News: Harold White
 Durham Morning Herald: Fred Haney
 Durham Sun: Wyatt Dixon
 Gastonia Daily Gazette: J. W. Atkins
 Goldsboro Record: Jos. E. Brown
 Greenville Daily Reflector: Dave Whicard
 Greenville News Leader: Dave Mosier
 Hickory Daily Record: Mrs. Mary Willis
 New Bern Times: H. I. Crumpler
 News & Views (Jacksonville): Billy Arthur
 Raleigh News & Observer: Herbert O'Keefe
 Raleigh Times: I. M. Cheek
 Twin City Daily Times (Morehead): H. B. Utley
 Washington Daily News: C. F. Thompson
 Wilmington Post, Hollyridge Barrage: R. G. Carroll
 Wilmington Star, News: R. B. Page, C. E. Webb
 Wilson Daily Times: John G. Thomas
 Winston-Salem Journal: Mary Garber

NORTH DAKOTA

Bismarck Capital: Gaylord Conrad
 Bismarck Tribune: Wm. Muller
 Fargo Forum: Gifford Herron
 Jamestown Daily Reminder: Fred Orr
 Jamestown Sun: Arnold Chamberlain
 North Dakota Union Farmer (Jamestown): Harold Knight
 Stutsman Co. Record (Jamestown): Eva Plunkett
 Valley City Times Record: Phil Mark

OHIO

Akron Beacon Journal: Dorothy Doran
 Ashtabula Star Beacon: Ed. March
 Bucyrus Telegraph Forum: Rowland Peters
 Canton Repository: Elaine Schoenleb
 Cincinnati Enquirer: Bob Bentley
 Cincinnati Post: Frank Koester, Frank Aston
 Cincinnati Times-Star: France Raine
 Cleveland Plain Dealer: Robert Stephan
 Cleveland Press: Norman Siegal
 Cleveland News: Elmore Bacon
 Columbus Citizen: Norman Nadel, H. J. Kissel
 Columbus Dispatch: Richard A. Mohr
 Conneaut News Herald: Jim Mohan
 Dayton Daily News: Blanche Gouffaut

Dayton Herald, Journal: **Gordon Graham**
 Delaware Gazette: **W. D. Thomson**
 Findlay Republican Courier: **Margaret
 Dennison**
 Kenton Daily Democrat: **C. D. Flanagan**
 Marion Star: **Annette Boyd**
 Martins Ferry Times: **George Betts**
 Marysville Tribune: **J. M. Huber**
 Ohio State Journal (Columbus): **Harrold
 Eckert**
 Ohio State Lantern (Columbus): **Peggy
 Miller**
 Painesville Telegraph: **Dave Bollinger**
 Portsmouth Times: **Harry Martin**
 Prospect Monitor: **Fred Keller Dix**
 Springfield News: **Phyllis Spencer**
 Springfield Sun: **Robert Wheeler**
 Steubenville Herald Star: **Ed Worstel**
 The Canton Repository: **Mrs. Edwin
 Schoenleb**
 Toledo Blade: **Eleanor Moran**
 Toledo Times: **Marie Hartough, Marie
 Cochrane**
 Upper Sandusky Daily Chief Union:
L. M. Newcomer
 Youngstown Vindicator: **Virginia Glover**

OKLAHOMA

Ada Bulletin: **Mr. Smith**
 Ada News: **Roy McKeown**
 Carter News: **J. B. Miller**
 Daily Ardmoreite (Ardmore): **Sam Block-
 burn**
 Elk City Shopper: **W. G. Smith**
 Ellis County Capital (Arnett): **Red
 Seward**
 Enid Daily Eagle: **A. J. Strauss**
 Enid Morning News: **J. Allen Thomas**
 Muskogee Daily Phoenix, Times-Demo-
 crat: **Paul A. Bruner**
 Tulsa Daily World: **John Booker, Lee
 Earhart, Edward Burke**
 Tulsa Tribune: **Lee Earhart, Harmon
 Phillips**
 Washita Valley Enterprise (Corn): **J. E.
 Heinrich**

OREGON

Albany Democrat Herald: **Walter Coover**
 Coos Bay Times (Marshfield): **Harrison
 P. Hornish**
 East Oregonian (Pendleton): **Edna Storey**
 Eugene Register Guard: **Horace Burnett**
 Lebanon Express: **Robert Hayden**
 Oregonian (Portland): **Bill Moyes**
 Oregon Journal (Portland): **Larry Gil-
 bertson, Jean Yount, Herbert Adler**
 Oregon Statesman (Salem): **Maxine
 Buren**
 Roseburg News-Review: **Charles Stanton**

PENNSYLVANIA

Dubois Courier-Express Daily: **Les Ryder**
 Erie Daily Times: **Charles Wells**
 Erie Dispatch Herald: **A. J. White**

Erie Lake Shore Visitor: **Father Franklin**
 Homestead Messenger: **Ida Ahlberg**
 Johnstown Democrat: **J. C. Sheridan**
 Johnstown Tribune: **Ben Coll**
 Philadelphia Bulletin: **Elmer Cull**
 Philadelphia Daily News: **Sid Gathrid**
 Philadelphia Inquirer: **Frank Rosen**
 Philadelphia Record: **George Lilley**
 Pittsburgh Post Gazette: **Vincent John-
 son**
 Pittsburgh Press: **Sy Steinhauer**
 Pittsburgh Sun-Telegraph: **Sam Kennedy**
 Scrantonian (Scranton): **Alex Thompson**
 Scranton Times: **Thomas Murphy, A. J.
 O'Malley**
 Scranton Tribune: **B. B. Powell**
 Sharon Herald: **Evelyn Keller, Kenneth
 Mills**
 Sunburg Daily News: **Homer Smith**
 Wilkes-Barre Sunday Independent: **Tom
 Heffernan, Jr., Paul J. Walter**

RHODE ISLAND

Newport Daily News: **H. S. Van Brocklyn**
 Pawtucket Times: **Arthur Brennan**
 Providence Journal & Bulletin: **Ben Kap-
 lan**
 Woonsocket Call: **John H. Luttrell**

SOUTH CAROLINA

Anderson Independent: **G. Paul Browne**
 Charleston Evening Post: **Manning J.
 Rubin**
 Charleston News & Courier: **Fred Min-
 shall**
 Columbia Record: **V. H. Ingle, Henry
 Cauthen**
 Greenville News, Piedmont: **Loren L.
 Watson, Jr., E. N. Smith, Bob
 Waldrep**
 The Observer (Greenville): **D. W. Hiott**
 The State (Columbia): **John Montgom-
 ery, Murray D. Bennoit**

SOUTH DAKOTA

Rapid City Daily Journal: **Redford Dibble**
 Sioux Falls Daily Argus Leader: **Wilmer
 Simmons**

TENNESSEE

Bristol Herald Courier: **Marjorie Freels**
 Chattanooga News Free Press: **Ralph
 Sanders**
 Chattanooga Times: **Warner Ray, Mr.
 Turner**
 Jackson Sun: **Harry Miller**
 Johnson City Press-Chronicle: **Carl
 Jones, Jr.**
 Johnson City Times: **James Quillen**
 Kingsport Times: **Eilene Crawford**
 Knoxville Journal: **Frank Larkin**
 Knoxville News-Sentinel: **Bill Cledsch**
 Leaf Chronicle (Clarksville): **Stanley
 Gower**

Memphis Commercial Appeal: Robert Gray
 Memphis Press-Scimitar: Robert Johnson
 Nashville Banner: Milton Randolph
 Nashville Tennessean: Susan Brandau

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TEXAS

Abilene Reporter News: Prexy Anderson, W. H. Bedicheck
 Amarillo News and Globe: Wes Izzard
 Austin American: Bill Weege, Ruth Lewis
 Austin Statesman: Ruth Lewis
 Austin Tribune: Ray Brown, Stanley Gunn
 Beaumont Enterprise: Merita Mills
 Beaumont Journal: Mrs. Q. William
 Big Spring Herald: Robert Whipkey
 Brownsville Herald: Jack Rutledge
 Daily Brownwood Bulletin: Curtiss Petrey
 Daily Texan (Austin): Ellen Gibson
 Dallas News: John Rosenfield
 Dallas Times Herald: Douglas Hawley
 El Paso Herald-Post: H. A. Jichael
 El Paso Times: Ray Stover, Mrs. Clara Webster
 Fort Worth Press: Peg Lilly
 Fort Worth Star Telegram: Bill Potts
 Galveston News, Tribune: Silas Ragsdale
 Houston Chronicle: Mildred Stockard
 Houston Post: Dorothy Meitzen
 Houston Press: Anthony Triolo
 Pampa News: Tex DeWeese
 Paris News: W. N. Furey
 San Antonio Evening News: A. W. Walliser
 San Antonio Express: Ed Spill, Mr. Grant
 San Antonio Light: Frank Ragsdale
 San Benito Light: Mark Miller
 South Texas Citizen (Laredo): E. G. Clingenpeel
 Valley Morning Star (Harlingen): Van R. Wiggins
 Wichita Falls Daily Times: W. L. Underwood, Louis T. Hamlett
 Wichita Falls Record News: H. R. Hamlette

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UTAH

Deseret News (Salt Lake City): Wilby Durham
 Ogden Standard Examiner: Ethel G. Clark, L. G. Diehl
 Salt Lake Tribune, Telegram: Ray Simmona

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VERMONT

Burlington Daily News: Charles Weaver
 St. Albans Daily Messenger: Walter Murtagh

VIRGINIA

Lynchburg Daily Advance: Dave Wright
 Lynchburg News: Mrs. Johnson
 Martinsville Daily Bulletin: Kay Thompson
 Newport News Daily Press: Lewis T. Jester
 Newport News Times-Herald: William H. Harrison
 Norfolk Ledger Dispatch: Charles Hoofnagle
 Petersburg Progress-Index: Curtis Lyons
 Richmond News Leader: John Stratton
 Richmond Times Dispatch: Mary Louise Daw
 Roanoke Leader: A. R. Powers
 Roanoke Times: Carl Andrews, W. A. Atkinson
 Roanoke World News: C. B. Thornton, A. G. Smith
 Suffolk News Herald: Lyrus Barrett, Ann Brunk
 Virginian Pilot (Norfolk): Warner Twiford

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WASHINGTON

Aberdeen World: Harold Weatherby
 Associated Country Newspapers (Spokane): Mrs. Margaret Porter, H. L. Thorson
 Bremerton News Searchlight: Bonny Olsen
 Metropolitan Record (Spokane): Leo Seccord
 Olympian (Olympia): Marsh Hunt
 Olympia News: Chet Nye
 Seattle Post-Intelligencer: Barbara Richardson, Robert Burandt
 Seattle Star: Elfrieda Schmidt, Vivien Andrews
 Seattle Times: Betty Cornelius, Richard Hayes
 Spokane Chronicle: Jane Allen
 Spokesman-Review (Spokane): A. Libby, Byron Johnsrud
 Walla Walla Union-Bulletin: Sherman Mitchell

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WEST VIRGINIA

Brooke News (Brooke County): Richard Jennings
 Charleston Daily Mail: Sol Padlibsky
 Charleston Gazette: Jeanne Sprague, Frank Knight
 Clarksburg News: Davis Grubb
 Fairmont Times: Martha Donehew
 Huntington Advertiser: C. B. Enslow, Jim Wallen
 Huntington Herald Dispatch: Gene Brown
 Moundsville Echo: Sam Shaw
 Welch Daily News: Fred Pendelton

WISCONSIN

Commonwealth Reporter (Fond du Lac):
C. H. Keyser
 Janesville Gazette: **Ann Tenny**
 Marshfield News-Herald: **Ed Heller**
 Milwaukee Journal: **Richard Bellamy**
 Milwaukee Sentinel: **Buck Herzog, Roy Wiker**
 Racine Journal-Times: **Don Mac Murray**
 Stevens Point Daily Journal: **James W. Hull, Francis Strand**
 Superior Evening Telegram: **Norris Swanson**
 Wisconsin Rapids Tribune: **James Felker**
 Wisconsin State Journal (Madison): **William Doudna**

WYOMING

Sheridan Press: **Ralph Blackledge**
 Wyoming Eagle (Cheyenne): **Al McCollough**
 Wyoming State Tribune (Cheyenne):
Lewis Bates

TERRITORY OF HAWAII

Filipino News (Lihue, Kauai): **Abraham A. Albayalde**
 Garden Island News (Lihue, Kauai):
Clarice B. Taylor, Charles Fern
 Honolulu Star-Bulletin: **Paul Findeison**
 Honolulu Advertiser: **Robert Trumbull**
 Hilo Tribune-Herald: **Kenneth Byerly**
 Maui News: **Charles Young**

ALBERTA

Edmonton Bulletin: **Don Killips, Jack Deprose**
 Edmonton Journal: **George Mac Intyre**
 Grande - Prairie Herald - Tribune: **Art Jackson**
 Lethbridge Herald: **George Yackulic**

BRITISH COLUMBIA

Ashcroft Journal, Armstrong Advertiser,
 Kamloops Sentinel, Merritt Herald,
 Salmon Arm Observer: **Ian Clark**
 Nelson News: **Hume Lethbridge**
 Trail Times: **Jack Lunney**
 Vancouver Daily Province: **Miss Walls, Margaret Fosness**
 Vancouver News-Herald: **Cromar Bruce**
 Vancouver Sun: **L. Price, Ozzie Odium**
 Victoria Daily Colonist: **Bob Willett**

NEW BRUNSWICK

Campbellton Graphic: **Al Anslow**
 Campbellton Tribune: **Harold Crockett**
 St. John Telegraph-Journal & Evening
 Times-Globe: **Mrs. C. W. Fewings**

NOVA SCOTIA

Antigonish Casket: **Charles MacGillivray**
 Halifax Chronicle: **H. Hoganson, C. F. Fraser**
 Halifax Herald: **Robert Rankin**
 Sydney Post-Record: **Don MacKenzie**

ONTARIO

Brockville Recorder & Times: **B. Amond**
 Hamilton Spectator: **Mabel Bruce**
 Hamilton Review: **Archie MacMillan**
 Kingston Whig Standard: **Robert Owens**
 Le Droit (Ottawa): **Mr. Berriault**
 London Free Press: **L. N. Bronson**
 Ottawa Citizen: **Mr. Hammerstrom**
 Ottawa Journal: **Mr. Taschereau**
 Owen Sound Daily Sun Times: **Stanley Latham**
 Timmins Daily Press: **Ed Copps, Harrison Flint**
 Toronto Daily Star: **Edna Hardy, Miss E. Quin**
 Toronto Evening Telegram: **Jim Hunter, Barbara Joyce**
 Toronto Globe & Mail: **C. H. Jenkins**

PRINCE EDWARD ISLAND

Charlottetown Patriot: **N. Mathieson**
 New Glasgow Evening News: **James Tibbetts**

QUEBEC

La Patrie (Montreal): **R. Carbonneau**
 La Press (Montreal): **Romeo LeBlanc, Jean Descheneau**
 Le Canada (Montreal): **Jean Vallerand, M. Leblanc**
 Le Devoir (Montreal): **Lucien Desbiens**
 L'Illustration (Montreal): **Jos. Bourdon**
 Montreal Gazette: **Herbert Whittaker, T. Archer**
 Montreal Herald: **D. P. Davis**
 Montreal Standard: **E. Gannon**
 Montreal Star: **R. Havilland**
 St. Maurice Valley Chronicle (Trois Rivieres): **Bob Clark**
 Val D'Or Star: **R. Duff**

SASKATCHEWAN

Calgary Herald: **Denny Brown**
 Moose Jaw Times-Herald: **Ron Brownridge**
 Regina Leader Post: **Gee Johnson, Miss M. Jones**
 Saskatchewan Farmer (Regina): **Gaston Johnson, D. Dibney**
 Saskatoon Star Phoenix: **Mr. Taylor, Eric Knowles**
 Western Spotlight (Moose Jaw): **D. A. Miller**
 Winnipeg Free Press: **Alice Johnston**
 Winnipeg Tribune: **R. Maley**



FEDERAL COMMUNICATIONS COMMISSION



Personnel

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Rules and Regulations Regarding Broadcasting Applications

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Chain Broadcasting Rules

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National Defense Rules

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FCC Bar Association



FEDERAL COMMUNICATIONS COMMISSION



Headquarters: New Post Office Building, Washington, D. C.

Personnel as of January 1, 1943

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Director of Information

EDGAR JONES

Assistant to Director of Information

MARY O'LESON

Senior Information Clerk

FIELD FORCE

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|---|--|
| <ol style="list-style-type: none"> 1. CHARLES C. KOLSTER
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641 Washington St., New York, N. Y. 3. FOREST F. REDFERN
1200 U. S. Customhouse,
2nd & Chestnut Sts., Philadelphia, Pa. 4. EDWARD W. CHAPIN
508 Old Town Bank Bldg.,
Gay St. & Falsway, Baltimore, Md. 5. NATHAN A. HALLENSTEIN
402 New P. O. Bldg., Norfolk, Va. 6. PAUL HERNDON
411 Federal Annex., Atlanta, Ga. EDWARD JACKMAN
208 Post Office Bldg., Savannah, Ga. 7. ARTHUR S. FISH
312 Federal Bldg., Miami, Fla. MILTON W. GRINNELL
203 Post Office Bldg., Tampa, Fla. 8. THEODORE G. DEILER
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329 Post Office Bldg., Beaumont, Texas 10. LOUIS L. McCABE
500 U. S. Terminal Annex, Dallas, Texas 11. BERNARD H. LINDEN
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805 Terminal Sales Bldg., Portland, Ore. 14. L. C. HERNDON
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JAMES RUBERTICCHIO
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GEORGE L. GADEA

ACCOUNTING STAFF

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MARK S. McCOY

Head, Statistical Division

ALEXANDER UELAND

Head, Rates and Traffic Division

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Private Secty. to Chairman Fly

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HELEN HADLEY...Asst. Secty. to Comm. Walker

HENRY M. BARRY...Secty. to Comm. Case

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Secty. to Comm. Craven

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JEAN K. WEISSMAN
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EVA E. HOCUTT
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Secty. to Chief, International Division

EUNICE W. KIRKLAND
Secty. to Chief, Field Division

RUTH H. DRISCOLL,
Secty. to Chief, Technical Division

FRANCES GROOM...Secty. to Chief Accountant

F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

As of January 1, 1943

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows:

Three copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full disclosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Forfeiture of construction permits; extensions of time.—(a) A construction permit shall be automatically forfeited if the station is not ready for operation within the time specified therein or within such further time as the Commission may have allowed for completion, and a notation of the forfeiture of any construction permit under this provision will be placed in the records of the Commission as of the expiration date.

(b) Any application (FCC Form No. 701) for extension of time within which to construct a station shall be filed at least thirty days prior to the expiration date of such permit if the facts supporting such application for extension are known to the applicant in time to permit such filing. In other cases such applications will be accepted upon a showing satisfactory to the Commission of sufficient reasons for filing within less than thirty days prior to the expiration date. Such applications will be granted upon a specific and detailed showing that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other matters sufficient to justify the extension.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests.

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service,

and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however*, that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement currently required by the rules of practice and procedure of the Commission, reference to which by date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commis-

sion may, in its discretion, grant a temporary extension of such license; *Provided, however*, That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further*, That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special temporary authorizations. (a) Special temporary authority may be granted for the operation of a station for a limited time, or in a manner and to an extent or for service other or beyond that authorized in an existing license upon proper application therefor; *Provided, however*, That no such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however*, That any such request received within less than

ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. Full particulars as to the purpose for which the request is made are stated.

(b) If the request is for operation of a standard broadcast station, the following additional requirements shall apply:

1. No such authority may be granted to a person other than the licensee of an existing standard broadcast station.

2. The request shall be limited to a definite or temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof will not be granted for a period in excess of thirty days.

3. The request shall show that it has been seasonably submitted to other stations whose operations may be affected (to be determined as indicated below), and the date on which such request was so submitted, which such stations shall submit direct to the Commission waiver of objection to the granting thereof or a statement of the nature of any objections that such stations may desire to interpose:

4. If the request is for operation upon a clear channel, showing required above shall be made with respect to the Class I station or stations on the channel.

5. If the request is made by time sharing station, the showing required above shall be made with respect to the station or stations with which time is shared.

6. In any case, the showing required above must be made with respect to any station on the same or adjacent channels when any such station is located within the interference range of the station making the request to be determined by the "Standards of Good Engineering Practice Concerning Standard Broadcast Stations."

7. Waiver of objections, or statement of objections, when furnished under this rule, shall be forwarded direct to the Commission by the responding station, and in the case of waiver shall show whether the waiver covers simultaneous operation or whether the station is giving up the time sought by the applicant. Where it appears that the proposed operation has been seasonably submitted to the station or stations referred to in sub-paragraphs (4), (5), and (6), above, and no reply has been received, it will be considered that such stations have waived any objections to the granting of the request.

Special Service Authorizations. Special Service Authority may be issued to the licensee of a radio station for a service other or beyond that authorized in its

existing license for a period not exceeding that of its existing license upon proper application therefor*; and satisfactory showing in regard to the following, among others:

(a) That the requested operation may not be granted on a regular basis under the existing rules governing the operation of the class of stations to which the applicant belongs;

(b) That in the event the application is on behalf of a standard broadcast station that experimental operation is not involved as provided for by Part 3, Section 3.22, of the Rules and Regulations;

(c) That public interest, convenience, and necessity will be served by granting the authorization requested.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Multiple applications; broadcast service. In the broadcast service, while there is one application for new or additional facilities pending for a standard, international, television, facsimile, high frequency or experimental broadcast station, the Commission will not consider another application for new or additional facilities for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest. Two such applications may not be filed simultaneously.

Repetitious applications. (a) *Broadcast services.* In the broadcast service, where an applicant has been afforded an opportunity to be heard with respect to a particular application for a new standard, international, television, facsimile, high frequency, or developmental broadcast station, or for an extension or enlargement of existing service or facilities, and the Commission has, after hearing or default, denied the application or dismissed it with prejudice, the Commission will not consider another application for a station of the same class (as given above) to serve in whole or in part the same area, by the same applicant or his successor or assignee, or on behalf of or for the benefit of the original parties in interest, until after the lapse of twelve months from the effective date of the Commission's order.

Applications for authorizations to use frequencies assigned to the international broadcast service may be made on an informal basis; formal application must be made for other authorizations.