

BUSINESS



Agency and Sponsor Network Billings



Station Representatives



News Services



Research Firms



Advertising Agencies



ALICE FAYE and PHIL HARRIS

**FITCH BANDWAGON
SUNDAY AFTERNOONS
N.B.C.**

THE BUSINESS SIDE OF RADIO

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

BUSINESS of commercial broadcasting while not in the position of bearing the brunt of any specific industry's recession due to various upheavals and uncertainties, managed to weather a strong backwash and temporary wave of resultant pessimism. The latter was especially true during the summer season of 1946 when what appeared to be a concentrated number of national accounts cancelled further commitments.

Impact of the cancellations was not as great as some sources expected, yet one network was hit more so than others; actually the business of this network was off going into the first month of the year and continued until the final percentage was 8.6 per cent less gross revenue for 1946 than in 1945. Apart from this, each of the other major networks registered again. Thus National Broadcasting Co. passed the \$66,000,000 mark for an increase of 3.1 per cent; American Broadcasting Co. reached the \$40,604,000 mark for a gain of 1.4 per cent and Mutual Broadcasting System with gross billing of \$25,907,000 had an increase of 26.1 per cent. Adding the \$60,063,905 of the Columbia Broadcasting System which was 8.6 off from the year previous, the total gross of the four major networks exceeded \$193,000,000 for an overall increase of 1.2 per cent. August and December were the two months in each case in which three out of the four networks showed recessions. Due to absence of the excess profits tax, the net revenue for all webs was up.

Net times sales by the four major networks and ten key stations owned by some of the networks, totaled \$70,008,962 after payments to affiliated stations. This was an increase of two per cent over that reported for 1945. Combined network and station net time sales including 751 individual stations showed an overall increase of 7 per cent. The 751 stations involved, accounted for 97.7 per cent of the net time sales of all stations. Reports from three out of five regional networks indicate a 10 per cent decrease in net time sales.

The 751 stations mentioned above, on their own, indicate a possible increase of 9.2 per cent over net time sales in 1945.

This according to the FCC, is attributed to a 4.9 per cent increase in time sales to the networks and a 8.1 increase in time sales to non-network advertisers. Also revealed was a decrease of 9.2 per cent in commissions paid to various agencies. Along with revenue from sale of talent, etc., these 751 stations indicate an increase in total revenue of 8.9 per cent over 1945. Radio talent bill for all types of broadcasting was close to the \$60,000,000 mark.

Spot business, both national and local, had its jittery times, both from the station and station representative angle. But this is conceded to have quieted down shortly after the turn of 1947. Labor situation is held to be comparatively good, and partly attributed to the fear of adverse labor legislation. Labor itself affected the stations indirectly as to strikes. Radio itself signed new agreements with AFRA and in some cases with the AFM.

Most important thing is that the business of handling spot is past its day-to-day and month-to-month shadow-boxing with accounts. There are definitely more and firmer commitments. There were some gains and some decreases in spot business, but generally the gains were slight. It was not in the "grand manner" to which spot business had been accustomed in past years.

Expansion of the broadcasting industry however, continues apace, with hundreds of applications for construction permits having been granted the past year in the AM and FM fields. New outlets are springing up throughout the country. Television is still girding its loins for the final leap which shall once and for all place it on the map, literally. This is the year wherein it appears to be "now or never."

Manufacturers of radio equipment have a tremendous backlog to fill, one that will take years in seeking to supply the station equipment on order. Millions of receivers, both for the home and automobiles, have been manufactured and distributed to make up for the wartime deficiency when parts and repairs were not always available.

By and large the industry as a whole is optimistic as usual.

10%

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

JAMES L. SAPHIER
AGENCY

9538 Brighton Way
Beverly Hills California

Agency and Sponsor Network Billings

American Broadcasting Co. 1946 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$ 1,076,892
J. Walter Thompson Co.	3,766,584
Batten, Barton, Durstine & Osborn, Inc.	3,367,199
Kenyon & Eckhardt, Inc.	2,993,995
Compton Advertising, Inc.	2,305,677
Wade Advertising Agency	1,965,231
Warwick & Legler, Inc.	1,780,427
Hutchins Advertising Company, Inc.	1,712,271
Benton & Bowles, Inc.	1,677,120
McCann-Erickson, Inc.	1,550,664
N. W. Ayer & Sons, Inc.	1,133,700
Schwimmer & Scott, Inc.	905,473
La Roche & Ellis, Inc.	901,856
Sherman & Marquette, Inc.	891,275
Maxon, Inc.	844,980
Young & Rubicam, Inc.	725,267
Doherty, Clifford & Shenfield, Inc.	692,427
Roche, Williams & Cleary, Inc.	687,638
Knox, Reeves Advertising, Inc.	652,845
Lennen & Mitchell, Inc.	642,758
Charles Dallas Reach Co.	531,969
William H. Weintraub & Company, Inc.	459,050
Hazard Advertising Company	455,010
Small & Seiffer, Inc.	400,905
Hill Blackett & Company	381,951
Keeling & Co., Incorporated	355,799
Tracy-Loeke, Inc.	342,976
The Joseph Katz Company	306,618
Buchanan & Company, Inc.	285,953
Grant Advertising, Inc.	284,632
Huber Hoge & Sons	254,316
MacFarland, Aveyard & Company	246,028
Foot, Cone & Belding, Inc.	205,799
Sullivan, Stauffer, Colwell & Bayles, Inc.	179,652
Gahagan, Turnbull & Company, Inc.	175,259
Erwin, Wasey & Co., Inc.	168,852
Ivey & Ellington, Inc.	148,320
Needham, Lewis & Brorby, Inc.	148,067
H. B. Humphrey Company	146,952
The Biow Company, Inc.	138,811
Pacific National Advertising Agency	138,659
A. W. Lewin Co.	115,497
Wiltman & Pratt, Inc.	100,124
Trade Development Corporation	92,809
Raymond Spector Company, Inc.	89,210
Roy S. Durstine, Inc.	88,211
M. H. Hackett Co.	86,438
Robert Rainbeck Advertising Agency	80,736
Alfred J. Silberstein-Bert Goldsmith, Inc.	71,744
Robert Orr & Associates	70,960
Aubrey, Moore & Wallace, Inc.	64,611
McManns, John & Adams, Inc.	60,911
Morse, International Agency	45,787
St. George's & Keyes	45,683
Elwood J. Robinson Advertising Agency	44,460
Brisacher, Van Norden & Staff	43,901
Brooks Advertising Agency	42,793
Donahue & Co., Inc.	41,323
Kudner Agency, Inc.	39,443
William Esty & Company, Inc.	38,481
Ewell & Thurber Associates	33,308
Barton A. Stebbins Advertising Agency	32,999

Russel M. Seeds Co.	32,379
Adolph Weiland & Associates	28,782
Charles Sheldon Advertising Agency	27,606
Mac Laren Advertising Agency	25,907
Alvin Wilder Advertising	24,180
Hugh A. Deadwyler Advertising	18,829
John Barnes & Associates	18,160
Smith, Bull & McCreery, Inc.	16,580
Ruthrauff & Ryan, Inc.	16,008
McJunkin Advertising Company	13,725
Raymond R. Morgan Company	10,314
The Blaine-Thompson Co., Inc.	10,217
Abbott Kimhall Co., Inc.	8,600
Bruce Eldridge Advertising	7,766
Leckewood-Shackelford, Inc.	7,596
No. Agency	5,932
Green-Brodie, Inc.	5,834
Street & Finney, Inc.	4,784
Campbell-Mithun, Inc.	4,557
Firman, Feiner & Company, Inc.	3,840
Dudley L. Logan Advertising	3,820
Hixon-O'Donnell Advertising Agency	3,360
George Lynn Advertising Agency	2,910
Walter W. Wiley Advertising, Inc.	2,904
Duane Jones Company, Inc.	2,646
Howard G. Hanvy Co.	2,564
TOTAL	\$10,617,130

Columbia Broadcasting System 1946 Agency Gross Billings

Young & Rubicam	\$ 6,601,816
Dancer-Fitzgerald-Sample	6,544,748
Biow Co.	5,156,541
Ruthrauff & Ryan	4,139,431
J. Walter Thompson Co.	4,072,533
Foot, Cone & Belding	3,545,233
Compton Adv.	2,898,162
Benton & Bowles	2,497,559
Ward Wheelock Co.	2,451,403
BBDO	2,421,718
Wm. Esty & Co.	1,795,304
Duane Jones Co.	1,444,012
Geyer, Cornell & Newell	1,112,791
N. W. Ayer & Son	1,314,689
McCann-Erickson	1,268,213
Pedlar & Ryan	1,012,528
Gardner Adv. Co.	874,076
Buchanan & Co.	805,255
Lennen & Mitchell	790,422
Wm. H. Weintraub & Co.	785,698
Campbell-Ewald Co.	725,685
Ted Bates, Inc.	706,515
Sherman & Marquette	681,005
Kenyon & Eckhardt	530,029
Warwick & Legler	518,463
Grant Adv.	436,747
McJunkin Adv. Co.	405,110
Roche, Williams & Cleary	387,435
Arthur Meyerhoff & Co.	365,454
Lambert & Feasley	295,901
Sullivan, Stauffer, Colwell & Bayles	278,918
J. M. Mathes, Inc.	273,230
Shaw-Le Vally, Inc.	269,547

IT DOESN'T PAY TO IGNORE THE OUTSIDE AUDIENCE*

on the Pacific Coast, either!

* A C. E. HOOPER 276,019 coincidental telephone survey proves that only Don Lee covers the outside (as well as the inside) audience . . . the people living outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located, and who account for nearly half of the Pacific Coast retail sales.

JUNIOR will only get his trousers warmed for ignoring his outside audience—but you'll lose approximately half of the 12,117,584 population and \$9,038,433,000 retail sales if you turn your back radiowise on the important Pacific Coast outside audience. For only Don Lee gives complete coverage to the more than 3½ million radio families in the Pacific Coast area.

ONLY DON LEE has enough stations (41) to cover all the important mountain-surrounded markets.

ONLY DON LEE can deliver both the inside and outside market.

ONLY DON LEE can say, "More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of our network stations."

Any network can deliver the inside half of the market, but only Don Lee can deliver the whole market. Chalk that up on your blackboard when you're making up your next Pacific Coast radio budget.

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

Mutual
DON LEE
BROADCASTING SYSTEM

*The William Morris Agency
has been the leading
talent agency in the
show world since 1898.*

*Its services to
advertising agencies
and their clients . . .
its roster of stars, actors,
directors and writers . . . have
maintained this leadership
since the inception of
radio, television
and transcriptions.*



ESTABLISHED 1898

WILLIAM MORRIS AGENCY, INC.

New York

Chicago

London

Beverly Hills

AGENCY—NETWORK—SPONSOR BILLINGS

C. L. Miller Co.....	257,091
Erwin Wasey & Co.....	213,305
Wallace-Ferry-Ilanly Co.....	206,955
Sorensen & Co.....	201,081
Morse International.....	127,436
Henri, Hurst & McDonald.....	116,908
MacManus, John & Adams.....	103,700
Elwood J. Robinson Adv.....	81,221
Platt-Forbes.....	78,338
Brisacher, Van Norden & Staff.....	74,532
Garfield & Guild Adv.....	71,320
Joseph Katz Co.....	70,630
Barton A. Stebbins Adv. Agency.....	62,559
Raymond R. Morgan Agency.....	51,809
Ronalds Adv. Agency.....	50,706
Maxon, Inc.....	48,028
Spitzer & Mills.....	46,638
Cockfield, Brown & Co.....	39,627
Brooks Adv. Agency.....	39,520
M-C-M Adv. Agency.....	38,220
Pacific National Adv. Agency.....	36,432
Hixson-O'Donnell Adv.....	29,801
W. Earl Bothwell Adv. Agency.....	28,876
Christiansen Adv. Agency.....	21,280
Rhoades & Davis.....	20,592
Smith & Drum.....	20,553
Long Adv. Service.....	20,498
Hillman-Shane.....	19,432
De Cora, Inc.....	16,927
Little & Co.....	16,491
Lockwood-Shackelford Co.....	15,798
Vickers & Benson.....	15,525
F. M. Hayhurst Co.....	12,300
Gllham Adv. Agency.....	10,920
Blaine-Thompson Co.....	10,805
Honig-Cooper Co.....	9,932
Frank Oxarart Co.....	7,905
Gabagan, Turnbull & Co.....	7,265
Abbott-Kimball Co.....	5,362
J. D. Tarcher & Co.....	4,611
Aitkin-Kynett Co.....	4,350
Emil Mogul Co.....	2,723
Milton Weinberg Adv. Co.....	2,150
Walsh Adv. Co.....	1,950
Smalley, Levitt & Smith.....	1,147
Manson-Gold Adv. Agency.....	1,101
Whitaker & Baxter.....	888
Furman, Feiner & Co.....	745
Eric Cullenward & Assoc.....	573
Mays & Bennett.....	430
Dorland-International & Pettingell & Fenton.....	287
Clarence B. Juneau Agency.....	287
TOTAL.....	\$60,063,905

Olan Advertising Co.....	494,524
L. W. Ramsey Co.....	449,883
Wm. H. Weintraub & Co.....	432,513
St. Georges & Keyes.....	429,170
Young & Rubicam, Inc.....	409,193
Birmingham, Castleman & Pierce, Inc.....	400,868
J. Walter Thompson Co.....	367,996
Grant Advertising, Inc.....	364,531
Aubrey, Moore & Wallace, Inc.....	343,588
Gotham Advertising Co. Inc.....	319,351
Stanley G. Boynton.....	305,212
Calkins & Holden.....	297,006
R. H. Alber Co.....	245,569
G. C. Hoskin Associates.....	239,762
Roche, Williams & Cleary, Inc.....	222,722
Sheldon, Quick & McElroy.....	220,662
Maxon, Inc.....	211,450
N. W. Ayer & Son, Inc.....	199,859
Cecil & Preshrey, Inc.....	168,258
Keeling & Co., Inc.....	160,335
Morse International, Inc.....	157,173
H. B. Humphrey Co.....	147,267
Geyer, Cornell & Newell.....	134,252
Batten, Barton, Durstine & Osborn, Inc.....	123,459
Makelim Associates.....	122,024
LaRoche & Ellis.....	114,138
Al Paul Lefton Co., Inc.....	112,275
Owens & Chappell, Inc.....	105,867
McJunkins Advertising Co.....	103,224
Hutchins Advertising Co., Inc.....	93,959
Newell-Emmett Co.....	92,339
Weiss & Geller, Inc.....	80,983
Raymond R. Morgan.....	75,453
MacFarland-Aveyard & Co.....	68,410
The Tullis Co.....	47,743
Ewell & Thurber Associates.....	42,543
Blaine-Thompson Co., Inc.....	39,164
Frederick-Clinton Co.....	30,020
Weston-Barnett, Inc.....	21,904
Lennen & Mitchell, Inc.....	20,265
Russel M. Seeds Co.....	17,191
Huber Hoge & Sons.....	16,278
Sterling Advertising Co.....	14,293
Roger Beane Advertising Agency.....	13,089
Gabagan, Turnbull Co., Inc.....	13,020
Henri, Hurst & McDonald, Inc.....	11,700
Brooke, Smith, French & Dorrance, Inc.....	7,576
Direct.....	7,019
Walker & Downing.....	5,681
Smith, Bull, McCreery.....	5,190
Green-Brodie.....	4,576
Emil Mogul Co., Inc.....	4,141
Peck Advertising Agency, Inc.....	1,422
Furman-Feiner Co., Inc.....	-507
TOTAL.....	\$25,907,220

Mutual Broadcasting System 1946 Agency Gross Billings

Erwin, Wasey Co., Inc.....	\$ 2,329,308
D'Arcy Advertising Co.....	2,011,405
Ruthrauff & Ryan, Inc.....	1,188,488
Gardner Advertising Co.....	1,471,133
Neal D. Ivey.....	1,220,280
Ted Bates, Inc.....	1,012,223
Wade Advertising Agency.....	1,027,978
Compton Advertising, Inc.....	1,000,661
Kenyon & Eckhardt.....	957,174
Roy S. Durstine, Inc.....	941,874
Kudner Agency, Inc.....	905,788
Dancer-Fitzgerald-Sample.....	753,016
Arthur Meyerhoff & Co.....	697,665
Hixson O'Donnell-Advertising.....	578,688
Benton & Bowles, Inc.....	575,647
Federal Advertising Agency.....	531,954
Hill Blackett & Co.....	528,351

National Broadcasting Company 1946 Agency Gross Billings Not Available

American Broadcasting Co. 1946 Sponsor Expenditures

General Mills, Inc.....	\$ 2,916,752
Procter & Gamble Co.....	2,401,091



Representing . . .

CAMERON ANDREWS . . . Versatile Actor

ARLO . . . Organist

BLUE FLAMES . . . Sensational Vocal Quartette

HERMAN CHITTISON TRIO . . . Makers of Custom Built Tunes

TOM COSTIGAN . . . Script Writer

PAUL DUBOV . . . Brilliant Young Actor

ELM CITY FOUR . . . Outstanding Vocal Group

PAUL GARDNER . . . Author and Script Writer

LANNY AND GINGER GREY . . . "Jingles That Don't Jangle"

JACKIE GRIMES . . . Talented Actor, Radio and Screen

HUGH JAMES . . . Announcer

CHARLES PAUL . . . Conductor—Composer

AMANDA RANDOLPH . . . Radio's "Aunt Jemima"

GLENN RIGGS . . . Announcer

SYLVAN & ALAN SHULMAN . . . Composer and
Conductor Arranger

MARY STUART . . . Brilliant lyric coloratura soprano

KENNETH SCHON . . . Dynamic baritone,
Metropolitan Opera Company

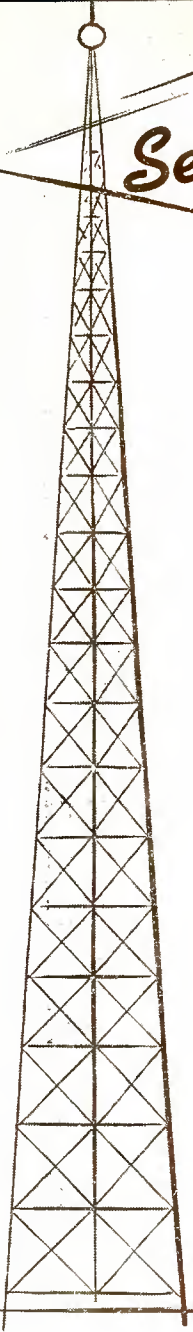
366 Madison Ave., New York 17, N. Y. VA. 6-3417

AGENCY—NETWORK—SPONSOR BILLINGS

Miles Laboratories, Inc.....	1,965,231	John H. Breck, Inc.....	27,606
Kellogg Company.....	1,834,793	Tide Water Associated Oil Co.....	25,188
Sterling Drug, Inc.....	1,812,985	Sealey Mattress Company.....	24,180
The Quaker Oats Co.....	1,799,131	Lance, Inc.....	18,829
Swift and Company.....	1,717,591	Zukor's, Inc.....	18,460
Phileo Corporation.....	1,712,271	H. Fendrich, Inc.....	16,008
Libby, McNeill & Libby.....	1,609,684	Joseph Schlitz Brewing Co.....	13,725
United States Steel Corporation of Delaware.....	1,167,110	Kerr Glass Manufacturing Co.....	10,314
Curtis Publishing Company.....	971,883	Hall Bros., Inc.....	9,675
Westinghouse Electric Corp.....	922,019	National Assn. of Mfrs.....	9,414
The Prudential Insurance Company of America.....	884,500	Union Pharmaceutical Company, Inc.....	8,600
Gillette Safety Razor Co.....	870,887	Gallenkamp Stores, Inc.....	7,266
Ford Motor Company.....	832,118	Stanley Home Products, Inc.....	5,932
The Andrew Jergens Co.....	713,718	Foster Milburn Co.....	4,784
Equitable Life Assurance Society of the U. S.....	699,380	American Dairy Association.....	4,557
Bristol-Myers Company.....	692,427	"12" Products, Ltd.....	4,472
Allis-Chalmers Mfg. Co.....	684,792	Germain Seed & Plant Company.....	3,820
Pacific Coast Borax Co.....	628,615	Washington Co-operative Egg & Poul- try Association.....	3,120
United States Army.....	583,722	Iodent Chemical Company.....	2,646
Carter Products, Inc.....	580,557	Communist Party.....	968
The Wildroot Co., Inc.....	578,404	Masters Mates & Pilots.....	812
General Foods Corporation.....	556,095		
The Charles E. Hires Co.....	549,978	TOTAL.....	\$40,617,130
I. E. Waterman Co.....	531,969		
The B. F. Goodrich Company.....	481,472		
Universal Match Corp.....	470,936		
Mail Pouch Tobacco Co.....	456,639		
American Cyanamid Company.....	455,010		
Raymond Laboratories, Inc.....	416,265		
Esquire, Inc.....	434,537		
Larus & Brother Company, Inc.....	404,731		
Kay Daumit.....	384,954		
Hastings Mfg. Co.....	355,799		
Dr. Pepper Company.....	342,916		
The Frank H. Lee Company.....	332,858		
The Southern Cotton Oil Co.....	327,084		
Ward Baking Company.....	385,203		
Amerlean Oil Company.....	306,618		
William H. Wise & Co., Inc.....	254,316		
The National Board of Fire Under- writers.....	246,028		
Mars, Incorporated.....	242,601		
The Texas Company.....	227,357		
Liberty Magazine, Inc.....	219,686		
Armour & Company.....	196,124		
Lewis Howe Company.....	181,911		
Hunt Foods, Inc.....	169,172		
R. B. Semler, Inc.....	168,852		
America's Future, Incorporated.....	162,223		
Sweets Co. of America, Inc.....	148,320		
Derby Foods, Inc.....	148,067		
The Christian Science Publishing Society	146,952		
Eversharp, Inc.....	138,841		
Fisher Flouring Mills Co.....	135,539		
Serutan Co.....	130,275		
Seeman Brothers, Inc.....	126,192		
Harvel Watch Co.....	115,497		
Congress of Industrial Organizations	100,124		
Club Aluminum Products Company.....	92,809		
Popular Home Products, Inc.....	89,210		
Wm. S. Scull Company.....	86,438		
Knox Company, Inc.....	80,736		
Betany Worsted Mills.....	71,744		
Pnificals.....	67,121		
Williamson Candy Co.....	61,641		
The D. L. Clark Co.....	63,852		
Champion Spark Plug Co.....	60,011		
G. N. Coughlan Co.....	59,477		
Safeway Stores, Inc.....	54,106		
Prince Matchabelli, Incorporated.....	45,787		
Benjamin Moore & Co.....	45,683		
American Iron & Steel Institute.....	44,478		
Lewis Food Company.....	44,460		
Bekins Van & Storage.....	42,793		
The Grove Laboratories, Inc.....	41,323		
Lear, Incorporated.....	39,443		
Peter Paul, Inc.....	39,432		
Lehn & Fink Products Corp.....	38,481		
Rainier Brewing Company.....	33,408		
Wilson Sporting Goods Co.....	33,308		
Signal Oil Company.....	32,999		
Brown & Williamson Tobacco Corp.....	32,379		
National Industries, Inc.....	28,782		
Procter & Gamble Co.....	\$ 6,414,551		
Lever Brothers Co.....	3,961,263		
American Home Products Corp.....	3,800,965		
General Foods Corp.....	3,713,323		
Campbell Soup Co.....	2,491,030		
Eversharp, Inc.....	1,715,931		
Colgate-Palmolive-Peet Co.....	1,516,931		
Philip Morris & Co.....	1,448,495		
Manhattan Soap Co.....	1,437,202		
Sterling Drug, Inc.....	1,432,413		
Borden Co.....	1,189,957		
General Electric Co.....	1,186,537		
American Tobacco Co.....	1,083,514		
R. J. Reynolds Tobacco Co.....	996,882		
Bourjois, Inc.....	596,779		
International Silver Co.....	572,983		
Gulf Oil Corp.....	567,488		
Roma Wine Co.....	513,279		
Electric Companies Advertising Pro- gram.....	539,034		
Hall Bros., Inc.....	535,318		
Prudential Insurance Co. of America.....	528,684		
Pabst Sales Co.....	518,463		
Cresta Blanca Wine Co.....	184,147		
Noxema Chemical Co.....	456,554		
Cudahy Packing Co.....	436,747		
Celanese Corp. of America.....	405,870		
Armstrong Cork Co.....	403,422		
Continental Can Co.....	389,436		
Lewis-Howe Co.....	368,792		
Pillsbury Mills.....	357,243		
J. B. Williams Co.....	346,547		
Chrysler Corp.....	336,672		
Cream of Wheat Corp.....	333,532		
Lamhart Co.....	295,901		
Household Finance Corp.....	269,547		
Curtis's Candy Co.....	257,091		
Wildroot Co.....	225,246		
Campana Sales Co.....	206,955		
Schenley Labs.....	205,243		
Bowey's, Inc.....	201,081		
Carnation Co.....	198,602		
Canada Dry Ginger Ale.....	197,453		
Quaker Oats Co.....	145,110		
Textron, Inc.....	131,166		
Peter Paul, Inc.....	130,434		
Ballard & Ballard Co.....	116,908		
Ferry-Morse Seed Co.....	103,700		
Prince Matchabelli, Inc.....	81,536		

Columbia Broadcasting System 1946 Sponsor Expenditures

*Serving Every Phase of
the Radio Industry*



M C A

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



AGENCY—NETWORK—SPONSOR BILLINGS

Luden's, Inc.	75,777	Conti Products, Inc.	400,868
American Oil Co.	70,630	Petri Wine Co.	400,145
Southern Cotton Oil Co.	61,760	Helbros Watch Co.	302,979
Union Oil Co. of Calif.	63,378	Barbasol Co.	391,907
Signal Oil Co.	62,559	Seven-Up Bottling Co.	360,368
Richard Hudnut Sales Co.	57,976	Richfield Oil Corp. of N. Y.	344,599
Elgin National Watch Co.	51,616	Williamson Candy Co.	343,588
Loma Linda Food Co.	49,278	Lutheran Laymen's League.	319,354
Toni, Inc.	49,120	Stokley Bros. & Co., Inc.	297,006
Gillette Safety Razor Co.	48,028	Radio Bible Class.	255,115
Vick Chemical Co.	45,900	Gospel Broadcasting Assoc. (Eff.	
Bekins Van & Storage Co.	39,520	11/3/46 Dr. Fuller F'd'tions.	245,569
McMahan Furniture Stores.	38,220	Voice of Prophecy.	239,762
Planters Nut & Chocolate Co.	36,911	Sinclair Refining Co.	234,089
Washington Cooperative Farmers' Assn.	36,132	Commercial Credit Co.	220,662
Chemicals, Inc.	33,630	Gillette Safety Razor Co.	211,450
Lyon Van & Storage Co.	32,852	Young People's Church of the Air.	207,810
Gulftard Chocolate Co.	32,226	U. S. Army Recruiting Service.	199,859
Wilco Co.	29,796	National Economic Council, Inc.	180,788
Colonial Dames	27,828	Cudaby Packing Co.	169,841
Pic-Sweet Foods	25,443	Ronson Art Metal Works.	168,258
Metropolitan Life Insurance Co.	23,986	Hastings Mfg. Co.	160,335
"42" Products	22,476	Vick Chemical Co.	157,173
E. L. Bruce Co.	21,280	Employer's Group Insurance Co.	147,267
Yellow Cab Co.	20,592	Berkshire Knitting Mills.	134,252
General Petroleum Corp. of Calif.	20,553	Gun Laboratories, Inc.	122,024
Sunset Oil Co.	19,432	Murine Co., Inc.	121,659
Barron-Gray Packing Co.	19,202	Adam Hat Stores, Inc.	114,138
Studebaker Corp.	18,613	Triangle Publications, Inc.	112,275
Industrial Management Corp.	18,592	American Transit Asso.	105,867
Simoniz Co.	16,927	Carey Salt Co.	103,224
Kelite Products	16,494	Phileo Corp.	93,959
Washington State Apple Adv. Comm.	16,342	Pepsi-Cola Co.	92,339
Kerr Glass Mfg. Co.	14,893	Delaware, Lackawanna & Western Coal	
R. B. Semler, Inc.	11,703	Co.	87,834
Soil-Of Mfg. Co.	14,535	Rensie Watch Co.	80,983
Grove Labs.	11,451	Knox Co.	75,453
S. A. Mollat Co.	9,932	National Board of Fire Underwriters.	68,440
R. M. Hollingshead Corp.	4,350	Wesley Radio League.	50,097
J. I. Fancy Frozen Foods Co.	3,360	Bible Institute of Los Angeles.	47,713
Safeway Stores	3,010	G. Barr & Co.	47,304
House of Delicacies	2,723	Politicals—Democrats	44,217
Newell Guttrud Co.	2,104	Trimout Clothing Co., Inc.	43,675
California Prune & Apricot Growers.		Wilson Sporting Goods Co.	42,543
Asso.	1,206	G. N. Coughlan Mfg. Co.	41,934
H. H. Tanner & Co.	1,104	All America Football Conference.	30,020
Political	36,215	American Bird Products, Inc.	24,904
TOTAL	\$60,063,995	P. Lorillard & Co.	20,255

Mutual Broadcasting System 1945 Sponsor Expenditures

Coca-Cola Co.	\$ 2,011,405
Ralston Purina Co.	1,471,133
Bayuk Cigars, Inc.	1,220,280
Scrutan Co.	1,136,564
R. B. Semler, Inc.	1,047,723
Carter Products, Inc.	1,012,223
Miles Laboratories, Inc.	1,027,978
Procter & Gamble Co.	1,006,661
Kellogg Co.	957,174
General Motors Corp.	905,788
Whitehall Pharrnael Co.	753,016
Zonite Products Corp.	681,868
Mutual Benefit Health & Accident.	
Asso.	650,361
Pharmaco, Inc.	619,189
General Foods Corp.	568,189
American Safety Razor Corp.	531,351
Wander Co.	528,351
Lewis-Howe Co.	491,524
Quaker Oats Co.	481,253
F. W. Fitch Co.	449,883
Revere Copper & Brass, Inc.	429,170

Cot, Inc.	7,158
Mail Pouch Tobacco Co.	5,681
Shipstad & Johnson.	5,099
Household Finance Corp.	1,800
I. J. Fox.	1,422
Ice Capades.	91
TOTAL	\$25,907,204

National Broadcasting Company 1946 Sponsor Expenditures Not Available

A. & S. LYONS

INC.

MANAGERS OF DISTINGUISHED ARTISTS

17

**YEARS
OF
RADIO
LEADERSHIP**

NEW YORK

**HARRY G. OMMERLE
IRENE ETKIN
BEN PEARSON
HARRIET RHODAY**

NEW YORK

515 Madison Avenue

BEVERLY HILLS

**JOE C. DONOHUE
WYNN ROCAMORA
MARGARET KENT**

BEVERLY HILLS

356 No. Camden Drive

**American Broadcasting Co.
1946 Agency Gross Billings**

January	\$3,708,963
February	3,318,135
March	3,659,331
April	3,411,558
May	3,470,158
June	3,336,572
July	3,237,134
August	3,132,393
September	3,265,806
October	3,301,218
November	3,323,056
December	3,422,806
TOTAL	\$10,617,130

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

**Columbia Broadcasting System
Industry Classifications**

Automotive	\$3,261,613
Building materials	861,329
Cigars, cigarettes, tobacco	1,319,313
Clothing & dry goods	537,036
Confectionery & soft drinks	1,522,421
Drugs & toilet goods	18,373,635
Financial & insurance	822,217
Food & food beverages	13,359,813
Garden	103,700
House furniture & furnishings	3,126,682
Jewelry & silverware	624,599
Laundry soaps & household supplies	5,991,502
Lubricants & fuel	1,660,001
Stationery & publishers	2,791,116
Travel	20,592
Wines & beers	1,545,889
Miscellaneous	1,100,142
Political	36,215
TOTAL	\$60,063,905

**Columbia Broadcasting System
Gross Monthly Billings**

MONTH	MONTHLY
January	\$5,650,986
February	5,072,287
March	5,197,509
April	5,161,951
May	5,275,270
June	4,931,216
July	4,075,278
August	4,223,137
September	4,475,239
October	5,195,499
November	5,111,235
December	5,360,998
TOTAL	\$60,063,905

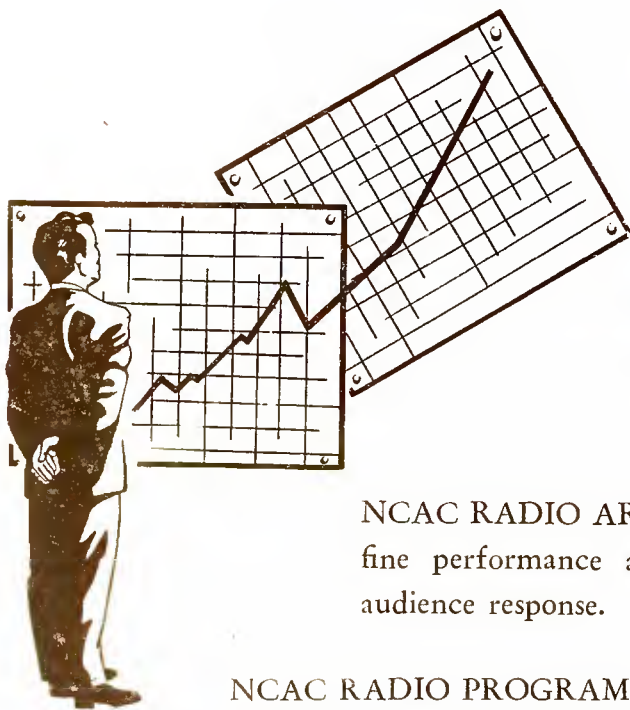
**American Broadcasting Co.
Industry Classifications**

Foods and food beverages	\$12,292,273
Drugs and toilet goods	9,483,782
Stationery and publishers	2,731,241
House furniture and furnishings	2,385,649
Laundry Soaps and Housekeepers Supplies	2,375,722
Confectionery and soft drinks	1,922,676
Financial and insurance	1,829,908
Automotive industry	1,729,400
Building materials	1,362,109
Miscellaneous	1,211,588
Cigars, cigarettes and Tobacco	909,748
Machinery, farm equipment and me- chanical supplies	681,792
Lubricants, petroleum products and fuel	592,162
Radios, phonographs and musical in- struments	502,055
Clothing and dry goods	351,318
Jewelry and silverware	115,497
Wines, beers and liquors	47,133
Paints and hardware	15,683
Sporting goods	33,308
Shoes and leather goods	7,266
Garden and field	3,820
TOTAL	\$40,617,130

**Mutual Broadcasting System
1946 Gross Monthly Billings**

MONTH	MONTHLY
January	\$2,369,521
February	2,130,879
March	2,442,141
April	2,244,614
May	2,267,233
June	2,102,569
July	1,821,204
August	1,644,847
September	2,010,615
October	2,373,610
November	2,236,485
December	2,263,484
TOTAL	\$25,907,202

NCAC RADIO ARTISTS and RADIO PROGRAMS WILL *BOOST* YOUR *SALES*



NCAC RADIO ARTISTS assure fine performance and favorable audience response.

NCAC RADIO PROGRAMS are designed to fill your needs . . . The BEST in value . . . The BEST in entertainment.

NCAC RADIO STAFF places its thorough knowledge of radio entertainment at your command to cooperate with you in solving your problems.

NATIONAL CONCERT AND ARTISTS CORPORATION

711 FIFTH AVENUE

ALFRED H. MORTON, President

NEW YORK 22, NEW YORK

PLaza 3-0820

Research Organizations

A. S. BENNETT ASSOCIATES

512 Fifth Avenue, New York 18, N. Y.
Phone: PEnnsylvania 6-0646

CALIFORNIA RESEARCH BUREAU

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

C. C. CHAPELLE COMPANY

188 W. Randolph St., Chicago 1, Ill.
Phone: Central 8814
233 Broadway, New York 7, N. Y.
Phone: REctor 2-5640

THE COOPERATIVE ANALYSIS OF BROADCASTING, INC.

11 West 42nd Street, New York, N. Y.
Phone: CIrcle 6-6100-1-2-3-4-5

CROSSLEY, INC.

330 W. 42nd St., New York 18, N. Y.
Phone: BRyant 9-5462
4 Mercer St., Princeton, N. J.

EGERT RESEARCH ASSO. INC.

595 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1294

ELLIOTT-HAYNES, LTD. (Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLateau 6494
51 East 42nd St., New York 17, N. Y.
Phone: VANDerbilt 6-2936

C. E. HOOPER, INC.

10 East 40th St., New York 16, N. Y.
Phone: LEXington 2-3000
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RANDolph 8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOLlywood 3553

INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 3-0690
75 E. Wacker Drive, Chicago, Ill.

KNIGHT & PARKER

724 South Spring St., Los Angeles 14, Calif.
Phone: MADison 1196

McKINSEY & COMPANY

(Management Consultants)
60 East 42nd St., New York 17, N. Y.
Phone: VANDerbilt 6-5280

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.
Phone: HOLlycourt 6109

NOBLE & SWARS, INC.

7 W. 44th St., New York 18, N. Y.
Phone: MURray Hill 2-7461

OFFICE OF RESEARCH, INC.

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

RALPH L. POWER

767 Castelar St., Los Angeles 12, Calif.
Phone: MUTual 5277

THE PULSE, INC.

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

RADIO COPY

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

RADIO REPORTS, INC.

220 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 7-6658

ELMO ROPER

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

N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 6-9186

ROSS FEDERAL RESEARCH CORP.

18 East 48th St., New York 17, N. Y.
Phone: PLaza 3-6500

SPOT RADIO SERVICE

1 East 54th St., New York 22, N. Y.
Phone: PLaza 5-9800

EVERY RADIO STATION HAS A *Problem*



We are better equipped to do a real selling job for those radio stations that should be doing more than one hundred thousand dollars per year in national spot business and are not doing it today. If you are the owner or manager of one of these stations let us show you our plan of operation.

Adam J. Young Jr.
INCORPORATED

RADIO STATION REPRESENTATIVE

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



★ Radio Station ★ Representatives

ADVERTISING TIME SALES CO.

<i>Dallas</i> —507 Texas Bank Bldg., Irl W. Brown, Manager.....	Central	9026
<i>New York</i> —60 East 42nd St., Lowell W. Brown, Manager.....	Murray Hill	6-1788
<i>Chicago</i> —360 N. Michigan Ave., John Alexander, Manager.....	Franklin	5241
<i>St. Louis</i> —915 Olive St., Fred J. Wright, Manager.....	Chestnut	1965

JAMES L. ALEXANDER

<i>Toronto</i> —Concourse Bldg., James L. Alexander, Manager.....	Adelaide	9594
<i>Montreal</i> —Drummond Bldg., Emil Genest, Manager.....	Harbour	6448
<i>Stations</i> —CKPC, Brantford, Ont.; CFJM, Brockville, Ont.; CKFI, Fort Frances, Ont.; CKDO, Oshawa, Ont.; CJIC, Sault Ste. Marie, Ont.; CHUM, Toronto, Ont.; CKNX, Wingham, Ont.; CHLP, Montreal, Que.; CJFX, Antigonish, N. S.; CFAB, Windsor, N. S.; CJCJ, Calgary, Alberta.		

ALL-CANADA RADIO FACILITIES LIMITED

<i>Calgary</i> —Southam Bldg.	M	7691
H. R. Carson, President-Mgr.-Dir.; A. R. Gibson, Secretary-Treasurer.		
<i>Montreal</i> —Dominion Square Bldg., B. Hall.....	Lancaster	6400
<i>Toronto</i> —Victory Bldg., G. F. Herbert.....	Elgin	2464
<i>Winnipeg</i> —Electric Railway Chambers, P. H. Gayner.....		96-861
<i>Vancouver</i> —198 W. Hastings St., J. E. Baldwin.....	Marine	9542
<i>Stations</i> —CJVI, Victoria, B. C.; CKWX, Vancouver, B. C.; CKPG, Prince George, B. C.; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CFGP, Grande Prairie, Alta.; CJCA, Edmonton, Alta.; CFAC, Calgary, Alta.; CJOC, Lethbridge, Alta.; CHAT, Medicine Hat, Alta.; CKBI, Prince Albert, Sask.; CHAB, Moose Jaw, Sask.; CKRM, Regina, Sask.; CKCK, Regina, Sask.; CKRC, Winnipeg, Man.; CKSO, Sudbury, Ont.; CJCS, Stratford, Ont.; CKOC, Hamilton, Ont.; CFRB, Toronto, Ont.; CFCF, Montreal, P. Q.; CHNC, New Carlisle, P. Q.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CFBC, St. John, N. B.; CFCY, Charlottetown, P. E. I.; CJLS, Yarmouth, N. S.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; VONE, St. John's, Nfld.		

AMERICAN BROADCASTING COMPANY, INC.

(National Spot Sales Division)

<i>New York City</i> —33 W. 42nd St.,.....	Wisconsin	7-1737
Ralph E. Dennis, Manager; John W. Brooke, Eastern Sales Mgr.		
<i>Chicago</i> —20 N. Wacker Drive, Roy McLaughlin, Manager.....	Delaware	1900
<i>Hollywood</i> —1440 N. Highland Ave., Amos Baron, Manager.....	Hillside	8231
<i>Detroit</i> —1770 Stroh Bldg., Jack Donohue, Manager.....	Cherry	8321
<i>San Francisco</i> —155 Montgomery St., Kirk Torney, Manager.....	Exbrook	6544
<i>Pittsburgh</i> —1820 Oliver Bldg., Kent Patterson, Manager.....	Atlantic	8129
<i>Stations</i> —KGO, San Francisco, Calif.; KECA, Los Angeles, Calif.; WMAL, Washington, D. C.; WENR, Chicago, Ill.; WXYZ, Detroit, Mich.; WJZ, New York, N. Y.; American Pacific Network.		

ASSOCIATED BROADCASTING CO., LTD.

<i>Montreal</i> —Dominion Square Bldg.	Belair	3325
M. Maxwell, President; M. Feldman, Vice-President; F. Maxwell, Secretary-Treasurer; R. J. Meyer, Sales Director; S. Vineberg, Program Director; J. O. Denis, French Director; J. Feldman, Recording Department; R. O. Stevenson, Manager of Syndicated Transcription Department.		
<i>Toronto</i> —199 Bay St.	Adelaide	3248
M. R. Raymond, Mgr., K. H. Gregory, Sales Mgr.		

Joseph Hershey McGillvra, Inc.

Advertising Representatives for Radio Stations

ESTABLISHED 1933

The McGillvra selling formula of personal calls on prospects — aggressive mail follow-ups — and close selling cooperation with the station has brought enviable sales results for the broadcasters we represent. We can quote spot sales increase figures in markets varying from small to major for established network affiliates, independent outlets, and stations new to the air waves.

Write us for our success story on stations and markets parallel to yours.

Joseph Hershey McGillvra, Inc.

366 Madison Avenue

New York 17, N. Y.

MUrray Hill 2-8755

CHICAGO

LOS ANGELES

SAN FRANCISCO

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

AVERY-KNODEL, INC.

- New York* 17—565 Fifth Ave. Plaza 3-2622
 Lewis H. Avery, President; J. W. Knodel, Executive V.P.; B. P. Timothy, Secty.; Arthur H. McCoy, Treas.; David H. Sandeberg, Director.
- Chicago* 1—333 N. Michigan Ave. Andover 4710
 J. W. Knodel.
- San Francisco*—544 Market St. Douglas 5873
 D. H. Sandeberg.
- Los Angeles*—315 W. Ninth St. Trucker 2095
 Norman E. Noyes.
- Stations*—WGAC, Augusta; KERO, Bakersfield; WKBW, Buffalo; WHAN, Charleston; WJJD, Chicago; WSAI, Cincinnati; KDAL, Duluth; KFRE, Fresno; KIRO, Grand Forks; WJEF, Grand Rapids; WFBC, Greenville; KULA, Honolulu; KHON, Honolulu; WKZO, Kalamazoo; WDGY, Minneapolis-St. Paul; KLO, Ogden; WPOR, Portland, Maine; KOIN, Portland, Oregon; WHBF, Rock Island, Ill. (Quad Cities); KROY, Sacramento; KALL, Salt Lake City; WDAR, Savannah; KJR, Seattle; KMA, Shenandoah; KXEL, Waterloo; The Intermountain Network; The Intercollegiate Broadcasting System.

BERTHA BANNAN

(*New England Representative**)

- Boston*—80 Boylston St., Bertha Bannan, Owner; Gertrude Sane, Sales. . . . Hubard 4370-4419
- Stations*—WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, 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.; WCAU, Philadelphia, Pa.; WJAR, Providence, R. I.; WDEV, Waterbury, Vt.; WCOU, Lewiston, Maine; WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.; WSRR, Stamford, Conn.; WKNB, New Britain, Conn.

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

WALTER BIDDICK COMPANY

- Los Angeles*—568 Chamber of Commerce Bldg. (24) Richmond 6184
 G. M. Biddick, President; M. Cornell, Vice-President; George Link, Salesman.
- Stations*—KIEV, Glendale, Calif.; KFOX, Long Beach, Calif.; KLS, Oakland, Calif.; KHUB, Watsonville, Calif.; WJJD, Chicago, Ill.; WIBW, Topeka, Kans.; WIBX, Utica, N. Y.; KSRO, Santa Rosa, Calif.; WIND, Gary, Ind.; KFAD, Nampa, Idaho; KCKN, Kansas City, Mo.

JOHN BLAIR & COMPANY

- Chicago*—520 N. Michigan Ave. Superior 8659
 John P. Blair, President; Gale Blocki, Jr., Vice-President; Paul Ray; Charles Dilcher, Ward Ingram, Wells H. Barnett, Jr.
 E. Schuyler Ensell; Robert Eastman; Richard Gerken.
 Richard D. Buckley, Vice-President; William Weldon; Robert Hill Bolling;
- New York City*—341 Madison Avenue. Murray Hill 9-6084
- Los Angeles*—6331 Hollywood Blvd., Carleton E. Coveny; Holly Moyer. . . . Granite 6103
- San Francisco*—608 Russ Building, Lindsey Spight, Vice-President. Douglas 3188
- St. Louis*—1148 Paul Brown Building, J. Chris Hetherington. Chestnut 5688
- Detroit*—1114 Brook Building, Charles M. Adell. Randolph 5257
- Stations*—WFBR, Baltimore, Md.; WNBF, Binghamton, N. Y.; KFYZ, Bismark, N. D.; KIDO, Boise, Ia.; WHDH, Boston, Mass.; WLS, Chicago, Ill.; KFRU, Columbia, Mo.; WBNS, Columbus, O.; KFEL, Denver, Colo.; KIEM, Eureka, Cal.; WMMN, Fairmont, W. Va.; KFRE, Fresno, Cal.; WHP, Harrisburg, Pa.; KTRH, Houston, Texas; WIBC, Indianapolis, Ind.; WROL, Knoxville, Tenn.; KHJ, Los Angeles, Cal.; WLOL, Minneapolis, St. Paul; WDSU, New Orleans, La.; WNEW, New York, N. Y.; KODY, North Platte, Neb.;



In just One Year

We have proved that Aggressive Activity brings results . . .

On January 1, 1946, our newly formed organization represented just three radio stations.

Today that list includes many outstanding stations located in important markets throughout the United States as well as a rapidly growing regional network. Here they are:

EAST CENTRAL

WKBW Buffalo, N. Y.
WSAI Cincinnati, Ohio
WJEF Grand Rapids
WKZO Kalamazoo, Mich.
WPOR Portland, Maine

SOUTHEAST

WGAC Augusta, Ga.
WHAN Charleston, S. C.
WFBC Greenville, S. C.
WDAR Savannah, Ga.

WEST CENTRAL

WJJD Chicago, Ill.
KDAL Duluth, Minn.
KILO Grand Forks, N. D.
WDGY Minneapolis-St. Paul
WHBF Rock Island, Ill.—
 Quad Cities
KMA Shenandoah, Ia.
KXEL Waterloo, Iowa

ROCKY MOUNTAIN

KALL Salt Lake City
KLO Ogden, Utah
INTERMOUNTAIN NETWORK

WEST COAST

KERO Bakersfield, Calif.
KFRE Fresno, Calif.
KOIN Portland, Oregon
KROY Sacramento, Calif.
KJR Seattle, Wash.
KVPO Honolulu, Hawaii

INTERCOLLEGIATE BROADCASTING SYSTEM

A year ago we said, "It is our aim and objective . . . to bring the business of station representation out of the doldrums of passivity into the realm of aggressive activity." We believe we are accomplishing this aim for the stations we represent. "Aggressive activity" has paid dividends and we believe it will continue to pay dividends for these important properties.

We will continue, in 1947 and the years to come, to give radio stations, advertising agencies and advertisers alike, service geared to the ever-increasing competitive situation.

Avery-Knodel, INC.

RADIO STATION REPRESENTATIVE

NEW YORK
565 Fifth Ave.
PLaza 3-2622

SAN FRANCISCO
544 Market Street
DOuglas 5873

LOS ANGELES
315 W. Ninth St.
TUcker 2095

CHICAGO
333 N. Michigan Ave.
ANDover 4710

STATION REPRESENTATIVES

WOW, Omaha, Neb.; KOY, Phoenix, Ariz.; KALE, Portland, Ore.; WMBG, Richmond, Va.; KXOK, St. Louis, Mo.; KDYL, Salt Lake City, Utah; KFXM, San Bernardino, Cal.; KGB, San Diego, Cal.; KFRC, San Francisco, Cal.; KDB, Santa Barbara, Cal.; WGBI, Scranton, Pa.; KGDM, Stockton, Cal.; KOL, Seattle, Wash.; WWVA, Wheeling, W. Va.; WHIZ, Zanesville, O.; KGMB, Honolulu, Hawaii; WJAX, Jacksonville, Fla.; WQAM, Miami, Fla.; WDBO, Orlando, Fla.; WFLA, Tampa, Fla.; Don Lee Broadcasting System (MBS) Arizona Network.

THE BOLLING CO. INC.

New York—480 Lexington Avenue..... PLaza 9-8150
George H. Bolling; Robert H. Bolling; E. Schuyler Ensell.
Chicago—360 No. Michigan Avenue..... DEarborn 5-2777
Station—WNBF, Binghamton, N. Y.

D. L. BOUFFORD

Toronto—112 Yonge St., 1..... AD. 7468
Stations—CKCH, Hull, Quebec.

THE BRANHAM COMPANY

New York—230 Park Avenue..... Murray Hill 6-1860
M. H. Long, President; Joseph F. Timlin, Vice-President, N. Y., Manager of radio department.
Chicago—360 N. Michigan Avenue..... Central 5726
John Petrie, Chairman of the Board, Chicago; C. B. Peterson, Vice-President, Chicago; Manager radio department.
Detroit—General Motors Bldg., Harry Anderson..... Trinity 1-0440
Dallas—First National Bank Bldg., J. S. McCauley..... Central 8569
Atlanta—Rhodes Haverty Bldg., J. B. Keough..... Walnut 4851
St. Louis—Arcade Bldg., J. E. Nicholson..... Chestnut 6192
Kansas City—Board of Trade Bldg., G. F. Dillon..... Harrison 1023
San Francisco—5 Third St., George D. Close..... Garfield 6740
Los Angeles—George D. Close, Inc., L. A., 448 S. Hill St., Chet Doyle, L.A. Michigan 1269
Charlotte, N. C.—612 Commercial National Bank Bldg., H. L. Ralls..... Charlotte 8839
Memphis—1018 Sterick Bldg., Sidney L. Nichols, Memphis..... Memphis 8-2344
Stations—WLAY, Muscle Shoals, Ala.; WMOB, Mobile, Ala.; KTHS, Hot Springs, Ark.; KFMB, San Diego, Calif.; KWKH, Shreveport, La.; WCPO, Cincinnati, O.; WTJS, Jackson, Tenn.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; KRIC, Beaumont, Texas; KWBU, Corpus Christi, Texas; KRLD, Dallas, Texas; WCHS, Charleston, West Va.; WBLK, Clarksburg, West Va.; WSAZ, Huntington, West Va.; WPAR, Parkersburg, West Va.

BROADCAST SALES CO.

New York City—280 Madison Ave..... MUrray Hill 7-7422
Peggy Stone, Manager; Thomas Stone, Asst.
Chicago—360 N. Michigan Ave., George Roesler..... Randolph 9034
Hollywood—6362 Hollywood Blvd., Homer Griffith..... Granite 6113
San Francisco—681 Market St., David Williamson..... Douglas 4475
Stations—**WJIM, Lansing, Michigan; **WINN, Louisville, Kentucky; **WMAN, Mansfield, Ohio; **WMRN, Marion, Ohio; **WMPS, Memphis, Tennessee; New England Cupboard on *WNAC, Boston, Mass.

**American Affiliate. *Mutual Affiliate.

HOWARD C. BROWN COMPANY

Hollywood—6404 Sunset Blvd..... Hollywood 6045
H. C. Brown, In Charge; Helen V. Brown, Office Manager.
Wellington, New Zealand—P. O. Box 1359, B. T. Sheil.....
Johannesburg, South Africa—P. O. Box 7065, Charles Berman.....
Sydney, Australia—G.P.O. Box 6199, C. MacArthur.....
Stations—3XY, Melbourne, Australia; Eftee Network, Australia; XORA, Shanghai, China.

THE PAN AMERICAN MARKET

Your neighbors throughout the Americas are constantly increasing their purchases of U. S. products.

Wise advertisers are using the great Pan American radio stations to reach this huge buying audience.

Let us tell you how you can get your share of this rich fertile market.

Representatives for radio stations in

Alaska	Dominican Republic	Mexico
Argentina	Dutch Guiana	Nicaragua
Bolivia	Ecuador	Newfoundland
British Guiana	El Salvador	Panama
Chile	Guatemala	Paraguay
China	Haiti	Peru
Colombia	Hawaii	Puerto Rico
Costa Rica	Honduras	South Africa
Cuba	Iceland	Uruguay
	Venezuela	

Pan American Broadcasting Co.

330 Madison Avenue

New York (17), N. Y.

In Chicago . . . Fred Jones, 228 No. LaSalle St.

In Hollywood . . . Homer Griffith, 6123 Selma Ave.

In Dallas . . . Walter S. K'ine, 711 Construction Bldg.

In San Francisco . . . H. Wells, 381 Market St.

STATION REPRESENTATIVES

BURN-SMITH COMPANY, INC.

<i>Chicago</i>	1—307 N. Michigan Ave.....	Central	4437
	John A. Toothill, President & General Manager.		
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<i>Seattle</i> 1—2nd & Pine Bldg., James McLoughlin, Mgr.	Elliott	6520
<i>San Francisco</i> —Fairmont Hotel, Vincent Francis.	Ga.	8300
<i>Stations</i> —KWIN, Ashland, Ore.; KWIL, Albany, Ore.; KAST, Astoria, Ore.; KBKR, Baker, Ore.; KBND, Bend, Ore.; KOOS, Coos Bay, Ore.; KORE, Eugene, Ore.; KUIN, Grants Pass, Ore.; KFJI, Klamath Falls, Ore.; KLBK, La Grande, Ore.; KMED, Medford, Ore.; KWRC, Pendleton, Ore.; KALE, Portland, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; KODL, The Dalles, Ore.; KSRV, Ontario, Ore.; KRLC, Lewiston, Idaho; KTFI, Twin Falls, Idaho; KBIO, Burley, Idaho; KFXD, Boise, Idaho; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KELA, Centralia, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympia, Wash.; KONP, Port Angeles, Wash.; KOL, Seattle, Wash.; KGA, Spokane, Wash.; KVAN, Vancouver, Wash.; KIJ, Walla Walla, Wash.; KIT, Yakima, Wash.; KCOW, Ellensburg, Wash.		

JOSEPH HERSHEY MCGILLVRA, INC.

<i>New York</i> —366 Madison Avenue (17).	Murray Hill	2-8755
Joseph H. McGillvra, President; James LeBaron, V. P.-General Sales Manager; Jack Kelly, Harry C. Folts.		
<i>Chicago</i> —35 East Wacker Drive (1).	State	5282
Walter Beadell, Manager; William Sauerstrom		
<i>Los Angeles</i> —684 So. Lafayette Pk. Pl.	Drexel	4388
Robert W. Walker, Manager; John A. Nelson.		
<i>San Francisco</i> —68 Post St., Rogers P. Parrett, Manager; Reba M. Stanley.	Sutter	5568
<i>Stations</i> —KXLR, Little Rock, Ark.; KGER, Long Beach, Calif.; KIST, Santa Barbara, Calif.; KVOD, Denver, Colo.; KGHE, Pueblo, Colo.; WBRY, Waterbury, Conn.; WILM, Wilmington, Del.; WPIK, Alexandria, Va.; WBAY, Coral Gables, Fla.; WWPG, Palm Beach, Fla.; WBBQ, Augusta,		

Ga.; WBML, Macon, Ga.; WJOL, Joliet, Ill.; WJOB, Hammond, Ind.; WASK, Lafayette, Ind.; WLCS, Baton Rouge, La.; KVOL, Lafayette, La.; KNOE, Monroe, La.; WNOE, New Orleans, La.; WLAV, Grand Rapids, Mich.; WKLA, Ludington, Mich.; WKBZ, Muskegon, Mich.; WFPG, Atlantic City, N. J.; WTTM, Trenton, N. J.; WKNY, Kingston, N. Y.; WMFF, Plattsburg, N. Y.; WSAY, Rochester, N. Y.; WLOE, Leaksville, No. Car.; WGNI, Wilmington, No. Car.; WSTV, Steubenville, Ohio; WRRN, Warren, Ohio; WCED, DuBois, Pa.; WEDO, McKeesport, Pa.; WKRZ, Oil City, Pa.; WJPA, Washington, Pa.; WDSC, Dillon, So. Car.; KPAB, Laredo, Tex.; KMAC, San Antonio, Tex.; KVNU, Logan, Utah; WJOY, Burlington, Vt.; WSYB, Rutland, Vt.; WCYB, Bristol, Va.; WSAP, Portsmouth, Va.; WWNR, Beckley, W. Va.; WGKV, Charleston, W. Va.; WHAR, Clarksburg, W. Va.; WRON, Ronceverte, W. Va.; WFOX, Milwaukee, Wis.; KFOJ, Spokane, Wash.; KMO, Tacoma, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; CFCO, Chatham, Ont.; CFPL, London, Ont.; CHGB, Ste-Anne-de-la-Pocatiere, Quebec; CHLP, Montreal, Quebec; CHNC, New Carlisle, Quebec; CJCH, Halifax, Nova Scotia; CJCJ, Calgary, Alberta; CJIC, Sault Ste. Marie, Ont.; CKCO, Ottawa, Ont.; KCKW, Moncton, N. B.; CKNX, Wingham, Ont.; CKSF, Cornwall, Ont.; CKTB, St. Catherines, Ont.

J. P. McKINNEY & SON

New York City—30 Rockefeller Plaza, Max M. Everett, Mgr. Circle 7-1178
Chicago—400 N. Michigan Avenue, John Schulz, Chicago. Superior 9866
San Francisco—681 Market St., R. J. Bidwell. Garfield 5512
Stations—WTHH, Hartford, Conn.; WDAN, Danville, Ill.; WOKO, Albany, N. Y.; WABY, Albany, N. Y.; WENY, Elmira, N. Y.; WHDL, Olean, N. Y.; WHEC, Rochester, N. Y.; WRAK, Williamsport, Pa.

NATIONAL BROADCAST SALES

Toronto—25 King St., West. Ad. 8895
 Jack M. Davidson, Mgr.; Norman D. Brown, R. A. S. Munro, Cliff Wingrove, Salesmen; Paul Mulvihill, Sales Promotion.
Montreal—660 St. Catherines St., West. Harbour 3051
 R. A. Leslie, Manager.
Stations—CKWS, Kingston, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CJAD, Montreal, Que.; CKRN, Rouyn, Que.; CHAD, Amos, Que.; CHEX, Peterborough, Ont.; CJKL, Kirkland Lake, Ont.; CKTB, St. Catharines, Ont.; SFPA, Port Arthur, Ont.; CKVD, Val d'Or, Que.; CHGB, Ste. Anne de la Pocatiere, Que.; CHOK, Sarnia, Ont.; CVKEY, Toronto (Montreal, Que. only).

NATIONAL BROADCASTING COMPANY, INC.

(National Spot and Local Sales Division)

New York City 20—30 Rockefeller Plaza. Circle 7-8300
 James V. McConnell, Dir.; W. C. Roux, Mgr.
Boston 16—Hotel Bradford, John Dodge, Rep. Hancock 4329
Cleveland—NBC Bldg., Don Stratton, Rep. Cherry 0942
Washington 5, D. C.—Trans Lux Bldg., Mahlon Glascock, Rep. Republic 4000
Chicago 54—Merchandise Mart, Oliver Morton, Mgr. Superior 8300
Denver 2—1625 California St., James McPherson, Rep. Maine 6211
San Francisco 2—NBC Bldg., Taylor & O'Farrell Sts. Greystone 8700
 Carl Nielsen, Rep.
Hollywood 28—NBC Bldg., Sunset & Vine Sts. Hollywood 6161
 Lathrop Mack, Mgr.
Stations—KPO, San Francisco, Calif.; KOA, Denver, Colo.; WRC, Washington, D. C.; WMAQ, Chicago, Ill.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WEFW, New York, N. Y.; WGY, Schenectady, N. Y.; WTAM, Cleveland, Ohio; KYW, Philadelphia, Pa.; KDKA, Pittsburgh, Pa.; KZRH, Manila, P. I.

NORTHWEST RADIO ADVERTISING CO.

Seattle—American Bldg. Elliot 5488
 Edwin A. Kraft, General Manager; W. L. Paul, Assistant Manager.
Stations—KINY, Juneau, Alaska; KTKN, Ketchikan., Alaska.

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

PAN AMERICAN BROADCASTING COMPANY

(Latin-American and Foreign Station Representative)

<i>New York</i> 17—330 Madison Ave.....	Murray Hill	2-0810
E. Bernald, Mgr.; Arthur Gordon, Asst. Mgr.		
<i>Chicago</i> —228 No. LaSalle St., F. R. Jones, Mgr.....	State	5096
<i>Hollywood</i> 28—6123 Selma Ave., Homer Griffith.....	Hollywood	6281
<i>Dallas</i> —711 Construction Bldg., Walter S. Kline.....	Riverside	6051
<i>San Francisco</i> —681 Market St., H. Wells.....	Douglas	4475
<i>Stations</i> —The Alaska Broadcasting System of: KFQD, Anchorage; KTKN, Ketchikan; KINY, Juneau; Radio Mozambique, South Africa; ZFY, Georgetown, British Guiana; WIAC, San Juan, Puerto Rico; WKAQ, San Juan, Puerto Rico; HP5J-HP6J, Panama City, Panama; TIPG-TINBC, San Jose, Costa Rica; HOL-HOLA, Colon, Panamwa; HHBM-HHGM-HHGM, Port-au-Prince, Haiti; HHW, Port-au-Prince, Haiti; HIN-HI-N, Ciudad Trujillo, D. R.; La Cadena Azul, with 6 stations in: Portoviejo, Ecuador; Guayaquil, Ecuador; Cuenca, Ecuador; Ibarra, Ecuador; Quito, Ecuador; Ambato—Emisoras Atlantico and Emisoras Unidas of Barranquilla, Colo.; Radiodifusora Venezuela, Radio Caracas, Ondas Populares, of Caracas, Venezuela; The Radios La Cooperativa, Vitlicia network of 8 stations in Chile: Valparaiso, Santiago, Valdivia, Temuco, Puerto Montt, Punta Arenas; Radio Cristal, Bogota, Colo., La Voz Del Valle, Cali, Colo., La Voz De Antioquia, Medellin, TGW, Guatemala City, Guatemala; HRN, Tegucigalpa, Honduras; Rikisutvarpid, Raykjavik; YNPS, Managua, Nicaragua; ZP9, Asuncion, Paraguay; ZP5, Encarnacion, Paraguay; Ecos Del Zulia, Maracaibo; YSO-YSN, San Salvador, E.S.; The El Expectador Network of 10 stations in Uruguay; The Peruvian Network of 9 stations, XOAR, Shanghai, China; FJV, Suva, Fiji Islands; The Patagonia Network of Argentina; Radio Popular, Maracaibo; AVROS, Paramaribo, Dutch Guiana.		

JOHN E. PEARSON COMPANY

<i>Chicago</i> 1—360 N. Michigan.....	Franklin	2539
John E. Pearson, Owner; William L. Wallace, Mid-West Sales Mgr.; Kay Fisher, Sales; Sue Masterson, Financial Secty.; Agnes A. Terrace, Secty.		
<i>New York</i> 17—250 Park Ave., Hines H. Hatchett, Mgr.....	PLaza	8-2255
<i>Kansas City</i> 6—1112 Dierks Bldg., Owen H. Balch, Mgr.....	Grand	2144
<i>St. Louis</i> 1—915 Olive St., Ralph Schulenburg, Mgr.....	Garfield	6865
<i>Los Angeles</i> 5—685 S. Lafayette Park Place, Robert W. Walker, Mgr.....	Drexel	4388
<i>San Francisco</i> 4—68 Post St., Rogers P. Parratt, Mgr.....	Sutter	5568
<i>Stations</i> —KLCN, Blytheville, Ark.; KPRO, Riverside-San Bernardino, Calif.; KROP, Brawley-El Centro, Calif.; KREO, Indio-Palm Springs, Calif.; WINK, Ft. Myers, Fla.; WLAK, Lakeland, Fla.; WSPB, Sarasota, Fla.; WTSP, St. Petersburg-Tampa, Fla.; WKRO, Cairo, Ill.; WIND, Chicago, Ill.; WJPF, Herrin, Ill.; WIRE, Indianapolis, Ind.; WAOV, Vincennes, Ind.; KOAM, Pittsburg, Kan.; KSAL, Salina, Kan.; KVGB, Great Bend, Kan.; WCMI, Ashland, Ky.; WLAP, Lexington, Ky.; KATE, Albert Lea, Minn.; KYSM, Mankato, Minn.; KWNO, Winona, Minn.; KWLM, Willmar, Minn.; KROC, Rochester, Minn.; KMHL, Marshall, Minn.; WCAR, Pontiac, Mich.; KCMO, Kansas City, Mo.; KHMO, Hannibal, Mo.; KFVS, Cape Girardeau, Mo.; KWOC, Poplar Bluff, Mo.; WEW, St. Louis, Mo.; KWTO, Springfield, Mo.; WOV, New York, N. Y.; WDUK, Durham, N. C.; KELO, Sioux Falls, S. D.; WJHL, Johnson City, Tenn.; WBIR, Knoxville, Tenn.; KRBC, Abilene, Texas; KFDA, Amarillo, Texas; KBST, Big Spring, Texas; KGKL, San Angelo, Texas; KGKB, Tyler, Texas. NETWORKS: Florida West Coast Network—(WINK, WLAK, WSPB, WTSP); West Texas Network—(KRBC, KGKL, KBST).		

JOHN H. PERRY ASSOCIATES

<i>New York</i> 17—310 East 45th St.	Murray Hill	4-1647
William K. Dorman, Gen. Mgr.; W. T. Kelly, R. S. Mandeville, Salesmen.		
<i>Chicago</i> 3—122 S. Michigan Ave., F. W. Thurnau, Mgr.	Harrison	8085
<i>Detroit</i> 2—7338 Woodward Ave., J. J. Higgins, Mgr.	Madison	0790
<i>Atlanta</i> 3—1220 Rhodes-Haverty Bldg., Mrs. Alice S. Grant, Mgr.	Walnut	1334
<i>Philadelphia</i> 7—12 South 12th St., Robert Hitchings, Manager.	Walnut	3555
<i>Stations</i> —WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.; WCOA, Pensacola, Fla.; WTAL, Tallahassee, Fla.; WDHL, Bradenton, Fla		

EDWARD PETRY & COMPANY, INC.

<i>New York</i> 17—17 East 42nd Street.	Murray Hill	2-4400
Edward Petry, President; Henry Christal, Secretary-Treasurer; Henry Ringgold, Albert Young, Jr., Mason McGuire, Lloyd George Venard, Volney F. Righter, John Harrington, James O. Parsons, Jr., Lawrence Field, Irvin Gross, George Klayer.		
<i>Chicago</i> 11—400 N. Michigan Avenue.	Delaware	8600
Edward Voynow, Vice-President; John Ashenhurst, Louis A. Smith, James L. Thompson, Buell Herman.		
<i>Detroit</i> 2—General Motors Bldg.	Madison	1035
William Cartwright.		
<i>San Francisco</i> 4—Russ Bldg., Earle H. Smith, King Harris.	Garfield	4082
<i>Los Angeles</i> 13—601 W. 5th Street, Chester Matson.	Michigan	8729
<i>St. Louis</i> 3—Shell Bldg., George Kercher.	Chestnut	7191
<i>Boston</i> 16—Statler Bldg., 20 Province St., James G. Sandison.	Hubbard	6342
<i>Atlanta</i> 3—New Palmer Bldg., Marietta St. at Forsythe.	Jackson	7983
<i>Stations</i> —KARK, Little Rock, Ark.; KARM, Fresno, Cal.; KFI, Los Angeles, Calif.; KQW, San Francisco, Calif.; WICC, Bridgeport, Conn.; WSB, Atlanta, Ga.; KFH, Wichita, Kans.; WHAS, Louisville, Ky.; WSMB, New Orleans, La.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WLLH, Lowell, Mass.; WMAS, Springfield, Mass.; WAAB, Worcester, Mass.; WJR, Detroit, Mich.; KSTP, St. Paul, Minn.; WDAF, Kansas City, Mo.; KOIL, Omaha, Neb.; WBEN, Buffalo, N. Y.; WAGE, Syracuse, N. Y.; WGAR, Cleveland, Ohio; KVOO, Tulsa, Okla.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WSM, Nashville, Tenn.; WFAA, Dallas, Tex.; KPRC, Houston, Tex.; WOAI, San Antonio, Tex.; KSL, Salt Lake City, Utah; WTAR, Norfolk, Va.; WRNL, Richmond, Va.; KOMO, Seattle, Wash.; KGA, Spokane, Wash.; WTMJ, Milwaukee, Wisc.; KFOR, Lincoln, Neb.; KTBS, Shreveport, La.; WONS, Hartford, Conn.; Northwest Network, Texas Quality Network, Yankee Network; KPOA, Honolulu, Hawaii; WMTW, Portland, Me.; WWCO, Waterbury, Conn.		

RALPH L. POWER

(Australian Representative)

<i>Los Angeles</i> —767 Castelar (12), Eugene Parker.	Mutual	5277
210 W. 7th St. (14), R. L. Power.		
<i>Station</i> —Representation of stations in Australia, New Zealand and South Africa.	Madison	4221

RADIO ADVERTISING CO.

<i>New York</i> 17—521 Fifth Avenue.	Murray Hill	2-2170-1
Robert D. C. Meeker, Gen. Mgr.; Louis J. F. Moore, Mgr.		
<i>Chicago</i> 1—333 N. Michigan Avenue.	Central	1742-3
R. L. Swats, Jr., Manager.		
<i>Detroit</i> —28 W. Adams Ave. (26), Robert Rains, Mgr.	Cherry	8321
<i>San Francisco</i> 5—681 Market St., H. G. Wells, Mgr.	Douglas	4475
<i>Dallas</i> —711 Construction Bldg., Walter Kline, Mgr.	Riverside	2673
<i>Hollywood</i> 28—6123 Selma Ave., David A. Williamson, Mgr.	Hollywood	6281
<i>Stations</i> —WMGY, Montgomery, Ala.; WJNO, West Palm Beach, Fla.; WEST, Easton, Pa.; WGAL, Lancaster, Pa.; WMBS, Uniontown, Pa.;		

. . . **STATION REPRESENTATIVES** . . .

WDEL, Wilmington, Del.; WTVL, Waterville, Me.; WKBO, Harrisburg, Pa.; WLBR, Lebanon, Pa.; WORK, York, Pa.; WKAT, Miami Beach, Fla.; WAAT, Newark, N. J.; WAZL, Hazleton, Pa.; WRAW, Reading, Pa.; HOX-HOXA-HOXB-HOXD, Panama (Republic of Panama).

RADIO CENTRE LIMITED

Toronto—64 Wellington St., West. W A verly 2036
D. Spencer Grow, Manager.

RADIO REPRESENTATIVES, LTD.

Toronto 1—4 Albert St. W A verly 6151
J. O. Slatter, Gen. Mgr.; S. Lancaster, Sales Mgr.; W. Slatter, Salesman.

Montreal—337 Dominion Square Bldg., W. Dippie, Mgr. H A rbour 7011
Winnipeg—Lindsay Bldg., A. J. Messner, Mgr. 96374

Stations—CHGS, Summerside, P. E. I.; CKTS, Sherbrooke, P. Q.; CJOB, Winnipeg, Man.; CFRN, Edmonton, Atl;a. CJAV, Port Alberni, B. C.; KCKV, Quebec, P. Q.; CKCH, Hull, P. Q.; CFQC, Saskatoon, Sask.; CKNW, New Westminster, B. C.; CJSO, Sorel, P. Q.; CKPR, Fort William, Ont.; CFCN, Calgary, Alta.; CKMO, Vancouver, B. C.

RADIO SALES

(The SPOT Broadcasting Division of the Columbia Broadcasting System)

New York 22—485 Madison Avenue. W ickersham 2-2000
J. L. Van Volkenburg, General Sales Manager; Herbert A. Carlborg, Eastern Sales Manager; Howard Stanley, Sales Promotion Director; E. J. Heerdt, Sales Service Manager; Richard F. Hess, Supervisor of Research; Alice Santri, Manager Clearance Department; G. R. Dunham, Jr., A. H. Flaten, Eldon Hazard, Ed Larkin, Roy F. Shults, Dave Sutton, Dick Wright.

Chicago 11—410 North Michigan Avenue. W hitehall 6000
Wilbur S. Edwards, Western Sales Manager; Charles Compton, Gordon Hayes, Ted McLoney, William Ogden, Ted Swift.

Atlanta 3—101 Marietta Street. J ackson 5960
H. H. Holtshouser, Southeastern Sales Manager.

San Francisco 5—Palace Hotel. Y ukon 1700
Jack Brumback, Sales Manager for Northern California and the Northwest.

Los Angeles 28—Columbia Square. H ollywood 1212
L. D. Larimer, Sales Manager for Southern California.

Stations—WAPI, Birmingham, Ala.; KNX, Los Angeles, Calif.; WTOP, Washington, D. C.; WBBM, Chicago, Ill.; WEEL, Boston, Mass.; WCCO, Minneapolis-St. Paul, Minn.; KMOX, St. Louis, Mo.; WCB, New York, N. Y.; WBT, Charlotte, N. C.; Columbia California Network; Columbia New England Network; Columbia Pacific Network.

WILLIAM G. RAMBEAU COMPANY

Chicago—360 N. Michigan Ave. A ndover 5566
William G. Rambeau, Owner; Mary A. Rambeau, Treas.; Mary S. Rudd, Secty.; Carl L. Baker, Jack V. Porter, Salesmen; Mary Moore.

New York 17—Chanin Bldg. L exington 2-1820
William M. Wilson, Exec. V.P.; John S. Stewart.

Los Angeles 5—672 S. Lafayette Pk. Pl., Jack V. Porter, Manager. M utual 2317

Stations—WMEX, Boston, Mass.; WNAB, Bridgeport, Conn.; WHBC, Canton, O.; WOCB, Cape Cod, Mass.; WHJB, Greensburg, Pa.; WJTN, Jamestown, N. Y.; WNBH, New Bedford, Mass.; WNHC, New Haven, Conn.; WHN, New York City; WJAS, Pittsburgh, Pa.; WPAY, Portsmouth, O.; WATR, Waterbury, Conn.; WAGC, Chattanooga, Tenn.; KLUF, Galveston, Texas; WGRM, Greenwood, Miss.; WJXN, Jackson, Miss.; WLAU, Laurel, Miss.; WHBQ, Memphis, Tenn.; WMIS, Natchez, Miss.; WJBW, New Orleans, La.; WORD, Spartanburg, S. C.; KVAK, Atchison, Kas.:

WCLO, Janesville, Wisc.; KSWM, Joplin, Mo.; WKBV, Richmond, Ind.;
 WIL, St. Louis, Mo.; KFBC, Cheyenne, Wyo.; KMYR, Denver, Colo.; KTKC,
 Visalia, Calif.; KFVB, Los Angeles, Calif.; KWBR, Oakland, Calif.; KSN,
 San Francisco, Calif.; KEVR, Seattle, Wash.; WHOB, Gardner, Mass.

PAUL H. RAYMER COMPANY

<i>Chicago</i> 11—435 N. Michigan Avenue.....	Superior	4473
Richard F. Kopf, Garfield C. Packard, M. R. Tennerstedt, Raph H. Patt, Jr.		
<i>New York</i> 17—366 Madison Avenue.....	MURray Hill	7-6540
Paul H. Raymer, Fred C. Brokaw, Peirce L. Romaine, Paul Tiemer, Charles A. Hammarstrom, Ralph E. McKinnie.		
<i>Boston</i> 16—507 Starler Office Bldg., Robert C. Foster.....	Hubbard	3225
<i>Detroit</i> 26—1264 Penobscot Bldg., Robert B. Rains.....	Cherry	0764
<i>Atlanta</i> 3—804 Candler Bldg., Royal E. Penny.....	Jackson	5026
<i>San Francisco</i> 4—Russ Bldg., L. Ray Rhodes.....	Douglas	8909
<i>Los Angeles</i> 14—707 South Hill St., J. Leslie Fox, John D. Gale.....	Vandike	1901
<i>Stations</i> —WBRC, Birmingham, Ala.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC, Los Angeles, Calif.; KFBK, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KWG, Stockton, Calif.; WDRC, Hartford, Conn.; WSBT, South Bend, Indiana; WGAN, Portland, Me.; WCAO, Baltimore, Md.; WTAG, Worcester, Mass.; WOOD, Grand Rapids, Mich.; KWK, St. Louis, Mo.; KOH, Reno, Nev.; WNDR, Syracuse, N. Y.; WHKK, Akron, Ohio; WHK, Cleveland, Ohio; WHKC, Columbus, Ohio; WTOL, Toledo, Ohio; WKBN, Youngstown, Ohio; WPRO, Providence, R. I.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; KWFT, Wichita Falls, Tex.; WRVA, Richmond, Va.; WCAU, Philadelphia, Pa. (Pacific); Arizona Broadcasting System; McClatchy Beeline.		

VIRGIL REITER & CO.

<i>Chicago</i> —400 N. Michigan Ave. (11).....	Superior	5072
Virgil Reiter, Jr., Owner.		
<i>Station</i> —WCAU, Philadelphia, Pa.		

SEARS & AYER, INC.

<i>Chicago</i> 11—612 N. Michigan Ave.....	Superior	8177-8
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.		
<i>New York City</i> —295 Madison Ave.....	LExington	2-0772
P. Joseph Bogner, Jack Martin, Robert C. Whitehead, Jr.		
<i>Kansas City</i> —15 W. 10th St., Wm. Temple, Mgr.....	Victor	0021
<i>San Francisco</i> —703 Market St., Jack Hall.....	Douglas	4475
<i>Los Angeles</i> —412 W. 6th St., Davis S. Ballou.....	Van Dike	6314
<i>Stations</i> —WHMA, Anniston, Ala.; WJLD, Bessemer, Ala.; WJOI, Florence, Ala.; WJBY, Gadsden, Ala.; WHBB, Selma, Ala.; WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, Ark.; WKEU, Griffin, Ga.; WJBC, Bloomington, Ill.; WSIV, Pekin-Peoria, Ill.; WCVS, Springfield, Ill.; KSTT, Davenport, Ia.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WKTU, Mayfield, Ky.; WCIF, Madisonville, Ky.; WPAD, Paducah, Ky.; WHDF, Calumet-Hoght- on, Mich.; WGCM, Biloxi-Gulfport, Miss.; WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WJPR, Greenville, Miss.; WMOX, Meridian, Miss.; WQBC, Vicksburg, Miss.; WELO, Tupelo, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KRES, St. Joseph, Mo.; KTTS, Springfield, Mo.; KORN, Fremont, Neb.; KHBG, Okmulgee, Okla.; WLPM, Suffolk, Va.; KONP, Port Angeles, Wash.; KDFN, Casper, Wyo.; KPOW, Powell, Wyo.; KWYO, Sheridan, Wyo. Mid-South Network; WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WMCX, Meridian, Miss.; WELO, Tupelo, Miss.		

HORACE N. STOVIN AND COMPANY

<i>Toronto</i> —1402 Victory Bldg., 80 Richmond St., W.....	ADelaide	9184
H. N. Stovin; A. A. McDermott, Sales Prom. Mgr.; R. J. Judge, W. E. Todd, Salesmen; G. E. Rutter, Research Dir.		
<i>Montreal</i> —608 Keefer Bldg., R. F. Bowden, Mgr.....	Plateau	8749
<i>Winnipeg</i> —608 Manitoba Telephone System Bldg.....	Winnipeg	92-191
W. G. Carpenter, Mgr.		
<i>Stations</i> —CJCH, Halifax, N. S.; CHSJ, Saint John, N. B.; CKCW, Moncton, N. B.; CJEM, Edmundston, N. B.; CJBR, Rimouski, Que.; CKSF, Cornwall, Ont.; CJBQ, Belleville, Ont.; CHOV, Pembroke, Ont.; CFOR, Orillia, Ont.; CFOS, Owen Sound, Ont.; CKLW, Windsor, Ont.; CJRL, Kenora, Ont.; CKY, Winnipeg, Man.; CKX, Brandon, Man.; CFAR, Flin Flon, Man.; CJGX, Yorkton, Saskatchewan; CKLN, Nelson, B. C.; CJOR, Vancouver, B. C.; CFPR, Prince Rupert, B. C.; CHML, Hamilton, Ont. (Montreal and Winnipeg only); CFPL, London, Ont. (Montreal and Winnipeg only).		

TAYLOR—HOWE—SNOWDEN RADIO SALES

<i>Amarillo, Texas</i> —Radio Building.....	Amarillo	4242
Alex Keese, General Manager; O. L. Taylor, Exec. Partner.		
<i>Chicago 1</i> —360 North Michigan, Tom Peterson, Mgr.....	State	5260
<i>Dallas 1</i> —806 Tower Petroleum Bldg., C. Melville, Mgr.....	Riverside	5663
<i>New York 18</i> —500 Fifth Ave.....	PE	6-6857
Roy Cowan, Mgr.; Arthur Poppenberg, Asst. Mgr.		
<i>Hollywood 28</i> —6123 Selma Ave., Homer Griffith.....	Hollywood	6281
<i>San Francisco</i> —681 Market St., H. G. Wells.....	Douglas	4475
<i>Stations</i> —KGGM, Albuquerque, N. M.; KVSE, Santa Fe, N. M.; KSIL, Silver City, N. M.; KAVE, Carlsbad, N. M.; KSFT, Trinidad, Colo.; KROD, El Paso, Texas; KTBC, Austin, Texas; KEYS, Corpus Christi, Texas; KTSA, San Antonio, Texas; KFYO, Lubbock, Texas; KGNC, Amarillo, Texas; KRGV, Weslaco, Texas; KRMD, Shreveport, La.; KPLC, Lake Charles, La.; KCMC, Texarkana, Texas; KTOK, Oklahoma City, Okla.; KBIX, Muskogee, Okla.; KGFF, Shawnee, Okla.; KADA, Ada, Okla.; KVSO, Ardmore, Okla.; KCRC, Enid, Okla.; KOMA, Tulsa, Okla.; KTMC, McAlester, Okla.; KANS, Wichita, Kan.; Oklahoma Network; KSWO, Lawton, Okla.		

W. M. TEMPLE & ASSOCIATES

<i>Kansas City 6, Mo.</i> —15 W. Tenth Street.....	Victory	0021
<i>Stations</i> —Representing The Walker C.o. (List of Stations); Sears & Ayer, Inc. (List of Stations).		

EDWARD S. TOWNSEND COMPANY

<i>San Francisco</i> —Russ Bldg., Edward S. Townsend, Owner.....	Exbrook	2164
<i>Station</i> —WOR, New York, N. Y.		

TRI-CITY STATIONS OF VIRGINIA

<i>Lynchburg, Va.</i> —Allied Arts Bldg., Philip P. Allen, General Manager.....	Lynchburg	3032
Katherine Gleason, Traffic; J. P. Read, Jr., Auditor.		
<i>Stations</i> —WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WSLS, Roanoke, Va.		

UNIVERSAL RADIO SALES

<i>New York 19</i> —730 Fifth Ave., George E. Hughes, Vice-Pres.....	Circle	6-7447
<i>Chicago 1</i> —360 N. Michigan Ave., John D. Stebbins.....	Central	6815
<i>San Francisco 6</i> —1 Nob Hill Circle, Barry Keit.....	Exbrook	4567
<i>Hollywood 28</i> —6757 Hollywood Blvd., John Gordon.....	Hollywood	8282
<i>Seattle</i> —Fourth & Pike Sts., Rod. McArdle.....	Seneca	1000
<i>Stations</i> —KSFO, San Francisco; KXLA, Los Angeles; KXA, Seattle; WINZ, Miami; WCLE, Clear water; WCAW, Charleston, W. Va.; WTOD, Toledo, O.; KGVL, Greenville; KXOL, Fort Worth; WARL, Arlington, Va.; KIST, Santa Barbara.		

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*Stations represented for the broadcasting and producing of foreign language programs only.

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Chicago—360 North Michigan Ave., Martin McGeehanState 5262

Kansas City, Kans.—15 W. 10th St., Wm. TempleVictory 0021

Los Angeles—672 S. Lafayette Pk. Pl., Harlan OakesFairfax 3200

San Francisco—1085 Monadhock Bldg., Lester MeekDouglas 4475

Stations—WOLF, Syracuse, N. Y.; WSAY, Rochester, N. Y.; WSLG, Ogdensburg, N. Y.; WLBC, Muncie, Ind.; WBRK, Pittsfield, Mass.; WHYN, Holyoke, Mass.; WHEB, Portsmouth, N. H.; WKBR, Manchester, N. H.; WKXL, Concord, N. H.; WAIR, Winston Salem, N. C.; WKWF, Key West, Fla.; WGRC, Louisville, Ky.; WTMV, East St. Louis, Ill.; WOSH, Oshkosh, Wis.; WRJN, Racine, Wis.; WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WOMT, Maniowoc, Wis.; WJAG, Norfolk, Neb.; KOCY, Oklahoma City, Okla.; KSKY, Dallas, Tex.; KBWD, Brownwood, Tex.; Z Bar Network—Montana; Pacific Northwest Broadcasters; KFPY, Spokane, Wash.; KSEI, Pocatello, Ida.; KXLF, Butte, Montana; KXLJ, Helena, Mont.; KXLQ, Bozeman, Mont.; KXL, Portland, Oregon; KGHI, Little Rock, Ark.; KFPW, Ft. Smith, Ark.; KABR, Aberdeen, S. Dakota; KLPM, Minot, N. Dakota; WFNC, Fayetteville, N. C.; The Tobacco Network—N. C.

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Chicago 1—203 N. Wabash Ave.Randolph 7730
C. C. Weed, Mgr.; E. J. Lynch, J. R. Matthews, Burton Beggs, Edward A. Barry, George Backus, Salesmen.

Detroit 26—The Book Bldg., W. J. Reilly, Mgr.Randolph 5382

Boston 16—The Statler Bldg., Dana Baird, Mgr.Hubbard 5677

Hollywood 28—6253 Hollywood Blvd., Lincoln P. Simonds, Mgr.Hillside 8611

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

Atlanta—Hass-Howell Bldg., Charles P. Coleman, Mgr.Cypress 4081

Stations—WKRK, Mobile, Ala.; KCRA, Sacramento, Calif.; WTIC, Hartford, Conn.; WMBR, Jacksonville, Fla.; WSUN, St. Petersburg, Fla.; KTFI, Twin Falls, Idaho; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WEOA, Evansville, Ind.; WHOT, South Bend, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KGGF, Coffeyville, Kans.; KALB, Alexandria, La.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WRDO, Augusta, Me.; WLAW, Lawrence, Mass.; WORC, Worcester, Mass.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; KGVO, Missoula, Mont.; KBON, Omaha, Neb.; WMUR, Manchester, N. H.; WEBR, Buffalo, N. Y.; WMCA, New York, N. Y.; WWNY, Watertown, N. Y.; WMSA, Massena, N. Y.; WAYS, Charlotte, N. C.; WRAL, Raleigh, N. C.; WAKR, Akron, O.; WING, Dayton, O.; WIZE, Springfield, O.; WERC, Erie, Pa.; KQV, Pittsburgh, Pa.; WHGB, Harrisburg, Pa.; WKST, New Castle, Pa.; WARD, Johnstown, Pa.; WJAR, Providence, R. I.; WKIX, Columbia, S. C.; WDEF, Chattanooga, Tenn.; KNOW, Austin, Tex.; WACO, Waco, Tex.; WRR, Dallas, Tex.; KFJZ, Fort Worth, Tex.; KABC, San Antonio, Tex.; WCAX, Burlington, Vt.; WSVa, Harrisonburg, Va.; KTYW, Yakima, Wash.; KEVR, Seattle, Wash.; WKWK, Wheeling, W. Va.; WKNA, Charleston, W. Va.; Marjorie Mills Hour; New England Regional Network; Sunshine Trio; Texas State Network; CFAC, Calgary, Alberta; CJCA, Edmonton, Alberta, GFGP, Grande Prairie, Alberta; CJOC, Lethbridge, Alberta; CHAT, Medicine Hat, Alberta; CHWK, Chilliwack, B. C.; CFJC, Kamloops, B. C.;

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CKOV, Kelowna, B. C.; CKPG, Prince George, B. C.; CJAT, Trail, B. C.; CKWX, Vancouver, B. C.; CJVI, Victoria, B. C.; CKRC, Winnipeg, Man.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CFBC, St. John, N. B.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CJLS, Yarmouth, N. S.; CKOC, Hamilton, Ont.; CFPA, Port Arthur, Ont.; CJCS, Stratford, Ont.; CKSO, Sudbury, Ont.; CHUM, Toronto, Ont.; CFCY, Charlottetown, P. E. I.; CFCF, Montreal, Que.; KCKV, Quebec City, Que.; CKBI, Prince Albert, Sask.; CHAB, Moose Jaw, Sask.; CKCK, Regina, Sask.; CKRM, Regina, Sask.

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- San Francisco*—1085 Monadnock Bldg., J. L. Meek.....Douglas 4475
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Editor-In-Chief.....Barry Faris
Business Manager.....William B. Goode
Sales Manager.....Frank J. Nicht

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....Circle 7-7363

Executives

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

Reuters

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

Executives

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

Transradio Press Service, Inc.

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

Executives

Chairman of the Board.....Herbert Moore
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United Press Associations

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

Executives

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Vice-President & General Business Manager . E. M. Williams
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Vice-President & Sales Manager.....Jack Bisco
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Listing includes agencies placing network and important spot business during 1946 and those handling larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

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

AD MASTERS ADV., INC.

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

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

ADVERTISING, INC.

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

Phone 32800 & 32809

ANPA—SNPA—APA—FAAG

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

ADVERTISERS BROADCASTING CO., INC.

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

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producers.....Jacob F. Keilson,
Bernard Rubinstein
Continuity Chief.....Jacob I. Freedman

Program Planning.....David M. Hausdorff

Radio Accounts Placed—Foreign Language
Programs: General Foods Corp. (Maxwell
House Coffee, Instant Maxwell House, Dia-
mond Crystal Salt, Sanka Coffee, Instant
Sanka, Baker's Cocoa, Yuban Coffee); Horo-
witz-Margaretten; I. Rokeach & Sons, Inc.;
R. B. Davis Co. (Davis Baking Powder, Coco-
nialt); Colgate-Palmolive-Peet Co. (Colgate
Dental Cream); B. T. Babbitt, Inc. (Bab-O);
Francis H. Leggett & Co. (Premier Food
Products); Whitehall Pharmacal Co. (Ana-
cin); The Best Foods, Inc. (Heckers' Cream
Farina, H-O Oats, Hellmann's Real Mayon-
naise); Ralston-Purina Co. (Ralston, Instant
Ralston, Shredded Ralston, Ry-Krisp);
Duffy-Mott Co. (Sunsweet Prune Juice, Mott's
Apple Juice); Pepsi-Cola Co. ("Evervess"
Sparkling Water); Florida Citrus Commis-
sion (Florida Canned Grapefruit Juice,
Florida Canned Blended Juice); The Bar-
basol Company (Barbasol); Penick & Ford,
Ltd. (My-T-Fine Desserts); Ex-Lax, Inc.
(Ex-Lax); Dugan Bros. (Dugan Breads);
Carter Products, Inc. (Carter's Little Liver
Pills); "The 'Junket' Folks" (*Junket"
Rennet Products); Florida Citrus Exchange
(Florigold Oranges and Grapefruit); The
S.O.S. Company (S.O.S.); Cudahy Packing
Co. (Old Dutch Cleanser); The Birkett
Mills (Wolf's Buckwheat Products); Pills-
bury Flour Mills Co. (Pillsbury Enriched



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MELrose 5-5522

Farina); General Mills, Inc. (Betty Crocker
Pea Soup Ingredients); The Quaker Oats
Co. (Quaker Oats); The Kellogg Co. (Kel-
logg's Raisin Bran); Pet Milk Sales Corp.
(Pet Milk); Lever Bros. Co. (Spry); Holsom
Food Products (Holsom Peanut Crunch Pea-
nut Butter, Holsom Peanut Creme Peanut
Butter).

**ADVERTISING & SALES
COUNCIL, INC.**

Winchester, Va.
PPA

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

1776 Broadway, New York 19, N. Y.
Phone, Circle 7-7510
ANPA

Partner.....Lawrence S. Morris
Partner.....Julia Morris
Account Executives.....Robert Marcus,
David Collins

Radio Accounts Placed—La Martinique,
White Oaks Inn, Merry Go Round, Havana
Madrid, Jarwood, Inc., Strand Hotel, Prod-
ucts Dist. Corp., Gilmores Restaurant, Essex
House (Carousel), "18" Club.

THE AITKIN-KYNETT COMPANY

1400 South Penn Square
Philadelphia 2, Pa.
Phone Rittenhouse 7810

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

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

R. H. ALBER CO.

1151 S. Broadway, Rm. 458,
Los Angeles 15, Calif.
Phone PRospect 3331

President.....R. H. Alber
Vice-President.....Pauline Hagen
Treasurer.....Evelyn Jones

ALLEN & REYNOLDS

833 Insurance Bldg., Omaha 15, Nebr.
Phone, Atlantic 4445
AAAA—ANPA—APA—ABP—NOAB

Partners.....Earl H. Allen.
Milton H. Reynolds
Account Executives.....Earl H. Allen.
Milton H. Reynolds, Clair Wolfe, Robert
Reynolds, Karl M. Joens, William Newens,
Jack Anderson.
Radio Department.....Harry Walsh.
Helen Moeller.
Radio Producers.....Harry Walsh.
Karl M. Joens.

Branch Office

854 Stuart Bldg., Lincoln, Nebr.
Phone: 27545

Radio Accounts Placed—P. F. Petersen
Baking Co., George H. Lee Co., Merchant-
Biscuit Co., Nebraska Consolidated Mills Co.,
Nebraska Power Co., Byron Reed Co., Hill
Hotel, Pioneer Glass & Paint Co., United
States National Bank, Quaker Petroleum Co.,
Boyer Lumber & Coal Co., Commercial
Savings & Loan, L. L. Coryell & Son, Mid-
West Clean-Ja Co., T. H. Maenner Co.

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

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Secretary-Treasurer.....William Welsh
Radio Producers.....Stuart Heinemann,
Ray Cornier, Kay Previa, Noel Schram.

Branch Offices

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

Manager.....Vie Ueberroth

353 Henry Bldg.
Seattle 1, Wash.
Phone, Elliott 0936
George Routh

Radio Accounts Placed—Los Angeles Ex-
aminer, J. J. Newberry Co., Central Chevro-
let Co., Star Stores, Inc., West Pico Furni-
ture, Inc., Gilmore Stadium, Inc., Dr. F. E.
Campbell, Flamingo Sales, Trimal Lab.,
Zuni Sales, S. F. Chronicle, Bayshore Sta-
dium, E. W. Taylor, Calif. Music House,
Blumenfeld Theatres, Richey's, Arden Farms,
Inc., Seattle Radio Supply, Hamrick-Ever-
green Theatres, Inglewood Country Club,
Bohemian Cafes, Wash. State Grange, Tri-
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Louis Biancolli
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Olin Downes
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Sid Shalit
Daily News

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 Time Buyer.....Corinne Dougherty
 Television Director.....Karl Knipe

Branch Office

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

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

Television Account Placed — Alexander Smith & Sons Carpet Co.

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 Asst. Radio Director.....Lynn W. Brown
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 Television Director.....Vernon L. Morelock

Branch Office

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 Phone Raymond 0845

ManagerWalter Winius
Radio Accounts Placed—American Packing Co., Boatmen's National Bank, F. Burkart Mfg. Co., Jackson Brewing Co., Detergent Corp. of America, Bubble Up Corp., Emerson Electric Co.

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Transit Tower, San Antonio, Tex.

Phone Fannin 9148

ABP—SNPA—SAAA

President.....Claude B. Aniol

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

Phone PLaza 5-1140

Radio Director.....Rosetta Valenti
 Space Buyer.....Angelo Sava
 Copy Chief.....H. D. Kline

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

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

Phone MOhawk 4-8795

ABP—ANPA—PPA

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 Vice-PresidentLester Stone

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 Treasurer.....H. P. Francis
 Time Buyer.....Wm. T. Tieman
 Program Director.....J. Dennis Molnar

Branch Office

100 Adelaide St., Toronto, Ont., Canada

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

•

ATHERTON & GRESHAN

6000 Sunset Blvd., Hollywood 28, Calif.

Phone Hollywood 7151

Partner.....Andreas Atherton
 Partner.....M. H. Greshan
 Account Executives.....Dick Fishell,
 Will Orlean

Production Manager.....Sanford Woolf
Radio Accounts Placed—Desmonds, Community Laundry, Crib Diaper Service, Aladdin Recordings, "Up In Central Park," (Michael Todd Productions), Modern Realty Associates, Motel Supplies, Inc., Eddie Meyer, La Nacion Newspaper, El Monte Legion Stadium, Weaver Jackson Salons, Roxas For President Club, David Jones Radios, Riverside Rancho, Amos Carr Photographers, Excelo Mfg. Co., Honest John (Used Cars), Million Dollar Theatre, Campus Theatres, C. L. Merrill Co., Vita Squash Growers.

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230 N. Michigan Ave., Chicago, Ill.

Phone Raudolph 0830

ANPA — ABP — PPA — APA — NOAB
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 Vice-PresidentsJohn C. Moore,
 John J. Finlay.

Radio Time Buyer-Production. John H. North

Radio Accounts Placed—International Harvester Co., McIlhenney Co. (Tabasco), Old Colony Beverages, Orange-Crush Co., Williamson Candy Co. (Oh Henry), Tent Canned Meats, McKenzie Pancake Flour, Dubuque Hams & Bacon, Kelling Double Kay Nuts.

•

N. W. AYER & SON, INC.

West Washington Square Philadelphia 6, Pa.

Phone Lombard 0100

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Branch Offices

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

Radio Department

Vice-President in Charge of Radio,
H. L. McClinton
ManagerRobert Collins
Radio PlansJames E. Hanna
Business Manager.....T. J. McDermott
Time Buyer.....John W. Purves
Time Buyer.....Richard S. Bunbury
Time Buyer.....Paul F. Kizenberger
Manager Radio Production,

Joseph R. Stauffer
TalentMarge Kerr
Copy Chief.....Philip A. Young
Publicity Manager.....Wauhillaun LaHay
Assistant Pub. Manager.....Dorothy Doran
Director of Television.....Don McClure
ProducersRichard Dunn,
Wallace Magill, Charles A. Herbert,
Robert Mortenson, Henry Hull, Jr.,
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Ripley, Jean Bouillet, Sam Hunsaker,
John Caldwell, Helen Whitmore, John
Esau, Jean Williams, Robert Forshew,
Dorothy Zimmer

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

Vice President.....E. Craig Greiner
612 Taft Building, Hollywood 28, California
Phone Hempstead 4871

ManagerGlenhall Taylor
135 South LaSalle Street, Chicago 3, Illinois
Phone Randolph 3456

Vice President.....Sterling E. Peacock
235 Montgomery Street, San Francisco 4,
California

Phone Sutters 2534

Vice President.....Carl Zachrisson
Penobscot Building, Detroit 26, Michigan
Phone Randolph 3800

Manager.....Thomas Jack Henry
231 Dillingham Bldg., Honolulu 16, Hawaii
ManagerAvery McBee
39 St. James Street, London SW 1, England
ManagerPeter Nevile

Radio Accounts Placed—Admiral Farragut
Naval Camp, The Atlantic Refining Com-
pany, The Bell Telephone System, Ches-
apeake and Potomac Telephone Company,
Chrysler Corporation, Plymouth Division—
Chrysler Corporation, Cliquot Club Com-
pany, The Detroit and Ebling Creameries,
Electric Companies Advertising Program,
The Hawaiian Pineapple Company, Ltd., Dr.
Hess and Clark, Inc., Charles E. Hires Com-
pany, Illinois Bell Telephone Company,
Johnson and Johnson, The Kellogg Com-
pany, Kentucky Dairies, Kerr Chickeries,
Inc., Michigan Bell Telephone Company,
The Philadelphia National League Baseball
Club, Sheffield Farms Company, Inc., Supplee
Wills Jones Milk Company, United Air
Lines, United Rexall Drug Company, United
States Army Recruiting Service.

Television Accounts Placed—The Atlantic
Refining Co., Goodyear Tire and Rubber Co.,
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6362 HOLLYWOOD BLVD.

HOLLYWOOD

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Treasurer.....F. S. Browning
Vice-President.....J. C. Morrow
Time Buyer.....W. D. Edouarde
Radio Director.....Jack Wilcher
Radio Business Mgr.....Robert D. Guthrie
Radio Time Dept.....G. Schubert,
M. H. Missing

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Radio Producers.....James E. Corbett,
Jean Schantz, Joseph Radder, Kay Burkhardt.

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Jitterbugs
Wise-cracking babes
Our Tawn Emilies
Meanies
Dumb Doras
Slavies
Farm girls
Small town society girl
Sweet parts

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VOICE RANGE: "17" an "Helen Trent" to "30" an "The Fat Man."

**CHARACTER, LEADS,
COMEDY, STRAIGHTS**

TYPES:

Wives
Neuratics
Other women
Exotics
Taughs
Secretaries
Reparters
Spitfires
Nurses
Eccentrics

ELAINE ROST

LE 2-1100

VOICE RANGE: "16" an "Rosemary" to "28" an "Editor's Daughter."

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LEAD, LIGHT COMEDY**

TYPES:

Brats
Callege girls
Yaung wives
Blase shap girls
Smart alecks
Sharpies
Innocent victims
Sulkers
Divarcees
Sarcastics

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STRAIGHT, INGENUE**

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Sirens
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Ca-eds
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Radio Director.....Ted Burrell
Time Buyer.....Ted Burrell

Branch Office

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

Radio Accounts Placed—Qualitee Dairy,
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Diego Tribune-Sun, Security Bank, Pepsi-
Cola Co., Jessop's Jewelers, Frazee's Paint,
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Frank H. Little, John Harvey.

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Circuit, Ball Clinic.

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Producers.....Harry Saz, Frank O'Connor
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Shampoo through Sherman & Marquette),

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Asst. Dir. Radio in Chg. Television,

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Phone Grant 8060

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Emerson Drug Co., Curtis Publishing Co.,
Wildroot Co., Inc., U. S. Steel Corp., Bon
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326 East Main Street, Lakeland, Fla.
Phone LAKeland 2-4571

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Radio Accounts Placed—General Foods Corporation, The Prudential Insurance Company of America, The Procter and Gamble Company, The Best Foods, Inc., Labrofacts, Incorporated, Florida Citrus Commission.

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Radio Accounts Placed—Geo. W. Helene Co., Prince George Hotel, C-O-Two Fire Equip. Co., Union News Co., Nassau Smelting & Refining Co.

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Phone Hillside 0209

Radio Director.....Natlan A. Tufts
Radio Accounts Placed—American Home Products Corp. (American Home Foods Inc.), (Duff's Baking Mix, Div.), Boyle-Midway Inc., Frank & Seder Dept. Store, Chef Paulin Poultry Prods., Allegheny County Democratic Committee, John M. Roberts Co., Retail Merchants Assn. of Pittsburgh.

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 Phone Liberty 7751
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 Phone Plaza 8-1634

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Phone Superior 3047

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Phone Mutual 6316

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Phone Yukon 2802

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Television Accounts Placed—Allen B. Du
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411 West Fifth, Los Angeles 13, Calif.
 Phone Mutual 5167

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 Phone Hollywood 7263

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 Art Director.....Walter J. Kennelly
 Public Relations Director...Claud F. Weimer
 Director Radio Department...Herbert Byer

Radio Accounts Placed—The Skidoo Co.,
 Budd & Co., Ashland Oil & Refining Co.,
 Clean Products Co., Wetalenc Laboratories,
 Columbus Philharmonic.

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 Phone Hancock 7690

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 Phone 3-5962

Manager.....Richard I. Miller

Radio Accounts Placed—Boston and Maine
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 Boit, Dalton & Church, Samuel Cahot, Inc.,
 W. L. Douglas Shoe Co., H. P. Hood & Sons,
 Miller & Hollis, Inc., Arthur Murray Dance
 Studios (New England Offices), L. E. Mason
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 Phone Saratoga 4466-7

PPA

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 Inc., The May Co., Popular Club Bottling
 Co., Vermont Federal Savings & Loan As-
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 ca Restaurant, K. Katz & Sons (Katz
 Clothes).

CALKINS & HOLDEN

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 Phone Wickersham 2-6900

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 Radio Program Director...Chester H. Miller

Branch Office

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

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Radio Accounts Placed — Stokley-Van
 Camp, Inc., Oakite Products, Inc., Weston
 Biscuit Co.

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Radio Accounts Placed—United States
 Rubber Co., Philharmonic Concert.

Television Accounts Placed—U. S. Rubber
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Los Angeles, Cal.
Richmond 6204

Vice-Pres.-Manager.....R. H. Crooker
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Minneapolis 2, Minn.
Phone ATLantic 3231

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Phone LExington 2-0850

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Producer.....Dave Lewis

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Director of Television.....Dave Lewis
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Phone Mutual 4143

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

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Phone DR 3077

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Phone Wickersham 2-8200

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Time Buyer.....Harry Parnas

Radio & Tele. Producer..John M. Wyatt, Jr.
Radio Accounts Placed—Hudson Products, Inc., Omega Chemical Co., Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes).

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Radio Accounts Placed—Mack Drug Co., Schiller-Dubrow.

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Phone PENnsylvania 6-3520

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Radio Accounts Placed—The Chattanooga Medicine Co., Fleetwood Coffee Co., Double-Colo Co., Olan Mills Portrait Studios.

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Radio Account Placed—Southern Coach Lines, Inc.

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

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

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Acct. Executive.....Gardner Reams
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Radio Accounts Placed—Procter & Gam-
ble Co. (Ivory Soap, Ivory Flakes, Crisco,
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cony-Vacuum Oil Co., Krueger Brewing Co.,
Allis Chalmers Co., Goodyear Tire and Rub-
ber Co.

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Production Manager.....Louis Means
Account Executives.....E. W. Connor,
Robert W. Conley, Denis Muir, G. Huf-
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Co., Inc., Mittag & Volger, Inc., Telicon
Corp. (Lauderette).

JOHN GILBERT CRAIG ADV.

903 Shipley St., Wilmington, Del
Phone 6185

Account Executives.....John Gilbert Craig,
Kathleen Anderson Walsh, Robert P.
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Radio Accounts Placed — Mason-Dixon
Radio Group.

THE CRAMER-KRASSETT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 3500

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

Radio Accounts Placed—Plankinton Pack-
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& Associates, Ed. Schuster & Co., Amity
Leather Co., Wilmauke Co., Sperry Candy
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Radio Accounts Placed—Wheeling Steel Corp.

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

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 Account Executive.....Patrick Shannon
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 Art Director.....Harry J. Beier
 Copywriter.....Herman H. Breslich
 Copywriter.....Justin C. Tanner
 Radio Time Buyer.....Harry C. Pick

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

Television Account Placed—Admiral Corp.

DANCER-FITZGERALD-SAMPLE

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

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 Radio Acct. Exec.....Carl Stanton
 Radio Supervisors.....George Stellman,
 James West, H. Y. Bingham, Philip Bow-
 man.

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

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

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

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

Manager.....Gilbert Nunns
Radio Accounts Placed — General Mills,
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 Drug Inc., Kilmer & Co., Inc., Whitehall
 Pharmaceutical Company, Boyle-Midway, Inc.,
 Falstaff Brewing Corp., Continental Illinois
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D'ARCY ADVERTISING COMPANY

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

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

Vice-President in Charge of
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 Radio Dept.....P. A. Louis
 Terminal Bldg., Cleveland, Ohio
 Phone Cherry 0158
 Stanley Seward

90 Broadview Ave., Toronto, Canada
 Gramont Altenbernd

Radio Account Placed—The Coca-Cola Co.

JIMM DAUGHERTY, INC.

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

PPA — NOAB — APA

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

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

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Radio Account Placed—WOOD Radio Sta-
 tion, King-Trendle Broadcasting Corp.

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Dir. of Radio Commercials...John Mullen
Radio Time Buyer.....Helen Wilbur

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

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

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Branch Office

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Phone Republic 1420

Manager.....Philip Rosenfeld

Radio Accounts Placed—Southernland Wine
Corp. (Velvet Rose Wines), Southern Biscuit
Co. (FFV Cookies & Crackers), 4-Most
Stores Co., Inc. (GRIP-ON Waterproofing
Treatment).

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

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Branch Office

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Phone Main 5662

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

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Treasurer.....Geo. E. Murphy
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Radio Accounts Placed—Albany Carpet
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Atlantic Coal Co., Britex Co., Clinton Cloth-
ing Mfg. Co., Wm. Filene's Sons Co., First
National Stores, Martin L. Hall Co., M. A.
Hanna Co., Homes, Inc., Jenney Mfg. Co.,
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Snider Fuel Corp., Stanley System.

L. J. DuMAHAUT ADV. AGENCY

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Phone, RANdolph 9480

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

ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, CIrcle 6-1400

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Treasurer.....T. Arnold Rau
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Art Director.....Harvey A. Spooner
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 Maurice Condon, John T. Martin.

Branch Offices

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 V.P.-ManagerEllis Travers
 719 Enquirer Bldg., Cincinnati 2, O.
 Phone, Cherry 0032

V.P.-ManagerFrederic Kammann
 Charge of Art Dept.....Philip Goyert

ELLIS ADVERTISING CO.

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

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Radio Dept.

Caesarina Cardarelli

Branch Offices

33 W. 42nd St., New York 18, N. Y.

L'ongacre 5-1567

Michael F. Ellis, Jr.

74 King St. E, Toronto 1, Canada

Waverly 3438

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Atlantic Bldg., Washington 4, D. C.

Phone Executive 5834

President.....Robert J. Enders
 Radio Director.....Robert L. Howard
 Script & Continuity Mgr.....Shelia Ryan
 Production Manager.....Charles Warren
 Chief Time Buyer.....John Barnes

Radio Accounts Placed—Columbia Wholesale-
 salers, Inc., Guthrie Lithograph Co., Mary-
 land Airlines, Georges Radio Co., Govern-
 ment Services, Inc., Kopy Kat Stores, Acousti-
 con-Orrison Hearing Aids, Miami Sea-Hawks
 Pro Football, President's Cup Regatta, National
 Electronic Laboratories, News Digest
 Publications.

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

Phone MOhawk 4-8700

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 Treasurer.....James F. O'Connor
 Director of Radio.....C. H. Cottington
 Asst. Radio Director.....Joe Brattain
 Time Buyer.....Keith Shaffer
 Business Manager...Archibald Douglass, Jr.
 Radio Producers.....Charles F. Lowe,
 John Halpern

Television Dept.

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Branch Offices

Erwin Wasey & Co., Ltd.

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

Vice-President.....L. R. Northrup
 Rand Tower, Minneapolis, Minn.
 Phone Atlantic 1223

Vice-President.....Mac Martin
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 Okla. City 2-0603

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

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

Vice-President.....Ralph Lawson

Radio Accounts Placed—Lydia E. Pinkham
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 Acme Flour Mills Co., Albers Milling Co.,
 Peter Fox Brewing Co., Zonite Products
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 Shampoo, K-R-O Co., Pertussin, Jacob Riess
 Bottling Works, Inc.

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100 East 42nd St., New York 17, N. Y.

Phone Caledonia 5-1900

1537 Vine St., Hollywood, Calif.

Phone Hillside 2183

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

Radio ProducersDon Bernard,
 Kendall Foster, George Zachry, Helen
 Phillips, Charles White

Television Department.....Kendall Foster

Radio Accounts Placed — Colgate-Palm-
 olive-Peet Co., Thomas Leening & Co., Inc.,
 National Carbon Co., Inc., Piel Bros., Pacquin
 Inc., R. J. Reynolds Tobacco Co., Tea Bureau,
 Inc.

EVANS ADVERTISING AGENCY

322½ South Sixth St., Springfield, Ill.

Phone 2-2090

ANPA—AAAA

Owner & Manager.....Clarence R. Evans
 Treasurer.....Velma Evans
 Art Director.....John Robert Work
 Continuity Director.....Jo Otwell
 Radio Producer.....Velma Evans
Radio Accounts Played—Gold Coast Beer,

The Bootery (Springfield, Champaign, Bloomington), Rolans (Lane Bryant), Springfield Dry Goods Co., Frank A. Bridge Jewelers, Collins Jewelers, Springfield Refinoid Co., Lloyds Cleaners, Kennedy Laundry & Dry Cleaners, Fink's Cleaners, Capital City Motors, Herndon Dept. Store, Home Appliances, S. A. Barker Co., Sweet & Canterbury (Purina Dlr.), Matthew Transfer Co., Senate Theater, Strongs Cafeteria, Buddes Cafe, Y-B Food Market, Franklin Life Insurance, Mutual Benefit Health & Accident, Hennessey's Florists, Lake Club, Farm, Lober's Shoes, Bergs, Howard's Paint & Wallpaper.

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone Eldorado 5-6400
AAAA—ANPA—PPA—ABP—APA—NOAB
—FAAG

President.....Gordon E. Hyde
Vice-Presidents.....James F. O'Brien,
Jules B. Singer, Don Parsons, Kenneth
W. Plumb, Charles G. Wright, Laura E.
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McMahon.

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Dr. Wallace H. Wulfeck
Secretary & Treasurer...George G. Dietrich
Vice-Pres. & Copy Chief...Joseph Leopold
Vice-Pres. & Art Dir...MacGregor Ormiston
Radio Dir.....Francis C. Barton, Jr.
Radio Space Buyer.....Penelope Simmons
Radio Producer.....Thomas Hicks
Radio Accounts Placed—American Safety
Razor Corp. (Gem); Joseph Dixon Crucible
Co. (Ticonderoga Pencils), J. F. Trommer
Co., Inc. (White Label), General Cigar Co.
(Van Dyck), B. Barbizon Corp., Rockwood
& Co. (Chocolate Bits), Durkee Famous
Foods (Durkee's Dressing), Lily of France
Corset Co. (Lilees Bras).

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

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

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

HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.
Phone LOngacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB
Board Chairman.....C. P. Hanly
President.....H. M. Montgomery
Secretary-Treasurer.....H. E. Lehman

Chicago Office

WALLACE-FERRY-HANLY CO., INC.

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

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

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MURray Hill 4-3300
ANPA—PPA—APA—NOAB

President & Treasurer.....Lawrence Fertig
Radio Director.....Henry Bretzfield
Radio Accounts Placed—David L. Loew
Productions, Farrell Publishing Co.

ROBERT G. FIELDS & CO.

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

President-Treasurer.....Robert G. Fields
Secretary.....R. H. Lane

**FITZGERALD ADVERTISING
AGENCY**

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

AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

Partner.....Joe L. Killen
Partner.....Joseph H. Epstein
Partner-Time Buyer.....Leonard Gessner
Partner-Copy Chief.....Roy M. Schwarz
Partner-Art Dir.....E. W. R. Wootten
Partner-Prod. Mgr.....Warren G. Posey
Continuity.....Mildred Thomas
Radio Account Placed—Wesson Oil &
Snowdrift Sales Co., Blue Plate Foods, Inc.,
Dixie Brewing Co.

**FLACK ADVERTISING AGENCY,
INC.**

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

ABP—ANPA—PPA—APA—AAAA—NAAN
President.....John B. Flack
Vice-President.....Richard H. Wickham
Secretary.....Florence O. Miller
Tres. & Time Buyer.....J. K. Bowman
Consultant.....Kenneth G. Bartlett
Copy....Richard H. Wickham, Claire Evans
Radio Accounts Placed—Keepsake Dia-
mond Rings, Bardeen's, Inc., First Trust &
Deposit Co.

FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490
ANPA—NOAB

President.....Robert B. Foley

Secretary-Treas.....Helen M. Little
 Acct. Exec.....L. M. Robertson
 Mgr. & Time Buyer.....Robert B. Foley
Radio Accounts Placed—I. J. Fox, Inc.,
 The Stearn Co., Thistledown Racing Assn.,
 Inc., Arena Attractions, Roller Derby.

FOOTE, CONE & BELDING

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

Phone Wickersham 2-6600

AAAA—ANPA—ABP—PPA—APA—OAAA

Chairman of the Board.....Don Belding
 PresidentEmerson Foote
 Chairman, Executive Comm...Fairfax Cone
 Secretary-Treasurer.....William R. Sachse

NEW YORK OFFICE

PresidentEmerson Foote
 V.P. & Gen. Business Mgr.. M. P. Franceschi
 V.P.-National Radio Director
 Hubbell Robinson, Jr.
 Manager of Radio Department

Douglas Coulter
 Radio Time Buyer.....Lillian Selb

CHICAGO OFFICE

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

Phone Superior 4800

Chairman, Executive Com...Fairfax Cone
 Secretary-Treasurer.....William R. Sachse
 Director of Radio.....Stuart Dawson
 Radio Time Buyer....Genevieve M. Lemper

LOS ANGELES OFFICE

601 W. Fifth St., Los Angeles 13, Calif.

Phone Michigan 7651

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

HOLLYWOOD OFFICE

6117 Sunset Blvd., Hollywood 28, Calif.

Phone Hollywood 6265

General Mgr.-Treas.....C. Burt Oliver
 Production Dir.....A. L. Capstaff
 Talent Director.....Victor Hunter
 Regional Program Dir.....David Taylor

SAN FRANCISCO OFFICE

235 Montgomery St., San Francisco 4, Calif.

Phone Sutter 2355

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

FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.

Phone 4-7122

APA—SNPA

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

**ALBERT FRANK-GUENTHER LAW,
 INC.**

131 Cedar St., New York, N. Y.

Phone Cortlandt 7-5060

ANPA—PPA—ABP—NOAB—APA

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

Harold E. Maples
 Radio Department.....John V. McAdams
Branch Offices

Post Office Square, Boston, Mass.

Phone Hancock 5900

Packard Bldg., Philadelphia, Pa.

Phone Rittenhouse 3915

1 La Salle St., Chicago, Ill.

Phone Dearhorn 3910

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

Phone LExington 2-4537

V.P.....William F. Adler
 235 Montgomery St., San Francisco, Calif.
 Phone Exbrook 3484

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

CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.

KEystone 0487

ANPA—ABP—APA—NAAN

President.....C. J. Freiburger
 Treas. & Asst. Sec.....Lucille A. Seger
 Production Manager..Robert A. McCutcheon
 Art Director.....A. Cizek
 Illustrator.....G. Ellis
 Cartoonist.....J. Reed
 Industrial Artist.....J. T. Preucil
 Account Executive.....J. M. Henderson
 Bookkeeper.....N. J. Charon
 Secretary.....D. Hahn
 Artist.....Barbara Weiss
 Accountant Executives.....Gene Blish,
 Vern Ewing, Kim Barnes.
 Radio Director.....Ruth L. Torgerson
Radio Accounts Placed—Tivoli Union
 Co., Brecht Candy Co., Securities Credit
 Corp., Stone-Hall Brokerage Co., Toner's Inc.,
 Central Bank & Trust Co., Bell Tailors,
 Clayton Coal Co., Colorado Potato Flake Co.,

A. Carbone & Co., Gart Bros., Gus Butter-
maid Bake Shop, Service Supply Co., Ute
Chief Mineral Water Co., Jack Wehner,
Realtor, O. K. Rubber Welding System.

AD FRIED ADVERTISING AGENCY

208-209 Easton Bldg., Oakland 12, Calif.
Phone Higate 6580

Owner & Tele-Radio Director.....Ad Fried
Copy & Continuity.....Dr. James A. Scott
Radio Time Buyer.....Elaine McCune
Research Director.....Scott B. Anderson
Format Manager.....Leland Morgan
Publicity Director.....Scott B. Anderson
Program Manager.....Elaine Trigger
Radio Producers.....Ad Fried,
James A. Scott, Jr., Elaine Trigger, Scott
B. Anderson

Television Producer.....Ad Fried
Radio Accounts Placed—Advance Products
Co., Bodies Trailer Co., Darling Shops (Pac-
ific Coast), Fox Theaters (Oakland only),
Gould-Pacific Co., Home Supply Co., Nutri-
sol Fertilizer, Oakland Pro-Football Assn.,
Paramount Pest Control, Sunset Venetian
Blind Co., Dr. DeGloria-Dr. Revelli, Swan's
Markets, West Coast Soap Co. (Powow),
Artraft Leather Co., Dr. Citron Dental Of-
fices, Eb Wells Pontiac Dealer, Fred Benioff
Himself, Gross Bros., Heidt Equipment Co.,
Office Appliance Co., Oakland Federal Sav-
ings & Loan Assn., Coast Millinery Co., Royal
Art Galleries, Hobbyland, Rainbow Hybridiz-
ing Gardens, Bigelow Films, Crompton Adv.
Specialties, Miracle Foam (H. R. Davi Co.),
Foster Insurance Co., G. H. Holman Co.,
Magazine Service Bureau, Oakland Frame &
Axle Co., Panda Room, Tash Furriers,
Travel Service Inc., W. F. Barton Co., Linn
Company.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone Liberty 0813-45
ANPA—PPA—APA

President.....Karl M. Frost
Exec. V.P.-Treasurer.....Harry M. Frost
Asst. Treas.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Pro. Mgr. & Space Buyer..Harold E. Bessom
Radio Director & Time Buyer,
Harvey P. Newcomb

Branch Offices

Lynn, Mass.; Worcester, Mass.

Radio Accounts Placed—Durkee Mower,
Inc., Supreme Wine Co., Eastern Racing
Assn., Eldred & Barbo, Arabian Coffee Co.,
Shubert Theatres, Campbell Fairbanks Ex-
positions, Genoa Packing Co., Boston Yanks,
Boston Braves.

FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MURray Hill 6-5600
AAAA — ANPA — PPA — ABP
APA—NOAB

President.....Allen Billingsley
Chairman of the Board.....John Wiley
Executive Vice-Pres.....E. L. Andrew
Sec.-Treas.....C. C. Reidenbaugh

New York Office

Chairman of the Board.....John Wiley
Radio Director.....Lee Williams
Radio Time Buyer.....George Trimble

Cleveland Office

1501 Euclid Ave., Cleveland, O.
Phone Cherry 6700

President.....Allen Billingsley
Exec. Vice-Pres.....E. L. Andrew
Radio Department.....M. M. Scott
Radio Time Buyer.....W. J. Staab

Chicago Office

29 South LaSalle St., Chicago, Ill.

Vice-President.....Ed Lauesen
Radio Accounts Placed—Burkhardt Brew-
ing Co., Pennzoil, Dougherty Lumber Co.,
Climalene, Commonwealth Shoe & Leather
Co., Westinghouse Electric Co. (Lamp &
Radio Divisions), Harry Ferguson, Inc., Cen-
tral National Bank.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone, BRyant 9-2927

President.....Norman Furman
Secretary.....Nathan Rothenberg
Vice-President.....Irving Gottlieb
Time Buyer.....Joyce Grubard
Radio Producer.....John O'Rourke

GAHAGAN-TURNBULL CO., INC.

270 Park Ave., New York 17, N. Y.
Phone EL 5-7779

AAAA—ABP—ANPA—PANYC

Partner.....Andrew Gahagan
Partner.....Henry R. Turnbull
Radio Director.....George DuPue, Jr.
Time Buyer.....Barbara L. Smith
Radio Accounts Placed—America's Fu-
ture, Inc., Monticello Drug Co., Republican
State Comm., Clairol, Inc.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915

ANPA—PPA—NOAB—ABC—AAAA—
ABP—SNPA—APA

Chairman of Board.....H. S. Gardner
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L. C. MacGlashan, C. P. Michels.
Vice-Pres. & Art Director.....R. Czufin
Vice-Pres. & Dir. of Radio (St. Louis),
C. E. Claggett
Vice-Pres. & Dir. of Media,
E. A. W. Schulenburg
Secretary-Treasurer.....J. V. Kirchhoff

ADVERTISING AGENCIES

Branch Offices

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

V.-P. in Charge of Radio....Roland Martini
Radio Accounts Placed—Pet Milk Co.
Ralston Purina Co., Purina Mills, Hyde Park
Beer, N. Y. Stock Exchange, Union Electric,
St. Louis Ind. Packing Co., St. Louis Public
Service Co., Lion Oil Co., H. D. Lee Co.,
Sutho Suds, Inc., Wabash Railroad.

GARFIELD & GUILD

660 Market St., San Francisco 4, Calif.
Phone EXbrook 3420

PPA—ANPA—NOAB—ABP
NAAN—AAAA

President.....Sidney Garfield
Vice-Pres. (Exec.).....Walter Guild
Vice-President.....Bernard B. Schnitzer
Radio Director.....William A. Morrison
Radio Time Buyer.....Sally Paul
Production Dir.....Stanley Kerk
Radio Producers.....Walter Guild,
David Bascom, Wm. A. Morrison.

Res. Mgr.....Lee Ringer
Radio Accounts Placed—Capwell, Sullivan
& Furth, El Dorado Oil Co., Alice Frock,
Hurley Marine Works, Good Foods, Inc.,
Gravem-Ingليس Baking Co., Kay Jewelers,
Valley Church of the Air, Smith's, No-Doz
Awakeners, Northrup King & Co., Remar
Baking Co., Chemicals, Inc., Southwest Food
Products, Betty Lou Foods, O'Rourke of
California, Guitard Chocolate Co., Frontier
Foods, Grace Bros. Brewing Co., John Han-
son Co., Newell Gutradt Co., HQZ Hair
Preparations, Servicycle Co., J. I. Fancy
Frozen Foods, Alta Vineyards Co, O'Brien's
Candy Co., California Magazine, H & L
Block Co.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 8338

APA—ANPA—PPA—NOAB

President.....W. W. Garrison
Vice-President.....Brooks Middleton
Secretary & Time Buyer.....G. P. Schill
Vice-Pres. in Charge Radio....Tim Morrow
Continuity Dir.....Nancy Goodwin
Prod. Supervisor.....Kathryn Stark

Branch Office

190 Monroe Ave., N. W., Grand Rapids 2,
Mich.

Phone 9-4485

Manager.....George A. Baldwin
Radio Accounts Placed—Florida Citrus ex-
change, W. A. Sheaffer Pen Co. (foreign),
Gihson Refrigerator Co., Dante Candy Co.,
Joseph Triner Corp., Hamilton Foods, Inc.,
Falcon Camera Co.

GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
Phone, GARfield 1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
Account Exec.....J. R. Pitsker
Media Mgr.....D. W. Ryder
Office Mgr.....E. J. Thomas
Prod. Mgr.....J. W. Clark

Branch Office

412 W. 6th St., Los Angeles 14, Cal.
Phone, TUcker 1455

Co-managers.....Orson Hunter,
B. S. Stivers.

Radio Accounts Placed—Rockmont En-
velope, Plant-Chem, Inc., David D. Bohannon
Org., Moss Stores.

GEYER, NEWELL & GANGER, INC.

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

AAAA—PPA—ANPA—APA—ABP—NOAB

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Exec. Vice-President.....H. W. Newell
Exec. Comm. Chairman.....Joe M. Dawson
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J. W. Bertch, H. M. Hempstead, A. A.
Surin, Vernon M. Welsh, R. E. Tuttle,
C. A. Brocker, F. P. Reynolds, Jr., D. S.
Shaw, E. F. Thomas

Publicity Dir.....Edward F. Thomas

Radio Dept.

Director.....Donald S. Shaw
Production Manager.....Frederick A. Long

Television Dept.

Director.....Donald S. Shaw
Prod. Manager.....Frederick A. Long

Branch Offices

Third Nat'l Bldg., Dayton, O.
Phone Fulton 4145

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

Phone, Hogarth 5520

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

6605 Hollywood Blvd., Hollywood, Calif.
Phone Granite 6141

Manager.....Ed Cashman
Radio Accounts Placed—Nash-Kelvinator
Corp., E. R. Squibb & Sons.

J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
Phone Elgin 2111

CAAA

President.....Mrs. J. J. Gibbons
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Vice-Presidents....R. A. Stapells, W. Kiehn
Secretary-Treasurer.....W. H. Hoare
Radio Director.....Don Bassett

Branch Offices

924 Dominion Square Bldg., Montreal, Que.
 Vice-Pres. & Mgr.....H. M. Reid
 Radio Director.....L. D. Cox
 272 Scott Block, Winnipeg, Manitoba
 Vice-Pres. & Mgr.....E. G. MacPherson
 204 Leader Bldg., Regina, Saskatchewan
 Manager.....Stanley Wayte
 Renfrew Bldg., Calgary, Alberta
 Vice-Pres. & Mgr.....R. G. Smith
 McDougall Court, Edmonton, Alberta
 Manager.....J. H. Fulton
 609 Province Bldg., Vancouver, B. C.
 Manager.....Leander Manley
 Radio Director.....Gordon Rowntree

Branch Offices

690 Market St., San Francisco, Calif.
 Phone Exbrook 6469
 Manager.....Robert O. Davis
 32 E. 57th St., New York 22, N. Y.
 Phone PLaza 5-2887
 Manager.....Margaret Macy
Radio Accounts Placed — Bu-Tay Products, Ltd., Austin Studios, Mystic Foam Co., Courtley Ltd., Dixie Fry Co., J. Bird Moyer Co., Beckman Furs, Olson Bread Co., Kern Food Co., Home-Maker's Club, Sontag Drug Stores, Pacific Macaroni Co., L. B. Laboratories, Inc., Mode O'Day Corp., Huggins-Young Coffee Co.

GILLHAM ADVERTISING AGENCY

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

ANPA — APA — ABP

President & Treasurer.....M. C. Nelson
 Vice-Pres. & Acct. Execs.....J. Y. Tipton,
 Lon Richardson
 Acct. Exec. & Radio Dir.....Victor V. Bell
Radio Accounts Placed—Sego Milk Products Co., Utah Oil Refining Co., Mountain Fuel Supply Co., Royal Baking Co., Walker Bank & Trust Co., Sweet Candy Co., Cloverleaf Dairy, Tracy-Collins Trust Co., Utah Power & Light Co., Fisher Brewing Co., J. A. Hogle & Co., Porter Scarpelli Macaroni Co. (Salt Lake City), Jesse M. Chase, Excelcis Beauty Products Co., Excelcis Beauty Salons, W. A. Fuller Co., Pony Express Stages, American Packing & Prov. Co., First Federal Savings & Loan, Lagoon Amusement Park.

GLASER ADVERTISING, INC.

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

AAAA — ABP — ANPA — PPA — APA

President.....Louis Glaser
 Radio Director.....M. B. Collins
 Production Manager Thomas F. Eccleston, Jr.
Radio Accounts Placed—Hathaway Bakeries, Inc., Rose-Derry Co.

GLASSER-GAILEY & COMPANY

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

PPA

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

GLICKSMAN ADVERTISING CO., INC.

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

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

MAX GOLDBERG ADV. AGENCY

611 Railway Exchange Bldg.
 Denver, Colorado
 Phone: CH 5533

ANPA

Radio Director.....Wes Battersea
 Exec. V.P.-Radio Director....Wes Battersea
 Treasurer.....Doris Fitmier
 Radio Continuity.....Mrs. Dorothy Lutz
 Radio Continuity.....Mrs. Elizabeth Nixon
Radio Accounts Placed—Dave Cook Sporting Goods Co., M. & O. Cigars, Ambrose & Co. (Richelieu Wines, Jams & Jellies), State of Colorado, Denver Jewelry Co., New York Furniture Co., and Dundee Clothing Co.

GOLDMAN & WALTER ADVERTISING AGENCY

75 State St., Albany 7, N. Y.
 Phone 5-8864-5

ABP—APA

President.....Harry L. Goldman
 Vice-President....Eleanor Chatham Walter
 Secretary.....Louise Benay
 Radio Director.....Louise Benay
 Asst. Director.....Robert W. Snyder
Radio Accounts Placed — John G. Mcyers Dept. Store, Seven-Up Bottling Co. of Troy, N. Y., David's Women Apparel, Roxy Cleaners & Dyers, Stone's Liquor Dist., Albany Garage Co., & Appliance Dist., Drive-In Auto Theatres, Green's Stationers, Standard Furniture Co. (Kingston-Troy).
Television Accounts Placed—David's.

GOODKIND, JOICE & MORGAN

919 North Michigan Ave., Chicago 11, Ill.
Phone Superior 6746

AAAA—ANPA—PPA—ABP

President.....Clyde M. Joice
Vice-President-Merchandising,

Harlow P. Roberts
Acct. Executive.....Charles O. Puffer
Copy Chief.....Garrick M. Taylor
Media Director.....Florence A. Neighbors
Production Mgr.....George B. Frank
Account Executive.....Jay C. William

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

GOTHAM ADVERTISING COMPANY

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

APA—ABP—ANPA—PPA

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

Radio Accounts Placed—Hartley's Marmalade, Lutheran Hour, R. L. Swain Tobacco Co.

GRANT ADVERTISING, INC.

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

ANPA—PPA—APA—ABP—SNPA—NOAB

President.....Will C. Grant
Executive Vice-Pres.....Edward J. Jordan
Vice-Presidents.....Claude R. Miller,
George C. Bayna, W. Robert Watson.
Exec. Vice-Pres. & Central Creative Staff,

Howard A. Jones
Secretary.....Mary Waller Grant
Vice-Pres. & Art Dir. (all offices),

Loren C. Moore
Copy Chief.....Robert Crane
Research Dir. (all offices)....Kay Sheldon
Office Manager.....Ralph E. Ellis
General Radio Dir. (all offices),

Lloyd G. Harris
Media Dir. (all offices)....George McGivern
Radio Dir.....Harry Holcombe
Asst. Radio Dir. (Dr. I. Q.)...Lew Valentine
Asst. Radio Dir.....Jane Baker
Staff Announcer.....Allen C. Anthony
Mgr. Radio Script Dept.....Evelyn Elam
Continuity Editor.....Myron Golden
Production.....Harry White

Branch Offices

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

Office Mgr.....Carl B. Wheeler
2866 Penobscott Bldg., Detroit 26, Mich.
Phone Cherry 9400

Vice-Pres. in Charge Det. Office,
Edward R. Grace
1313 Gulf States Bldg., Dallas 1, Tex.

Phone Riverside 8121
Vice-Pres. in Charge...Samuel W. Hepworth
113 West 4th St., Weslaco, Tex.

Phone Weslaco 175
Vice-Pres. in Charge..Samuel W. Hepworth
1438 DuPont Bldg., Miami 32, Fla.

Phone 3-0733
Vice-Pres. in Charge of Caribbean Opera.,
John A. Dey

6513 Hollywood Blvd., Hollywood, Calif.
Phone Gladstone 7136

Vice-Pres. in Charge.....Frank Carter
Offices in South America, Mexico, Canada,
Cuba, England

GREEN-BRODIE

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

ANPA — PPA

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

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

GREY ADVERTISING AGENCY, INC.

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

ABP—ANPA—PPA—NOAB—APA—AAAA

President.....Lawrence Valenstein
Executive Vice-President....Arthur C. Fatt
Radio-Television Director...Marvin Corwin
Time Buyer.....Harriet Belille

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

GRISWOLD-ESHLEMAN

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC—ABP

President.....Kenneth W. Akers
Radio Director.....Earl R. Preble
Radio Accounts Placed—Fleetwing Corp.,
B. F. Goodrich Farm Service Tires.

JULIAN GROSS ADVERTISING AGENCY, INC.

11 Asylum St., Hartford 3, Conn.
Phone 7.7179

President-Treasurer.....Julian Gross
Exec. V.P.-Radio Time Buyer
Erwin B. Needles
Prod. Mgr.....Samuel R. Jacobs
Copy Chief.....Benton Barman
Research Dir.....Leonard A. Bass

GUILFORD ADVERTISING AGENCY

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

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

M. H. HACKETT CO.

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

ABP — ANPA — PPA — NOAB

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

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg., 45 Exchange St.,
Rochester, N. Y.
Phone Main 2073

ANPA—APA—PPA

President.....H. Lyman Hart
Vice President.....Harold E. Kennedy
Secretary.....M. Brinkman Hart
Radio Director.....John P. Street
Radio Producer.....Joseph P. Brown
Radio Accounts Placed—Blue Boy Canned
Goods, Veteran Brand Coffee, Bickford Bros.
Co., Inc., Goutremout, Inc., Wegman Super
Markets, Levis Music Stores, B. Forman Co.,
Standard Brewing Co., Blue Bus Lines,
Gulf Oil Corp., Blue Boy Dairies, Crescent-
Puritan Laundry, Boller-Clark Co., Frank-
lin Chemical Co., Anderson Beverage Co.,
Security Trust Co., Wolk Bros. Co., Sherat-
on Hotel, Rochester Transit Corp., Qualtop

Beverages, Inc., Genesee Valley Trust Co.,
Gioia Macaroni Co., Inc.

HAZARD ADVERTISING CO.

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

Phone MURray Hill 7-7880

ABP—ANPA—PPA—APA

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Donald B. Foresman

Space Buyer.....Mrs. A. Hunt
Publicity Director.....H. P. Quadland
Production Manager.....Raymond Lynch
Art Director.....Mitchell Havemeyer
Radio Director.....Garrett E. Hollihan, Jr.
Radio Accounts Placed—Lederle Labora-
tories, American Cyanamid Co., Bridgeport
Brass Co.

GEORGE H. HARTMAN CO.

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

ANPA — PPA — APA — ABP — NOAB

President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan
Radio Accounts Placed—Sifers Chocolate
Syrup Co., M. J. Lanahan, Neumode Hosiery
Co., Nash-Underwood, Goldberg Fashion
Forum, Chicago Tribune.

HENRI HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUPERior 3009

ANPA—PPA—APA—ABP—NOAB—ABC

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President.....W. B. Henri
Secretary.....A. M. Semones
Treasurer.....R. H. Eaton
Space Buyer.....Louis C. Paul
Radio Director.....Wm. E. Jones

Radio Dept.

Assoc. Radio Dir.....David W. Dole
Publicity Dir.....Frazier E. Noonan
Radio Accounts Placed—Ballard & Bal-
lard Co., Inc., Skelly Oil Co., The Perfect
Circle Companies, F. W. Amend Co., Caro-
lene Products Co., John Morrell & Co., The
Sherwin-Williams Co. (Weed-No-More).

HILL ADVERTISING

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

PPA—ABP

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

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1026 Maple Ave., Los Angeles 15, Calif.
Phone PRespect 4345

ANPA—ABP—NOAB—PPA

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Radio Director.....John Cohan
Art Director.....J. E. Kopp
Acct. Executives.....Martin Newman,
George Bamberger.
Director (Radio Dept.).....John Cohan
Time Buyer (Radio Dept.).....Leona D'Ambry
Writer.....Betty Smith
Radio Accounts Placed—Sunset Oil Co.,
Christopher Candy Co., Mission Paks of
Calif., Zeeman Clothing Co., Tabak of Calif.,
Hollywood Starlight Theatre, Catalina Swim
Suits, Freeman Certi-Fresh Seafood.

HIKSON-O'DONNELL ADV., INC.

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

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N. Y. C.

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Vice-President.....S. F. Ellsworth
V.P. & Radio Director...L. B. Van Doren
Vice-President.....A. W. Humm
Secty. & Treas.....W. G. Carmody
Radio Time Buyer.....Kathryn Shanahan
Radio Accounts Placed—Richfield Oil
Corp of N. Y., Sinclair Refining Co.

WILLIAM F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
Phone MAin 3450

Owner.....William F. Holland
Manager.....D. E. Holland
Production.....E. L. Holland
Art Director.....Emerson Russell
Research.....B. J. Tilmeyer
Copy Chief.....Robert Kappes
Program Dir.....Tom M. George
Continuity.....R. I. Bader
Sales Mgr.....W. F. Holland

**ROBERT HOLLEY AND COMPANY,
INC.**

RKO Bldg., Rockefeller Center, New York
20, N. Y.
Phone CIrcle 6-2850
ABP—PANY

Pres. & Treas.....Robert Holley
Secretary.....Suzanne Hanson
Business Mgr.....Louis M. Totten

CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0850
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President and Treasurer....Everett W. Hoyt
Secretary.....C. B. Donovan
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W. K. Dingleline
Director of Radio.....W. P. Smith
Time Buyer.....C. B. Donovan
Television Dir.....W. P. Smith

Branch Office

15 Lewis Street, Hartford, Conn.
Phone 5-6066

Vice-President.....F. A. Whipple
Radio Accounts Placed—B. C. Remedy
Co., Charles Gulden, Inc., Burnham & Mor-
rill, E. L. Knowles Co. (Rubine), J. A.
Wright & Co. (Silver Polish), The Alkine
Co. (Flem-O-Lyn).

THE H S G ADVERTISING AGENCY

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

President-Treasurer.....H. S. Goodman
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Vice-President.....Everett F. Goodman

Branch Office

206 S. Spring St., Los Angeles, Calif.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
Phone Liberty 4714

AAAA—ABP—ANPA—PPA—APA—ABC
Vice-President & Radio Director,

Wm. H. Eynon

Asst. to Radio Dir.....Sally Larkin
Acct. Exec., Dir. Radio & Tele.
Program & Prod., Public
Relations Advisor...Walton Butterfield
Tele Prod.....Walton Butterfield

Branch Office

595 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-1270

Vice-Pres.....H. B. Humphrey, Jr.
Radio Accounts Placed—Eaton Paper Co.,
R. H. Stearns Co., The Christian Science
Monitor, First Church of Christ, Scientist.
Television Account Placed—Wellington
Sears.

**HUTCHINS ADVERTISING
COMPANY, INC.**

42 East Ave., Rochester 4, N. Y.
Phone Main 3528

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Max Enelow, H. Pierson Mapes, John R.
Maxwell.

Asst. to Pres.....Raymond P. Weis

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3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900

Vice-Presidents.....John R. Maxwell,
Max Enelow.

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

Vice-President.....H. Pierson Mapes
1244 Dufferin St., Toronto, Que., Canada

Res. Mgr.....John Bennett
Hollywood, Calif.

Res. Mgr.....Hendrik Booraem, Jr.
Radio Accounts Placed—Philco Corp.,
American Brewing Co., Schuler Potato Chips
Co., Lincoln Rochester Trust Co., McCurdy
& Co., Scranton's.

IVEY & ELLINGTON, INC.

535 Fifth Ave., New York 17, N. Y.
MURray Hill 2-5204

ANPA—PPA

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T. M. Keresev, C. L. Landon, G. F. Mor-
row, H. L. Hodgson, C. R. Marshall.

Radio Dept.

Media Director.....A. G. Graff
Radio Production.....Hal James

Radio Accounts Placed—Bayuk Cigars Inc.,
Sweets Company of America, General Baking
Co., McKesson & Robbins Inc.

JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.
Phone WOrth 4-7005

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Production Manager.....Louis Musto

Art Director.....Lois Hendry
Radio Director & Time Buyer.....Julia T. Lucas

Media Director.....Charles B. Hoffman
Account Executives.....Charles F. Schroeder,
Frank B. Tiebout, John Yeagain, T.

Norman L. Hope, Frank H. Phipps, Jr.

Branch Offices

41 Sutter Street, San Francisco 4, Cal.
Phone SUTter 6608

Manager.....J. Stanton
58 East Washington Blvd., Chicago 2, Ill.

Phone ANdover 5263

Manager.....Bruner Tucker

**JOSEPH JACOBS ADVERTISING
& MERCHANDISING, INC.**

6 East 46th St., New York 17, N. Y.
Phone MURray Hill 2-6995

Pres. & Owner & Radio Time Buyer,
Joseph Jacobs

Treas. & Media Dir.....Richard A. Jacobs

Vice-Pres. & Prod. Mgr.....Morris Unger

Art Director.....Al Rosenberg

Research & Pub. Rel.....Adele Cohen

Copy.....David Epstein

Merchandising.....Henry Levine,
M. P. Bryer, R. Friedman, A. Jacobs.

Director (Radio Dept.).....S. Rubenstein

Talent Buyer (Radio Dept.).....M. Keilson

Script (Radio. Dept.).....J. I. Freedman

THE JESSOP ADVERTISING CO.

Tower Bldg., Akron, 8, Ohio
Phone Franklin 2169

APA—ABP

President.....M. K. Jessop

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Radio Director.....R. Gilbert

Secretary.....R. D. Moss

Radio Producers.....W. Colman,
D. Glass, J. Blake.

THE RALPH H. JONES COMPANY

Carew Tower, Cincinnati 2, Ohio
Phone Main 3351

APA—NOAB—AAAA—ABP—ANPA—PPA
—ABC

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Vice-Presidents.....Stanley A. Willer,
James M. Nelson

Secretary.....Elmer A. Vehr

Director (Radio Dept.).....C. M. Robertson, Jr.

Asst. Dir. (Radio Dept.).....Kathryn M. Hardig

Branch Office

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

Manager.....Harry E. Warren

Radio Accounts Placed—Bavarian Brew-
ing Co., The Carter Coal Co., Cincinnati

Street Railway Co., Fifth Third Union Trust
Co., Kroger Co., Cincy Products Co., Miami

Margarine Co., Netherland Plaza Hotel,
Martin Rosenberg Wall Paper Co.

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

360 N. Michigan Ave., Chicago 1, Ill.
Phone Central 5331

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V.P. & Gen. Mgr.....Marvin Karms

Vice-President.....Hermin Kastor

Copy Chief.....Ashley Belbin

Radio Dept.

Director of Media.....Robert F. Holman

Manager of Media.....Walter Kniffen

Radio Director.....James H. West

Radio Accounts Placed—Procter & Gamble
Co., International Milling Co.

KASTOR, FARRELL, CHESLEY & CLIFFORD

9 Rockefeller Plaza, New York 20, N. Y.
Phone COLUMBUS 5-6135
ANPA—PPA—NOAB

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Vice Pres.....C. E. J. Clifford
Vice Pres.-Treas.....J. M. Van Horson
Media Director.....J. B. Peters
Radio Director (New York)....J. H. Wright
Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone HOLLYWOOD 8148
Radio Director.....Carleton Alsop
Radio Accounts Placed — Drene Shampoo
(Procter & Gamble Co.).

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York, N. Y.
Phone WICKERSHAM 2-2740
AAAA—ANPA—PPA—ABP

President.....Joseph Katz
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Treasurer.....Charles M. Harrison
Radio Producers & Continuity Writers,
Nat C. Wildman, H. E. Hudgins, Alvan
Sommerfield, Ruth Jaros, Louise Moyer.

Branch Offices

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

Manager.....C. M. Harrison
Director of Radio.....Robert G. Swan
Radio Accounts Placed—American Oil Co.,
Maryland Pharmaceutical Co., Ex-Lax, Inc.,
Arrow Beer, Jests, Inc., Laco & Pompeian
Products, Inc., Gibbs & Company, Inc.,
Baltimore Transit Co.

HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.
Phone DISTRICT 7400
ANPA—APA—ABP—NAAN

Partner-Managing Dir....Henry J. Kaufman
Partner-Radio Director.....Jeffery A. Abel
Partner-Creative Dir....William F. Sigmund
Space Buyer.....Betty D. Gwyer
Time Buyer.....Jeffery A. Abel

KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LONGACRE 5-5090
ABP—ANPA—PPA

President.....Gerald B. Spiero
Vice-President.....Morris Kinzler
Secretary-Treasurer.....Alvin J. Kayton
Time Buyer.....Herman Jacobs
Radio Account Placed—Twentieth Century.
Fox Film Corp., Hurok Attractions, Inc.,
Michael Todd Productions, Rodgers & Hammerstein Productions.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg., Indianapolis 4, Ind.
Phone RILEY 1478

ANPA—AAAA—PPA—APA—ABP—NOAB
President.....Hal Keeling
Exec. V. P.-Time Buyer.....Don Collins
V. P.-Sec.....William Hutchinson
Radio Accounts Placed — Hastings Mfg.
Co., Casite Corp.

KELLY, ZAHRNDT & KELLY, INC.

745 Cotton Belt Bldg., St. Louis 2, Mo.
Phone GARFIELD 0777
PPA—APA

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

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLAZA 3-0700

AAAA — ANPA — PPA — ABP — APA

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Dir. of Timebuying.....Frank Palmer
Network Timebuyer.....Mary Dwyer
Spot Timebuyer.....Gin Parham
Dir. Radio Research.....Richard Dunne
Dir. of Continuity...Thomas K. Carpenter
Radio Publicity Dir.....Hal Davis
Dir. Commercial Copy.....Doris Smith
Talent Buyer.....Donald W. Severn
Radio Producers.....Arthur Moore,
Andy Andrews.
Co-Directors of Tele.....Frank Palmer,
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Branch Offices

135 S. La Salle St., Chicago 3, Ill.

Phone RAndolph 6470

Vice-Pres. in Charge.....Victor Norton
1257 Penobscot Bldg., Detroit 26, Mich.
Cadillac 3608

ManagerIan Smith
512 Equitable Bldg., Hollywood 28, Calif.
Hillside 8368

Manager.....John Swallow
Sun Life Bldg., Montreal, Quebec, Canada
Plateau 9939

Manager.....Jack Scanlon
Radio Accounts Placed—Borden Co., Kel-
log Co., Chesapeake & Ohio, Rock City To-
bacco Co., Wesson Oil & Snowdrift Sales
Co., Richard Hudnut, The American Fat
Salvage Com.

**KIESEWETTER, WETTERAU &
BAKER, INC.**

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

Phone Lexington 2-0025

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Acct. Execs.....Edward Chase,
S. A. Finger, J. Fred Cross.

Science Dr.....Dr. Rolland Main
Time Buyer (Radio Dept.)...E. Thompson
Executives (Radio Dept.)...Samm S. Baker,
S. A. Finger.

Radio & Tel Pro. (Radio Dept.) .S. A. Finger,
Edward Chase.

Radio Accounts Placed—Bathasweet Corp.,
Royal Lace Paper Corp., D. P. Harris Co.
(Rollfast Products), Windsor Wax Co., Inc.,
Grana Watch Corp. of America.

ABBOTT KIMBALL CO., INC.

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

Phone PLaza 3-9600

AAAA—ABP—ANPA—PPA—APA—NOAB

PresidentAbbott Kimball

Radio & Television Departments

Vice-President.....Cecil H. Hackett

Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.

Phone Franklin 0673

Executive-in-Charge...E. Howard Claypoole

21 West 10th Street, Kansas City, Kans.

Phone Victor 1950

Executive-in-ChargeDavid Mindlin

649 S. Olive St., Los Angeles 5, Calif.

Phone Trinity 7575

Executive-in-ChargeBlaisdell Gates

155 Sansome St., San Francisco 4, Calif.

Phone Exbrook 3288

Executive-in-ChargePhillip Farnsworth

Radio Accounts Placed—Bonne Bell Inc.,
Hornblower & Weeks, Koret of Calif.,

Northam Warren (Peggy Sage, Odorono);
Union Pharmaceutical Co. (Saraka); Mark
Cross.

KIRCHER, HELTON & COLLETT, INC.

321 West First St., Dayton 10, Ohio

Phone 2151

PPA—ABP—ANPA—AAAA—APA

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Treasurer.....C. B. Helton

Secretary.....Robert Collett

Art Director.....Gustave Sigritz

Radio-Tele. Dir.....Herman Land

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.

Phone Circle 6-3660

President-Radio Account Exec..A. A. Klinger

Secretary, Treas. & Acct. Exec....E. French

Radio Accounts Placed—Madison Long

Island Personal Loan Co., Bill Williams,

Stanback Co., Ltd. (Metrop. area only).

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.

Phone, Sutter 6110

AAAA—APA—ABP

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Art Director.....Norman Erickson

Space Buyer.....Alice Springer

Account Executives.....Robert H. Knollin,

Thomas J. McNamara, Wm. A. Dunkle,

John L. Hansen.

Branch Office

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

Phone, VAndike 4057

KNOX REEVES ADVERTISING, INC.

600 First National Bank Bldg.

Minneapolis 2, Minn.

Phone Bridgeport 7701

AAAA—ABP—ANPA—APA—NOAB—

PPA—ABC

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Executive Vice-President.....Wayne Hunt

Vice-Presidents.....J. H. Sarles,

Elizabeth B. Reeves, Helen A. Brown, R.

W. Stafford.

Secretary & Treasurer.....C. L. Greenwood

Radio Director.....Russell Neff

Dir. of Media.....K. P. Torgerson

Radio Program Production...H. K. Painter

Radio Script Editor.....E. B. Reeves

Dir. of Research.....Dr. A. R. Root

Dir. of Marketing.....Dr. A. C. Welch

Time Buyer.....K. P. Torgerson

Branch Office

415 Chanin Bldg., New York 17, N. Y.

Phone MURray Hill 4-3982

ADVERTISING AGENCIES

625 Market St., San Francisco 5, Calif.
Phone SUTter 6744

Radio Account Placed — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank.

KOEHL, LANDIS & LANDAN, INC.

341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860

ABP—ANPA—APA—NOAB—PPA

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Vice-Pres. & Sec. A. A. Landis
Vice-President. John R. Landan

Branch Office

524 Guardian Bldg., Cleveland 14, Ohio
Phone Cherry 1539

Vice-Pres. & Sec. A. A. Landis

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343

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NAAN—ABP

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Secretary. Homer Gentry
Account Executive. Martha Haynie
Account Executive. Warren Billingsley
Account Executive. John Ward
Account Executive. Edmunda McGhee
Time Buyer. Edmunda McGhee

KUDNER AGENCY, INC.

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

NOAB—ABC—AAAA—ANPA—PPA—ABP
APA—BMB

President. J. H. S. Ellis
Vice-Presidents. E. J. Owens,
Sam D. Fuson, Robert D. Stewart, Hay-
wood Anderson, Schuyler Kudner.
Director of Radio. Myron P. Kirk
Business Manager. Gordon H. Mills
Radio & Tele Producer. Wm. Templeton
Time Buyer. Mary King

Branch Offices

215 Market St., San Francisco, Calif.
Phone Garfield 5433

Executive in Charge. Lloyd Meyers
1370 Kapiolani Blvd., Honolulu 42, T. H.
Holst & Cummings, Ltd.

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

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

Phone National 5506

Executive in Charge. Frank Getty

Radio Accounts Placed—Network: General Motors; Local: Benson & Hedges; National Spot: U. S. Tobacco.

J. R. KUPSICK ADVERTISING AGENCY, INC.

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

ANPA—APA—PPA

President. J. R. Kupsick
Vice President. Saul Kampf
Radio Director. Jerry Law
Space Buyer. E. M. Fordsmen

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

LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.
Phone 5-1571

APA—ANPA—PPA—SNPA—ABP

President. Avron Spiro
Secretary-Treasurer. M. M. Shurman
Ex. Asst. Chg. Radio Dept. Opr.,

Hugh Murphy

Time Buyers. Mrs. L. Simmons,
Mrs. E. Cullison.

Radio Accounts Placed—Plough, Inc., The Piso Co., Pantaze Drug Stores.

LAMBERT & FEASLEY, INC.

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

ANPA — PPA

President. John L. Johnston
Executive V-P. Gordon Seagrove
V. P. General Manager. Frank W. Mace

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

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
CI-7260

ONPA—ABP—NOAB—APA—PPA

President. A. Wm. Landsheft
Secretary-Treasurer. Vera H. Landsheft
Acct. Execs. Henry L. Barber,
Neil A. Gallagher

Production Manager. E. T. Drullard
Office Manager. R. Nitschke

Radio Dept.

Henry L. Barber, C. Corritore.

Radio Accounts Placed — Fairmont Creamery, Co., Kendall Refining Co., Liberty Bank of Buffalo, Loblaw Groceries.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579

AAAA—ANPA—PPA—NOAB—APA

President.....H. Jyck Lang
Vice President-Secretary.....A. B. Fisher
Vice President-Treasurer..Fred P. Stashower
Vice President.....Richard P. Dodds
Vice Pres. Service Director..Martin J. Cohn
Radio Director.....A. B. Fisher

Radio Accounts Placed—Yellow Cab Co., Cleveland Browns, The Texas Co., Grand Home Appliance Co., Cleveland Transit System, Brewing Corp. of America, Miller-Becker Co., World Publishing Co.

LA ROCHE & ELLIS, INC.

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

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President.....Sherman K. Ellis
Executive V.P.....C. E. Staudinger
V.P. Chg. Copy.....Crane Haussamen
V.P. Chg. Media.....E. S. Pratt
V.P. Chg. Art.....Gene Davis
V.P. Chg. Mdse.....Ross Potter
V.P. Chg. Research.....D. E. Robinson
Dir. of Research.....Crawford Paton

Radio Dept.

Vice-President.....William R. Stuhler
Asst. to Mr. Stuhler.....Ellis Sard

Branch Office

141 W. Jackson Blvd., Chicago 4, Ill.
Phone Harrison 8612

V.P.....John F. Price
Radio Accounts Placed—Quaker Oats Co., Aunt Jemima Pancake Flour, Muffets, Pennsylvania Salt Co.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUperior 0738

APA—ANPA—PPA—ABP

President.....A. M. Salomon
Account Executives.....Wendell Walker,
M. H. Sellhorn

Production Manager.....D. L. Cuttie
Art Director.....H. Bolling

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

AL PAUL LEFTON CO., INC.

1617 Penna. Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 1500

ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-President & Treas.....H. S. Louchein
Vice-Presidents.....G. W. Wolfsten,
P. Brown

Acct. Executives.....T. A. Ballantyne,
J. Jensen

Art Director.....H. Genske
Art Director.....A. R. Hillier

Space Buyer.....Edith Righter
Production Manager.....B. M. Harvison

Production Manager.....W. H. Austin
Radio Director.....S. Carl Mark

Radio Dept. Assts.....R. G. Browne,
G. W. Wolfsten

Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone VAnDerbilt 6-4340

Vice-Presidents.....R. J. Herts,
M. S. Gladstone, R. J. Misch

435 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 9511

V.P.-Manager.....E. G. Foreman, Jr.

Radio Accounts Placed — Atlantic City Racing Assn., Beneficial Management Corp. (California & Newark), Blaw-Knox Company, Boyle-Midway, Inc., Cedar Point Trotting Assn., Crawford Clothes, Inc., Dupli-Color Products Co., Empire City Racing Assn., Garden State Racing Assn., A. Goodman & Sons Inc., Goshen Mile Track Assn., Kurley Kate Corp., Loft Candy Corp., Marshall Drug Co., Inc., Martinson, Joseph, & Co., Meadow Brook Club, Metropolitan Jockey Club, Old Country Trotting Assn., Inc., Pal Blade Company, Inc., Phila. Electric Company, Phila. Suburban Transportation Co., Pilot Radio Corp., Rum & Maple Tobacco Corp., Sharpless Hender Ice Cream, Shattuck, Frank G., Co., Spiegel, Inc., Stern, L. & H., Inc., Tickle, Arthur, Engineering Works, Inc., Triangle, Inc. (Daily Racing Form, Seventeen Magazine), Yellow Cab Co. of Phila. & Camden.

LEIGHTON & NELSON

202 State St., Schenectady 5, N. Y.
Phone 6-4202

ABP—PPA—ANPA

PartnersWinslow P. Leighton
and George R. Nelson

Radio Director.....George R. Nelson
Copy Director.....Bob Cragin

Radio Assistant.....Cecil Woodland
Time Buyer.....Sybil Neher

Radio Producers...E. F. Flynn, R. S. Cragin
Television Producers...G. R. Nelson, E. F. Flynn

Radio Accounts Placed—Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Saratoga Vichy Springs Co., Rudolph Bros., D'Jimas Furs, Colonial Ice Cream Co., Union-Fern Furniture Chain, Hershey Beverage Co., Industrial Bank of Schenectady.

LENNEN & MITCHELL, INC.

17 East 45th St., New York 17, N. Y.
Phone MUrray Hill 2-9170

AAAA — ANPA — PPA — APA — NOAB

President.....P. W. Lennen
Exec. V.P. & Gen. Mgr.....Ray Vir Den
V.P. Chg. Radio.....Mann Holiner
Vice-Pres. & Secy.....Reginald Townsend
Vice-President.....Philip J. Kelly
Treasurer & Controller...Barron R. Proctor
New Business.....Porter Bibb
Associate Copy Chief.....William Todd
Radio Copy Chief.....Peter Keveson
V.P. Chg. Media.....Catherine V. Parker
Space Buyer.....Arthur U. Ude
V.P. Chg. Production....Michael J. Madar
V.P. & Exec. Art Dir.....Hans Sauer
Art Consultant.....Clark Agnew
Art Directors.....John DeNero,
Sanford Gerard
Radio Time Buyer.....Virginia Butler
Research Director.....Todd B. Franklin
Television Producers.....Mann Holiner,
Ted E. Sherdeman

Branch Offices

308 N. Rodeo Dr., Beverly Hills, Calif.
Phone Crestview 1-7221

V.P. Chg. Radio.....Mann Holiner
Program Director.....Ted E. Sherdeman
Business Manager.....William L. Card

Radio Accounts Placed—American Car and Foundry Company, Cagney, William, Productions, Inc., Calvert Distillers Corp., Carstairs Distilling Co., Inc., Dell Publishing Co. (Modern Screen Magazine), Lehn & Fink Products Corporation, P. Lorillard Company, Maxson Food Systems, Inc., Jacob Ruppert Brewery, Scripps-Howard Newspapers, Swedish American Line, Tide Water Oil Company.

TED LEVY ADVERTISING AGENCY

Temple Court Bldg., Denver 3, Colorado
Phone CHerry 4521-2
ABP — ANPA — APA

President.....Ted Levy
Production Manager.....William Robertson

Radio Dept.

Radio Director.....Barbara D. Aiton

A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA

Partners.....A. W. Lewin,
S. M. Weiss

Vice-President.....Max Green
Art Director.....Don Waterbury
Asst. Art Directors...Leslie Kay, Ed Almgren

Space Buyer.....H. H. Dyrsen, Jr.
Traffic Manager.....S. Levin
Auditor.....E. R. Bader
Acct. Executives.....John Herrmann,
Louis Sobolof, William Irving, Archie
Foster, S. B. Mandell, Maurice Marks

Branch Office

11 Commerce Street, Newark 2, N. J.
Mitchell 2-7244

Radio Accounts Placed—National Spot:
Harvel Watches, June Dairy Products Co.,
Doggett Pfeil Co.

ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis, Minn.
Phont AT 6235

ABP—ANPA—PPA—NOAB—APA

Owner.....Addison Lewis
Time Buyer.....Margie Anderson
Account Executives.....Edward Grubb,
Harvey Kruse, J. A. Quint, Arthur Grove,
Don Johnson

Radio Accounts Placed—Minneapolis-Hon-
cywell.

**LEON LIVINGSTON ADVERTISING
AGENCY**

Mills Bldg., San Francisco 4, Calif.
Phone Sntter 7340

AAAA—ABP—ANPA—PPA—NOAB

General Partner.....Leon G. Livingston
General Partner.....W. C. Day
General Partner.....Robert E. Akey
Time Buyer.....Z. Samson

Branch Office

37 Wall St., New York 5, N. Y.
HANover 2-0740

General Partner-Mgr.....E. B. Krough
Time Buyer.....M. Meighan

Radio Accounts Placed—Colgate-Palmolive-
Peet (Peet's Granulated Soap), Nestle's Milk
Products, Inc., Haas Bros., Morris Plan of
California, Wells Fargo Bank & Union Trust
Co., California & Hawaiian Sugar Refining
Co.

**LLOYD, CHESTER & DILLINGHAM,
INC.**

9 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-8800

ANPA—PPA—NOAB—ABP—APA—ABC

President.....Laurence M. Lloyd
Vice-Pres. & Secty.....Charles F. Pietsch
Vice-Presidents.....Robert S. Hutz,
Harvey N. Volkmar

Treasurer.....John J. Hagan
Art Director.....M. H. Kates
Production Manager.....William T. Kaleb

Radio Dept.

Radio Director-Producer.....Robert S. Hotz
Time Buyer.....John J. Hagan

V. R. Bliss, J. H. Caro, Montgomery N.
McKinney, Edward Earnstein.
Radio Director.....V. R. Bliss

**LOCKWOOD - SHACKLEFORD AD-
VERTISING AGENCY**

122 East 7th St., Los Angeles 14, Calif.
Phone Trinity 9801

ANPA—NOAB—APA

President.....M. W. Shackleford
Secretary-Treasurer.....Russell N. Lockwood
Vice President.....Murray Chotiner
Director of Radio.....David R. Fenwick
Manager.....Lou Holzer
Radio Producers.....David R. Fenwick,
Lou Holzer, Gene Herman, Robert M.
Purcell.

Television Producer.....Lou Holzer

Branch Offices

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone Gladstone 6131

75 East Wacker Drive, Chicago 1, Ill.
Phone Franklin 4883

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-5412

Radio Accounts Placed — Los Angeles
Brewing Co., Packard-Bell Co., Industrial
Management Corp., Breakfast Club Coffee,
Inc., Los Angeles Furniture Co., Kings
X Flavor & Extract Co., Nutritional Research
Products, Inc., McKay Jewelers, Mission
Stove Co.

LOGAN & ARNOLD

621 S. Hope St., Los Angeles, Calif.
Phone Trinity 8194

ANPA—AAAA—PPA—APA—ABP

Partner.....Dudley L. Logan
Partner.....J. C. Arnold

THE W. E. LONG COMPANY

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

ANPA—NOAB

President.....L. R. Wolfe
Director of Radio.....E. J. Sperry
Office Manager.....C. T. Swceny
Supervisor of Syndicated Programs,
Robert S. Graham

Hollywood Supervisor of Trans...Paul Quan

Radio Accounts Placed—Agency is a spe-
cialist in wholesale baker advertising, also
“1996” service for radio stations.

EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.
Phone Andover 1888

ANPA — ABP — PPA — APA

Partners.....Earle Ludgin.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria, Ill.
Phone 7197

ANPA—ABP—APA—NAAN

President.....J. F. Fellay
Trea. & Radio Time Buyer.....Jay J. Keith
Secretary.....Olga Rummel
Production Mgr.....E. M. Pippen
Radio Accounts Placed—Keystone Steel &
Wire Co., Consolidated Products Co., Schultz,
Bausan & Co.

MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360

ANPA—PPA—ABP—APA—NOAB

President.....Hays MacFarland
V.P. & Gen. Mgr.....Allen B. Dicus
Vice-President.....M. A. Jennings
Secty-Treas.....L. Peters
Media Director.....M. C. Drake
Time Buyer.....M. C. Drake

Branch Office

10 Rockefeller Plaza, New York 20, N. Y.
Circle 6-2890

Exec. V.P.....A. E. Aveyard
Gen. Mgr.....George MacGovern
Time Buyer.....James Sheldon

Radio Accounts Placed—Network: Nat'l
Board of Fire Underwriters; National Spot:
Omar, Inc., Zenith Radio Corp., Jacques Mfg.
Co., Ready Foods Canning Corp.

**MacLAREN ADVERTISING CO.
LTD.**

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321

CBA—CAAA—CRNA—CWNA—
CNN & PA

President-General Manager..J. A. MacLaren
Vice President-Assistant General
Manager.....E. V. Rechnitzer
V.P.-Ass't G. M.....James Ferres
Vice-President-Treasurer....I. E. Reynolds
Secretary.....G. T. Scroggie

Radio Dept.

C. M. Pasmore, M. Rosenfeld,
H. H. O'Connor, Hugh Horler
V. D. L. Dyer

Branch Offices

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

E. H. H. Smith, Nolin Trudeau

911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Phone 26-622

Office Manager.....E. P. Thompson

305 Province Bldg., Vancouver, B. C., Can.
Phone Marine 6268

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

Radio Accounts Placed—Network: Gillette
Razor Co., Imperial Oil, Ltd., Tuckett, Ltd.,
Peoples Credit Jewellers, S. F. Lawrason Co.,
Dalglish (Ont.) Ltd.; National Spot: Norma
Electric, Frederick Stearns & Co., Trimz Co.
of Canada, Ltd., Henry W. Wampole & Co.,
Ltd., Bulova Watch Co., Peoples Credit
Jewellers, Tuckett, Ltd.

MAKELIM ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone STate 5764

ANPA—ABP

Pres. & Treas.....Hal R. Makelim
Asst. Treas.....Lillian Nelson
V.P.-Planning Board.....Edwin B. Self
Art Dir.-Prod. Mgr.....Edward C. Rohrs
Secy., Asst. Time & Space Buyer,

M. C. Newman

Dir. Public Relations..Richard M. Canning
Acct. Executives.....Hal R. Makelim,
Milton C. Neil, Edwin B. Self, Arthur
W. Turner, Richard M. Canning

Branch Offices

20 Cortlandt St., New York 7, N. Y.
Phone COrtlandt 7-3813

Pres. & Treas.....Hal R. Makelim
Vice Pres.....Arthur W. Turner

9176 Sunset Blvd., Hollywood 46, Calif.
Phone CRestview 6-3103

Pres. & Treas.....Hal R. Makelim
Vice-Pres.-Planning Board...Edwin B. Self
Vice-Pres.....Milton C. Neil
Production.....Anthony J. Strobl
Dir. Pub. Relations....Richard M. Canning
Publicity-Radio Dept.....A. C. Bernstein

Radio Accounts Placed—Albro Metal Products Co., American Musical Products Co., Andersen's Ready to Serve Frozen Foods, The Baico Plan, Bert Green Clothiers, Bex Company of America, Case-Swayne Packing Co., Cavadel Industries, DeLuxe Record Co., Florsheim Shoe Co., Great Eastern Fire Ins. Co., Gum Laboratories, Inc., Heat Exchanger Engineering, Inc., Holton & Adams, McGlynn Hays & Co., Memo Products Co., Oak Ridge Antenna Co., Para Equipment Co., Seely Carlton House, Socialite Cosmetics, Inc., Sweets Laboratories, Inc., Valley Inn, Video Television Co.

MALCOLM - HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago 4, Ill.
Phone Webster 2110

ABP—ANPA—PPA—APA

Owner-Chief Account Executive.....
Arthur M. Holland

Account Executive.....H. A. Barkun

Account Executive.....M. G. Holland

Radio Dept.

Radio Director.....Arthur M. Holland

Producers...Ray Freedman, Allan Sweetow

Writers.....Ruth Hudson,

Nikki Kaye, Denise Howard

Radio Accounts Placed—Dad's Root Beer, Cimino Wines, Chicago Horse Show, Chicago Daily Times, Rubin's Apparel, Hollands Jewelry, Newart's, Chicago Coliseum, Armory, Arcadia Gardens, Fiji-Oil Shampoo, Joy Candies, General Shows (Sports), Keeley Beer, Wrigley Field Rodeo, Belmont Rugs, Miller-Hart, Packers, 6-Day Bike Race.

DAVID MALKIEL ADVERTISING AGENCY

260 Tremont St., Boston 16, Mass.
Phone Liberty 1421-23

ANPA—ABP—PPA—APA—NOAB

OwnerDavid Malkiel

Production Manager.....Richard Brugman

Radio Director.....Harry Kadis

Art Director.....Harry Lawrence

Asst. Art Dir.....Al Meahn

Secretary.....Martha Brest

Acct. Executives.....Martin Kadis.

Harry Weinbaum, Sydney Berenson

Checking Dept.....Ronnie Glick

Statistical Dept.....Bernice Greenberg

Radio Accounts Placed—Paramount Baking Co., Steuben's Restaurant, Canadian Ace Ale, Serta-White Cross Co., Lithuanian Society, Royal Crown Cola, Monastery Wines, Belmont Furn., Richard Clothes, Inc., Clearweave Hosiery.

MANSON-GOLD ADVERTISING AGENCY

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GENEva 9619

APA

Account Executive.....D. P. Nathanson

Account Executive.....Meyer Gold

Account Executive.....Jean Hadley

Account Executive.....Bruce Sielaff

Radio Dept.

Radio Director.....D. P. Nathanson

Time Buyer.....Jean Hadley

Talent Buyer.....Bruce Sielaff

Producers.....D. P. Nathanson,
Jean Hadley

Television Dept.

Director.....D. P. Nathanson
Radio Accounts Placed—Red Devil Soot
Remover, Snyder's Drug Stores, Janney Best
Paints, Pfunder's Tablets, Char-Tex.

MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnDerbilt 6-2022

ANPA—PPA—ABP—APA—AAAA—NOAB
Partners.....Harry C. Marschalk,
G. A. Poetschke, S. H. Giellerup, S. L.
Meulendyke

Director of Radio.....Curt Peterson
Asst. to Dir.....E. J. Whitehead
Television Director.....John R. Allen

Radio Account Placed—Standard Oil Co.
of N. J., The Esmond Mills, Inc., Metal Tex-
tile Corp., *Television Accounts Placed*—
Standard Oil Co. of N. J.

J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450

ABP—ANPA—PPA—SNPA

President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary.....Carle Rollins
Vice-Presidents.....Lester Loh,
Wilfred S. King, W. T. Okie.

Director of Radio.....John Bates
Time Buyer.....Edna Cathcart

Radio Accounts Placed — Ludens, Inc.,
Canada Dry Ginger Ale & Spur, Interna-
tional Salt Co., Pure Foods (Herbox), Pan-
American Coffee Bureau, Burlington Mills,
Dura-Gloss.

JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 3, R. I.
Phone GAspee 4456-7

ABP—ANPA

President.....Joseph M. Finkle
Vice-Pres.....Archie M. Finkle
Treasurer.....Bruno Schnabel
Copy Chief.....John Rigor
Time Buyer.....Joseph M. Finkle
Radio Director.....Archie M. Finkle

Radio Accounts Placed—Candy Mart Stores,
Inc., Eclipse Food Products Corp., National
Glass Co., Shiloh Bottling Co., Apex Tire,
Inc., Berry Clothing Co., Eastern Scientific
Co., Lincoln Trust Co., Low Supply Co.,
Progress Ice Cream Co., I.C.T. Bus Co.,
Stadium Motor Sales Co., Continental Im-
porting Co., Cranston Loan Co., Fain's, Inc.,
Charles T. Heilborn Shoe Co., Union Street
Railway Co.

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone Fitzroy 5710

President.....Lou R. Maxon
Vice-President.....Scarle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio-Television Dept.....Ed Wilhelm,
P. Pumphrey (N. Y. Office)

Branch Offices

570 Lexington Ave., New York 22, N. Y.
Phone Eldorado 5-2930

Vice-President In Charge....Hugh McKay
919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 3536

Vice-President.....L. J. Sholty
Radio Accounts Placed — Gillette Safety
Razor Co.

THE MAYERS COMPANY

1240 S. Main St., Los Angeles 15, Calif.
Phone PRespect 0101

NOAB—ANPA—FAAG—APA

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

Radio Director.....J. C. McCormick
Writer-Producer.....Dal Williams

Radio Accounts Placed—Southern Cali-
fornia Telephone Co., Fifth Street Store, Rose
Peanut Butter, Grand Central Market, Penn-
zoil Co., Hendan Shirts, Hoffman Candy Co.,
Muller Bros., Sears, Roebuck & Co., Fire-
stone Stores, California Bank, Coulter's.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-7000

AAAA—ANPA—PPA—ABP—NOAB—
ABC

President.....H. K. McCann
Chairman of Exec. Comm. Harrison Atwood
Exec. Vice-Pres.....Carl B. Robbins
Vice-Pres. and Manager of New York

Office.....L. S. Briggs
Vice-Presidents (N.Y.)...Harrison Atwood,
R. M. Alderman, J. L. Deane, L. E. Firth,
Edward B. Graham, Marion Harper, Jr.,
C. A. Hoppock, Daniel W. Keefe,
Howard Korman, Myron Lechner, E. D.
Madden, J. J. McCarthy, W. E. McKeachie,
H. A. Mitchell, C. A. Posey, R. W.
St. Hill, John H. Tinker, Jr., R. E.
Thompson, E. F. Wilson.

Secretary-Treas.....John L. Anderson
Vice-President in charge of Research,
Marion Harper, Jr.

(Radio Executives)

Vice-President in charge of Radio,
Lloyd O. Coulter

Executive Assistant to L. O. Coulter,
Lawson Paynter

Vice-President in charge of Programs,
Russ Johnston

• • • ADVERTISING AGENCIES • • •

Senior Producers.....Dorothy B. McCann,
Neil Reagan, Glan Heisch
Director of Time Buying and Station
Relations.....William C. Dekker
Director of Radio Copy..William A. Franchy

Branch Offices

Chicago Office
910 South Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President-Manager...Homer Havermale
Vice-Presidents.....John Jameson,
Walter C. Krause, A. W. Sherer, H. G.
Smith, Sidney A. Wells

Cleveland Office
1300 Guardian Building, Cleveland 14, Ohio
Phone Cherry 3490
Vice-President-Manager.....A. A. Sommer

Detroit Office
2280 Penobscot Building, Detroit 26, Mich.
Phone Randolph 9710
Vice-President-Manager.....D. C. Hight

Hollywood Office
6331 Hollywood Blvd., Hollywood 23, Calif.
Phone Hillside 8268
ManagerAugust Bruhn
Production Dir.....Neil Reagan

Los Angeles Office
448 South Hill Street, Los Angeles, Calif.
Phone Mutual 1181
Vice-President-Manager.....Burt Cochran

Minneapolis Office
1000 Hodgson Building, Minneapolis 1, Minn.
Phone Bridgeport 6801
Vice-President-Manager.....Jackson Taylor
Vice-Presidents.....Victor Lowrie,
John Pidgeon

San Francisco Office
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President-Manager.....H. Q. Hawes
Vice-Presidents.....M. S. Achenbach,
Roswell Mochran, Clarence Hestorff, F.
H. McCrea, Robins Milbank, C. F.
Ohliger, C. E. Parsons

Portland Office
1308 Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager.....R. B. Calkins

Boston Office
31 St. James Ave., Boston 16, Mass.
Phone Liberty 5468
Vice-President-Manager Watson M. Gordon

Radio Accounts Placed—New York: Chesebrough Mfg. Co., Columbia Recording Corp., Fawcett Publications, Inc., Gruen Watch Co., National Biscuit Co., Pacific Coast Borax Co., Pearson Pharmaceutical Co., Pharma-Craft Co., Stromberg-Carlson Co., Stanco, Inc., Westinghouse Electric Corp.
Chicago: International Harvester Co.,

Standard Oil Co. of Nebraska, Standard Oil Co. of Indiana, Milk Foundation, Inc., Swift & Co. (Brookfield Division).

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

Detroit: Tivoli Brewing Co.
Los Angeles: Globe Mills Co., Southern California Gas Co., Southern Counties Gas Co.

Minneapolis: Pillsbury Flour Mills Co., Twin City Federal Savings & Loan Assn., Gluck Brewing Co.

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

San Francisco: Anglo California National Bank of San Francisco, Associated Dental Supply Co., California Packing Corp., California Walnut Growers Assn., Harold H. Clapp, Inc., Dwight Edwards Co., General Brewing Corp., Hale Bros. Stores, Inc., Londonderry, Safeway Stores, Inc. (Coldstream Products Division).

Boston: John Hancock Mutual Life Insurance Co.

R. E. McCARTHY ADVERTISING AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone M-2323

PANY—SNPA—PPA

President.....R. E. McCarthy
Secretary.....M. C. Benito
Treasurer.....Louis Benito
Time Buyer:.....R. E. McCarthy
Radio Producers.....R. E. McCarthy,
G. Carlton Fuchs, Richard W. Marsh
Radio Accounts Placed—Southern Brewing Co., Peninsular Telephone Co., Pioneer Tire Co., W. S. Badcock Corp., Borden's Dairy.

McJUNKIN ADVERTISING CO.

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

AAAA—ANPA—PPA—NOAB—APA—ABC
President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens
Manager, Radio Dept.....Robert V. Suerth
Radio Accounts Placed—Chef Boy-Ar-Dee Quality Foods, Inc., Carey Salt Co., Schulze and Burch Biscuit Co., Comfort Manufacturing Co.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone Locust 7-4737

ANPA—PPA—APA—OAAA

President.....Roy J. McKee
 Vice-President-Treasurer..David R. Albright
 Vice President-Radio Director,
 James A. McFadden
 Radio Producer.....Robert L. Redd
 Time Buyer.....Evelyn Walmsley
 Vice-President-Merchandising,
 Howard H. Yaw
 Secretary.....T. E. Libby
 Radio Director.....James A. McFadden
 Time Buyer.....Evelyn Walmsley
 Radio Producer.....Robert L. Redd

Branch Office

1428 RCA Bldg., New York 20, N. Y.
 Phone COlumbus 5-2058

715 Equitable Bldg., Hollywood 28, Calif.
 Phone Hollywood 8363

Producer.....Robert L. Redd
Radio Accounts Placed—Scaltest, Inc.,
 Western Maryland Dairy, Southern Dairies,
 Chestnut Farms-Chevy Chase Dairy, Breyer
 Ice Cream Company, Quaker City Choc. &
 Conf. Co., Inc., Philadelphia & Reading Coal
 and Iron Co., Mogfias Ice Cream, Pratt Food
 Co.

McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.
 Phone Lancaster 5192

ANPA—APA

President.....Major James M. Baxter
 Radio Director.....E. W. Brodie
 Secretary-Treasurer.....J. W. Thain

Branch Offices

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

Manager.....Major James M. Baxter
 Paris 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.....Ian Wallace

MELAMED-HOBBS, INC.

400 Second Ave. So., Minneapolis 1, Minn.
 Phone Bridgeport 1225

ABP—ANPA—PPA—OAAA—NOAB—SAA

President-Treasurer.....Louis Melamed
 Secretary.....M. O. Gooder
 Acct. Execs.....Ralph W. Hobbs,
 Lorne R. Moodie, R. S. Nelson

Time Buyer.....Frank Johns
 Radio Producer.....Paul A. Sevarcid

Branch Offices

E-906 First National Bank Bldg., St. Paul 1,
 Minn.

Phone Garfield 7662

Manager.....E. T. Holmgren

333 N. Michigan Ave., Chicago 1, Ill.
 Phone State 9522

Manager.....H. C. Lewis
Radio Accounts Placed—Chocolate Prod-
 ucts Co., Conrad Fur Company, Good Foods,
 Inc., Griggs Cooper & Co., Hilex Company,
 Kuehn-Pearson Company, Lan-O-Sheen, Inc.,
 Minnesota Farm Bureau Federation, Minne-
 sota Farm Bureau Service Co., Milk Founda-
 tion of Minnesota, Minnesota State Federa-
 tion of Labor, Montgomery Ward & Co.,
 Regan Bros. Company, Sanitary Food Mfg.
 Co.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 1, Ill.
 Phone Delaware 7860

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
 Financial Manager.....J. H. Hildebrandt
 Director of Radio.....Kenneth L. Robinson
 Radio Space Buyer.....Annette Kennelly
 Copy Chief.....M. E. Chon
 Acct. Executives.....R. J. Rosenthal,
 John Lemmon, Mark Aisner, George
 Taylor, Louis Bass, R. M. Singer, Jr.,
 Alfred P. Beacom, Jr.

Television Producer...Kenneth L. Robinson

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Phone Marquette 3144

Manager.....George Grabin
Radio Accounts Placed—Wm. Wrigley Jr.
 Co., Illinois Meat Co., Balm Barr, Krank's
 Shave Kream, Mutual Benefit Health & Acci-
 dent Assn. of Omaha, Whiz & Pecan Pete
 Candy Bars, Lotshaw Body Rub.

C. L. MILLER COMPANY

521 Fifth Ave., New York 17, N. Y.
 Phone MUrray Hill 2-1010

ANPA—PPA—APA—NOAB

President.....C. L. Miller
 Sec'y & Ass't Treasurer-Radio Director
 George Carhart

Branch Office

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

Manager.....I. M. Tuteur
Radio Accounts Placed—Corn Products
 Refining Co., Curtis Candy Co., Keeley Brew-
 ing Co., Cooter Brokerage Co., Gordon Bak-
 ing Co., Peter Pan Baking Co., Dr. Swett's
 Root Beer Co.

DAN B. MINER CO.

250 Chamber of Commerce Bldg.
 Los Angeles 15, Calif.
 Phone Richmond 3101

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

President.....Dan B. Miner

ADVERTISING AGENCIES

Vice-Presidents.....John C. Morse,
Alfred Rooney, I. M. Greer
Secretary-Treasurer.....M. R. Sweeney
Account Executive....Daniel W. Layman, Jr.
Radio Director.....B. B. Struble
Radio Copy.....Sam Godfrey
Time Buyer.....Marie Mazzulla

Branch Offices

(Affiliated with Continental Agency Network)
Radio Accounts Placed — Forest Lawn Memorial Park, Weber's Bread, Wilshire Oil Co., Dolly Madison Cakes, Log Cabin Breads, Forest Lawn Life Insurance, Coast-Currie's Ice Cream, Los Angeles Transit Lines, Dr. Ross Dog Food, Solar Aircraft Co., Story-crafter's Guild, Tepeco Corp.

EMIL MOGUL CO., INC.

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

ABP—ANPA—PPA

President.....Emil Mogul
Executive Vice-President.Charles Rothschild
Asst. to President.....Lester Loeb
Copy Chief.....Myron Mahler
Research Director.....Horace Schwerin
Creative Head.....Sidney Senzer
Space Buyer.....Jack Szerlip
Production Manager.....Joseph Tremarco
Art Director.....Robert Wilson

Radio Dept.

Radio Director.....Emil Mogul
Program Director.....Sydney Rubin
Time Buyer.....Helene Munroe
Television Production.....Lester Loeb
Radio Accounts Placed—Barney's, National Shoes, Sterling, Inc., Napa Valley Grape Prod., Ronzoni Macaroni, Gem Oil, Inkograph, Inc., Adler Shoes, Esquire Boot Polish, O. D. Wonder Wash, French Kettle Onion Soup. *Television Accounts Placed*—Adler Shoes.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
Parkway 1178

PPA — ABP — ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
Radio Director.....Carl Press
Radio Accounts Placed—Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Adam Wucst (Mattresses), Cincinnati Times-Star.

RAYMOND R. MORGAN CO.

6362 Hollywood Blvd., Hollywood 28, Calif.
Phone Hempstead 4194

ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan
Executive Vice-President.....R. C. Temple
Radio Director.....James C. Morgan

Branch Offices

701 Loew's Warfield Bldg., 988 Market St.,
San Francisco, Calif.
Phone Greystone 2851

Manager.....Porter F. Anderson

Affiliate

Goodkind, Joice & Morgan
Palmolive Bldg., Chicago 1, Ill.
Phone Superior 6747

Representatives.....M. Lewis Goodkind,
Clyde Joice

Radio Accounts Placed—J. A. Folger & Co., Kerr Glass Mfg. Co., Planters Nut & Chocolate Co., Los Angeles Soap Co., Samuel B. McKee.

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone MUrray Hill 7-7200

PPA

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Radio Dept.

Manager.....Chester C. Slaybaugh
Time Buyer.....Morton G. Bassett
Dir. of Radio Prod.....John T. Mitchell

Radio Accounts Placed—Vick Chemical Co., Prince Matchabelli, Inc., Alfred D. McKelvy Co., The Sofskin Co., John G. Paton Co., Inc.

MOSELLE & EISEN

ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone, MUrray Hill 2-2651

PPA—APA

Partner.....Rose Moselle
Partner.....Henry Eisen
Prod. Mgr.....Bernard Segaloff
Art Director.....Frederick H. Cassens
Radio & Publicity.....Miss Margo

MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.

Phone MUrray Hill 7-7377-8

ABP—PANY—APA—ANPA

Partner.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Production Head.....I. Stephen Simon
Art Director.....Richard W. Bridges
Radio Accounts Placed—Harman Watch Co., Ybry Perfumes.

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone Utica 4-6141

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Vice-President.....Hugo W. Glaser
Vice-Pres.-Art Director.....A. M. Huntington
Secretary.....Lyle B. Reigler
Space Buyer.....Miss L. B. Mang
Production Managers....Frederick Michel,
C. W. Gihson

Branch Office

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

Radio Accounts Placed—West End Brewing Co.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.

Phone MUrray Hill 9-6835

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Vice-President.....Thomas W. Hughes
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Time Buyer.....J. J. Cueto

Associate Offices In:

Cuba, Mexico, Venezuela, Colombia,
Brazil, Argentina, South Africa,
India, Chile, Sweden, New Zealand, Australia
Radio Accounts Placed—Carter Products,
Inc., H. J. Heinz Co., Lambert Pro-Ply-Lac-
Tic, Lever Bros. Co., Quaker Oats Co., Wm.
R. Warner Co.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.

Phone State 5151

AAAA—ANPA—PPA—NOAB—APA—
ABC—BMB—ABP

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Harry E. Phelps, William D. Horne,
William P. Bager, William R. Kinnaird,
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Otto R. Stadelman
Vice-President, Research.....Keo Currie
Secretary-Treasurer.....Max D. Anwyl

Radio Director, Chicago Office..Alan Wallace
Radio Manager-Producer, Hollywood

OfficeFrank Pittman
Prod.-Dir., Hollywood Office.....Frances
Van Hartesveldt

Spot Time Buyer.....Jane McKendry

Branch Office

1620 North Vine St., Hollywood 28, Calif.

Phone Granite 7186

Manager.....Frank Pittman

Radio Accounts Placed: Kraft Food Co.
(The Great Gildersleeve), S. C. Johnson &
Son, Inc. (Fibber McGee and Molly), Swift
& Co. (Swift's Cleanser), Wieboldt Stores,
Inc. (Local), Derby Foods, Inc. (Sky King),
Swift & Co., (Swift's Ice Cream—Spot).

NEFF-ROGOW, INC.

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

Phone Circle 7-4230

President.....William Rogow
Acct. Exec.-Time Buyer....William Rogow
Copy Chief.....Stewart P. Brown
Personnel Director.....Harriet Barnett
Radio Accounts Placed—Melville Shoe
Corp., Sears Roebuck & Co., Joseph Martin-
son & Co., Ruby Lane Stores, J. W. Beards-
ley's & Sons, Filtrex Co., Inc.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.

Phone ASHland 4-4900

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

Partners.....Clarence D. Newell,
William Reydel, John P. Cunningham,
Frank Donshea, C. S. Walsh, R. L. Stro-
bridge, F. H. Walsh, G. S. Fowler, T. J.
Maloney

Radio Director.....Blayne Butcher
Time Buyer.....Newman McEvov
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.

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.

Phone Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA

President.....Theodore A. Newhoff
Vice-President.....Marx S. Kaufman
Secy.-Treas.....R. M. Newhoff

NEWMAN, LYNDE & ASSOCIATES, INC.

(Formerly Associated Advertising Agency,
Inc.)

ADVERTISING AGENCIES

400 Florida National Bank Bldg.,
Jacksonville 2, Fla.
Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAC—APA
President.....M. T. Newman
Executive Vice-President....Hunter Lynde
Vice-President.....Gordon Stewart
Radio Director.....Mary R. Miller
Acct. Execs.....Richard Barrett,
Charles Gressle, Milton Smith
Radio Accounts Placed—Foremost Dairies,
JAX Brewing Co., E. B. Malone Co.

OLIAN ADVERTISING CO.

411 North 7th St., St. Louis 1, Mo.
Phone Central 8380-1-23

ANPA—PPA—NOAB—ABP—OAAA

Partner.....Irwin A. Olian
Vice-President.....Harold A. Thomas
Vice-President.....J. Walter Goldstein
Radio Director.....Julian Miller
Radio Time Buyer....Margaret Hart Nelson
Radio Producer.....Clarke Brown

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.
Phone State 3381

Vice-Presidents.....I. J. Wagner,
M. H. Bronner
1440 Broadway, New York 18, N. Y.
Phone BRyant 9-4125

Manager.....Harold Kaye
Radio Accounts Placed—Lewis-Howe Co.,
General Grocer Co., Confections, Inc., Bis-
ceglia Brothers Wine Co., John G. Ayars Co.,
Eagle Stamp Co., Columbia Brewing Co.,
Horlacher Brewing Co., Atlas Brewing Co.,
Cardinal Diamond Ring Company, Western
United Dairy, Hardy Salt Co., Alton Box-
board Co., Brach Candy Co., Gettleman
Brewing Co., Greater N. Y. Industries, Portis
Hat Co., Edison Bros. Shoc Co.

**ROBERT W. ORR & ASSOCIATES,
INC.**

270 Park Ave., New York 17, N. Y.
Phone PLaza 9-3050
ANPA

President.....Robert W. Orr
Vice-Presidents.....Eldon Sullivan,
Chester T. Birch, Arkady Leokum,
Arthur Livingston, Jacques Zuccaire
Secretary.....Martha Hultha
Treasurer.....Chauncey C. Seedorf
Radio Director.....John Hoagland
Radio Producer.....Richard Diggs

Branch Office

10289 Bannockburn Dr., Los Angeles, Calif.
Phone Ardmore 8-0454
Executive in Chg.....Richard Diggs

Radio Accounts Placed—Woodbury (Lou-
ella Parsons Program), Jergens (Walter
Winchell).

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400

ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen
Executive Vice-President...Charles Chappell
Vice-President, Radio & Television

David Hale Halpern
Vice-President.....Walter R. Greenlee
Director of Media.....Marc Seixas
Time Buyer.....Don Scandlin

Radio Accounts Placed—National Brew-
ing Co. (Baltimore), American Transit
Assoc., Robinson Lloyds, Ltd., Browne Vint-
ners, Inc.

**MERRITT OWENS
ADVERTISING AGENCY, INC.**

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250

ABP—ANPA—APA—PPA

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V.P. & Acct. Exec.....John J. Goetz
Account Exec-Production Mgr.

C. Arthur Smith
Acct. Exec.....R. Grant Neds
Art Director.....Irene Irvin
Radio Dir. & Acct. Exec.....James Coy

Radio Accounts Placed—Interstate Moving
& Storage, Junge Biscuit Co., Hall Stationery
Co., Feld Chevrolet Co., Diamant's, Nourse
Oil Co.

THE FRANK OXARART CO.

659 So. Rampart Blvd., Los Angeles 5, Calif.
Phone Exposition 4191

President.....Frank Oxarart
Exec. Vice-Pres.....James P. Shelley
Vice-President.....W. W. Harvey
Research & Media Dir.....William Larkin
Indus. Pub. Rel. Dir....Caroline E. Robbins
Radio Accounts Placed—Robt. Smith Mfg.
Co. (Nylon Dip), Soil-Off Mfg. Co. (Soil-
Off), Armor Laboratories, Inc. (Armor
Coat), Caltone Corp. (Big 5, Drop-O-Lemon,
Caltone brand juices).

**PACIFIC NATIONAL ADVERTISING
AGENCY**

605 Union St., Seattle 1, Wash.
Phone Eliot 1401

ANPA—AAAA—NOAB—PPA—APA—CAN
President.....Wm. H. Horsley

Radio Director.....Trevor Evans
Secretary.....H. O. Stone
Radio Time Buyer.....G. M. Nyman
Radio Producer.....Peter Lyman

Branch Office

Spalding Bldg., Portland 4, Ore.
Phone ATwater 4339

Manager.....Mrs. Ruth Foland

Radio Accounts Placed—Fisher Flouring Mills Co., Kirsten Pipe Co., Washington Co-op Farmers Assoc. (Lynden), Northwest Cherry Bureau, Assoc. Apricot Marketers, Seattle-First National Bank, Johnson & Sons (Funeral Directors), Lang & Co. (Lang's Nuts and Reliance Coffee), Cedergreen Frozen Pack Corp.

PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
Vanderbilt 6-0029

PPA

Pres. & Treas.....C. H. Pearson
Gen. & Prod. Mgr.....Harold E. Kranz

Radio Accounts Placed—Cooper Razor Blade Co.

PECK ADVERTISING AGENCY, INC.

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

ABP—ANPA—PPA—OAAA—NOAB—APA
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V.P. & Secretary.....Harry Krawit
V.P. & Gen. Mgr.....Walter Schwartz
V.P. & Treas.....S. D. Hesse
Vice-President.....Sanford L. Hirschberg
Director of Radio-Television

Arthur Sinsheimer

Branch Office

8511 Sunset Blvd., Los Angeles 46, Calif.
Phone Crestview 6-7277

Manager.....Arthur J. Daly
Radio Accounts Placed—Beverwyck Breweries, Inc., Consolidated Tea Co., Krasne Bros., Old Dutch Mills, Inc., Pando & Co., Parker Watch Co., Templetone Radio Co., Inc., Durex Blade Co., Inc., Fruit of the South.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500

AAAA—ANPA—PPA—ABP—NOAB
APA—ABC—BMB

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Vice-President.....Harold B. Thomas
Vice-President.....E. G. Sisson, Jr.
Vice-President.....Ernest P. Zobian
Treasurer.....Harold B. Thomas
Secretary.....H. C. Sutherland
Assistant Treasurer.....W. F. Cantrell

Media Director.....T. C. Fisher
Dir. of Radio.....E. G. Sisson, Jr.
Radio Copy Chief.....Cyril J. Mullen
Time Buyer.....Mary Dunlavy
Radio Producers.....Elizabeth C. Shay,
William Barrett

Branch Office

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone Hollywood 5354

Manager.....Karl W. Schullinger
Radio Accounts Placed—Sterling Drug (Ironized Yeast), Procter & Gamble (Camay, Chipso, Dash).

R. C. PHARES ADVERTISING AGENCY

231 Lyon Bldg., Seattle 1, Wash.
Phone Seneca 4880

President.....R. C. Phares
Acct. Manager.....R. V. Underhill
Radio Director.....Bob Davies
Radio Producer.....Jerry McCumber

Branch Office

1719 Roxbury, Seattle, Wash.
Phone West 6535

Manager.....Verne Underhill
Radio Accounts Placed—Playland, So. Seattle Land, Gibson Camera Stores, Miller's Appliances, Dally Construction, Casimer Cleansers, Arthur A. Wright & Sons Mortuary, A.B.C. Electric, Seattle Photo Service, Rudy's Food Center, Orin's Locker Market, Dallas-Underwood Firestone Stores, Prefabricated Products Co., Sunderland-Kelly Realty, Evansvale Market, Lake Quinault Hotel, Lochaerie Lodge, Viewlands Fuel, Pro Boxing Club, Pro Basket-ball Club, Spring Ice Carnival, Eddie Bauer's Sport Shop, Cliff's Shoe Service, Dalco Pre-cut Lumber Co.

PITLUK ADVERTISING AGENCY

2200 Alamo National Bank Bldg.
San Antonio 5, Texas
Phone Garfield 7268

ABP—ANPA—PPA—SAAA
SNPA—NOAB—APA

Owner.....Jack N. Pitluk
Asst. Radio Dir.....Stanley Nelson
Asst. Radio Dir.....Rena Lynn

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 4433

ABP—NOAB—ANPA—PPA—OAAA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodhury,
C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer.....Jerry McKee
Radio Dept.....Connie Joan Connor,
Janice Eastland

POTTS-TURNBULL ADVERTISING CO.

912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9400

ANPA — PPA — APA — NOAB — ABP
President.....W. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
Secretary.....G. F. Magill
Treasurer.....E. T. Chester
Time Buyer.....B. G. Wasser
Radio Director.....N. P. Rowe

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone GARfield 6490

President.....George L. Prater
Vice-President.....Harold R. Buschhorn
Radio Director.....Ray D. Williams
Radio Accounts Placed—Claussner Hosiery Co., Falls City Brewing Co., Inc., Merit Clothing Co., Moniteau Mills.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President.....Michael A. Fiore
V.P. & Treas.....B. V. Fiore
Secretary.....S. Chasoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio Director.....Albert A. Fiore
Acct. Exec.....B. Wilman
Radio Accounts Placed—Melody Club, Union City, N. J., Night Club; China Clipper, Inc., N. Y. and Jersey City, Restaurants; Plaza Tea Garden, Jersey City, N. J., Restaurant; Non-Sectarian Church, Inc., York, Pa.; Evangelistic; Radio Church, York, Pa., Evangelistic, Prophetic Testimony of Philadelphia, Phila., Pa., Evangelistic; Watchung Lake, Inc., North Plainfield, N. J., Resort; Casino Beach & Pool, N. Long Branch, N. J., Resort; Freehold Raceways, Freehold, N. J., Trotting Races; D. Wolff & Co., Newark, N. J., Clothing; Paragon Products, Inc., South Amboy, N. J., Terra Cotta.

SAYRE M. RAMSDELL ASSOC., INC.

3701 N. Broad St., Philadelphia 40, Pa.
Phone Radcliff 1900

ANPA—PPA

President.....S. M. Ramsdell
Exec. Vice-Pres. & Treas.....E. B. Loveman
Vice-President.....F. A. Hutchins
Radio Account Placed — Philco Hall of Fame.

CHAS. DALLAS REACH CO.

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

AAAA — ANPA — PPA — ABP — APA

President-Director of Radio,
Chas. Dallas Reach
Vice-President.....Howard E. Sands
Vice-President.....Edw. C. Stover, Jr.
Vice-President-Radio...Charles A. King, Jr.
Secretary.....F. R. Risley

Branch Office

6 E. 45th St., New York 17, N. Y.

Radio Accounts Placed—Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

THE L. W. RAMSEY ADVERTISING AGENCY

111 E. Third St., Davenport, Iowa
Phone 3-1889

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Partner & Service Dir.....A. M. Walgren
Production Mgr.....E. Neubauer
Art Director.....P. Norton
Technical Consultant.....W. A. Giraldi

Branch Offices

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

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L. H. Copeland
Production Manager.....Vito M. Volino
Secretary.....E. G. Naeckel
Art Director.....E. J. McCabe
Radio Director.....Dorothy L. Parsons

1509 Cross Roads of the World,
Hollywood 28, Calif.

Phone Hollywood 1732

Partners.....E. G. Naeckel,
A. C. Naeckel, W. J. Henderson, George Bischoff

Radio Accounts Placed—F. W. Fitch Co., National Oats Co., Illinois Commercial Men's Assn., Berghoff Brewing Corp., Lite Soap Co., Michigan Mushroom Co.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone 7-1179

Radio Director.....Catherine A. Provan

REDFIELD-JOHNSTONE, INC.420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6120, 1, 2, 3

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 SecretaryA. Hollander
 SecretaryG. Hepenstal
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 Radio Publicity.....M. E. Maddock
Radio Accounts Placed—Block Drug Co.,
 Stera-Kleen, Allenru; Wool Novelty Co., Inc.,
 Woolfoam; Ceda Distributing Co., Valse de
 Fleurs Toiletries; Howard Clothes, Inc.;
 Wine Shipper Import Corp.

**EMIL REINHARDT
ADVERTISING AGENCY**1736 Franklin St., Oakland 12, Calif.
Phone Templebar 2408

ABP — ANPA — APA

Owner.....Emil Reinhardt
 CopywriterDave Lane
 Space Buyer.....Ann Hageman
 Artist Dir.....Robert Shelton
 ArtistEdna Shelton

Radio Dept.

ManagerJoseph Connor
 Time Buyer.....Mildred McMahon
Radio Accounts Placed—Kilpatrick's Bak-
 eries, Mary Ellen's, Inc., Standard Beverages,
 S. F. Brewing Corp., Breuner's, Pacific Guano
 Co., Central Bank, Mothers Cake & Cookie
 Company.

REISS ADVERTISING221 W. 57th St., New York, N. Y.
Phone COLUMbus 5-7733

ANPA — ABP — PPA — APA

President.....Joseph Reiss
 Vice-President.....Harold Reiss
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RESNIK-MILLER-ENGLAND, INC.152 Temple St., New Haven, Conn.
Phone 7-0241

President & Treasurer.....Harry D. Resnik
 Secretary.....Harvey N. Ladin
 Radio Dept. Manager.....Ellen Simmons

*Branch Offices*75 Pratt St., Hartford, Conn.
Phone 2-9987

Manager.....Harry D. Resnik-WTIC
 77 Summer Hill Ave., Worcester, Mass.
 Phone 6-0223

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

Manager.....Frank Jones-WJAR

RILL ASSOCIATES507 Fifth Ave., New York 17, N. Y.
Phone, MUrray Hill 2-5147

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 Exec. Vice-Pres.....B. N. Hill
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 Art Director.....M. Desmond
 Radio Dir. & Radio Time
 Buyer.....B. Newmark
 Charge Copy.....S. Chalfin
 Publicity.....P. Leighton
 Account Executives.....I. R. Hill,
 B. N. Rill, L. Denis

ROCHE, WILLIAMS & CLEARY, INC.135 S. La Salle St., Chicago, Ill.
Phone Randolph 9760

ANPA—APA—PPA—NOAB

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 Treasurer.....D. J. Kelly
 Secretary.....M. F. Williamson
 Vice-Presidents.....J. M. Cleary, S. Weston,
 Guy C. Pierce, Lloyd Maxwell, R. A. Porter
 Director of Radio.....Phil Stewart

*Branch Offices*225 S. 15th St., Philadelphia, Pa.
Phone PENNypacker 2766

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

In Charge.....R. A. Porter
 Radio Director.....Harold F. Kemp
Radio Accounts Placed—Network: Lewis-
 Howe Co., Schutter Candy Co., Sun Oil Co.
 National Spot: Chicago, Milwaukee, St. Paul
 & Pacific RR., Domestic Finance Co., Dr.
 Peter Fahrney & Sons Co., Holland Furnace
 Co., Kenton Pharmacal Co., Inc., National
 Toilet Co., John Puhl Products Co., Port-
 land Cement Assn., Sempray Jovenay Co.,
 The Studebaker Corp.

RONALDS ADVT. AGENCY, LTD.1440 St. Catherine St. W., Montreal, Que.
Phone Plateau 4803

ANPA

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 Vice-President (Montreal)....F. deB. Walker
 Vice-President (Toronto).....R. J. Avery
 Treas.Angus Ahern
 Radio Dir.....Frank Starr
 Radio Producers.....Boyd Hayward,
 Cecelia Long, Norman K. Vale

Branch Office

New Wellington Building, Toronto, Ontario
 Vice-President.....R. J. Avery
Radio Accounts Placed—National Brew-
 eries Limited, McCall-Frontenac Oil Co.,
 Ltd., Bristol-Myers Co. of Canada, Ltd.,

• • • **ADVERTISING AGENCIES** • • •

Canadian Industries Limited (Paint & Varnish), United Rexall Drug Co., Liggett Drug Stores, Lyman Agencies Ltd. (Tintex), Pacquin's Hand Cream, Glyco-Thymolene, Roe Farm Milling Company, Dominion Corset Co.

ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420

ANPA—PPA—APA—ABP—NOAB

President & Dir. of Copy & Plans,
Arthur Rosenberg
Vice-President Samuel Rubenstein
Secretary A. A. Rosenberg
Treasurer Charles S. Silver
Production Manager H. B. Fleischman
Economist Walter Alwyn-Schmidt
Research Director Sam Haven
Copy & Plans Harrison J. Cowan,
H. B. Sadler, Joseph Ellner
Radio Dept. Arthur Rosenberg,
Samuel Rubenstein, Charles S. Silver

Radio Accounts Placed—Longine-Wittnauer Watch Co., Gleam Shampoo, Myer 1890 Beverages, Grelva, Inc., Miner's Inc. *Television Accounts Placed*—Longine-Wittnauer Watch Co.

CHARLES L. RUMRILL & CO.

311 Alexander St., Rochester 7, N. Y.
Phone Stone 592

AAAA—ABP—PPA

President. C. L. Rumrill
Vice-President-Art Director J. E. Porter
Secretary-Treasurer E. A. Rogers
Production Manager George Prince
Time Buyer J. Lawrence Kennedy

Radio Accounts Placed—Genesee Brewing Co., Automobile Club of Rochester, Gold Tone Studios, The Pleasant Valley Wine Co.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 6-6400

AAAA—ANPA—PPA—NOAB—APA

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Talent Buyer Willson M. Tuttle
Time Buyer Charles Ayres
Casting Director Kathleen McMahon

Radio Dept.

Co-Directors Merritt W. Barnum,
Wilson Tuttle
Business Manager Charles T. Ayres
Publicity Director Grant Y. Flynn
Radio Commercial Supervisor,
Reggie Morgan
Radio Producers Grant Flynn,
Robert Steel, John Wellington, John
Cole, Thomas G. Slater

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
Phone Franklin 0485

Exec. Vice-Pres. Paul E. Watson
Media Manager Albert R. Callies
Director of Radio R. W. Metzger
Chg. of Radio Production N. E. Heyne
Charge of Script A. E. Trask
Bus. Mgr. & Time Buyer Holly Shivley
Charge of Television Fran Harris
Commercial Traffic Joyce Webster
Charge of Commercials Irene Small
Producer Warren Johnson
7430 Second Blvd., Detroit 2, Mich.

Phone Madison 1980

Vice-Pres. & Manager M. J. Casey
812 Oliver St., St. Louis 1, Mo.
Phone Main 0127

Vice-Pres. & Manager Oscar A. Zahner
712 Main St., Houston 2, Texas
Phone Charter 4-1741

Manager H. Donald Hopton
1630 No. Vine St., Hollywood 28, Calif.
Phone Hillside 7593

VP & Pacific Coast Mgr. John H. Weiser
VP & Radio Director Robert Ballin
Radio Director Robert Seal
Radio Producers Don Clark,
Sam Pierce, Dave Young, Knowled
Entrikin, William Burch, Glenn Y. Mid-
dleton

235 Montgomery St., San Francisco 4, Calif.
Phone Edgebrook 4616

Manager Herbert O. Nelson
1218 3rd Ave., Seattle 1, Wash.
Phone Main 6727

Vice-Pres. & Manager F. G. Mullins
Carew Tower, Cincinnati 2, Ohio
Phone MA 2413

Manager John L. Magro
80 Richmond St., W., Toronto, Ont., Canada
Phone Adelaide 4069

Manager Gordon Ralston

Radio Accounts Placed—Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Electric Auto-Lite Co., Garrett & Co., Lever Brothers Company, Lever Brothers Limited, Pharmaco, Inc., Lucky Tiger Company, H. C. Lytton Co., Owl Drug Co., Queen Anne Candy Co., Southwestern Drug Co., Squirt Co., Griesedieck Bros. Brewery, Pepsodent Co. of Canada, Taylor-Reed Corp., Wm. Wrigley Jr. Co., Bailey Schools, Savings

Banks Assoc. of State of N. Y., Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, American Recording Artists, American Fluresit Co., Binyon Optical Co., Clopay Corp., Clyde Porcelain Steel Corp., Inter-Coastal Co., Kick-away Garments, Inc., Krey Packing Co., Sears Roebuck & Co., Seattle Luggage Co., Lone Star Creamery, Martha Maid Mfg. Co., Roundy, Peckham & Dexter Co.

LOWE RUNKLE COMPANY

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

SAAA

President.....Lowe Runkle
Vice-President.....Roger Pishny
Secretary.....Alice Streeter

Radio Accounts Placed—Arkansas City Flour Mills, Cains Coffee Co., Local Federal Savings & Loan Association, Merit Mills, Oklahoma Operating Co., Borden Milk & Ice Cream (O. C. Plant), Liberty National Bank.

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1180

ABP — ANPA — PPA

President.....Maubert St. Georges
Exec. Vice-Pres.-Treasurer..Stanley J. Keyes
Assistant Treasurer.....John H. Vesely
Vice-Pres.-Art Director..Alfred A. Anthony
Secretary.....Louise D. Keyes
Copy Chief.....C. J. Masseck
Production Manager.....William Korcak
Media Director.....Charlotte Rains

Radio Dept.

Radio Director.....Victor Van Der Linde
Time Buyer.....Charlotte Rains

Radio Accounts Placed—Mattlage Products, Inc., Benjamin Moore & Co., Revere Copper & Brass, Inc., Bell Bakeries, Inc., Mido Watch Co. of America.

SCHOLTS ADVERTISING SERVICE

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

Owner.....William G. Scholts
Radio Director.....Fred Montgomery

MARCEL SCHULOFF & CO.

17 W. 45th St., New York 18, N. Y.
Phone MUrray Hill 2-3708

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

Accounts Placed—Station WHOM, Basch Radio Prod., Sure-Fit Products Co., Style-

park Hats, Keal Textile Co., National Sure-Fit Quilting Co.

SCHWAB & BEATTY, INC.

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

AAAA—PPA—APA—ABP

President.....Victor O. Schwab
Time Buyers.....Robert W. Beatty,
James E. Schwenck

Radio Accounts Placed — Book-of-the-Month Club, Omnibook Magazine, Wilfred Funk, Inc., Book Presentations.

SCHWIMMER & SCOTT, INC.

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

AAAA—ABP—ANPA—PPA—APA

Pres. & Treas.....R. J. Scott
V.P. & Secty.....W. Schwimmer
Bus. Mgr.....R. S. Peterson
Copy Chief.....L. Krakover
Media Dir.....E. Vanderploeg
Prod. Mgr.....L. Kuehn
Art Dir.....A. Thaler
Comptroller.....H. Heilig
Acct. Execs.....E. Guy, F. Vosse,
C. Lilienfeld

Radio Dept.

Radio Dir.....A. Fishburn
Script Chief.....K. Houston
Radio Producer.....E. Bronson

Radio Accounts Placed—Coronet Magazine, Chicago Daily News, Chicago Stadium, Congress Cigar Co., Modern Screen Magazine, Fox DeLuxe Beer, Hirsch Clothing Co., Kitchen Arts Foods, Lincro Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Sealy Mattress Co., Walgreen Co.

RUSSEL M. SEEDS COMPANY, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone, Delaware 1045

ANPA — ABP — SNPA — PPA

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Executive Vice-President.....George Bayard
Treasurer.....Jack Harding
Secretary.....H. J. Smith
Vice-Presidents.....Paul Richey,
A. D. Keyes, Harry Maus, E. G. Bentley,
H. B. Goldsmith, Jr.

Radio Director.....Jack Simpson
Time Buyer.....June Jackson

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Phone Market 1395

Vice-President.....Paul Richey
Treasurer.....Jack Harding

Plaza Hotel, 1637 N. Vine St.,
Hollywood, Calif.
Phone, Hempstead 7824

Manager.....L. C. Place
Radio Accounts Placed—W. A. Sheaffer
Pen Co., Pinex Co., Keystone Steel & Wire
Co., Brown & Williamson Tobacco Corp.,
Grove Laboratories, Inc.

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone, GRamercy 5-5560

ABP

President.....Louis Shappe
Radio Time Buyer.....Louis Shappe
Vice-Pres.-Copy Chief..Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Burton Mautner
Production Mgr.....M. Helfman

J. WM. SHEETS

Central Bldg., Seattle, Wash.
Phone Main 2442

ANPA—PPA—APA—NOAB

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

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA

President.....George H. Sheldon
Vice-President.....L. C. McElroy
Time Buyer.....Catherine Wohlpart
Treasurer & General Manager....J. F. Quick
Radio Account Placed—Chas. E. Hires Co.,
Inc.

SHERMAN & MARQUETTE, INC.

919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 8000

ABP—ANPA—PPA—NOAB—APA

President.....Stuart Sherman
Chairman of Board.....Arthur Marquette
Radio Director.....Louis E. Tilden

Branch Office

10 Rockefeller Plaza, New York, N. Y.
Phone CIRCLE 6-1550

Vice-President & Manager....Carl S. Brown
Radio Director.....Samuel Fuller
Radio Account Placed—Colgate-Palmolive-
Pee Co. (for Colgate Shave Creams, Colgate
Tooth Powder, Halo Shampoo, Quaker Oats
Co. (for Quaker Farina and Ful-O-Pep Feeds,

Quaker Puffed Wheat Sparkies, Quaker
Puffed Rice Sparkies), Dr. W. B. Caldwell,
Inc. (Dr. Caldwell's Laxative), McLaughlin's
Manor House Coffee, Campho-Phenique.

DOUGLAS D. SIMON ADV., INC.

280 Madison Ave., New York 16, N. Y.
Phone, LEXington 2-7873

ANPA

President-Treasurer.....Douglas D. Simon
Vice-President.....Carolyn Glass
Secretary-Space Buyer.....Anita Chinkel
Account Executive.....Charles H. Sandak
Production Manager.....Sidney Jerome
Art Director.....Doris Brinkerhoff

SIMON & GWYNN, INC.

624 Commerce Title Bldg., Memphis 3, Tenn.
Phone 5-2404

SNPA—ANPA—APA—APB—NOAB—FAAG

Partner.....Milton Simon
Partner.....H. N. Gwynn
Copy.....Don Anderson, F. C. Cogburn
Radio Accounts Placed—American Snuff
Co., Barton Chemical Co., Donald Furniture
Co., Eagle Manufacturing Co., Farrell-Cal-
houn, Inc., Graham Furniture Co., The
HumKo Co., Nebraska Consolidated Mills,
Robilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Pres. & Treas.Leonrad N. Simons
V.P. & Secy.Lawrence J. Michelson
General ManagerIvan Frankel
Radio DirectorA. Glenn Kyker
Radio ProducersMae Mikjian,
Marge Aronsson, Frances Matthews.

Radio Accounts Placed—American Hos-
pital, Medical Benefit, Benrus Watch Co.,
Crowley-Milner Co., Cunningham's Drug
Stores, Detroit Free Press, Detroit Times,
Dossin's Food Products, Effron Furs, Forest
Cleaners, Frank & Seder, Grinnell Bros.,
Hudson Cleaners, Hughes & Hatcher,
Kern's, Lane Bryant, Mac-O-Lac, Metal Pro-
ducts Co., National Clothing Store, People's
Outfitting Co., Plasti-Kote, Rogers Paint
Products, Sallan Jewelers, Sealy Mattress
Co., The Schmidt Brewing Co., Scotland
Woolen Co., Simmons & Clark Jewelers,
Viviano Wines, Velvet Nut Products, Wrig-
ley's Super Markets.

SMALL & SEIFFER, INC.

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

ANPA—PPA—APA

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

SMITH & DRUM, INC.

650 S. Grand Ave., Los Angeles, Calif.
Phone Trinity 3454

ABP—ANPA—PPA—APA—NOAB

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

SORENSEN & CO.

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

ABP—ANPA—PPA—NOAB

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

C. JERRY SPAULDING, INC.

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

Pres. Treas. & Radio Time Buyer

C. Jerry Spaulding

Asst. TreasurerFlorence Winslow
SecretaryH. H. Hartwell
Art DirectorGreydon Piper
Prod. Mgr.Seth Martin
Acct. Exec.A. S. Peterson

Radio Accounts Placed — Radio Station
WTAG.

SPITZ & WEBB ADVERTISING

206 E. Genesee St., Syracuse 2, N. Y.
Phone 4-6868

ABP—APA

Partner.....William Spitz
Partner.....Stephen M. Webb
Radio Accounts Placed—Best Ice Cream
Co., C. E. Chappell & Sons, Inc., Chase
Clothes, Inc., Grange Silo Co., Inc., Peoples
Ice Co., Syracuse Nettleton Co., Inc.

SPITZER & MILLS, LTD.

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

CDNA—CWNA—CP&PA—CPA—BBM
ABC

Acct. Execs.G. F. Mills,
J. W. Spitzer, J. R. Charles, J. Cambridge,
F. J. Collins, D. Philpott, Edward B.
Higgins, W. G. Wallace.

General ManagerW. H. Reid
Pub. Rel. Dir.T. G. Vatcher
Art DirectorD. M. Dunlop
Radio DirectorW. D. Byles
Asst. Radio Dir.Ralph Hart
SecretaryMarion Bird

Branch Offices

1010 St. Catharine St., W. Montreal, Que.
Phone Plateau 7924

ManagerC. W. Duncan
Acct. Execs.F. M. Lalonde,
S. A. Mackness, Alex Richardson, T. St.
Germain.

675 W. Hastings St., Vancouver, B. C.
Phone Pacific 2102

Acct. Execs.Ken Davidson, A. C. Peck
Radio Accounts Placed—Colgate-Palmu-
olive-Peet Co., RCA Victor Co., Lehn &
Fink (Canada) Ltd., Quaker Oats Co., Ltd.,
California Fruit Growers, B-A Oil Co.,
Ltd.

BARTON A. STEBBINS AGENCY

811 West Seventh St., Los Angeles, Calif.
Phone Trinity 8821

AAAA—ANPA—PPA—NOAB

Head of Agency.....Barton A. Stebbins
Acct. Executives ...Arthur W. Gudelman,
Nat Jeffras, Clinton Campbell.

Time Buyer.....A. W. Gudelman
Space BuyerLouise Ludke

Radio Accounts Placed—Signal Oil Com-
pany, Shontex Co., E. F. Hutton & Co.,
Stevenson Motors Corps.

HOWARD D. STEERE, ADVERTISING

2812 Book Tower, Detroit 26, Mich.
Phone CHerry 5688

OwnerHoward D. Steere
Account Exec.Charles R. Stout
Office ManagerGene Macauley
Art DirectorRudolph K. Nauss
ArtistHarlie Sproul

STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone LONGacre 5-4610

PPA

Chairman of BoardS. M. Broun
PresidentJos. S. Edelman
SecretaryWilliam Forray
TreasurerHerbert Goldsmith
Radio DirectorAlfred S. Moss

• • • **ADVERTISING AGENCIES** • • •

Radio Accounts Placed—Horwitz and Duberman, J. Laskin & Sons, Lohel Youth Centers, Olympic Knitwear, Sterling Point Frozen Foods.

STERNFIELD-GODLEY, INC.

280 Broadway, New York 7, N. Y.

Phone BArcley 7-3030

APA—ANPA—NOAB—SNPA

President Samuel J. Godley
 Vice-President Phillip Scheft
 Secretary Frances C. Costello
 Treasurer Samuel S. Sternfield
 Production Mgr. John C. Buffum

Chairman Ex. Comm..... Charles M. Storm
 Pres., Secy., & Radio Dir... Allston E. Storm
 Exec. V.-P., Treas. & Media Dir.

Edward Klein

Vice-President & Research Dir.

Harry Chapperon

Production Manager Albert Hammond

Art Director..... Frederick Widlicka

Radio Time Buyer Arthur J. Klein

Research Director..... Harry Chapperon

Account Executives..... A. E. Storm,
 E. Klein, H. Chapperon.

STRAUCHEN & McKIM ADVT.

6 East Fourth St., Cincinnati, Ohio

Phone Main 1618

AAAA—ANPA—PPA—NOAB—NIAA

Partners..... Edmund R. Strauchen,

G. F. McKim Jr.

Art Director J. Storck

Production E. Bittner

Asst. Art Dir. R. Rosenzweig

Copy Chief John Maupin

Traffic J. Dillon

Acct. Execs. E. R. Strauchen,

G. F. McKim, Jr., J. Nolan.

Radio Director E. R. Strauchen

Continuity G. Helm

STREET & FINNEY, INC.

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

Phone: BRyant 9-2400

ANPA—PPA—ABC—NOAB—APA

President..... H. K. Finney

Vice-President..... John F. Mayer

General Manager..... Robert Finney

Assistant General Manager... Frank Finney

Secretary..... F. S. Park

Treasurer..... Fred Hellar

Director of Radio..... Howard Miller

Radio Accounts Placed—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beecham's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

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

Phone PLaza 9-3080

AAA—ANPA—PPA—NOAB—ABC

President..... R. F. Sullivan

Vice-President..... D. D. Stauffer

Vice-President..... R. T. Colwell

Vice-President..... S. H. Bayles

Account Executives..... J. P. Cohane,

W. M. Spire

STOCKTON, WEST, BURKHART, INC.

First National Bank Bldg., Cincinnati 2, O.

Phone Cherry 8325

AAAA—ANPA—PPA—NOAB—APA

ABC

President & Treas..... Wm. Z. Burkhardt

Vice-Pres.-Secy..... Ranald S. West

Vice-President..... Eric W. Stockton

Acct. Execs. H. S. Lenz,

J. D. Nelson, Jr., J. C. Gerding, E. P. Broome.

Radio Director R. S. West

Radio Accounts Placed—Ohio Oil Co., Cincinnati Gas & Elec. Co., Central Trust Banking Institution, Cincinnati Enquirer, Sperti, Inc., Gihson Wine Co.

STODEL ADVERTISING CO.

439 S. Western Ave., Los Angeles 5, Calif.

Phone Fitzroy 2133

PPA

President..... Edward C. Stodel

Business Manager..... Sidney Roberts

Radio Dept.

Director..... E. C. Stodel

Continuity Director... Marjorie Esterbrook

Traffic Manager..... Rose Mason

Copy Director..... C. W. Culpepper

Radio Producers..... E. C. Stodel,

Jack Stodelle

Radio Accounts Placed—Eastern Columbia-Dept. Store Chain, Brooks Clothing Co., Warner Bros. Theaters, Hollywood Starlight Theater Assoc., The Eastern Stores, Sacramento.

CHARLES M. STORM CO., INC.

50 E. 42nd St., New York 17, N. Y.

Phone, MUrray Hill 6-2820

ANPA—PPA

Radio Production Mgr.....P. H. Cohen
 Copy Chief.....C. J. Dillon
 Art Director.....E. L. Fischer
 Media Director.....F. Minehan
 Merchandise Dir.....D. J. O'Meara
 Treasurer.....T. N. Weatherby
 Research Director.....L. H. Wood
 Radio Producers.....Tom Victor (N. Y.);
 Joe Thompson (Hollywood)

Branch Offices

1607 Vista del Mar Ave., Hollywood 28, Calif.
 Phone Gladstone 5048 — Hillside 2119
 Director.....J. Van Nostrand
Radio Accounts Placed—Carter Products,
 Inc., Noxzema Chemical Co., Smith Bros.,
 Inc., Whitehall Pharmacal Co.

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
 Phone Main 7142
 ANPA—PPA—NOAB

Partner.....John F. Sweeney
 Partner.....Frank G. James
 Account Executive.....T. M. Gregory
Radio Account Placed—Network: Fire-
 stone Tire & Rubber Co.

TECHNICAL ADVT. AGENCY, INC.

475 Fifth Ave., New York, N. Y.
 Phone, MUrray Hill 3-5754

J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
 Phone MUrray Hill 3-2000

AAAA — ANPA — ABP — PPA

President.....Stanley Resor
 Secretary.....Howard Kohl
 Treasurer.....Luther O. Lemon
 Senior Vice-Presidents.....Gilbert Kinney,
 Henry T. Stanton

Senior Consultant.....James W. Young
 Vice-Presidents.....Lloyd W. Baillie
 Henry C. Flower, Jr., Howard Hender-
 son, Henry M. Stevens, William Resor,
 Walter R. Hine, Thayer Jaccaci, William
 G. Palmer, Samuel W. Meek, Robert T.
 Colwell, O'Neill Ryan, Jr., Anson Lowitz,
 Lew A. Greene, Arthur T. Blomquist,
 Don Francisco, Robert M. Gillham,
 Kennett W. Hinks, William C. Mc-
 Keehan, S. Hunter Richey, Ruth F.
 Waldo.

Director of Media and Research
 Arno H. Johnson
 Vice-President in Charge of Radio,
 John U. Reber

Radio Time Buyer.....Linnea Nelsor
 Radio Talent Buyer.....Virginia Spragle
 V.P.—Motion Pictures & Television
 Robert M. Gillham

Branch Offices

1549 North Vine St., Hollywood 28, Calif.
 Phone Hillside 7241

V.P.—Manager.....Cornwell Jackson
 410 N. Michigan Ave., Chicago 11, Ill.
 Phone Superior 0303

Vice-President and General Manager,
 Henry T. Stanton

Vice-Presidents.....Merton V. Wieland,
 Willard F. Lochridge, Harold R. Rorke,
 Harry T. Mitchell

Radio Director.....Tyler Davis
 Radio Time Buyer.....Margaret Wylie
 100 Bush St., San Francisco, Calif.
 Phone Garfield 3510

V.P.—Manager.....Arthur Farlow
 Radio Director.....Henry M. Jackson
 Radio Time Buyer.....Lowell Mainland
 645 South Flower St., Los Angeles 36, Calif.
 Phone Madison 2661

V.P.—General Manager...Norton W. Mogge
 Radio Director...Charles A. Stephenson, Jr.
 Radio Time Buyer...Robert H. Thurmond

Radio Accounts Placed—Atlantis Sales
 Corporation (French's Instant Potato), Bow-
 man Dairy Company, Brillo Manufacturing
 Company (Brillo & Brillo Soap), Cole Mill-
 ing Company (Omega Flour), Eastman Kod-
 ak Company, Elgin National Watch Com-
 pany, Fanny Farmer Candy Shops, Incor-
 porated, Ford Dealers Advertising Fund,
 Ford Motor Company (Motor Cars), Johns-
 Manville Corporation (Building Materials),
 Kraft Foods Company, Lever Brothers (Lux
 Soap & Flakes), Libby, McNeill & Libby
 (Canned Foods), Northern Trust Company,
 Pan American World Airways, Pharma-
 Craft Corporation, Incorporated (Fresh De-
 odorant), Penick & Ford, Ltd., Incorporated
 (Brer-Rabbit Molasses), Planters Nut &
 Chocolate Company, RCA Victor Division,
 Radio Corporation of America, Reynolds
 Metals Company (Aluminum Products),
 Safeway Stores, Incorporated, Essex Adver-
 tising Service (Meat), Famous Flours, In-
 corporated (Kitchen Kraft Flour), Linwood
 Poultry Company, Shell Oil Company, In-
 corporated (Petroleum Products), Standard
 Brands Incorporated (Fleischmann's Yeast,
 Chase & Sanborn Coffee, Tender Leaf Tea),
 Swift & Company (Meat & Meat Products,
 Allsweet Oleomargarine), The Mentholatum
 Company (Mentholatum), The Parker Pen
 Company (Parker Pens, Parker Quink),
 Ward Baking Company (Tip Top Enriched
 Bread, Aunt Hannah's Bread), Washington
 State Apples, Waco Products Company (Mir-
 acle Tooth Paste), J. B. Williams Company
 (Shaving Products), W. F. Young, Incor-
 porated (Absorbine, Jr.), Boyle Midway,
 Inc. (Old English Wax & other household
 products), Calavo Growers, California Desert
 Grapefruit Committee, California Lima
 Beans, Douglas Aircraft, Mutual Orange Dis-
 tributors, Northrop Aircraft, Universal Pic-
 tures, Inc.

ADVERTISING AGENCIES

UNITED STATES ADVT. CORP.

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

Phone Delaware 4466

ANPA—PPA—APA

Chairman of Board.....W. M. Canaday
 President.....J. C. Ewell
 Radio Manager.....A. J. Englehardt

VICTOR VAN DER LINDE, INC.

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

Plaza 5-1180

President.....Victor van der Linde
 Treasurer.....Charlotte Rains
 Director of Radio.....Victor van der Linde
 Time Buyer.....Charlotte Rains
Radio Accounts Placed—L. Bamberger &
 Co., Fine Products Co., Street & Smith,
 James McCreery & Co., Suburban Propane
 Gas Corp.

VANGUARD ADVERTISING

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

Phone MURray Hill 5-4686

ABP—PPA—APA

President.....J. M. Russakoff
 General Manager.....A. M. Ragonetti
 Art Director.....Frank Haase
 Media.....Ed Burns

VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.

Phone, LEXington 5400

AAAA—ABP—ANPA—PPA—NOAB

President & Treasurer....Wilbur Van Sant
 Vice-President & General Manager,

Clinton D. Carr

V.P. & Plans Director.....J. P. Daiger
 V.P. & Account Executive.....R. E. Daiger
 V.P. & Account Executive.....H. G. Erek
 V.P. & Account Executive....F. T. C. Quinn
 V.P. & Account Executive....C. M. Buchanan
 Space Buyer.....G. M. Talbot
 Radio Production.....D. J. Loden

Radio Accounts Placed — National Spot:
 Sherwood Brothers, Inc., The Crosse &
 Blackwell Co., H. J. McGrath, Co., Rice's
 Bakery, The Wm. Schludenberg-T, J. Kurdle
 Co.

VIDEOR ENTERPRISES

1629 Chestnut St., Philadelphia 3, Pa.

Phone RITTENhouse 6378

Managing Director.....Franklin O. Pease
 Television Producer.....Franklin O. Pease

WM. VON ZEHLE & CO.

28 W. 44th St., New York, N. Y.

Phone, BRyant 9-4750

Managing Director.....Wm. Von Zehle

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago 6, Ill.

Phone State 7369

ANPA—PPA—APA—NOAB

President.....Albert G. Wade
 Exec. V.P.—Radio Director.....W. A. Wade
 Radio Time Buyer.....L. J. Nelson
 SSecretary-Treasurer.....E. N. Nelson
 Production Manager.....R. O. Archer
 Account Executives.....W. A. Wade,
 E. N. Nelson, R. O. Archer, R. E. Dwyer,
 L. Davidson.

Radio Account Placed—Miles Laboratories,
 Inc., Murphy Products Co., Morris B. Sachs,
 Illinois Bottled Gas Co., Wear Proof Mat Co.,
 Hoover Liniment Co., General Bandages,
 Inc., Chicago Sun, Haskelite Mfg. Corp.,
 Wait-Cahill Co.

WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.

Phone Grant 1900

ANPA—ABP—PPA—OAAA—APA—CAH

Partners.....William S. Walker,
 Benjamin I. Davis, Jr., C. P. Richardson,
 R. C. Woodruff.

Rodia Director.....R. C. Woodruff
 Radio Production.....Victor Seydel
 Radio Contact.....William G. Beal
 Radio Producers.....Robert T. Gestrich,
 James Dooley.

Branch Office

Suite 833, Hotel St. Regis, New York, N. Y.
 Eastern Radio Supervisor.....Victor Seydel

Radio Accounts Placed—Colonial Biscuit
 Co., Duquesne Brewing Co., Allegheny-Lud-
 lum Steel Corp., Joseph Horne Company,
 Mail Pouch Tobacco Co., Sterling Oil Co.,
 Clearfield Furs, Inc., H. Lohrey Co.

**NORMAN D. WATERS &
 ASSOCIATES, INC.**

1140 Broadway, New York, N. Y.

Phone, CALedonia 5-7430

ABP—PPA—NOAB—ANPA

President.....Norman D. Waters
 Vice-President.....Charles M. Whitebrook
 Secretary.....E. L. Waters
 Treasurer.....Louis Landesman

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MURray Hill 6-8585

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

President.....H. Paul Warwick
Vice-Presidents: Henry Legler, S. O. Young-
heart, J. R. Warwick, Lester M. Malitz,
Arthur Deerson.

Secty.-Treas.Irving J. Paulus
Radio Director.....Tevis Huhn

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
Phone Hempstead 8163

Radio Accounts Placed — Larus & Bro.
Company, Pabst Sales Co., Equitable Life
Assurance Society of the U. S., Hoffman
Beverage Co., National Exhibition Co.

TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-4404

PPA—NOAB—ANPA—APA

Chairman of Board.....W. I. Tracy
President.....Frank S. Kent
Vice-Pres. & Art Dir.Hugh Donnell
Treas. & SectyGeorge M. Pease
Radio DirectorPhilip A. Baecker

Radio Accounts Placed—B. Fischer &
Co., Inc. (Astor Tea & Coffee), John Opitz.
(J-O Products), American National Corp.
(Zest Tomato Cocktail), The Taylor-Reed
Corp. (Q-T Pie Crust), Chas. Schaefer Cor-
poration (Dorquest Quality Beer), Senn
Products Corp. (Sambo).

TUCKER WAYNE & CO.

629 Ten Pryor St. Bldg., Atlanta 3, Ga.
Phone Walnut 6701

ANPA—PPA—APA—ABP—SNPA—OAAA

President.....Tucker Wayne
Vice-Pres. & Radio Talent....C. W. Burgess
Vice-Pres. & Time Buyer.....C. C. Fuller
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