

Roche, Williams & Cleary, Inc.	Plaza	3-7444
Arthur Rosenberg Co., Inc.	Circle	7-6383
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Circle	6-1550
Street & Finney, Inc.	BRyant	9-2400
Sullivan, Stauffer, Co. & Bayles	ORegion	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Franklyn Viola	CHickering	4-3254
J. Walter Thompson Co.	Murray Hill	3-2000
Weiss & Geller, Inc.	Plaza	3-4070
Warwick & Legler, Inc.	Murray Hill	6-8585
William H. Weintraub & Co., Inc.	Circle	7-4282
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	LOngacre	4-2737
Avertising & Selling	Murray Hill	5-9770
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8355
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	3-6500
RADIO DAILY	Wisconsin	7-6336
Radio & Television Weekly	Walker	5-2576
Sales Management	LExington	2-1760
Sponsor	Plaza	3-6216
Standard Rate & Data Service	LExington	2-6611
Telesor, The	Plaza	7-3721
TELEVISION DAILY	Wisconsin	7-6336
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	LUXemburg	2-2700

News Associations

Associated Press	Plaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	Plaza	7-1111
Reuters	BRyant	9-8558
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press Associations	Murray Hill	2-0400

Talent Agencies

Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	COlumbus	5-3580
Frank Cooper Associates	VAnderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Fanchon & Marco, Inc.	CHickering	4-3956
Frederick Bros. Artists Corp.	Circle	6-2144
Gale, Inc.	Plaza	7-7100
Hesse & McCaffrey	ELdorado	5-1076
Bob Kerr	COlumbus	5-8051
A. & S. Lyons, Inc.	Plaza	3-5181
Management Corp. of America	Plaza	8-8900
A. T. Michaud	Circle	7-2900
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Plaza	5-8900
National Concert & Artists Corp.	Plaza	9-6000
Franklin H. Small	Circle	6-9400
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LExington	2-7980
American Communications Assn.	COrtland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	VAnderbilt	6-1810
ASCAP	Plaza	7-2700
American Television Society	Murray Hill	7-9250
AMPA	LUXemburg	2-1790
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	WAtkins	4-1000
Federal Trade Commission	WHitehall	3-8000
Institute of Radio Engineers	REgent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NARSR	Murray Hill	5-4141
Professional Music Men, Inc.	COlumbus	5-7362
Radio Writers' Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	COlumbus	5-3758
Television Broadcasters' Assn., Inc.	LACKawanna	4-4788

Radio-TV Program and Transcription Cos.

A. B. T. Productions, Inc.	COlumbus	5-2700
Advance Television Pictures Sv.	COlumbus	5-5400
Advertisers Recording Service, Inc.	Circle	6-0141

Air Features	Plaza	5-2700
Alton Alexander Productions	LOrraine	8-3100
American Institute Food Products	MJrray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Associated Program Service	Plaza	7-7710
Associated Radio & TV Productions	LOngacre	3-7290
Each Radio & TV Productions	MURray Hill	2-8877
V. S. Becker Advertising Service	LUXemburg	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
Ruth & Gilbert Braun	SCHuyler	4-8896
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	Wisconsin	7-9244
Cineffects, Inc.	Circle	6-0951
Cinemart, Inc.	MURray Hill	8-3837
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M. D.	Plaza	5-3638
Gordon M. Day Productions	ORegion	9-3595
Ray DeGroot, Consultants, Inc.	MURray Hill	7-9135
Decca Records, Inc.	COlumbus	5-2300
Empire Broadcasting, Corp.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	BRyant	9-9580
Alien A. Hunt Radio Productions	MJrray Hill	8-7741
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	COlumbus	5-4888
Harry S. Goodman Radio Productions	Plaza	5-6131
Gotham Radio Productions, Inc.	GRAMarcy	5-7641
Les Hafner & Co., Program Prod.	TRofaigar	3-1800
Laurence Hammond Productions, Inc.	Plaza	9-2210
Hudes & Baral Radio Productions	MURray Hill	3-2840
Gerald Gross	Circle	6-2144
Hummert Radio Features	Plaza	5-2700
International 16mm Corp.	Plaza	7-2265
Kermit-Raymond, Corp.	ELdorado	5-5511
Landau Broadcasting Service	REctor	2-5341
Lang-Worth Feature Programs, Inc.	Circle	6-7410
Bob Loewi Productions, Inc.	MURray Hill	8-2000
Phillips H. Lord, Inc.	Plaza	5-2211
The Ted Mack Co.	MURray Hill	8-0370
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Circle	7-2160
Music Corp. of America	Plaza	5-8900
Muzak Corp.	ORchard	4-7400
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	MURray Hill	6-5862
North American Video Prod.	LACKawanna	4-0385
Johnny Olsen's American Productions	Plaza	5-7123
Original Radio Productions, Inc.	SCHuyler	4-8896
Press Association, Inc.	Plaza	7-1111
Procter Productions, Inc.	Circle	6-4091
Ra-Best Features, Inc.	MURray Hill	7-8158
Radio Artists Corp.	Plaza	3-4670
Radio Features of America	LUXemburg	2-5130
Radio Production Service	Plaza	3-8940
Radio Program Management	MURray Hill	8-0370
Radio - Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	Plaza	7-7354
Reeves Sound Studios, Inc.	ORegion	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubart, Inc.	Plaza	3-4670
SESAC, Inc.	MURray Hill	5-5365
K. R. Smith	Plaza	7-2000
Henry Souvaine, Inc.	Circle	7-5666
Charles Stark Productions	MURray Hill	2-2636
Richard Stark & Co.	REgent	7-9608
Irvin Paul Sulds, Inc.	TEmpleton	8-7025
Telemuse Productions	LExington	2-3195
Telecast Productions, Inc.	ALgonquin	4-4300
Telemated Cartoons	MURray Hill	6-8933
Tele-Radio Jingle Productions	COlumbus	5-0371
Tele-Show Company	MURray Hill	7-2722
Tele-Theatre Productions	Plaza	9-9490
Television-Radio Enterprises, Inc.	Plaza	5-6594
Television Screen Productions, Inc.	MURray Hill	2-8877
Torchlight Productions	Wisconsin	7-0771
Towers of London, Ltd.	LUXemburg	2-5131
Transcribed Radio Shows	LUXemburg	2-3530
Transcription Broadcasting System	ELdorado	5-5511
United Press Associations	MURray Hill	2-0400
United Productions, Inc.	TEmpleton	8-8300
Thomas J. Valentino, Inc.	Circle	6-4675
Video Associates, Inc.	Plaza	3-7966
Von Baumann Studio	RHinelander	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
World Broadcasting System, Inc.	MURray Hill	8-4700
World Video, Inc.	REgent	4-6615
Frederick W. Ziv Co., Inc.	MURray Hill	8-4700

Radio and Television TELEPHONE NUMBERS in CHICAGO



AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WCFL	SUperior	7-5300
WORW	EAsgate	7-6860
WEDC	ROckwell	2-9461
WENR	DElaware	7-1900
WGES	SACramento	2-1700
WGN	SUperior	7-0100
WHFC	ROckwell	2-7756
WHIP	ANdover	3-6767
WIND	WHitehall	4-2170
WJJD	STATE	2-5466
WLS	MONrae	6-9700
WMAQ	SUperior	7-8300
WNMP	GRreenleaf	5-1590
WSBC	MONrae	6-9060

FM Radio Stations

WEAW	UNiversity	4-4606
WGNB	SUperior	7-0100
WEFM	STATE	2-1357
WOAK	SACramento	2-6272
WBIK	RAndolph	6-8210

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	CEntral	6-5070
WGN-TV	SUperior	7-0100
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	DElaware	7-1900
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STATE	2-4590
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

John Blair & Co.	SUperior	7-8659
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Copper Publications	CEntral	6-5977
Crosley Broadcasting Corp.	STATE	2-0366
Free & Peters, Inc.	FRanklin	2-6373
Headley-Roed Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
The Katz Agency	CEntral	6-4006
Joseph Hershey McGillvra	STATE	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	FRanklin	2-2359
John H. Perry Associates	Harrison	7-8085
Edward Petry & Co.	DElaware	7-8600
Radio Sales	WHitehall	4-6000
Radio Advertising Co.	CEntral	6-1742
William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
The Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730

Advertising Agencies

Aubrey, Moore & Wallace, Inc.	Financial	6-1600
Auspitz & Lee	WAbash	2-0315
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDGO	SUperior	7-9200
Gordon, Best, Co., Inc.	STATE	2-5060

Hill Blackett & Co.	STATE	2-0950
Bozell & Jacobs, Inc.	Harrison	7-8391
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	DElaware	7-5522
Leo Burnett Co., Inc.	CEntral	6-5959
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Doremus & Co.	CEntral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Albert Frank-Gunther Law, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgan	SUperior	7-6746
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	SUperior	7-3000
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Maxan, Inc.	DElaware	7-3536
C. L. Miller Co.	CEntral	6-1640
Mitchell-Faust Advertising Co.	STATE	2-6610
Needham, Louis Brorby, Inc.	STATE	2-5151
Presba, Fellers & Presba	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrouff & Ryan, Inc.	Financial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STATE	2-7369
Weston-Barnett, Inc.	WHitehall	4-7725
Young & Rubicam	Financial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Richard Bradley Associates	WHitehall	4-5543
Dirk Courtenay & Associates	INdependence	3-0225
Louis G. Cowan & Co.	RAndolph	6-2022
Chartac-Coleman Productions	RAndolph	6-6150
Chicago Recording Co.	CEntral	6-5275
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	DElaware	7-8800
Feature Productions	STATE	2-8999
Green Associates	CEntral	6-5593
Wendell Hall Music Maker Prod.	GRaceland	2-6418
Hollywood Recorded Features, Inc.	LONGbeach	1-6730
William Morris Agency	STATE	2-3632
Jewell Radio Productions	SUperior	7-5526
Beulah Karney, Inc.	STATE	2-5060
Les Lear Productions Corp.	ANdover	3-7233
Art Linick Enterprises	SUperior	7-3311
Monogram Radio Programs, Inc.	ANdover	3-7169
Morton Radio Productions, Inc.	CEntral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Radio Features, Inc.	FRanklin	2-4392
RCA Manufacturing Co.	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	STATE	2-3153
Hal Tate Radio Productions	RAndolph	6-6650
Tele-Radio Creations, Inc.	MOhawk	4-0015
Television Adv. Productions, Inc.	STATE	2-5941
Wright Radio Productions	SUperior	7-1280
Frederic W. Ziv Co.	FRanklin	2-8917

News Agencies and Assn's.

Associated Press	STATE	2-7700
International News Service	ANdover	3-1234
Press Association, Inc.	STATE	2-4581
Transradio Press Service	STATE	2-7904
RADIO DAILY	STATE	2-2332
United Press	RAndolph	6-4172

Radio and Television TELEPHONE NUMBERS in LOS ANGELES



AM Radio Stations

KACH (Pasadena)	SYcamore	6-8124
KECA	HUdson	2-3141
KFAC	Fltzroy	1231
KFI	FAirfax	2121
KFOX	MAdison	2247
KFVD	FAirfax	6361
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFJ	Hillside	0201
KGIL (San Fernando)	STanley	7-3467
KHJ	HUdson	2-2133
KIEV (Glendale)	CHarleston	5-2388
KLAC	Hillside	1161
KMCM	WEbster	3-9184
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KOWL (Santa Monica)	Santa Monica	4-4627
KRKD	TUcker	7111
KUSC	RIchmond	7-2295
KVUN	HOLlywood	5771
KVVC	MIchigan	4784
KWIK (Burbank)	CHarleston	0-2111
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KECA-FM	HUdson	2-3141
KFI-FM	FAirfax	2121
KFMV	Hillside	7406
KHJ-FM	HUdson	2-2133
KKLA-FM	EXposition	2719
KMPC-FM	HOLlywood	5341
KRKD-FM	TUcker	7111

Television Stations

KECA-TV	HUdson	2-3141
KFI-TV	FAirfax	2121
KLAC	Hillside	1161
KNBH	HOLlywood	9-6161
KTLA	HOLlywood	2411
KTLN	HUdson	2-7133
KTTV	HUdson	2-1301

Networks

American Broadcasting Co.	HUdson	2-3141
Columbia Broadcasting System, Inc.	HOLlywood	9-1212
Keystone Broadcasting System	HOLlywood	5338
Don Lee Broadcasting System	HUdson	2-2133
Mutual Broadcasting System	HUdson	2-2133
National Broadcasting Co.	HOLlywood	9-6161
United-Pacific Network	EXposition	1339

Station Representatives

Associated Recorded Program Service	HOLlywood	8318
Avery-Knodel, Inc.	TUcker	2095
Walter Biddick Co.	RIchmond	6184
John Blair & Co.	GRanite	6103
Bolling Co., Inc.	GRanite	2248
Burn-Smith Co., Inc.	RIchmond	6184
F M Reprs., Inc.	Hillside	2450
Free & Peters	HOLlywood	2151
Gene Grant & Co.	YOrke	8812
W. S. Grant Co.	VAndyke	6341
Homer Griffith Co.	HOLlywood	6281
Headley-Reed Co.	VAndyke	1725
Joseph Hershey McGillvra, Inc.	DRexel	4388
George P. Hollingsbery	MAdison	6-3633
The Katz Agency	TUcker	3219
Tracy Moore	HOLlywood	5408
National Association of Broadcasters	GRanite	7166

Harlan Gaylord Oakes	FAirfax	3200
Pan American Broadcasting Co.	HOLlywood	6281
John Pearson Co.	DRexel	4388
Edward Petry Co.	MIchigan	8729
Radio Sales	HOLlywood	1212
Wm. G. Rambeau Co.	EXposition	8281
Paul H. Raymer	MIchigan	6536
Taylor-Boroff, Inc.	FAirfax	8458
Universal Radio Sales	HOLlywood	8282
Walker Co.	FAirfax	3200
Weed & Company	Hillside	8611
Western Radio Association	TUcker	6877
Howard H. Wilson Co.	FAirfax	3200
Adam J. Young, Jr.	MIchigan	6377

Advertising Agencies

Abbott Kimball Co., Inc.	TRinity	7575; DRexel	7305
Ad Associates	TUcker		5713
R. H. Alber Co.	HOLlywood		8273
Allen Advertising	BRadshaw		2-3336
Allied Advertising	DRexel		7331
Associated Broadcast Advertising Co.	DUnkirk		8-2972
Associated Advertising Agency, Inc.	DUnkirk		8-3145
Atherton & Co.	HOLlywood		7151
N. W. Ayer & Son	HEmpstead		4871
Ayres Agency	HEmpstead		8171
Bass-Luckoff of Hollywood	BRadshaw		2-1043
Ted Bates, Inc.	HOLlywood		2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood		7337
(Los Angeles)	MIchigan		1354
Benton & Bowles, Inc.	Hillside		9151
Berghoff Associates, Inc.	BRadshaw		2-2625
Biow, Inc.	HEmpstead		2377
W. Earl Bothwell, Inc.	GRanite		6114
Botsford, Constantine & Gardner	VAndyke		0796
Brisacher, Van Norden & Staff	WEbster		8143
Buchanan & Co. (Los Angeles)	MUtual		6316
(Beverly Hills)	BRadshaw		2-1162
Campbell-Ewald Co.	RIchmond		6204
Compton Advertising, Inc.	HOLlywood		8107
Crawford & Sons	Hillside		9211
Dancer, Fitzgerald & Sample, Inc.	HEmpstead		8166
D'Arnall & Co.	HOLlywood		7470
Davis, Harrison, Simmonds	HUdson		2-2311
Irving Eckhoff	GRanite		3192
Erwin-Wasey & Co., Ltd.	WEbster		3-5721
Wm. Esty & Company	HUdson		2-3366
Ted H. Factor	DRexel		7187
Frank Ferrin, Inc.	HOLlywood		3628
Foote, Cone & Belding	HOLlywood		6265
Frank Ford	GLadstone		1768
A. Newton Free Co.	MIchigan		1195
John F. Freiburg & Co.	MIchigan		8786
Fritz, Carlson, Cash, Inc.	HOLlywood		7201
Garfield & Guild	DRexel		8131
Glasser-Gailey	Fltzroy		2141
Grant Adv. Inc.	HOLlywood		5371
Will Grant	TRinity		1384
John H. Guedel Radio Prods.	HEmpstead		5186
Harrington-Whitney & Hurst	WHITNEY		9357
Hillman-Shane	PROspect		0101
Hixson-O'Donnell	MUtual		8331
Hutchins Adv. Co., Inc.	CRestview		6-2061
Irwin-McHugh	HOLlywood		2277
W. C. Jeffries Co.	FAirfax		8271
Paul Jones & Associates	GRanite		7197
Raymond Keane	TRinity		2915
Kenyon & Eckhardt	Hillside		8368
William Kester	Hillside		9251
J. B. Kiefer	FAirfax		8373
King Cole Adv. Service	LUcas		0681
Kudner, Inc.	Hillside		7209
Lennen & Mitchell, Inc.	BRadshaw		2-5304
J. M. Lentz	HOLlywood		3906

• • • Radio-TV Telephone Numbers in Los Angeles • • •

Lockwood-Shackelford	TRinity	9801	Louis G. Cowan, Inc.	Hillside	3139
Lott Adv.	GRanite	8367	Bing Crosby Enterprises	CRestview	1-1171
Low	HEmpstead	8870	Del Crosby	HOLLYWOOD	8691
Mack-Wharton	Richmond	6275	Crystal Recordings	CApitol	9883
McCann-Erickson	Hillside	8268	Coleman-Maxwell	HOLLYWOOD	4464
McKee & Albright	HOLLYWOOD	8363	Ed East	YOрке	7617
McNeill & McCleery	Michigan	7496	Eccles Recordings, Inc.	Hillside	8351
S. P. Middleman	OLympia	5818	Bruce Eells & Associates	HOLLYWOOD	5869
The Milton C. Miller, Jr. Agcy.	NORmondie	2-8747	Electro-Vox Recording Studios	GLadstone	2189
Dan B. Miner	TRinity	9711	F. W. Ferrin Co.	HOLLYWOOD	3628
Raymond R. Morgan Co.	HEmpstead	4191	Finley Transcriptions	BRadshaw	2-2711
Morris & Cain	HUdson	2-2358	Lou Fulton	HOLLYWOOD	3755
H. C. Morris & Co., Inc.	Hillside	7163	Fulton Enterprises	GRanite	2244
Music Corp. of America	CRestview	6-2001	Ed Gardner	CRestview	5-1594
Murray-Dymock-Carson, Inc.	DUnkirk	8-2431	Grace Gibson's Radio Prods.	GRanite	5543
Needham, Louis & Brorby	GRanite	7186	William Gernannt Associates	Hillside	8368
Newell-Emmett Co.	GRanite	6131	Glendale's Radio City	CHapman	5-3283
Mike Newman & Associates	GLadstone	6793	Mitchell Gertz	CRestview	1-5135
Paul E. Newman Co.	GLadstone	6793	Globe 16 MM Pictures	GRanite	7573
The Pardee Co.	GRanite	2248	Jeanne Gray Radio Prods.	GRanite	2764
Pedlar & Ryan, Inc.	HOLLYWOOD	5354	John W. Greene	NORmandie	7531
Porter & Associates	DUnkirk	8-2972	John Cuedel Radio Prods.	HEmpstead	5186
Ralph L. Power	Michigan	5277	Francis E. Healy	GRanite	5368
Robert B. Raisbeck	HOLLYWOOD	5371	John Hestand	GRanite	5368
L. W. Ramsey Co.	HOLLYWOOD	3523	Hollywood Broadcasters Co., Inc.	GRanite	3784
Lee Ringer Adv.	DRexel	8131	Hollywood Music Recording Studios	HEmpstead	5407
Ross-Gardner-White	DRexel	7211	Paul Holmes Recording Studios	Prospect	1540
Ruthrauff & Ryan	Hillside	7593	Hollywood Radio Prods.	GRanite	3588
James L. Saphier	CRestview	1-7230	Bob Hope Enterprises	HOLLYWOOD	4931
Russell M. Seeds	HUdson	2-1206	International Recording Studios	HOLLYWOOD	6344
Dean Simmons	OLympia	7002	Kennett Prods.	GLadstone	5847
Sherman-Marquette	HOLLYWOOD	5131	Sam Kerner Prods.	CHARleston	0-2111
Smith, Bull & McCreery	HEmpstead	5671	< C M Radio Prods.	GLadstone	6466
Ralf M. Spangler	HEmpstead	5129	Keystone Broadcasting System	HOLLYWOOD	5338
Barton A. Stebbins	TRinity	8821	K and M Recorders	HEmpstead	8775
Sudler Co.	TRinity	0709	Arthur Kurlan	YOрке	7101
J. Walter Thompson Co. (Hollywood)	Hillside	7241	Lawrence & Lee	GLadstone	5242
(Los Angeles)	MAdison	2661	Lawston Prods.	Hillside	7720
The Tullis Co.	HEmpstead	6831	E. Lindom Recording Studios	GRanite	7634
Universal Adv.	Hillside	8218	Lindom & Romaine Recording Studios	AXminster	2-8812
Louis Victor	GRanite	5673	Los Angeles Portable Recording Studios	BRadshaw	2-4441
Ward Wheelock Co.	Hillside	9221	C. P. MacGregor	FHzroy	4191
Wade Adv.	Michigan	8608	Smilin' Ed McConnell	HOLLYWOOD	3070
Warwick & Legler	HEmpstead	8163	Arnold Marquis	HOLLYWOOD	8681
R. W. Webster	MAdison	9-2283	Master-Reddy-Nelson	DRexel	4391
Milton Weinberg Co.	TUcker	4111	Ted Maxwell Prods.	HOLLYWOOD	4464
Harry J. Wendland	FAirfax	2381	Mayfair Transcriptions	CRestview	1-8151
Adolph Wendland	Hillside	1176	Thos. Moody & Associates	FAirfax	1127
Carl Webster & Co.	Hillside	2151	Les Mitchell	SUNland	2261
Al Williams	GRanite	7648	Raymond R. Morgan	HEmpstead	4194
Young & Rubicam	HOLLYWOOD	2731	Monogram Radio Prods.	GRanite	2248
			Norris & Cain	HUdson	2-2353
			National Broadcasting Co., Inc.	HOLLYWOOD	6161
			Tom North Prods.	GLadstone	1420
			Peerless Film & Radio Prods.	HOLLYWOOD	7127
			Professional Recording Studios	HOLLYWOOD	7037
			Radio Corp. of America-RCA Victor Division	Hillside	5171
			Radio Enterprises, Inc.	GLadstone	6456
			Radio Producers of Hollywood	HOLLYWOOD	8313
			Radio Recorders	HOLLYWOOD	3917
			Radio Transcription Co. of America, Ltd.	HOLLYWOOD	8318
			Radiotele Prods., Inc.	GRanite	5384
			Rem Prods.	TRinity	4691
			Rockett Pictures, Inc.	GRanite	7131
			Jack Rourke Prods.	GRanite	7131
			Del Sharbutt	Hillside	4305
			James L. Saphier	CRestview	1-7231
			Selected Features Sentinel Productions	HO'lywood	7381
			Six Thousand Sunset Radio Center	HEmpstead	6811
			Show Productions, Inc.	HEmpstead	8166
			Standard Radio Transcriptions	WWebster	9181
			Allen Stapp	HOLLYWOOD	3636
			Studio & Artists Recorders	Hillside	8241
			Sweum Studios	PARKway	9363
			Telecomics, Inc.	GLadstone	2591
			Telefilms, Inc.	HOLLYWOOD	7205
			Television Programs Corporation of Hollywood	Hillside	4369
			Television Relay, Inc.	WAlnut	2997
			Telemays Radio Productions	CRestview	6-7238
			Tellamerica	GRanite	6652
			Thomas Co.	Hillside	6564
Academy Sound System	Hillside	5729			
Air Check Co.	GLadstone	2189			
Allied Recard Manufacturing Co., Inc.	HOLLYWOOD	5107			
American Legion Radio Shows	AXminster	8106			
Amusement Enterprises, Inc.	CRestview	4-6101			
Analysis Recording Co.	FAirfax	3312			
Argonant Prods., Inc.	GLadstone	7121			
Associated Recording Program Ser.	HOLLYWOOD	8318			
Associated Studios Broadcasting Recording	Hillside	0191			
Audience Participation Recordings	HOLLYWOOD	0703			
Bonded Television Corp.	CRestview	6-8729			
Bride & Groom	DRexel	4391			
Broadcast Record, Inc.	Hillside	1511			
Howard C. Brown	HOLLYWOOD	6045			
Smiley Burnette Rancho Records	SUNset	1-1437			
Cardinal Co., Inc.	HEmpstead	1177			
Capitol Transcriptions	HOLLYWOOD	8171			
Carter-Wright Radio Television Prods.	HOLLYWOOD	3636			
Edmund Cashman	GRanite	8332			
Centaur Prods.	WAlnut	3163			
Leslie Clucas	HOLLYWOOD	5111			
Cole-White Radio Prod.	Hillside	9211			
Columbia Records, Inc.	BRadshaw	2-5411			
Command Radio Productions, Inc.	GRanite	7450			
Commodore Productions	HOLLYWOOD	8229			
Consolidated Broadcasting Co.	WAlnut	5322			
Continental Recordings	GLadstone	4088			
Continental Radio & Television Prods.	HEmpstead	8171			
Frank Cooper	GRanite	5481			

Radio-TV Program and Transcription Cos.

Radio-TV Phone Numbers in LOS ANGELES

Transcription Sales, Inc.	Hollywood	5600
Truth or Consequences	Hollywood	2901
Twentieth Century Records, Inc.	GRanite	1567
United Radio & Radio Television Prods.	Hillside	7651
Universal Recorders	Hollywood	8282
Vallee-Video	Hillside	6118
Glenn Wallichs Music Center	Hollywood	8211
Mork Warnow	Hillside	2153
Wells Recordings	Normandie	9129
Carl Webster & Co.	Hillside	2151
Walter White, Jr.	Hollywood	8229
Lyle E. Willey	Hillside	5729
Hal Wilson Radio Prods.	Hillside	1714
World Broadcasting System, Inc.	Hempstead	5141
Carter Wright Radio and Television Prds.	Hollywood	3636
Frederick W. Ziv Co.	Hempstead	3248

Radio Artists Agencies

Larry Allen	Hempstead	0421
American Federation of Radio Artists	Hillside	5125
Berg-Allenberg	CRestview	6-3131
Stonley Bergerman	CRestview	6-3193
Herman Bernie	CRestview	5-6685
Phil B'oom	CRestview	4-6064
Ralph Blum	CRestview	4-5411
Century Artists	Hudson	2-1283
Cinema Authors & Artists Agcy.	CRestview	6-6241
Columbo Artists Management	Hempstead	5316
Hollam Cooley Agcy.	CRestview	5-6161
Jack Creamer	Gladstone	9683
Everett N. Crosby	CRestview	1-1171
Ken Dolan & Co.	Hollywood	3558
Famous Artists	CRestview	1-5222
Features Agcy.	CRestview	6-5096
Frederick Bros.	CRestview	1-6244
General Artists	CRestview	1-8101
Mitchell Gertz	CRestview	4-5491
Bruce Geor	CRestview	5-1660
Goldstone Agcy.	CRestview	6-1071
Mitchell J. Homilburg	CRestview	5-4171
Donald Hyde	CRestview	4-5261
Lou Irwin	CRestview	1-7131
Sam Joffe	CRestview	6-6121
Irving Paul Lazar	CRestview	5-6153
Levee-Short	CRestview	5-0626
Levee-Stark	CRestview	1-5781
Lester Linsk	CRestview	5-4396
A. & S. Lyons	CRestview	1-6131
Reg. D. Marshall	Hollywood	8238
MCA Artists, Ltd.	CRestview	6-2001
Ethel Minter	CRestview	5-2776
Monter-Gray	CRestview	1-1191
William Morris	CRestview	1-6161
Polan and Rosenberg	CRestview	1-8121
Radio Registry	Hillside	8321
Radio Artists Corp.	CRestview	5-4308
Art Rush	Hillside	5161
The Salkow Agcy.	CRestview	1-9134
James L. Saphier	CRestview	1-7231
Schwarz Agency	CRestview	4-6301
Louis Shurr	CRestview	1-1116
Edward Sherman	CRestview	5-0186
Stempel-Olenick	CRestview	1-7141
A. George Volck	CRestview	6-3121
D. M. Winkler	CRestview	1-7244
Chas. Wendling	CRestview	6-2348

Publications

Broadcasting	Gladstone	7353
Hollywood Reporter	Hillside	7411
RADIO DAILY	Gladstone	8436
Radio Life	Hillside	9275
Radio News	T.Ucker	9213
Variety	Hollywood	1141
Radio Artists Directory	Hillside	0101

Radio-TV, Govt. Phone Numbers in WASHINGTON, D. C.

Federal Departments and Agencies

American National Red Cross	REpublic	8300
Archives, National	DIstrict	0520
Capitol U. S. (Senate, House of Reps.)	NATIonal	3120
Censors, Bureau of the	TRinidad	3000
Commerce, Department of	STERling	9200
Copyright Office—Library of Congress	NATIonal	2722
Court of Customs & Patent Appeals	NATIonal	4696
Executive Mansion	NATIonal	1414
FEDERAL COMMUNICATIONS COMMISSION	EXecutive	3620
Federal Trade Commission	EXecutive	6800
Government Printing Office	DIstrict	6840
Interior, Department of the	REpubic	1820
Justice, Department of	REpublic	8200
Labor, Department of	EXecutive	2420
National Labor Relations Board	STERling	7373
National Military Establishments		
Air Force, Department of The	REpublic	6700
Army, Department of The	REpublic	6700
Navy, Department of The	REpublic	7400
National Research Council	EXecutive	8100
Patent Office	STERling	1200
Post Office Department	DIstrict	5360
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NATIonal	3120
Radio Script & Transcription Exchange	REpublic	1820, Ext. 2225
State, Department of	REpublic	5600
Supreme Court of The U. S.	EXecutive	1640
White House	NATIonal	1414
Blair House	REpublic	1681

Non-Governmental

Clear Channel Broadcasting Service	EXecutive	0255
Frequency Modulation Ass'n.	Hudson	7170
National Association of Broadcasters	DEatur	9300
National Press Club	REpublic	2500
RADIO DAILY	Wisconsin	3271
	HOBart	7627
	NATIonal	2292
Radio Manufacturers' Association	NATIonal	4901

AM Radio Stations

WAMC	EMerson	9445
WARL	OWens	7800
WBCC	OLiver	2800
WEAM	OWens	7100
WGAY	SHepherd	1050
WHMB	SHepherd	8905
WINX	REpublic	8000
WMAL	NATIonal	5400
WOL	MEtropolitan	0010
WQOK	STERling	7265
WQQW	COlumbia	6331
WRC	REpublic	4000
WTOP	MEtropolitan	3200
WWDC	NATIonal	7203

FM Radio Stations

WASH-FM	DIstrict	1356
WCFM	REpublic	8688
WRC-FM	REpublic	4000
WWDC-FM	NATIonal	7203

Television Stations

WMAL-TV	NATIonal	5400
WNBW	REpublic	4000
WOIC	STERling	0600
WTTG	STERling	5300

News Services

Associated Press	DIstrict	1500
International News Service	NATIonal	1733
Transradio Press	NATIonal	1178
United Press	EXecutive	8480

long term

gains

— or →

short term

gains

HOW TO MEASURE A NETWORK

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes *more* impressive:

More total audience—a weekly total of 3,730,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. [BMB—ADJUSTED TO DATE]

More average audience—On a *national* basis, the average sponsored evening program on NBC attracts a 34% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. [U.S. HOOPER RATINGS]

More popular programs—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. [PROGRAM HOOPER RATINGS—DECEMBER 15-21]

More advertising dollars—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. [BASED ON PIB]

More advertising efficiency—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. [U.S. HOOPER RATINGS]

Such are the proportions of...

NBC... America's No. 1 Network



THE NATIONAL BROADCASTING COMPANY—a service of Radio Corporation of America

BENRUS SALUTES

the more than 150 radio stations coast to coast which broadcast Benrus time signals and announcements to approximately 28,000,000 radio homes daily. Also the many TV stations televising Benrus sight-sound spots to select audiences in key metropolitan areas.

BENRUS

official watch of famous airlines[®]

*Reg. U. S. Pat. Off.

S. B. A. ACTIVITIES GROWING

By JIMMY DOLAN, Exec. Secty., Sports Broadcasters Assn.



Jimmy Dolan

THE sports broadcasters Association enters the tenth year of its existence with high hopes of continued success. Since its inception, the Sports Broadcasters Association has made steady progress in furthering the ideals on which the organization was founded. It has received from the sports world in-

creasing recognition as the voice of the sports announcers throughout the country.

The Sports Broadcasters Association has worked constantly with the colleges all over the nation in an effort to improve conditions for football announcers. On request we have submitted, to various colleges, plans for the ideal broadcasting booth. These plans were drawn up as a result of our annual award to the college with the best broadcasting facilities. This award has been won in the past by Notre Dame, Princeton, Michigan, and Georgia Tech. In addition, we have outlined, to college publicity men, the type of material needed by play-by-play announcers, as well as the story material required by the men who do daily summaries.

As a result of the close cooperation between the colleges, the sports promoters and the Sports Broadcasters Association, sports announcers are now recognized by the authorities as an important part of the sports picture. In accordance with this trend, it is interesting to note that the three baseball clubs in the New York area have set aside facilities for the exclusive use of Sports Broadcasters Association members at their ball parks. Our Sports Broadcasters Association card is the only identification needed for admission to the park and the box. In a like manner, the five New York race tracks honor our card, and so do the three New Jersey tracks.

These privileges we have secured were not easily won. They came after a long, hard fight by the officers and members of the Sports Broadcasters Association. The New York Yankees were the first to make facilities available to our members, and the Brooklyn Dodgers followed the lead

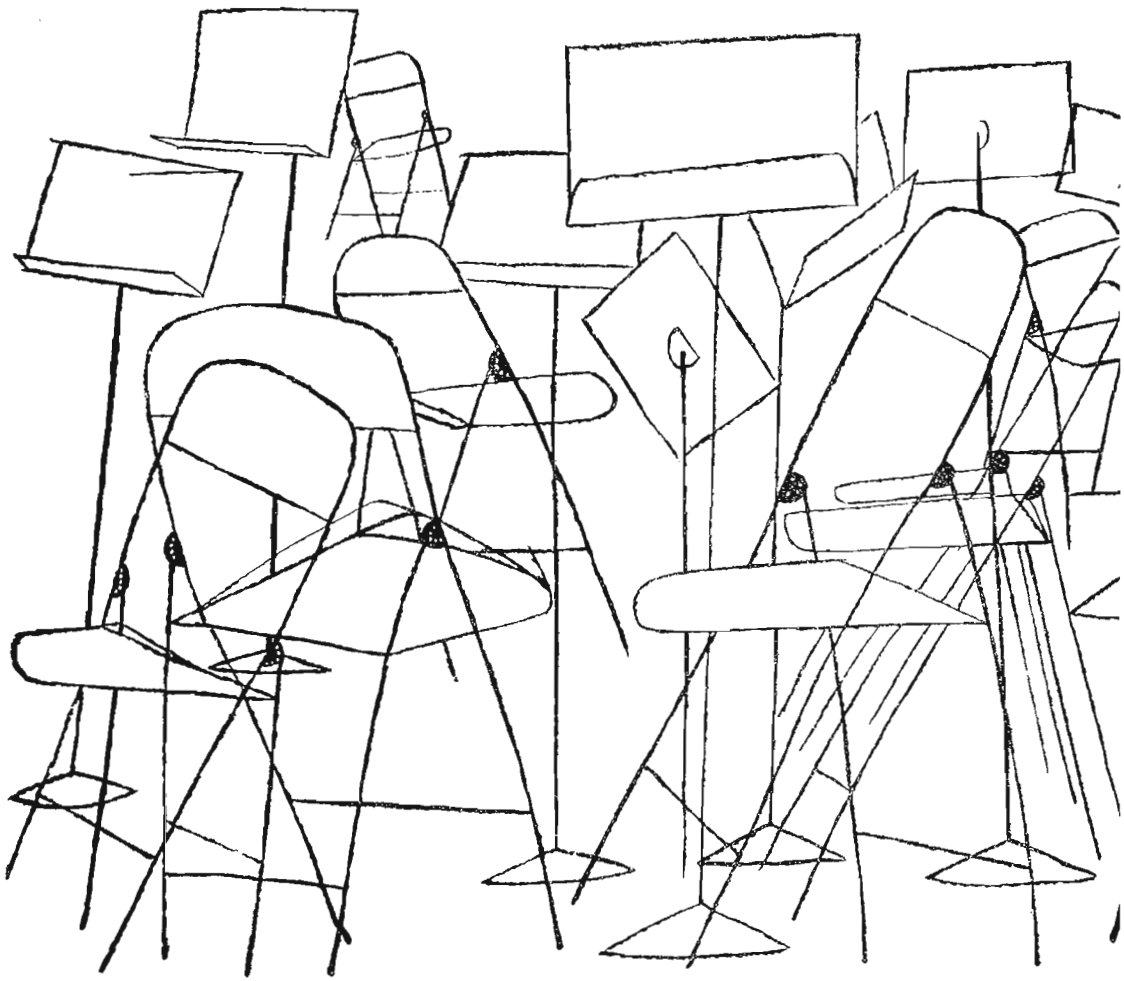
set by the Yankees soon after. Last year the New York Giants capitulated, and our baseball victory was complete. We have also worked closely with the baseball owners on release dates, so that our members with nightly shows get the same break as the morning and afternoon papers. The campaign is still going on in all sports to assure the Sports Broadcasters Association members the same privileges as are accorded all working press.

The Constitution of the Sports Broadcasters Association contains a code of ethics. If any member of the Sports Broadcasters Association feels that his work or his opportunity to work, is jeopardized by a fellow member, he has the privilege of bringing his case before the executive committee.

The second annual dinner of the Sports Broadcasters Association was held on February 21 at Rupperts, and was a huge success. Seated on the Dais were the leading figures from the world of sports. Among the guests out front were the agency and network executives who, with the sports personalities present, came to honor Joe DiMaggio of the Yankees. Joe had been voted the Graham McNamee Memorial Award, which is given each year to the man who, in the opinion of the Sports Broadcasters Association, has contributed the most to sports. The presentation was made by Phil Carlin, who was Graham McNamee's partner in the old days.

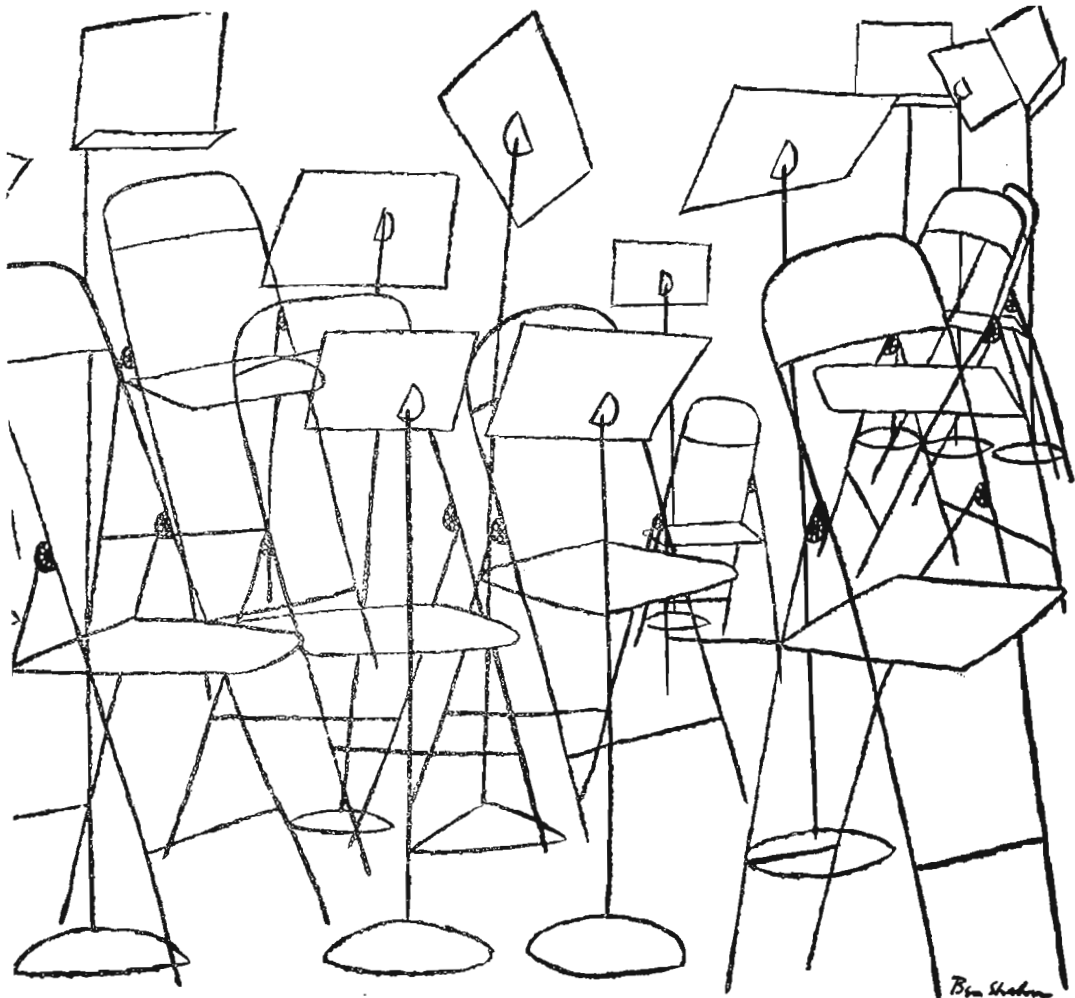
Quent Reynolds, famous author and correspondent, was the toastmaster, and did a magnificent job. Among the speakers were Jim Farley, Fred Linder, General Kilpatrick, Herbert Bayard Swope, Ford Frick, Bill Bingham, Frank Howard and Casey Stengel. According to all present, the speaking program was the best of its kind ever put on. The speakers were brief, and yet, in the short time allotted to them, managed to make their talks humorous.

The Sports Broadcasters Association still adheres to its schedule and functions as a weekly luncheon group. Figures from the world of sports, including coaches, athletic directors, and others who can help the announcers learn more about their profession, are regular guests at these luncheons.



The empty studio...

No voice is heard now. The music is still.
The studio audience has gone home.
But the *work* of the broadcast has just begun.
All through the week... *between* broadcasts...
people are buying the things everywhere
this program has asked them to buy.
Week after week.



From the beginning the country's shrewdest
advertisers have chosen network radio
to maintain this *weekly* contact with their customers.
And in all radio, no voice speaks today with
more eloquent authority or economy than
that of CBS—first choice among all networks
of America's largest advertisers.



COLUMBIA BROADCASTING SYSTEM



UNITED PRESS

THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS

NEWS SERVICES



Associated Press

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

Executive Director and General Manager..... Kent Cooper
Asst. General Manager for Radio..... Oliver Gramling
Assistant Secretary..... Charles Honce
Radio News Editor..... Tom O'Neil

International News Service

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager..... Seymour Berkson
Editor-In-Chief..... Barry Faris
Business Manager..... William B. Goode
Sales Manager..... Basil A. Caparell

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President..... Kent Cooper
V.P. and Assistant General Manager..... Oliver Gramling
Radio News Director..... Tom O'Neil

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

Manager..... D. Kimpton Rogers
News Editor..... Geoffrey Tebbutt
Accountant..... M. Hathaway
Chief Washington Correspondent..... Paul Scott Rankine
Senior Editor—Washington..... William Hardcastle

Transradio Press Service, Inc.

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

Executives

Chairman of the Board..... Herbert Moore
President..... Dixon Stewart
V.P. and General News Manager..... Rex R. Goad
V.P. and Sales Manager..... Robert E. Lee Moore

United Press Associations

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

Executives

President..... Hugh Baillie
Vice-President & General Business Manager..... Jack Bisco
V.P. and General News Manager..... Earl J. Johnson
Radio News Manager..... Phil Newsom
General Sales Manager..... Leroy Keller
Radio Sales Manager..... Alfred F. Harrison

1949... ABC's *year in television*

ABC's television story goes back a long, long way. In the days of experimental television, ABC put on more commercial programs—in more places—for more clients—than *any* network. Since then, ABC has constantly made big news in television. The network's smash-hit premieres in New York, Chicago, Detroit and other cities made television history in 1948. And so, for example, did its exciting Election Night coverage... its sensational "first" in telecasting Opening Night at the "Met." Even bigger things are ahead for '49, with ABC's mammoth Television Centers in New York and Hollywood in full swing. If you are an advertiser, you owe it to yourself to take a good look at the progress... the plans... the people... the potential... of ABC-TV.



George Jessel (above), Connee Boswell, Paul Draper, and other headliners thrilled ABC viewers recently in a gala two-hour holiday show on ABC Television!



The Metropolitan Opera's opening night performance of "Otello" was seen by over 2,000,000 people on ABC-TV. Above: Milton Cross, ABC's famed "Mr. Opera."



Ray Bolger, Ella Logan and Bea Lillie starred in the sensational, smash-hit premiere of ABC's New York station (WJZ-TV) last fall. James Barton, Henry Morgan and many other great stars appeared.



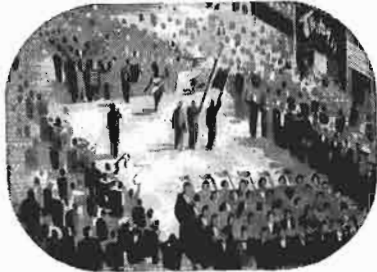
Ginny Simms, Jerry Colonna, Victor Borge, Lou Holtz and a whole galaxy of top-notch entertainers were on hand when WENR-TV went on the air in Chicago.



Paul Whiteman has appeared recently on ABC Television. Also Jessica Tandy, Marc Connelly, Georgie Price, Frances Langford, Don McNeill, Paul and Grace Hartman.



Baseball, boxing, football . . . many of the biggest sports events are telecast on ABC. And you have *better* than front-row seats, right in your own living-room!



Special events like the Presidential Inauguration happen right before your eyes—on ABC Television. ABC cameras catch important television events as they happen.



ABC's gigantic new million-dollar Television Center in New York is an entire city block long. It is the largest, most modern in the world . . . built especially for television.



In Hollywood, ABC will soon begin telecasting from the network's new site: the famous 20-acre Vitagraph movie lot, which has the largest sound stage in Hollywood.

ABC TELEVISION

The Living Image of America

American Broadcasting Company

Compliments of a



Friend*

*As of January 1, 1949

520 Stations (510 in service)

32,482,000 Radio Homes (Grade I Daytime "Listenability")

Non-Commercial AM Stations of the U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1949

Location	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
CALIFORNIA				
Los Angeles	KFSG	Echo Park Evangelistic Assn...	1150	2500 watts d
Pasadena	KPPC	Pasadena Presbyterian Church.	1240	100 watts
COLORADO				
Denver	KPOF	Pillar of Fire.....	910	5000 watts d
ILLINOIS				
Chicago	WMBI	The Moody Bible Inst.....	1100	5000 watts
Urbana	WLLL	University of Illinois.....	580	5000 watts d
IOWA				
Ames	WOI	Iowa State College.....	640	5000 watts d
Boone	KFGQ	Boone Biblical College.....	1260	250 watts d
Decorah	KWLC	Luther College	1240	250 watts
Iowa City	WSUT	The State U. of Iowa.....	910	5000 watts
KANSAS				
Lawrence	KFKU	University of Kansas.....	1250	5000 watts
Manhattan	KSAC	Kansas State College.....	580	5000 watts d
MICHIGAN				
East Lansing	WKAR	Michigan State College.....	870	5000 watts d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250 watts
MINNESOTA				
Minneapolis-St. Paul	KTTS	Nwstrn. Theo. Sem.....	900	1000 watts d
Minneapolis-St. Paul	KUOM	University of Minn.....	770	5000 watts d
Northfield	WCAL	St. Olaf College.....	770	5000 watts d
MISSOURI				
Clayton-St. Louis	KFUO	Evangelical Lutheran Synod...	850	5000 watts
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire.....	1380	500 watts d
NEW YORK				
Brooklyn	WBBR	Watch Tower Soc.....	1330	5000 watts
New York	WNYC	City of N. Y.	830	1000 watts
NORTH DAKOTA				
Grand Forks	KFJM	U. of North Dakota.....	1440	1000 watts d
OHIO				
Columbus	WOSU	The Ohio State U.	820	5000 watts
OKLAHOMA				
Norman	WNAD	U. of Oklahoma	640	1000 watts d
OREGON				
Corvallis	KOAC	Oregon State Agric. College...	550	5000 watts
Portland	KBPS	Benson Polytechnic School....	1450	100 watts
PENNSYLVANIA				
Grove City	WSAJ	Grove City College.....	1340	100 watts
SOUTH DAKOTA				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech...	1230	100 watts d
Vermillion	KUSD	University of South Dakota....	920	500 watts
WASHINGTON				
Pullman	KWSC	State College of Wash.....	1250	5000 watts
WISCONSIN				
Madison	WHA	University of Wisconsin.....	970	5000 watts d
Stevens Point	WLBL	State of Wisc., Dept. of Agric...	930	5000 watts d



In a Lather every Week

AND WE APPRECIATE IT

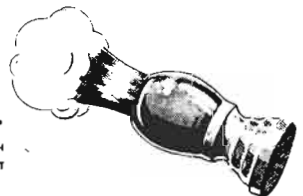


Of course . . . we appreciate the hard work of *all* the people who work on these shows with us, as well as the work of the principals themselves. The same goes for the folks on the regional programs we handle, and our spot accounts, too. Thanks to each and every one of you!

The Staff of

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT





BUSINESS



Agency and Sponsor Network Billings



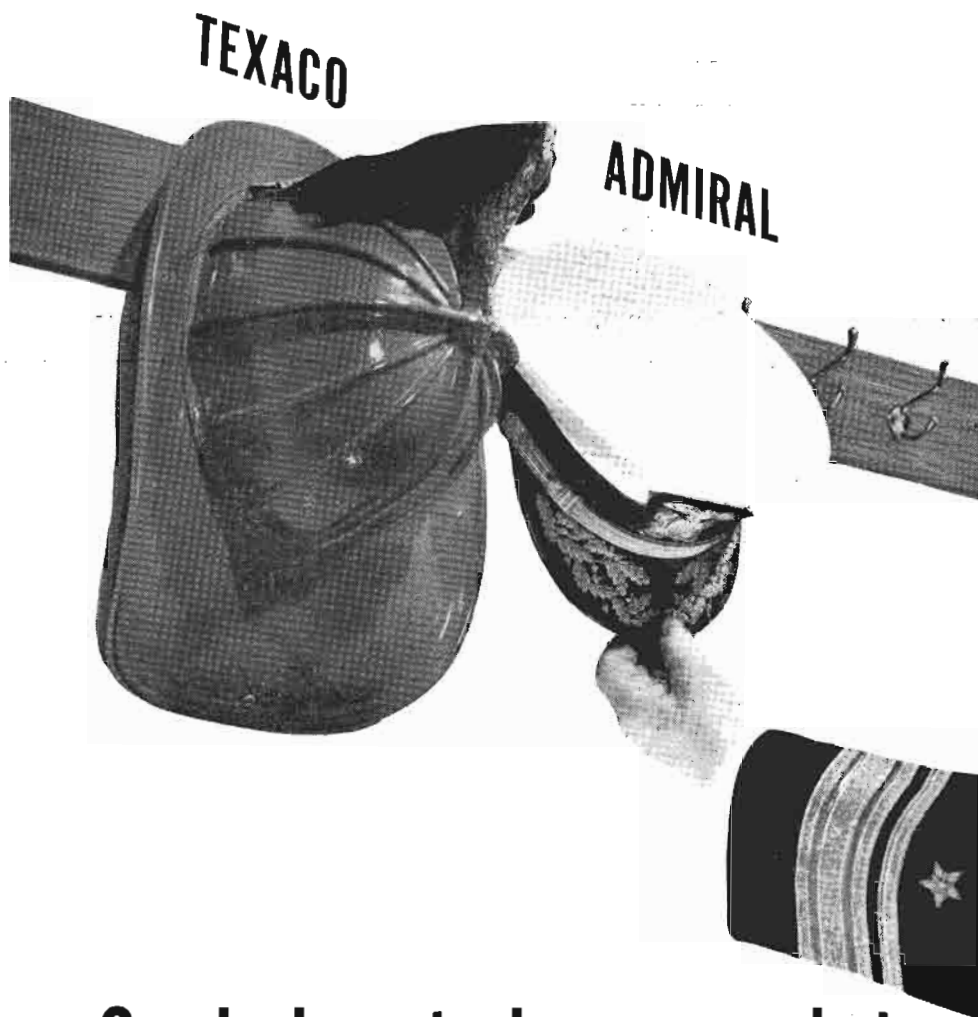
Research Firms

Advertising Agencies



Radio-TV Station Representatives

Radio Annual—1949



**Good place to hang your hat
for tops in television:
Kudner Agency, Inc.**

NEW YORK

★

DETROIT

★

WASHINGTON

LOS ANGELES

★

SAN FRANCISCO

Network Billings

AGENCY AND SPONSOR

American Broadcasting Co. 1948 Agency Gross Billings

Daneer-Fitzgerald-Sample, Inc.	\$ 5,361,292
J. Walter Thompson Company	3,891,292
McCann-Erickson, Inc.	3,139,435
BBD&O	2,392,445
Compton Advertising, Inc.	2,225,036
Hutchins Advertising Company, Inc.	2,128,069
Kenyon & Eckhardt, Inc.	1,717,630
Foote, Cone & Belding	1,714,040
Benton & Bowles, Inc.	1,549,931
Kudner Agency, Inc.	1,504,820
C. J. LaRoche & Co., Inc.	1,138,289
Warwick & Legler, Inc.	1,090,109
William H. Weintraub & Company, Inc.	1,031,720
Knox Reeves Advertising, Inc.	1,005,710
Maxon, Incorporated	980,298
Sherman & Marquette	831,916
Sullivan, Stauffer, Colwell & Bayles, Inc.	814,372
Robert W. Orr & Associates, Inc.	804,832
Doherty, Clifford & Shenfield, Inc.	770,003
Lawrence C. Gumbinner Advertising Agency, Inc.	726,525
Lennen & Mitchell, Inc.	700,500
Geyer, Newell & Ganger, Inc.	689,199
William Esty Company, Inc.	673,318
Needham, Louis and Broby, Inc.	613,100
Young & Rubicam, Inc.	426,152
Schwimmer & Scott, Inc.	421,851
Tatham-Laird, Inc.	393,767
Weiss and Geller, Inc.	378,912
Politicals	365,673
Leo Burnett Company, Inc.	352,096
Roche, Williams & Cleary, Inc.	347,214
H. B. Humphrey Company	309,938
The Joseph Katz Company	305,162
Andrew Gabagan Associates, Inc.	294,913
J. M. Mathes, Incorporated	287,151
Gardner Advertising Co.	278,338
Cecil & Presbrey, Inc.	262,269
MacManus, John & Adams, Inc.	252,619
Weinstein & Company	238,025
Buchanan & Company, Inc.	226,362
Honig-Cooper Company	171,576
William Von Zehle & Company, Inc.	162,883
The Biow Company, Inc.	117,839
Chas. Dallas Reach Co., Inc.	146,656
Henri, Hurst & McDonald, Inc.	133,798
Zimmer-Keller, Inc.	125,497
Morris F. Swaney, Inc.	82,000
Hixson & Jorgensen, Inc.	81,168
Olean Advertising Company	79,617
John C. Dowd, Inc.	71,448
St. Georges & Keyes, Inc.	69,366
Roy S. Durstine, Inc.	66,618
Brisacher, Van Norden & Staff, Inc.	53,192
William Hart Adler, Inc.	40,273
Swaney, Drake & Bement, Inc.	33,016
Lockwood-Shackelford Advertising Agency	32,688
Pacific National Advertising Agency	29,305
No Agency	23,842

Ewell & Thurber Associates	22,380
Arthur Meyerhoff & Company	20,677
Glasser-Gailey, Incorporated	17,684
Willman & Callahan	11,176
Russell, Harris & Wood, Inc.	7,512
The Wesley Associates	7,248
Huber Hoge & Sons	7,084
Fitz-Carlson-Cash, Inc.	6,288
J. D. Tarcher & Co., Inc.	6,026
Beaumont & Hohman, Inc.	3,856
Doherty Advertising Co., Inc.	1,920
Lester L. Wolff, Inc.	384
TOTAL	\$44,303,376

Mutual Broadcasting System 1948 Agency Gross Billings

Cecil & Presbrey, Inc.	\$ 2,049,850
Ruthrauff & Ryan, Inc.	1,921,219
Sullivan, Stauffer, Colwell & Bayles	1,523,587
Wade Advertising Agency	1,518,538
Gardner Advertising Co.	1,381,800
Wm. H. Weintraub & Co., Inc.	1,362,531
Neal D. Ivey Co.	1,348,756
Kudner Agency, Inc.	1,279,862
Erwin Wasey & Co.	1,267,042
Roy S. Durstine, Inc.	1,165,487
Benton & Bowles, Inc.	704,871
Grant Advertising Agency	626,880
Swaney, Drake & Bement, Inc.	531,811
Aubrey, Moore & Wallace, Inc.	526,246
Hill Blackett, Inc.	489,159
J. Walter Thompson Co.	482,078
Gotham Advertising Co., Inc.	387,874
Sherman & Marquette	355,614
Stanley G. Boynton Advertising	289,401
Maxon, Inc.	287,671
H. B. Humphrey	283,286
Western Advertising, Inc.	278,917
D'Arcy Advertising, Inc.	247,583
Evans Associates	208,451
Haehnle Advertising	203,349
Roche, Williams & Cleary, Inc.	188,144
Walker & Downing	181,828
Brown & Bowers	175,168
C. Wendel Muench & Co.	171,652
BBD&O	150,769
Crook Advertising Agency	117,956
Hutchins Advertising, Inc.	106,747
Foote, Cone & Belding	99,410
Warwick & Legler, Inc.	98,765
R. H. Alber Co.	69,002
Buchanan Co.	67,005
Platt-Forbes, Inc.	64,217
Arthur Meyerhoff & Co.	60,802
Ewell & Thurber Associates	59,089
Moss & Arnold Co.	55,829
Hirshon-Garfield, Inc.	52,095
Alpha Advertising Agency	44,787
Geo. H. Hartman Co.	37,917
Huber, Hoge & Sons	36,022
Fredrick Clinton Co.	32,767
Raymond Spector, Inc.	31,200
Wm. Esty & Co.	29,686
Birmingham, Castleman & Pierce	24,710
Weston-Burnett, Inc.	24,057
Henri, Hurst & McDonald	17,335
Marks & Neese	12,944
Furman & Heiner Co., Inc.	11,397

Since 1898...

THE
AGENCY
OF
THE
SHOW
WORLD



WILLIAM MORRIS
AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON

Agency—Network—Sponsor Billings

Campbell-Ewald Co.	10,252
Grey Advertising Agency	9,201
Smith, Bull & McCreery	5,215
Klinger Advertising Corp.	887
Direct	656
TOTAL	\$22,769,461

American Broadcasting Co. 1948 Sponsor Expenditures

General Mills, Inc.	\$ 4,666,348
The Procter & Gamble Co.	2,879,348
Philco Corporation	2,128,069
Swift & Company	2,112,742
Sterling Drug, Inc.	2,025,268
The Quaker Oats Co.	1,973,205
Libby, McNeill & Libby	1,778,550
Toni, Inc., Div. of Gillette Safety Razor Co.	1,714,040
Westinghouse Electric Corp. (Lamp Division)	1,318,029
United States Steel Corporation of Delaware	1,052,090
Kellogg Company	1,018,640
The Texas Company	1,029,210
Gillette Safety Razor Co.	891,669
Equitable Life Assurance Society of the U. S.	876,747
The Andrew Jergens Co.	804,832
Bristol-Myers Company	770,003
The Norwich Pharmaceutical Co.	726,525
P. Lorillard Company	700,500
Nash-Kelvinator Corporation	689,199
General Electric Co., Lamp Dept. R. J. Reynolds Tobacco Co.	673,398
National Biscuit Co.	668,882
Curtis Publishing Company	666,657
Secman Brothers, Inc.	636,551
Pacific Coast Borax Co.	615,225
Derby Foods, Inc.	613,100
The Southern Cotton Oil Co.	595,940
Nestle's Milk Products, Inc.	588,941
The Goodyear Tire & Rubber Company, Inc.	511,500
Pillsbury Mills, Inc.	515,520
Universal Match Corp.	421,851
The Frank H. Lee Company	404,195
Elgin-American Div. of Illinois Watch Case Company	378,912
Polificals	365,673
Carter Products, Inc.	358,281
Noxzema Chemical Co.	328,002
The Christian Science Publishing Society	309,938
American Oil Company	305,462
Association of Amer. Railroads. America's Future, Inc.	298,560
Standard Laboratories, Inc. (Sub. of Wm. R. Warner Co., Inc.)	291,913
American Express Company	292,707
United States Army Air Force Recruiting Service	287,151
Speidel Co.	278,338
Champion Spark Plug Co.	262,269
The Drackett Co.	252,619
United Electrical, Radio & Machine Workers of America	248,573
Farnsworth Tele & Radio Corp. John Hancock Mutual Life Insurance Co.	238,025
General Foods Corporation	213,362
Wino Growers Guild	186,618
Brotherhood of Rail. Trainmen. Eversharp, Inc.	177,552
L. E. Waterman Co.	171,576
John Morrell & Co.	162,883
Arabian-American Oil Company	117,830
Smith Brothers	146,656
	133,798
	133,242
	128,086

Fruehauf Trailer Co.	125,497
Club Aluminum Products Co.	125,422
Bosco Co.	94,851
Swerl Products Div. of Allied Chemical & Dye Corp.	85,629
Kaiser-Frazier Sales Corp.	82,000
Richfield Oil Corp.	81,168
Paul F. Beich Company	79,617
Reichhold Chemicals, Inc.	73,050
First National Stores, Inc.	71,448
Benjamin Moore & Co.	69,366
Whitehall Pharmaceutical Company Tucker Corporation	69,183
Revere Camera Co.	66,618
The Mantle Lamp Co. of America, Inc.	54,507
California Medical Association	40,273
Fisher Flouring Mills Co.	32,688
Stanley Home Products, Inc.	29,305
General Motors Corporation	23,842
Wilson Sporting Goods Co.	23,096
"42" Products, Ltd.	22,380
Consolidated Royal Chem. Corp. Butler Packing Company	21,980
Mode O'Day Corp.	20,677
Clary Multiplier Corp.	19,616
United Steel Workers	17,684
McKesson & Robbins, Inc.	11,596
U. S. Sixth Army Command	11,176
Beauty Factors, Inc.	8,118
William H. Wise & Co., Inc.	7,512
The Shontex Company	7,248
Fisher Body Div. General Motors Corp.	7,084
Pacific Greyhound Lines	6,288
Clear Weave Stores, Inc.	4,134
	3,856
	2,304
TOTAL	\$44,303,376

Mutual Broadcasting System 1948 Sponsor Expenditures

Ralston Purina Co.	\$ 1,407,855
Philip Morris & Co. Ltd.	1,401,402
Bayuk Cigars, Inc.	1,346,461
Miles Laboratories, Inc.	1,301,106
Carter Products, Inc.	1,195,913
Serutan Co.	1,165,487
General Motors Corp.	1,021,330
R. B. Semler, Inc.	921,173
Kaiser-Frazier Corp.	889,996
Pharmaco, Inc.	765,466
Mutual Benefit Health & Acci- dent Association of Omaha	728,706
Quaker Oats Co.	706,415
General Foods Sales Co.	704,871
Rouson Art Metal Works	618,448
Cudahy Packing Co.	626,880
Williamson Candy Co.	526,246
Wander Co.	489,159
Helbros Watch Co.	477,938
Johns-Manville Corp.	425,780
Shotwell Mfg. Co.	389,084
Lutheran Lamen's League	387,874
Noxzema Chemical Co.	327,674
Triramount Clothing Co.	319,083
Radio Bible Class	289,401
Gillette Safety Razor Co.	287,671
Voice of Prophecy	278,917
U. S. Tobacco Co.	258,532
Coca Cola Co.	247,583
National Council of Protestant Episcopal Churches	231,278
Christian Reformed Church	208,451
Piedmont Shirt Co.	207,325
Appalachian Coals, Inc.	203,349
Revere Camera Co.	188,144
Mail Pouch Tobacco Co.	181,828
Musterole Co.	136,422



M C R A

LONDON NEW YORK CHICAGO BEVERLY HILLS SAN FRANCISCO

CLEVELAND DALLAS DETROIT BOSTON MINNEAPOLIS

Agency—Network—Sponsor Billings

Barbasol Co.	131,111
Young Peoples Church of Air.	123,123
International Milling Co.	117,956
Philco Corp.	106,747
U. S. Army Recruiting Service.	102,292
Armour & Co.	99,330
Democratic National Committee	98,765
DL&W Coal Co.	86,216
Fuller Foundations	69,002
Teen Timers, Inc.	67,005
Peter Paul, Inc.	64,217
Continental Pharmaceutical	
Corp.	60,802
Wilson Sporting Goods Co.	59,089
P. Ballantine & Sons.	56,298
United Electrical Radio Machine	
Workers of America.	55,829
George A. Hormel Co.	53,905
Volupte, Inc.	52,095
First Church of Christ Scientist	
Curtis Publishing Co.	52,008
H. C. Cole Milling Co.	46,821
Republican National Committee	
E. J. Braeh & Sons, Inc.	45,147
Doubleday & Co.	37,917
Progressive Party	36,022
Universal Carloading	32,767
R. J. Reynolds Tobacco Co.	31,200
Conti Products Co. Inc.	29,686
American Bird Products, Inc.	24,710
Perfect Circle Co.	24,057
Mississippi Tabernacle	17,335
ILGWU	12,944
U. S. Rubber Co.	11,397
Pilot Radio Corp.	10,252
Shipstad & Johnson.	9,291
Penn. Committee for Stassen.	5,215
(C.I.O. Political Action Com.	2,295
Grand Lodge of Free & Accept-	
ed Masons	887
Pepsodent Division—Lever Bros.	
G56	
80	
TOTAL	\$22,769,464

American Broadcasting Co. 1948 Gross Monthly Billings

MONTH	1948
January	\$ 3,989,001
February	3,792,256
March	4,076,207
April	3,997,640
May	4,045,384
June	3,488,474
July	2,793,180
August	2,787,805
September	3,164,857
October	2,279,369
November	3,908,031
December	3,981,169
TOTAL	\$44,303,376

Mutual Broadcasting System 1948 Gross Monthly Billings

MONTH	1948
January	\$ 2,072,002
February	2,073,260

March	2,089,090
April	1,907,971
May	1,850,634
June	1,639,517
July	1,512,664
August	1,630,683
September	1,755,932
October	2,260,063
November	2,030,250
December	1,947,398

TOTAL **\$22,769,464**

American Broadcasting Co. 1948 Industrial Classifications

Foods and Food Products	\$15,981,823
Drugs and Toilet Goods	8,323,749
Radios, Refrig., Phono. &	
Electrical Appliances.	5,022,057
Laundry Soaps and Cleansers	2,692,843
Lubricants, Petroleum Prods.	
and Fuel	1,549,082
Cigars, Cigarettes and Tobacco.	1,373,818
Publications	1,351,642
Household Furnishings and	
Accessories	1,123,142
Insurance	1,096,053
Automobiles, Trucks and	
Accessories	1,095,464
Steel	1,052,090
Jewelry and Accessories.	787,867
Transportation and Travel.	589,570
Confectioneries	501,468
Clothing and Dry Goods	424,183
News Programs Sponsored by	
Labor Unions	400,908
Politicals	365,673
Miscellaneous	297,446
Wines	171,576
Paints	69,366
Sporting Goods	22,380
Controversial Issues Programs.	11,176

TOTAL **\$44,303,376**

Mutual Broadcasting System 1948 Industrial Classifications

Drugs & Toilet Goods	\$ 6,019,944
Foods & Food Beverages	3,626,312
Cigars, Cigarettes & Tobacco	3,217,909
Automobiles & Accessories.	1,938,913
Religious	1,652,998
Confectionery & Soft Drinks	1,265,047
Jewelry & Silverware.	1,178,481
Finance & Insurance	728,706
Laundry & Household Supplies	
Clothing & Dry Goods.	626,880
Building Materials	593,413
Miscellaneous	425,780
Lubricant, Petroleum & Fuel.	410,507
Paints & Hardware	289,595
Sporting Goods	287,671
Radio & Phonographs.	247,233
Stationery & Publishers.	116,038
Wines, Beer & Liquor.	87,739
56,298	

TOTAL **\$22,769,464**

CBS & NBC 1948 Network Billings Not Available

A. & S. LYONS

INC.

MANAGERS OF DISTINGUISHED ARTISTS

21

**YEARS
OF
RADIO
LEADERSHIP**

NEW YORK

**515
MADISON
AVENUE**

BEVERLY HILLS

**356
NO. CAMDEN
DRIVE**

THE BUSINESS SIDE OF RADIO

By VAL ADAMS, Associate Editor, RADIO DAILY



Val Adams

A GOOD horse player with many years of pouring over form sheets and past performances can readily see by the charts that radio's getting tougher all the time. It's impressive to say that radio's gross revenue in 1948 was 6.5 per cent (\$24.5 million) greater than the previous year but there's more to the story than that. The 1948 increase was at the most no better, and

possibly a little less, than the 1947 rate of increase over 1946. Yet in 1948 roughly 400 more AM stations went on the air and Jan. 1, 1949, there were an additional 260 CP's. This is proof positive that broadcasters are growing faster than money.

According to NAB estimates, overall gross revenue from radio time sales in 1948 was \$398,560,000, up 6.5 per cent above the official 1947 income figure released by the FCC. For the second straight year, and the second time in history, income of stations from local retail advertising far outdistanced the gross of the national networks. Local retail business was responsible for \$156,646,000, by NAB estimates issued at the end of 1948, while the national networks sacked up \$133,461,000. The annual percentage of increase also held fast to the new trend, the stations registering 6.5 per cent while the major networks showed 4.5 per cent.

Another outstanding point in the '48 performances was the 10 per cent hike in national spot business. This is even better than the jump in 1947 when national spot increased 9 per cent above 1946. Within the last two years there has been a heavy trend by national advertisers to use more and more spot radio because by this method they call their shots. The extremely heated arguments between the networks and station rep firms during FCC hearings over station representation indicates the importance of this type of operation in the industry.

National spot business in 1948 zoomed

over the \$100 million mark for the first time. NAB's estimated figure was \$100,739,000 and the rate of increase was more than twice as great as that shown by the major networks.

Regional networks (including miscellaneous webs and stations) showed a healthy time sale increase of 10 per cent. Estimated gross was \$7,714,000.

The trend of operating costs rising faster than overall gross revenue continued in 1948. Operating expenses rose 10 per cent, from \$212.2 million in 1947 to \$233.2 million in 1948.

Breaking down the major network time sales, NBC reported its gross for the year was 6 per cent better than 1947. The figure was \$69,700,000.

CBS grossed \$62,200,000 in 1948, reflecting a gain of nearly \$2-million over the previous year. Columbia's take home pay dropped nearly a million, however, and the net for the year was officially pegged at \$5,041,700. This figure includes the sales of Columbia Records.

ABC's gross time billings hit another all time high in '48 but the increase of three-quarters of a million was considerably less than the \$3-million jump shown in 1947. ABC gross time sales in 1948 were \$44,303,376. ABC's net income after federal taxes for the year skidded downward to \$468,676, a topple from the previous year of more than a million. The network said the decrease was attributable to a rapid expansion in television.

MBS registered a gross income of \$22,769,464 for the year, a slight gain of \$386,753 over 1947. This would indicate that Mutual halted a downward trend it suffered in '47 when the web's gross dropped off three and a half million.

FCC charts show what can be taken as highly significant developments in the commercial FM picture during 1948. At the beginning of the year, there were 1,010 total authorizations and at the end of the year the figure had dropped to 964. Peak figure was 1,035 on June 1. "Total authorizations" includes FM stations licensed to operate, CP's and CG's. During the year a total of 136 FM construction permits and conditional grants were deleted.

For reading out loud!

AP NEWS

Available through membership

SPOT ADVERTISING TICKS

By ADRIAN J. FLANTER, Adv. Dir., Benrus Watch Co., Inc.



Adrian J. Flanter

AS an advertiser whose business has been built through Spot Broadcasting, the question of how long this dynamic advertising force will continue in this major sales role, can now only be answered by "Time Will Tell," for Television has definitely moved into the picture even though still in its infancy.

The announcement that Benrus Watch Company would spend an additional half-million dollars in Spot Radio and Television for 1949 (making the budget \$1,600,000) is a tribute to Spot Broadcasting and I suppose we should now add Spot Telecasting. Recently returning from a month's nation wide trip, certain conclusions were very evident as my Agency man and I called on Radio and Television stations, as well as visited with Retail Jewelers and Department Store people, who have been wide users of Radio and are now experiencing interesting Television reactions over the sales counter.

Put down 1948 as the year that Television has come into its own, for we like other manufacturers have seen television dollars produce sales. True it is that these sales have not been anywhere near comparable to the accomplishments of Radio, whose achievements cover every trade and industry. Yet it has been a sound and healthy beginning that has made us conscious of the tremendous sales potentialities through our ability to demonstrate our merchandise via Television.

With Radio and Television, you still have two different fields, so you must remember the same standards of operation cannot be applied. Right now, both mediums enjoy good position. While it is difficult to make a hard and fast rule as to the dividing line, each advertiser must evaluate to his own what that division will be.

And while we are very bullish on Television there is no question in our thinking that Radio is here to stay. You just can't do away with a medium that reaches the City, Town, Village and Hamlet with such success as has been the case of Radio.

While Radio is here to stay, let's recognize the value of Television and appraise it advertisingly-wise, instead of as a franchise and experience for later on, as so many advertisers are doing now.

We, at the Benrus Watch Company, are doing just that—standing pat with all our AM schedules; only changing them where we can improve them and at the same time adding new markets as long as the advertising rates are in line with our sales percentages. As for TV we are buying it where it can stand on its own two feet; it doesn't make sense for us, or for any national advertiser, to cancel AM to take care of TV expenditures.

In this new Spot campaign we have added twenty-seven cities to our Radio schedule, while Television is being utilized in six more markets. Altogether this brings our Spot buying to 130 AM Stations and 18 TV operations. This together with our dealer radio set-up in which over 400 jewelers are using our "jingles" and continuity service over 520 stations, probably explains why they refer to Benrus as the Spot Radio-made watch.

While only experience will devise for us the proper formula, we believe that Television offers opportunity to actually "sell" our merchandise in the home. To say that Benrus Endurable Watch is shock-resisting is one thing but to demonstrate it, by showing it falling on the floor, tells a story that provides an impact that will make the sale for the retailer before the consumer reaches his store.

As Television is growing rapidly in metropolitan centers, don't be surprised to see Radio drop its rates, particularly in evening time as TV gradually grabs off the whole family's attention. Right now, I am sorry to report that we find a good many AM stations raising their rates. Little do they realize how foolish their operations are; for today the advertising manager, despite all his alertness and progressiveness, has quite a problem in meeting a budgetary situation in which you can just spend so many dollars.

As a veteran on one side of the bridge and a newcomer on the other, it is very evident, as I view the findings of my trip around the country, that you can now spend money *soundly* on both sides of the bridge, particularly if you are using a Spot Broadcasting-Telecasting campaign.

THE PULSE, Inc.



GOOD AUDIENCE RESEARCH FOR RADIO AND TELEVISION

1. Personal Interview Significance

Only the listener himself can report what he has heard after he has heard it. No one or thing can do it for him. Chance tuning to the closing moments of one program in order to insure hearing what follows it is not listening unless the listener reports it. Similarly, the chance retention of the first moments of a following program because of the lag in tuning out is not listening unless the listener reports it.

The Pulse personal interview-roster technique permits the listener to identify on a roster the programs and stations he has heard during an immediately preceding part of the day. Listening is not defined as 1 minute, or 3 minutes, or 6 minutes. Only the listener himself can decide what is listening and this he does in the Pulse personal interview-roster technique.

2. Natural Uninhibited Listening Behavior

Audience Measurement should indicate the listening of the listener as he has done it under his own free choosing and direction. No method is authentic which intentionally or otherwise influences or guides the listener's choice. The mechanical truth of set usage is not a true reflection of psychological listening — the listening that is reported by the listener.

The Pulse personal interview-roster technique gathers a listener's own record of listening after he has done it and without affording him the advance knowledge that this information is going to be obtained.

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Research Organizations

AUDIENCE RESEARCH, INC.

444 Madison Ave., New York 22, N. Y.
 Phone: ELdorado 5-1872
 Princeton, New Jersey
 Phone: Princeton 335
 6305 Yucca St., Hollywood, Calif.
 Phone: HILLside 8103

A. S. BENNETT ASSOCIATES, INC.

93 Park Avenue, New York 16, N. Y.
 Phone: MURray Hill 5-7965

C. C. CHAPELLE COMPANY

308 W. Washington St., Chicago 1, Ill.
 Phone: Central 8814

CROSSLEY, INC.

330 W. 42nd St., New York 18, N. Y.
 Phone: BRyant 9-5462
 4 Mercer St., Princeton, N. J.
 Phone: PRinceton 1616

EGERT RESEARCH ASSOCIATES, 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
 441 Seymour St., Vancouver, B. C., Canada
 Phone: Marine 8794

C. E. HOOPER, INC.

(Executive Office)

10 East 40th St., New York 16, N. Y.
 Phone: LEXington 2-3000
 Dry Hill, Norwalk, Conn.
 Phone: NORwalk 8-0606
 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
 201 E. No. Water St., Chicago 2, Ill.
 Phone: STATE 2-7788

JOHN B. KNIGHT CO.

6530 Sunset Blvd., Hollywood 28, Calif.

McKINSEY & COMPANY

60 East 42nd St., New York 17, N. Y.
 Phone: VANDerbilt 6-5280
 75 Federal St., Boston 10, Mass.
 Phone: Hubbard 9626, 9627
 208 South LaSalle St., Chicago 4, Ill.
 Phone: RANDolph 6-6980
 235 Montgomery St., San Francisco 4, Calif.
 Phone: GARfield 1-3638

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.
 Phone: HOLlycourt 5-4400
 500 Fifth Ave., New York 18, N. Y.
 Phone: PENnsylvania 6-2850

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

THE PULSE, INC.

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

RADIO COPY

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

RADIO REPORTS, INC.

220 East 42nd St., New York 17, N. Y.
 Phone: MURray Hill 7-6658
 519 6th St., N. W., Wash., D. C.
 Phone: Executive 2689
 5050 Joy Road, Detroit, Mich.
 Phone: Tyler 7-1290
 11152 South Figueroa St., Los Angeles, Calif.
 Phone: PLYmouth 5-0231

ELMO ROPER

30 Rockefeller Plaza, New York 20, N. Y.
 Phone: PLaza 7-4900

N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.

2 West 45th St., New York 19, N. Y.
 Phone: VANDerbilt 6-0600

SPOT RADIO SERVICE

161 East 48th St., New York 17, N. Y.
 Phone: LEXington 2-5032
 Phone: HILLside 4174

Y&R Eye and ear specialists

RADIO SHOWS

Bristol-Myers Company	"Duffy's Tavern"	NBC—Wed. 9:00-9:30 pm NYT
The Drackett Company	"Star Time with Dorothy Kilgallen"	ABC—Thurs. 10:45-11:00 am NYT
General Electric Company	"C-E House Party"	ABC—Mon.-Fri. 3:30-4:00 pm NYT
General Foods Corporation	"The Aldrich Family"	NBC—Thurs. 8:00-8:30 pm NYT
" " "	"The Jack Carson Show"	CBS—Fri. 8:00-8:30 pm NYT
" " "	"My Favorite Husband"	CBS—Fri. 8:30-9:00 pm NYT
" " "	"Cangbusters"	CBS—Sat. 9:00-9:30 pm NYT
" " "	"The Second Mrs. Burton"	CBS—Mon.-Fri. 2:00-2:15 pm NYT
" " "	"Shel Wooley and His Calumet Indians"	(Transcribed)
" " "	"Professor Quiz"	(Transcribed)
Gulf Oil Corporation	"We, the People"	CBQ—Tues. 9:00-9:30 pm NYT
International Silver Company	"The Adventures of Ozzie and Harriet"	CBS—Sun. 6:30-7:00 pm NYT effective April 3 (NBC—Sun. 6:30-7:00 pm NYT through March 27)
Johnson & Johnson	"It's Your Life"	WMAQ—Chicago (only) Mon.-Fri. 11:15-11:30 am CST
Lever Brothers Company	"The Bob Hope Show"	NBC—Tues. 9:00-9:30 pm NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS—Mon. 8:30-9:00 pm NYT
Metropolitan Life Insurance Company	"Eric Sevareid and the News"	CBS—Mon.-Fri. 6:00-6:15 pm NYT
" " "	"Dave Vaile—News"	CBS—Mon.-Fri. 8:15-8:30 am PST
Rosefield Packing Company	"Skippy Hollywood Theatre"	(Transcribed)
Sanforized Division of Cluett, Peabody	Nancy Dixon series	(Local shows)

TELEVISION SHOWS

Bigelow-Sanford Carpet Co., Inc.	"The Bigelow Show starring Dunninger and Paul Winchell with Jerry Mahoney"	NBC—Thurs. 9:30-10:00 pm NYT
Cluett, Peabody & Co., Inc.	"The Arrow Show"	NBC—Thurs. 8:00-8:30 pm NYT
General Electric Company	"Fred Waring Show"	CBS—Sun. 9:00-10:00 pm NYT effective April 17
General Foods Corporation	"Author Meets the Critics"	NBC—Sun. 8:00-8:30 pm NYT
" " "	"The Calibergs"	CBS—Mon. 9:00-9:30 pm NYT effective March 28
Gulf Oil Corporation	"We, the People"	CBS—Tues. 9:00-9:30 pm NYT
" " "	"The Bob Smith Show"	NBC—Thurs. 9:00-9:30 pm NYT
Thomas J. Lipton, Inc.	"Arthur Godfrey's Talent Scouts"	CBS—Mon. 8:30-9:00 pm NYT
Puckard Motor Car Company	"The George Scott Show"	WWJ—Detroit (only) Thurs. 8:00-8:30 pm EST

RADIO SPOT CAMPAIGNS

The Borden Company	General Foods Corp.	Life Savers Corporation	The National Sugar Refining Company
Centaur-Caldwell Div. of Sterling Drug, Inc.	International Silver Company	Thomas J. Lipton, Inc.	Purity Bakeries
Duffy-Mott Company, Inc.	John F. Jelke Company	Metropolitan Life Insurance Company	Rath Packing Company

TELEVISION SPOT CAMPAIGNS

The Borden Company	The Goodyear Tire & Rubber Company, Inc.
Centaur-Caldwell Div. of Sterling Drug, Inc.	Simmons Company

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- APA . . . *Agricultural Publishers' Association*
- CAN . . . *Continental Agency Network*
- NAAN . . . *National Advertising Agency Network*
- NOAB . . . *National Outdoor Advertising Bureau*
- OAAA . . . *Outdoor Advertising Association of America, Inc.*
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Radio Dir.....Selwyn Rausch
Account Executive.....G. F. Mettee
Radio Accounts—Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

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315 West 9th St., Los Angeles, Calif.
Phone TUcker 5713

Partner, Copy Chief, Radio Dir..Andy Kelly
Partner, Art Dir., Prod. Mgr..Gordon Horney
Media Dir.....Arthur Shippee
Pub. Dir.....Dean Nelson
Research Dir.....L. F. Friedman

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Format Manager.....Leland Morgan
Publicity Director.....Shirley Williams
Program Manager.....Elaine Trigger
Special Programs.....Robert Callan
Radio Producers.....Ad Fried,
Fred Chapman, Melba Burley, Shirley
Williams, Robert Callan
Television Research Survey & Dir.,
Ad Fried
Radio Accounts—Advance Products Co.,
Associated Stationers, Inc., W. F. Barton &

Son, Darling Shops (Pac. Coast) Bigelow
Films, Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Coast Millinery Stores, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam, Dr. DeGloria-Revelli, Opts., Fox West Coast (Oakland only), Guarantee Furniture Co., 30th & San Pablo Warehouse, Bill Wood Motor Co.(Ford) Henry DeLugach Real Estate, Oakland Lodge #324, Moose, Morse Starret Products, Oakland Frame & Axle Co., Panda Room, Rocil Shoe Co., Rhodes & Jamison, Ltd., Swan's Market, Sunset Venetian Blind Co., Sports Unlimited, West Coast Soap Co., Powow, Williams Dairy Co., Jim McCann Radio Center, Radio Station KWBR, Kronke Awning Co., Gould Pacific Co., Crompton Specialties, Royal Art Galleries, Linn Company, Rainbow Hybridizing Gardens Maltby Markets, George H. Holman, Home Supply Company, Office Appliance Co., Rainbow Candies.

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Phone Whitehall 5210

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Copy Chief, Radio-TV Dir.....Aaron Adler
Media & Research Dir.....Ira N. Bix
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Acct. Execs.....W. H. Adler,
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Phone PLaza 7-3560

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

Radio Accounts—Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee); Horowitz-Margaret; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder, Cocomat); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Whitehall Pharmaceutical Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); The Barbasol Company (Barbasol); Penick & Ford Ltd., Inc. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); The "Junket" Folks ("Junket" Brand Foods); Florida Citrus Exchange (Florigold Oranges and Grapefruit); Cudahy Paeking Co. (Old Dutch Cleanser); The Birkett Mills (Wolff's Buckwheat Products); Pillsbury Flour Mills Co. (Pillsbury Enriched Farina); General Mills, Inc. (Betty Crocker Ginger Cake Mix); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Procter & Gamble Co. (Crisco, Drest); Maltext Co., Inc. (Maltext Cereal); Public National Bank & Trust Co.

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Production Manager.....Esta Burton
Copy Chief.....Winifred Kizer
Layout Man.....Harold B DePute
Finance.....Terese Oxford
Director of Radio-TV.....Buckleigh Oxford
Associate Executive.....Mary Alice Haggard
Time Buyer.....Esta Burton
Script Writer.....Winifred Kizer

Radio Accounts—Arey-Jones Co., Fackler Motor Service, Hammond's Dept. Store, Huff Rug Stretcher, Iowa Farmer, Las Palmas Clinic, Lory Dry Cleaner, Modern Furniture Co., Noonan Furs, McChesney Specialty Works, Pacific Surplus Co., SD & AE Southern Pacific, Uncle Ed.

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Radio Accounts—R.F.&P. Railroad, Virginia Electric & Power Co., Virginia Dairy Co., Henry R. Haase.

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Radio Dir.-Time Buyer.....Phil Abrahams
Acct. Execs.....Ralph B. Halley,
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Branch Office

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Manager.....Robert Schwartz
Radio Accounts—Altman's Hotel, The Antlers, Arlington Hotel, Blackstone Hotel, Cadillac Hotel, Monticello Hotel, Ruxton Hotel, Tudor Hotel.

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1776 Broadway, New York 19, N. Y.

Phone CIrele 7-7510

ANPA

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Robert Magnus.

Radio Accounts—White Oaks Inn, Havana Madrid, Strand Hotel, Marco Polo, Gilmores Restaurant, Essex House (Carousel), Cafeteria Garden, Du-Ev Product.

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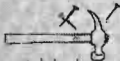
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Production Mgr.....W. B. Turner
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Radio Accounts—Phillips Packing Co.,
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Space Buyer.....Pauline Hagen

Radio Accounts—Old Fashioned Revival
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Phone Atlantic 4445

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Radio Accounts — Omaha Public Power
District, Western Iowa Power Company,
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cuit Company, P. F. Petersen Baking Com-
pany (Peter Pan Bread), Reed Ice Cream
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Radio Accounts—Arden Farms Co., J. J.
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Stassforth, United Appliance, Podolor Mo-
tors, Pridham Davis, Thrifty Outlet Co., Gil-
more Stadium, Western Caravan, Sparklets
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rick Evergreen Theaters.

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Television Account—Alexander Smith &
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Radio Accounts—Hotel Gibson, Ford Dealers of Northern Ky., Ford Dealers of Greater Cincinnati.

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Manager.....Lansing Moore
Radio Accounts — Detroit Times, Locks Laboratories.

ATHERTON & CO.

6000 Sunset Blvd., Hollywood 28, Calif.
Phone HOLlywood 7151

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Space & Time Buyer.....Ann Peal

Radio Accounts — Crib Diaper Service, Ataddin Recordings, Service Finance Co.

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Radio Accounts — The Atlantic Refining Co., The Bell Telephone System, Chesapeake & Potomac Tel. Co., Chrysler Corp., Chrysler Corp., Plymouth Div., Cliquot Club Co., Elec. Cos. Adv. Program, The Hawaiian Pineapple Co., Ltd., Charles F. Hires Co., Illinois Bell Telephone Co., Johnson & Johnson, The Kellogg Co., Michigan Bell Telephone Co., The Philadelphia National League Baseball Club, Sealtest Inc., Regal Shoe Co., Sheffield Farms Co., Inc., Supplee-Wills-Jones Milk Co., United Air Lines.

Television Accounts — American Tobacco Co. (Lucky Strike Cigarettes), The Atlantic Refining Co., Illinois Bell Telephone Co., Sheffield Farms Co., Inc., Suplee-Wills-Jones Milks Co., United Airlines.

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Radio Account—Wm. Frank Co.

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Radio-TV Director.....Jack Wilcher
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Branch Office

75 Federal St., Boston 10, Mass.

Radio Accounts—American Chicle Co.,
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Television Accounts—American Chicle Co.,
Cobbs Co., Scandinavian Coffee Corp., White
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Branch Office

1557 MacKay St., Montreal, Que.

Manager.....Gabriel Langlais
Radio Accounts—Canadian Chewing Gum
Sales Ltd., Carnation Co., General Foods, Ltd.,
J. Rene Ouimet Ltd., Murine Co., Inc., Teen-
years Products, White Laboratories, Inc.

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Joseph Radder.

Traffic.....J. A. MacMurray
Radio Accounts—Sears Roebuck Co., Iro-
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Furniture, Red and White Stores, Hambleton
Terminal Corp., General Ice Cream Corp.,
International Railway Co., Buffalo Industrial
Bank, Crystal Beach Co., Inc., First Federal
Savings & Loan Assoc., Ettoli Products,
Thomas Products, Joseph Strauss Co., Inc.,
Dodd's Dairy, Kenmore Motors, Colonial Pre-
serves, Prechtel Optical Co., Quality Laundry,
Farmer Brown, Inc., Martin Jacobi, The
Sample Shop, National Television Co., Villa
Pontiac & Pontiac Dealers, Clockwise Perma-
nents, Buffalo Home Insulation Co., Trio
Products, Inc., Lincoln-Mercury Dealers, West
Side Businessmen's Assn.

Television Accounts—Kenmore Motor Co.,
The Sample Shop, Iroquois Beverage Corp.

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Art Director.....H. C. Millard
Radio Accounts—Lincoln National Bank
& Trust Co., Beverly Hills Wine Co.

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Phone Franklin 7771

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Radio Director.....Edwina B. Sample
Branch Office

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Manager.....Charles J. Hawkins
Radio Accounts—Bay Shore Motors, Wal-
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Account Executives.....Wheeler Godfrey,
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Radio Accounts—Sejdlitz Paint Co., Mid-
west Wool Co-op., Sodiphene, Ball Clinic.

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114 East 32nd St., New York 16, N. Y.
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Radio Accounts.....Louis G. Cowan, Inc.

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Edward F. Hudson, William H. Kearns,
Louis Menna, Clifford N. Parsells, Ros-
ser Reeves, Edgar P. Small.

Radio Producers.....William Harding,
Jay Clark, Alan Dingwall, Jr.

Branch Office

6432 Selma Ave., Hollywood 28, Calif.
Phone HOLlywood 2161-2-3

Vice-Pres. in Charge Radio Prod.,
Austin Peterson
Producers.....Harry Saz, Frank O'Connor

Radio Accounts — Colgate-Palmolive-Peet
Co. (Palmolive Shaving Creams, Palmolive
Soap, Colgate Dental Cream, Halo Shampoo
through Sherman & Marquette), the Shantling
Baking Co. (Wonder Bread & Hostess
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BATTEN, BARTON, DURSTINE & OSBORN, INC.

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Phone ELdorado 5-5800

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Chief Story Editor.....George Kondolf

Mgr. Radio Promotion & Merchandising,

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Television Dept (In Chg.)...Herbert B. West

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Rand Bldg., Buffalo 3, N. Y.

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1050 Terminal Tower Bldg., Cleveland 13,

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Exec. Vice-President Chg. Western offices

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Grant Bldg., Pittsburgh 19, Penn.

Vice-President.....Leon D. Hansen

Russ Bldg., San Francisco 4, Calif

Vice-President.....C. H. Ferguson

Radio Accounts — American Tobacco Co.,
Armstrong Cork Co., Cream of Wheat Corp.,
Curtis Circulation Co., De Soto Division,
Chrysler Corp., E. I. du Pont de Nemours &
Co., Inc., Emerson Drug Co., General Elec-
tric Co., U. S. Steel Corp., Rexall Drug Com-
pany, Wildroot Co., Inc., American Home
Magazine, Berwin Fuel Corporation, Bon
Ami Company, Chamberlain Sales Corpora-
tion, Circus Foods, Inc., Consolidated Edison
Company, First National Bank of Boston,
Fort Pitt Brewing Company, Fruit Dispatch
Company, Gamble-Skogmo, Inc., General
Baking Company, Golden State Company,
Ltd., B. F. Goodrich Company, Hormel, Geo.
A. & Co., Keystone Lumber Company, Marine
Trust Company, Maywood Park Trotting
Assn., Inc., Minneapolis Brewing Company,
Minn. Mining & Manufacturing Company,
Mount Royal Importers, Murine Company,

Advertising Agencies

Inc., The National Gypsum Company, Nehi Corporation, New York Telephone Co., Northwestern Bell Telephone, Northern Pacific Railway Company, Pacific Telephone & Telegraph Co., Penick & Ford, Ltd., Inc., Paper Division, Personal Products Corp., Peter Hand Brewing Company, Reader's Digest Association, Roosevelt Raceway, Savings Bank Association of Massachusetts, Servel, Inc., The F. & M. Schaefer Brewing Co., Sea Breeze Laboratories, Southern New England Telephone Co., Standard Oil Company of California, R. H. Stearns Co., Tea Garden Products Company, Tennessee Coal, Iron & Railway Co., Timken Roller Bearing Co., Trans-World Airlines, Inc., Waitt & Bond, Inc., William Underwood Co., Republican National Committee.

Television Accounts—Wildroot Co., Inc., F. & M. Schaefer Brewing Co., Standard Oil of California, General Electric Co. (Lamps), General Electric Supply Co. (Cleveland), Old Country Trotting Assn., Minneapolis Brewing Co., First National Bank of Boston, Rexall Drug Stores, E. R. Squibb Co., General Time Instruments, Ethyl Corp., The Saturday Evening Post, The Ladies Home Journal, Hamilton Watch Co., Republican National Committee, The Dewey-Warren

Clubs of America, National Federation of Women's Republican Clubs.

ADRIAN BAUER ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone Kingsley 5-7870
ANPA—PPA

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V.P.'s.....Alan R. Tripp, Harold Finestone
Secretary.....Elmira R. Peters
Art Director.....Sallie M. Brown
Production Manager.....Wilmer S. Roberts
Copy Chief.....Helen Park

Radio Accounts—Adelphia Hotel, Broad St. Trust Co., Cayuga Federal & Loan Assn., The Drake, J. Frank & Son, Phila Dairy Products Co., Inc., Ritz Carlton Hotel, Warburton Hotel.

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ROGER BEANE ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
 Phone FRanklin 2517
 APA

Space Buyer.....Roger Beane
 Art Director.....Francis Fox
 Prod. Mgr. Radio Dir. & Time Buyer
 Harold Bean

Radio Accounts—L. S. Ayres & Co., Polar
 Ice & Fuel Co., Wilson Bros.

BEAUMONT, HELLER & SPERLING, INC.

6th & Walnut Sts., Reading, Pa.
 Phone 7447

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 Treasurer & Copy Chief.....R. F. Heller
 Art Director.....R. R. Glassmire
 Production Manager.....J. L. Ryan
 Radio Time Buyer.....Dorothea Hassler
 Space Buyer.....Marion W. Nagle
 Research Dir.....Kenneth W. Erdman

Radio Accounts—Allen Laundries, Allen-
 town-Bethlem Gas Co., Automotive Service,
 Consumers Gas Co., Haines Hobby House,
 Harrisburg Gas Co., Lebanon Valley Gas
 Co., Station WHUM.

BEHEL & WALDIE & BRIGGS, INC.

221 N. LaSalle St., Chicago 1, Ill.
 Phone Franklin 8422

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 Art Director.....H. A. Sanderson
 Production Manager.....M. N. Pierson
 Account Executives.....A. Kanaske,
 J. H. Bolt, R. E. Wright, P. Frantz, K.
 B. Karcher.

Radio Accounts—Chicago Terminal Na-
 tional Bank, Gold Prize Coffee.

VICTOR A. BENNETT CO., INC.

511 Fifth Ave., New York 17, N. Y.
 Phone MUrray Hill 7-2189

ANPA—PPA

President.....Victor A. Bennett
 Vice-President.....John L. Moore
Radio Accounts — Longines-Wittnauer
 Watch Co., Inc. (Watches), New York Sun,
 Newspaper.

BENTON & BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
 Phone MUrray Hill 8-1100

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Script Editor.....Roy Bailey
 Casting Director.....George Jansson
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 Alga Druce, Oliver Barbour, Charles
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 Mary McKenna, Stan Schloeder.

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& Publicity.....Charles Gannon
 Mgr. of Publicity Dep....Richard K. Bellamy

Branch Offices

6523 Hollywood Blvd., Hollywood 28, Cal.
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 Operations.....L. T. Steele
 Vice-Pres. & Radio Director.....Al Kaye
 Office Manager.....Mary. E. Stahl
 Directors.....Kenneth Burton,
 Al Kaye.

326 E. Main St., Lakeland, Fla.

DirectorDon Patterson
 Office Manager.....Annie G. Hull
 PublicityKendall Tolle

Radio Accounts—Association of American
 R.R., Arnold Bakers, Inc., General Foods Cor-
 poration (Post's 40 per cent Bran Flakes, Post's
 Raisin Bran, Post's Corn Toasties, Post's
 Cereal Products, Diamond Crystal Shaker
 Salt, Diamond Crystal Kosher Salt, Maxwell
 House Coffee, Instant Maxwell House Coffee,
 Yuban Coffee, Bliss Coffee, Gaines Dog
 Food, Log Cabin Syrup, Snider Condiments,
 Baker's Premium No. 1, Baker's Deluxe Co-
 coa), Bituminous Coal Institute, The Pruden-
 tial Insurance Company of America, Krueger
 Brewing Company, Florida Citrus Commis-
 sion, The Procter & Gamble Company (Tide,
 Chipso, Ivory Snow, Prell), Best Foods, Inc.
 (Hellmann's Mayonnaise, Nucoa, H-O Oats,
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. . . Advertising Agencies . . .

Television Account—General Foods Corporation (Certo, Maxwell House Coffee, Gaines Dog Food, Diamond Crystal Salt), Kruger Brewing Co., Procter & Gamble (Ivory Snow, Prell).

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136 East 38th St., New York 16, N. Y.
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Charles E. Patriek.

Radio Director.....George C. Castleman
Radio Prod. & Tele Dir......Ray Ovington

Radio Accounts — Griffin Manufacturing Co. (Shoe Polish), Conti Products Corp. (Castile Shampoo), Sabena Belgian Airlines.

Television Accounts — Jay Day Dress Co., Purofied Down Prod. (Pillows), Analgraph Assoc. (Mut. Ben. Life), Elektrolite, Inc. (Cig. Lighters).

TED BERNSTEIN ASSOC.

51 Madison Ave., New York 10, N. Y.
Phone MUrray Hill 5-3730
NOAB

Owner.....Theodore H. Bernstein
Treas. Space Buyer.....Sylvester Bernstein
Art Dir......Morris Brodis
Prod. Mgr......Harold Franklin
Radio Dir......Eleanor Spinrad
Publicity Dir......Bennet C. Kessler
Radio Accounts—Eagle Clothes, Spooner, Inc., Tress, Inc.

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 2-5060

ANPA—PPA—NOAB—APA—ABC—ABP
President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland,
Leroy A. Kling, Willard E. Stevens,
Frank F. Morr, A. L. Salisbury.

Radio Accounts—Buell Manufacturing Co. ("Buell" Air Horns), Carey Salt Company (Salt), Coyne Electrical School, Jacques Mfg. Company (K. C. Baking Powder), Key Work Clothes, Inc., Schulze & Burch Biscuit Co., Weil and Company (Don-De Coffee).

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9 Rockefeller Plaza, New York 20, N. Y.
Phone PLaza 7-4100
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Decker, Lloyd Delaney, Mrs. Ruth F.
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man, Miss Elizabeth Leeman, Melvin
Singer, Kenneth J. White.

Radio Department
501 Madison Ave.

Manager Radio & Television Depts.
John E. Hannum
Radio Production.....Tom Revere
Television Production.....William J. Morris
Head Talent Contracts.....Lucille Webster
Time Buyer.....Ethel Wjeder
Publirity.....Lois Winston

Hollywood Office

6111 Sunset Blvd., Hollywood 28, Calif.
Manager.....Jack Runyon

San Francisco Office

703 Market St., San Francisco 3, Calif.
Manager.....L. J. Hannah
Radio Accounts—Bulova Watch Co., Inc.,
Eversharp, Inc., Philip Morris & Co., Ltd.,
Inc., Pepsi-Cola Co., Procter & Gamble Co.,
Roma Wine Co., Langendor United Bakeries,
Inc.

Television Accounts—Bulova Watch Co.,
Philip Morris & Co., Ltd., Inc.

HILL BLACKETT & CO.

231 N. LaSalle St., Chicago 1, Ill.
Phone STate 0950

ANPA—PPA—APA—NOAB

Principal.....Hill Blackett
Account Executives.....R. G. Wilson,
C. Foust, R. A. Sampson.

Treasurer.....J. R. Lieher
Space & Radio Time Buyer.....Frank Reed
Production Manager.....Vaughn Jones
Art Directors.....Don Avery, Don Dignan
Radio Production.....Kirby Hawkes

Radio Accounts—Morton Salt Co., A. E.
Staley Mfg. Co., Wander Co., Worcester Salt
Co.

THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone Circle 7-4915

Owner.....Milton Blackstone
Associate.....Jack Steiner
Manager.....Gladys B. Berju
Copy Director.....Homer Millard
Art Director.....Len Janklow
Production Manager.....Harry Dobrin
Space Buyer.....Frank Kaus
Account Executives.....Robert Towers,
Mortimer Curtis, Arthur Fisher, Martin
Rodman.

Director of Radio.....Jack Steiner
Radio Accounts — Brass Rail, Keystone
Paint & Varnish Co., Grossinger Hotel &
Country Club.

Advertising Agencies

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234 W. 44th St., New York 18, N. Y.
Phone LO 4-0800

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President-Treasurer.....Myer Lesser
Vice-President.....Marlo Lewis
Radio Director.....Richard Ash
Copy Chief.....Moulton Farnham
TV Dir.....Marlo Lewis
Comm. Mgr.-TV.....Charles Stark

Branch Office

321 W. 44th St., New York 18, N. Y.
Account Executive.....Philip Solomon
Television Accounts—Emerson Radio, Messing Bakeries.

BLAKER ADV. AGENCY, INC.

501 Madison Ave., New York 22, N. Y.
Phone EL 5-7563

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President.....Harold L. Tuers
Secretary.....Anne Sharkey
Treas.....Miriam Nurenberg
Art Director.....Mary L. Deming
Production Manager.....Joseph Ferenc
Radio Time Buyer.....Jean Zipser
Account Executives.....Theodore D. Siegel,
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Margaret T. Reyno'ds.

EDWARD C. LOBDELL

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FOR

**STATION SALES
STAFF PERSONNEL**

17 E. 48th St., New York 17, N. Y.

PLaza 5-1127

Radio Accounts—L. S. Ayers & Co., Barbizon-Plaza, 57th St. Bootery, French Bootery, Stahlmeyer, Inc.

W. EARL BOTHWELL, INC.

600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565

ANPA—AAAA—PPA

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Vice-President.....Virginia D. Bothwell
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Space Buyers.....Joseph P. O'Donnell,
Avis Philbrook.

Radio Director.....Nathan A. Tufts
Production Manager.....Clark Glenn
Art Directors.....J. M. Arnold, Jr.,
J. H. Trautman.

Research Director.....Jack Bradfute
Act. Publicity Dir.....G. Taylor Urquhart
Merchandising Directors.....Wright Nodine,
James P. Newton.

Account Executives....William R. Dahlgren,
Frank A. Kearney, George E. Kelly, Albert Reinitz.

Branch Offices

1624 N. Hudson Ave., Hollywood 28, Cal.
Manager.....Nathan A. Tufts
22 E. 40th St., New York 16, N. Y.

Vice-President.....T. Howard Black, Jr.
520 N. Michigan Ave., Chicago 11, Ill.

V. P. & Gen. Mgr.....Charles D. Pettengill

Radio Accounts — Allegheny Conference for Community Development, Allegheny County Democratic Committee, American Home Products, Corp., American Home Foods, Inc., Boyle-Midway, Inc., & Boyle Midway(Canada) Ltd., Home Products International Ltd. (Canada), Bedford Springs Hotel, Christian & Co., Inc., County of Allegheny, Frank & Seder, Hotel Pittsburger, Industrial Cigar Company, Morris Clamp & Coupling Co., Pa Pitt's Partners, WCAE, Inc.

BOTSFORD, CONSTANTINE & GARDNER

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

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APA—ABC

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Sec.-Treas.....Merle W. Manly

Branch Offices

333 Central Bldg., Seattle 4, Wash.
Phone Eliot 3523

Exec. Vice-Pres.....C. P. Constantine
350 Russ Bldg., San Francisco 4, Calif.
Phone Exbrook 2-7565

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629 S. Hill St., Los Angeles 14, Calif.

Vice-President.....Thomas O. Morris, Jr.
Empire State Bldg., New York 1, N. Y.

Phone BRyant 9-4845
Vice-President.....Elizabeth Eyerly

. . . Advertising Agencies . . .

Radio Accounts — Idaho Advertising Commission (Potatoes-Onions), Oregon Mutual Fire Insurance, Tillamook County Creamery Assoc. (Cheese), Olympia Brewing Co. (Beer), Western Hotels, Sego Milk Products, Valley Produce Co., Crispie Potato Chip Co., B. T. Babbitt Co. (Cleaning Comp. Industrial), General Paint, Golden & Barcroft Co., Family Kitchen Products.

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410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity I-2552

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Secretary.....B. W. Leslie
Treasurer.....D. H. Bartlett
Prod. & Traffic Manager.....J. H. Beye

Branch Office

17 E. 42nd St., New York 17, N. Y.

Radio Accounts—Radio Bible Class, Wesley Radio League, Calvary Hour, New World Coming, Highland Park Baptist Church, National Tennis Matches, Davis Cup Series.

BOZELL & JACOBS, INC. OF ILL.

326 W. Madison St., Chicago 6, Ill.
Phone Central 6505

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Production Manager.....Ed Ward

Branch Office

415 S. 6th St., Minneapolis 15, Minn.

Manager.....Sam Kaufman
16 W. 55th St., New York 20, N. Y.

V. P. & Mgr.....Donald Hoover
Radio Accounts—Central Ill. Electric & Gas Co., Halgar, Inc., International Circuses, Inc., Leaf Gum Co., Milko-Cone & Baking Co.

ARTHUR BRAITSCH ADV.

15 Westminister St., Providence 3, R. I.
Phone Dexter 5313-4115

ABP—APA—ANPA

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Secretary.....Martha Watkins
Space Buyer.....John A. Lorimer

Radio Accounts—Narragansett Brewing Co. (Ale, Beer), Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), White Fuel Co. (Coal), Colonial Wallpaper Co. (Wallpaper), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel).

THE J. CARSON BRANTLEY ADV. AGENCY

Owen Building, Salisbury, N. C.
Phone 900

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Secy.-Treas.....A. R. Monroe
Art Dir.....Gladys Dudley
Production Mgr.....Nancy Payne
Radio Accounts—Carolina Beverage Co., Dixie Rub Co., Owen Drug Co., The Post (Salisbury), Radio Station WAIR.

BRESNICK & SOLOMONT INC.

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

ABP — ANPA — PPA — APA

President.....Chester L. Solomont
Radio Dir. & Time Buyer.....Adner Rakov
Radio Account—Dawson's Brewery, Inc.

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wis.
Phone Howard 134

ABP—ANPA—APA

President.....R. C. Breth
Vice-Pres.Russel Spoor
Radio Accounts—Home Mutual Insurance Co., Brillion Iron Works, Inc.

BRISACHER, VAN NORDEN & STAFF INC.

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 1-0276

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Branch Offices

1133 Crenshaw Blvd., Los Angeles 6, Calif.
Vice-Pres. & Mgr.....R. T. Van Norden
Radio Director.....Charles Chaplin
140 East 39th St., New York 16, N. Y.
Vice-Pres. & Manager.....C. H. Gabriel
Radio Accounts — Acme Breweries, Bohemian Distributing Co., Franzia Bros. Winery, Standard Beverages, Peter Paul, Inc., Homis Watch Co.

BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone EXposition I339

Owner-Manager.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Betty Culbert

Radio Accounts—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson Bible Lessons, Youth for Christ Jubilee, World's Greatest Book Quiz, Bible Inst. of Los Angeles, Morning Bible Hour, Radio Kids Bible Club.

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AP

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 Phone VALley 2-9700
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Branch Office

52 Vanderbilt Ave., New York 17, N. Y.
 Vice-Pres. & Mgr. Media Dept...H. E. Pengel
 Art Director.....William A. Adriance
Radio Accounts — Goebel Brewing Co.,
 Hudson Motor Car Co., Michigan State
 Apple Comm., Mullins Mfg. Corp. (Youngs-
 town Kitchens), Sparks-Withington Co.
 (Sparton Radios & Combinations) U. S. Radi-
 ator Corp.

Television Accounts—Goebel Brewing Co.,
 American Blower Corp. (Aeropel Ventilating
 and Attic Fans), Sparks-Withington Co., Mul-
 lins Mfg. Corporation.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
 Phone TRinity 0558

ANPA—PPA—ABP—APA

Account Executive.....Henry Brooks
 Production Manager.....E. Nyberg
 Time Buyer.....A. R. Brooks
 Copy Chief.....G. Gumpertz
 Art Director.....Chet Dripple
 Acct. Exec.....June Oleson
Radio Accounts — Bekins Moving & Stor-
 age Co., Everest & Jennings, Golden West
 Products Co.

D. P. BROTHER & CO., INC.

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

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 Account Executives.....J. S. Howell,
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RKO Bldg., Rockefeller Center,
 New York 20, N. Y.
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Director.....M. J. Kleinfeld
 Vice-President.....Mort Heineman

Radio Time Buyer.....Rae Elbroch
 Radio Traffic.....Milton Jurin
 Radio Production.....Howard Blake
 Research Director.....Jules Nathan
Radio Accounts — North American Acci-
 dent Insurance Co., Johnson Candy Co.,
 Fashion Frocks, The Theohald Industries,
 Arden Candies.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
 Phone 7-0726
 ABP—PPA

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 Vice-President.....Robinson Smith
Radio Account—Sage-Allen & Co., Inc.

BURLINGAME-GROSSMAN ADV.

600 S. Michigan Ave., Chicago 5, Ill.
 Phone Wabash 7090
 APA—PPA

Owner.....S. W. Grossman
 Art Director.....K. Gross
 Production Manager.....S. E. Miller
 Copy Dir.....M. S. Garfield
 Account Executive.....M. A. Harvis

Radio Accounts—Auto Lamp Mfg. Co.,
 Graphic Arts Monthly, Sealmaster Co.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone SUPERior 3800
 ANPA—APA—PPA

President & Treasurer.....Paul R. Kuhn
 Vice-Pres. & Sec.....Francis J. Woods
 Vice-President.....Philip D. Simons
 Radio Director.....Mary A. Schroeder
 Account Executives.....F. J. Woods,
 P. D. Simons, T. Wainwright.

Radio Accounts — Carson Pirie Scott &
 Co., Chicago Tribune, Coronet, Inc.

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
 Phone Central 5959
 AAAA—ANPA—PPA—ABP—NOAB—
 ABC—APA—BMB

President.....Leo Burnett
 Executive Vice-President.....R. N. Heath
 Vice-Pres.-Gen. Media.....E. Ross Gamble
 Vice-Pres. Chg. of Radio.....W. L. Weddell
 Time Buyer.....MacLean Chandler
 TV Prod. Dir.....Clair Callihan

Branch Offices

743 Fifth Ave., New York 22, N. Y.
 Radio Dir.....William Mellvain
 Manager.....Donough Prince
 411 West Fifth, Los Angeles 13, Calif.
 Manager.....Owen Smith
Radio Accounts—Brown Shoe Co. (Buster
 Brown Shoes), American Meat Inst. (Meat),
 Pure Oil Co. (Petroleum Products), Minn.
 Valley Canning Co. (Green Giant Peas, Nib-

Advertising Agencies

lets), Pillsbury Mills, Inc. (Pillsbury Pie Crust Mix, Hot Roll Mix, White Cake Mix, Chocolate Cake (Mix), Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer), Club Aluminum Co. (Aluminum Products).

Television Accounts—Pure Oil Co. (Petroleum Products); Brown Shoe Co. (Roblee Shoes for Men); Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer).

BYER & BOWMAN ADV. AGENCY

203 East Broad St., Columbus 15, Ohio
Phone Main 3276

ABP—ANPA—PPA—APA—NOAB

Partners.....Herbert Byer,
Gus K. Bowman, Joel M. Burghalter
Radio Accounts—Franklin Brewing Co.,
Buckeye Potato Chips, Clean Co., Wetalene
Laboratories, Ashland Oil & Refining Co.,
Universal Concrete Pipe Co.

BUCHANAN & CO., INC.

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

AAAA—PPA—NOAB—ABC—TBA

Chairman of Board, Treas....John Hertz, Jr.
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E. Jacobson, John R. Christie, Lee Blair,
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Secretary.....A. Grace Barrett
Asst. Treas.....Anthony Alduino
Dir. Radio-TV.....John R. Sheehan
Time Buyer.....Bill Smith

Branch Offices

919 No. Michigan Ave., Chicago 11, Ill.
Vice-President.....Burton Feldman
1521 Wilshire Blvd., Los Angeles 14, Cal.

155 Montgomery St., San Francisco 4, Calif.
Vice-President.....Lee Blair

Radio Accounts—The Texas Co., Paramount Pictures, Inc., Rainier Brewing Co., United Artists Corp., Gallowhur Chemical Co., Monogram Pictures Corp., Paramount Pictures Theaters, Allen B. DuMont Labs., Inc., Reynolds Metal Co., Teen-timers, Inc., Monitor Equipment Corp., Eskimo Pie Corp.

Television Accounts—Allen B. DuMont Labs., Inc., Paramount Pictures, Inc.

BUCHANAN-THOMAS ADV. CO.

410-412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125

ABP—ANPA—PPA—APA—NOAB

Partners.....C. C. Buchanan,
L. H. Thomas
Acct. Execs.....R. R. Foster,
R. E. Savage, Chas. Harding, II, Russell
Bchr, A. R. Busch, Jr., D. H. Abbott.
Auditor.....R. A. Dundis

Production.....E. W. G. Carlson,
D. Rossum.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone HANcock 6-7600

AAAA—ANPA—PPA—NOAB—APA

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Donald D. Douglas, William H. Ganick,
Edward F. Chase, George R. Griffin.

Asst. Vice-Pres.....Russell Hunt
Treasurer.....Richard P. Holland
Art Director.....William P. Ganick
Production Manager.....Frederick Dwyer

Copy Chief.....Henry W. Paterson
Radio-TV Time Buyer.....Jan Gilbert
Account Executives.....Harold Cabot,
Edward F. Chase, Donald D. Douglas,
Russell Hunt, Richard P. Holland, William
H. Ganick, Langley C. Keyes, John
M. Lord, Henry G. Balch, Peter Black,
Eugene C. Burchette, James I. Summers.

Radio Accounts—Adams & Swett, Boston
Consolidated Gas Co., Boston Globe, Boston
and Maine Railroad, Haffenreffer & Co., Inc.,
H. P. Hood & Sons, Metropolitan Transit
Authority, S. S. Pierce Co., Quincy Savings
Bank, Rock of Ages Corp.

Television Accounts—Haffenreffer & Co.,
Inc., Boston and Maine Railroad.

CAHN-MILER, INC.

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

PPA

President.....Louis F. Cahn
Vice-President.....C. LeRoy Miller
Secretary.....George Gettman
Account Executives....Louis C. Pedlar, Jr.,
Frank E. Lyuns, Elizabeth P. Reese,
Marian Kaminski.

Radio Accounts—Baum's Restaurant, Oscar
Caplan & Sons, Inc. (Jewelers), The Central
National Bank, Richmond, Va., Diamond
State Brewery, Inc., The Fidelity Trust Co.
(FM only), Jariuan Motors (Dodge & Ply-
mouth), The May Co. (Dept. Store).

CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-6900

AAAA—ABP—ANPA—PPA—SNPA—
OAAA—NOAB—ABC

President.....J. Sherwood Smith
Vice-President.....Rene Clark
Secretary-Treasurer.....R. P. Clayberger
Art Director.....Walter B. Geoghegan
Production Manager.....Fred Oughton
Manager Outdoor Dept.....F. J. Fitzgerald
Media Director.....Thomas H. Young

Radio-TV Program Dir.....Chester H. Miller

Branch Office

338 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn

• • • Advertising Agencies • • •

Radio Accounts — Oakite Products, Inc., O-SO-Grape, Modern Food, Stokley Van Camp, Marcalus Mfg. Co.

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.

Phone Trinity 2-6200

AAAA—ANPA—NOAB—PPA

APA—ABC—ABP

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 Exec. V.P. & Gen. Mgr. Henry G. Little
 Sr. Vice-Pres. Sec. & Treas. Lawrence R. Nelson
 Ass't Treasurer & Comptroller... C. J. Rndesill
 Vice-President..... J. H. Neebe
 Vice-President..... L. T. Robinson
 V.P. & Dir. of Media..... J. J. Hartigan
 V.P. & Art Director..... Halsey Davidson
 Vice-President..... W. E. Schweikart
 Vice-President..... W. P. Stewart
 Vice-President..... G. Brewster Loud, Jr.
 Vice-President..... W. Colin Campbell

Radio & TV Dept.

Sr. V.P. & Chairman..... Winslow H. Case

Branch Offices

1 East 57th St., New York 22, N. Y.

Vice-Pres. & Mgr..... Lynn B. Dudley

230 N. Michigan Ave.,

Chicago 1, Ill.

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

714 W. Olympic Blvd.

Los Angeles 15, Cal.

Vice-Pres. Manager..... R. C. Francis

995 Market St., San Francisco 3, Cal.

Manager..... T. Milburn Johnston

Radio Accounts — Chevrolet Motor Division, General Motors Corp., The Detroit Edison Co., Grocery Store Products Co.—Foulds Div., Local Metropolitan Chevrolet Dealer Groups.

Television Accounts — Chevrolet Motor Div., General Motors Corp., The Detroit Edison Co., Norge Div., Borg-Warner Corp., Local Chevrolet Dealers Asso., Inc. (New York).

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.

Minneapolis 2, Minn.

Phone Lincoln 8824

ABP—NOAB—ANPA—PPA—APA

Chairman..... Ralph B. Campbell

President..... Ray O. Mithun

Vice-Presidents..... John W. Forney,

August C. Ragnow, Lester J. Will.

Secretary..... E. S. Brugette

Treasurer..... B. N. Sandquist

Radio Dir..... Arthur H. Lund

Production Creative Dir..... John W. Forney

Copy Writers..... Donald Grayward,

Myrna McCauley.

Branch Office

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

Vice-President..... August C. Ragnow

Radio Accounts—Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Eicor Corp., F. W. Fitch Co. (Fitch Shampoos, Shaving Cream, Hair Tonic), Gold Seal Co. (Wax Products), Hall Hardware Co. (Wholesale Hardware and Paint), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Hi-Jex Co. (Hilex Bleach & Disinfectant), Minnesota Macaroni Co. (Jenny Lee Soups, Macaroni and Spaghetti), Land O'Lakes Creameries, Inc. (Dairy Products), Northwestern National Bank (General Banking), Quality Chkd Ice Cream Assoc. (Industry Advertising & Merchandising), Red Dot Foods (Potato Chips, Popcorn, Nutmeats), Russell-Miller Milling Co. (Occident Flour & Mixes), Zinsmaster Baking Co. (Bakery Goods).

SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.

Phone LO 7-8141

PPA—ABC—ABP—ANPA

Pres..... Solis S. Cantor

Vice-Pres..... Kathryn Cantor

Art Director..... Robert Herach

Acct. Execs..... John Shaw,

Robert Weiner, Bernard Binnick.

Branch Office

350 Lincoln Rd. Bldg., Miami Beach 39, Fla.

Manager..... Sidney B. Gorchov

THE CAPLES COMPANY

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

Phone MUrray Hill 7-3577

ANPA—PPA—APA—NOAB

Vice-President..... Hudson Meyer

Radio Dept.

Time & Space Buyer..... Ruth D. Folster

Branch Offices

225 East Erie St., Chicago 11, Ill.

Exec. Vice-Pres..... R. N. Hartsing

1504 Dodge St., Omaha 2, Nebr.

V. P. in Charge..... L. M. Branch

412 West Sixth St., Los Angeles 14, Calif.

Manager..... Arthur Caron

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

CARTER ADV. AGENCY

912 Baltimore Ave., Kansas City 6, Mo.

Phone HARRISON 1356

ABP—ANPA—NOAB—NAAN—APA—

PPA

President..... Charles W. Carter

Vice-President..... William G. Rowe

Radio Director..... Herbert Truc

Radio Accounts — Helzberg's Jewelers, Rushton Baking Co., Rudy Patrick Seed Co., Perry Motor Co., Shellabarger Feed Co., Consumer's Co-Op, May Potato Chip Co., Kansas Farmers Union Central Co-Op Exchange.

. . . Advertising Agencies . . .

CASMIER ADV. CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone MU 2-2014

ABP

Owner & Space Buyer.....David C. Casmier
Radio Director.....Marvin F. Casmier
Art Director.....Wm. E. Burgess
Radio Accounts—Eagle Pencil Co., Haynes-Griffin Co.

CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone BRyant 9-0390

ABP—APA—ANPA—PPA

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Radio Director.....Earle McGill
Prod. Mgr.....C. F. Lucchese
TV Dir.....Art Simon
TV Time Buyer.....Allan Black
Copy.....Leo Nolan
Publicity.....K. Carr

Radio Accounts—Delicia Chocolate & Candy Mfg. Co., Devoe & Reynold Co., Inc. (Paints & Art Supplies), Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant).

Television Accounts—Poloroyd Television Filters, Hardin Chemical Co., Walso Tele-Vue Lens, Durabili Irons.

CECIL & PRESBREY, INC.

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

ABC—BMB—ABP—ANPA—NOAB—
OAAA—PPA—AAAA

President.....James M. Cecil
Vice-Presidents.....Edward Noakes,
H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, Robert Carley, David G. Lyon, Carl Giegerich, Cecil Hackett.

Sec. & Treas.....David C. Thomas
Media Dir.....Harry Parnas
Radio-TV Dir.....John M. Wyatt, Jr.
Time Buyer.....Harry Parnas
Asst. Radio-TV Dir.....David G. McAneny

Radio Accounts—Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes), Block Drug Co., Speidel, Inc.

Television Account — Ronson Art Metal Works, Inc.

THE CHERNOW CO., INC.

350 Fifth Ave., New York 1, N. Y.
Phone PENnsylvania 6-3520

President.....Sam Chernow
Vice-President.....Leo A. Friedman
Radio-TV Dir.....Morton Junger

NELSON CHESMAN COMPANY

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

ABP—ANPA—PPA—SNPA—NOAB—APA
Partners.....John E. Fontaine, S. M. Kelly
Radio Director.....H. Gene Sample
Radio Accounts—The Chattanooga Medicine Co. (Black-Draught & Cardui), Colonial Coffee Co., Tennessee Nursery Co. (Bulbs, Fruit Trees, Shrubs), Double-Cola Co.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone WA 5732

ANPA—PPA—APA—ABC

Pres. & Space Buyer.....J. L. Wade
Vice-President.....Elmer Wade

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone 6-4179

APA—ABP—NAPA—NOAB—PPA—SNPA
President-In Charge of Radio...C. P. Clark
Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....J. D. Clark

Radio Account — Southern Coach Lines, Inc. (Institutional), American National Bank (Institutional), Fletcher & Wilson Co. (Luxury Food Products), Colonial Milling Co. (Polly Rich Flour), Tenn. Valley Marketers (Top Line Appliances).

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone Rittenhouse 0236

ANPA—PPA

President-Treasurer.....I. W. Clements
Secy. & Copy Chief.....E. D. Masterman
Director of Radio.....Alice Clements

Radio Accounts—Network: Modern Food Process Co., F. G. Vogt & Sons, Hudson Coal Co., Horn Hardart.

HARRY B. COHEN ADV. CO., INC.

1 East 57th St., New York 22, N. Y.
Phone PLaza 8-2843

ANPA

President.....Harry B. Cohen
Vice-Pres.-Treas.....Edith S. Cohen
Vice-Pres.-Radio Dir.....Edward Aleshire
Vice-Pres.....Edward Rosenwald
Secy.-Research Dir.....Harry B. Cohen, Jr.
Art. Dir.-Prod. Mgr.....John Gribbon
Media Dir.-Radio Time Buyer

Clarke R. Brown
Acct. Execs.....Harry B. Cohen,
Edward Aleshire, Edward J. Rosenwald.

Radio Accounts — Beaumont Co., Grove Laboratories, Hope, Inc.

. . . **Advertising Agencies** . . .

COLE AND CHASON, INC.

8 W. 56th St., New York 19, N. Y.
Phone CI 7-2664

ABP—PPA

Pres. & Radio Dir. Herbert S. Chason
Vice-President John Cole
Radio Accounts — David Cohen & Sons,
March Drug Co.

RUSSELL C. COMER CO.

15 W. 10th St., Kansas City 6, Mo.
Phone HArrison 3964

APA—ANPA—PPA—ABP

Partners . . . Russell C. Comer, Ruth E. Comer
Space Buyer Daniel C. Martin
Production Mgr. John C. Fehlandt
Acct. Executive Gardner Reams
Radio Dir. Bill Godden

COMPTON ADVERTISING, INC.

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

SNPA—AAAA—ANPA—PPA—OAAA—
NOAB—ABC—BMB

President Robert D. HoIbrook
Vice-Pres. & Secty. Leonard T. Bush
Vice-Presidents Thurman L. Barnard,
Frank R. Griffin, John K. Strubing, Jr.,
Edward Battey, Muriel Haynes, Guy
Richards, Lewis H. Titterton, Frederick
Anderson, Henry A. Mattoon.

Treas. & Comptroller . . . Charles McCormack
Casting Director Vera Larkin
Publicity Director Virginia Travers
Radio & Television Dept.

Director of Radio & TV . . . Lewis H. Titterton
Mgr. Radio Dept. Storrs Haynes
Mgr. TV Division Brewster Morgan
Radio & Television Media Dept.

Media Director Guy Richards
Asst. Media Director Frank Kemp
Head Time Buyer Henry Clochessy
Time Buyers Julia Brown,
Tucker Scott.

TV Consultant D. P. Potter
Branch Offices

Socony Vacuum Bldg., Chicago, Ill.

Manager L. O. Holmberg
Gwynne Bldg., Cincinnati, O.

Manager Robert P. Marsh
744 N. 4th St., Milwaukee 3, Wis.

Manager Richard Davis
6253 Hollywood Blvd., Hollywood 28, Cal.
Manager Floyd Holm

Radio Accounts—Procter & Gamble Co.
(Ivory Soap, Ivory Flakes, Crisco, Barsalou
Soap, Duz, Drenc Shampoo), Socony-Vacuum
Oil Co., Allis Chalmers Co., Goodyear Tire &
Rubber Co.

Television Account — Procter & Gamble
(Ivory Soap, Crisco, Duz).

THE CONNOR COMPANY, INC.

544 Market St., San Francisco 4, Cal.
Phone YUkon 0196

APA—ABP—FAAG—ANPA—PPA

President Edward W. Connor
Exec. Vice-Pres. Shirley Walker
Production Manager Mrs. V. George
Account Executives Ted Conner,
B. McClure, D. McFadden, S. Walker.

COWAN & DENGLER, INC.

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

ANPA — PPA — NOAB — APA

President Stuart D. Cowan
Vice-Pres. & Treasurer H. W. Dengler
Vice-President Porter F. Leach
Secretary Stuart D. Cowan, Jr.
Space-Time Buyer Miss A. Marie Maus
Radio-TV Dir. T. H. Moore, Jr.

Radio Accounts—Isbaudsten-Moller Co.,
Inc., Mittag & Volger, Inc., Frank G. Shat-
tuck Co.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
Phone 5-6185

ABP—AMPA—APA—PPA—NAAN

President John Gilbert Craig
Sec. Treas. Kathleen A. Walsh
Radio Accounts—Joseph Bancroft & Sons
Co. (Textile Finishing), H. P. Cannon &
Sons, Inc. (Canned Foods), Delaware Coach
Company (Transportation Service), Delaware
Power & Light Co. (Utilities), Diamond Ice
& Coal Co. (Fuels, Home Products), Equit-
able Trust Co. (Banking Services), Greenhill
Dairies, Inc. (Dairy Products), Steinman
Stations, Reeves Parvin & Co. (Wholesale
Groceries), Riverview Beach Park (Amuse-
ment Park), Wilson Line, Inc. (River Trans-
portation).

Television Accounts—Delaware Steeple-
chase & Race Association (Race Meetings).

THE CRAMER-KRASSEL CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 8-3500

AAAA—ABC—ABP—ANPA—NOAB—BMB

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Exec. Vice-Pres. H. N. Pasteur
Vice-Pres. Treas. C. W. Faude
Secretary F. Aumueller
Vice-Presidents H. Dyson,
C. H. Brehm, R. F. Timm, N. L. Telan-
der.

Vice-Pres.-Dir. of Media L. H. Ness
Radio-Television Director J. S. Stolzoff
Assistant to Director Lois H. Craft
Chief Continuity Writer Patricia J. Noble
Chief Time Buyer Loreta Mahar
Creative Chief R. W. LeGrand

Radio Accounts—Plankinton Packing Co.,
Ed. Schuster & Co., Inc., Luick Ice Cream Co.,

. . . Advertising Agencies . . .

First Federal Savings & Loan Association of Wisconsin, Hoberg Paper Mills, Fox Wisconsin Amusement Corp., St. Charles Mfg. Co., Hamilton Mfg. Co., Klinkert Candy Co., Skylark Products, Lniek Dairy Co.

Television Accounts—Ed. Schuster & Co., Inc., Broadway House of Music, Plankinton Packing Co., First Federal Savings & Loan Association of Wisc., Marine National Exchange Bank, Milwaukee Company.

CRITCHFIELD & COMPANY, INC.

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

ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt
Media Dir.....E. Groenboom
Production Manager.....R. M. Cowing

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone Central 7830

ABP—ANPA—PPA—NOAB—APA

Partner.....Edmond I. Eger
Account Executives.....Leon H. Lewis,
George M. Stern, Harley B. Hobbs, E. I. Eger.

Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
TV-Dir.....Edward Sherwood
Radio Accounts—Admiral Corp., Klein's Sporting Goods.

Television Account—Admiral Corp.

DANCER-FITZGERALD-SAMPLE, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-4200

AAAA—ANPA—APA—PPA

President.....H. M. Dancer
Vice-President.....C. L. Fitzgerald
Vice-Pres. & Secy.....F. T. Leighty
V.-P.'s & Acct. Execs.....Joseph Holmes,
Charles Hotchkiss, Donald Manchester,
Gordon Johnson, Ted Mertz, George Torrey.

V.-P. & Radio Time Dir.....J. James Neale
V.-P. & Media Director.....Lyndon O. Brown
V.-P.'s & Copy Supervisors.....Samuel Sutter,
Howard Newton.

Production Head.....Albert Black
Promotion.....Tom Santaeroce

*Radio & Television Producing
Subsidiary*

Show Productions, Inc.

President.....Adrian Samish
Sup. of Night-Time Prgms.....Carl Stanton
Sup. of Day-Time Prgms.....Lester Vail
Publicity and Promotion.....Pat Sweeney
Radio Comm.....Russ Rayercroft
Production.....Erline Wallace
Assistant.....Veronica Racette

Branch Offices

221 North LaSalle St., Chicago 1, Ill.

Vice-Presidents.....Paul Keenan,
Sewell Gardner.

1680 North Vine St., Hollywood 28, Calif.
Manager.....Al Kabaker
6 King St., East, Toronto 1, Ont., Canada

Manager.....Gilbert Nunns
Radio Accounts—The Procter & Gamble Co., General Mills, Inc., Sterling Drug, Inc., Whitchall Pharmacal Co., Campbell Soup Co., Falstaff Brewing Co.

Television Accounts—Whitchall Pharmacal Co., Sterling Drug, Inc.

D'ARCY ADVERTISING COMPANY

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

AAAA—ANPA—PPA—ABP—NOAB—
OAAA—BMB

Chemn. Bd. of Dir.....A. L. Lee
President.....J. F. Oberwinder
Secretary-Treasurer.....E. C. Cronk
Radio Dir.....P. A. Louis

Branch Offices

515 Madison Ave., New York 22, N. Y.
Vice-President.....John J. Toigo
Terminal Tower Bldg., Cleveland 13, Ohio

Vice-President.....Stanley Seward
90 Broadview Ave., Toronto, Ont., Canada
Vice-President.....Gramont Altenbernd
310 North Ave., N. W., Atlanta, Ga.

Vice-President.....J. Hixon Kinsella
Radio Accounts—The Coca-Cola Co., General Tire & Rubber Co., Pennsylvania Rubber Co., Cleveland Electric Illuminating Co., Laclede Gas Company—St. Louis.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone Main 0790-1

PPA — NOAB — APA

Pres., Space-Time Buyer.....James M. Daugherty
Secretary-Treasurer.....Pauline Otto Daugherty
Radio Accounts—Pepsi-Cola, St. Louis Dairy Co., So Good Potato Chips, Blanke-Bar, Odera.

Television Account—Pepsi-Cola.

DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 3908

ANPA—PPA

Partners.....Robert J. Davis, Joseph Sill, Jr.
Time Buyer.....Beth Freeman
Radio & Copy Dir.....Joseph Sill, Jr.
Radio Accounts—Blue Bird Potato Chips, Inc., Scudder Food Products, Dodson, Ltd., American Fruit Growers, Fruit Industries, Ltd.

HENRY L. DAVIS CO.

12 East 41st St., New York 17, N. Y.
Phone MUrray Hill 3-1657

ABP

Owner, Radio Dir., Time Buyer

Henry L. Davis

Advertising Agencies

Art Dir.....Vincent Longo
 Prod. Mgr.....Henry Gottfried
 Copy Chief.....Russell Mitchelltree
 Space Buyer.....E. Davis
 Acct. Execs.....Henry L. Davis,
 S. L. Davis, John Ball.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
 Phone 8-0666
 APA—ABP

Owner.....Ben Dean
 Production Manager.....Mildred Juneau
 Account Executive.....Ben Dean, Jr.

DICKLOW ADV. AGENCY

1207 Liberty Bank Bldg., Dallas 1, Tex.
 Phone C-8295
 APA—SNPA

Owner-Radio Buyer.....Irene Scott Dicklow

DINION & DuBROWIN, INC.

624 Madison Ave., New York 22, N. Y.
 Phone PLaza 9-2826
 ABP

President.....Raphael DuBrowin
 Vice-President.....Edgar M. Paulton
 Secretary-Treasurer.....Erwin Dinion
 Radio-TV Dir.....Jack Lloyd

DOE-ANDERSON ADV. AGENCY

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

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

DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Avenue, New York 1, N. Y.
 BRyant 9.0445
 AAAA—ABP—ANPA—PPA
 NOAB—ABC—BMB

President.....Lawrence L. Shenfield
 Vice-Pres. & Treas.....Arthur Cobb, Jr.
 Vice Presidents.....Donald K. Clifford,
 Francis J. Doherty, Joel F. Jacobs.
 V.P. & Secretary.....Wm. E. Steers
 Asst. Treas.....Nelson O. Argueso
 Asst. Secty.....Marie L. Brennan
 Dir. of Production.....Chester MacCracken
 Dir. of Radio Commercials..D. Peter Bowles
 Tele. Dir.....Chester MacCracken
 Asst. Tele. Dir.....Blaney Harris
 Radio Time Buyer.....Helen Wilbur

Radio Accounts—Bristol-Myers Co., Esquire, Inc., Vacuum Foods Corp., The Nestle Company, Inc.

Television Account—Bristol-Myers Co.

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 20, Va.
 Phone 3-1113

ABP—ANPA—PPA—SNPA—APA

President-Treas.Ralph L. Dombrower, Sr.
 Vice-PresidentRalph L. Dombrower, Jr.
 Vice-Pres.....Malcolm B. Dombrower
 Acct. Executive.....Edward I. Wallerstein
 Counsel.....Morton L. Wallerstein
 Art Director.....J. H. O. E. Pickett
 Production Manager.....Hobart Britton
 Space & Time Buyer.....Phyllis King
 Talent Buyer.....T. Michaux Moody
 AssistantWilson Angel

Branch Office

Woodward Bldg., Washington, D. C.
 ManagerPhilip Rosenfeld
Radio Accounts—Pamplin Smoking Pipe & Mfg. Co., Richmond Hotels, Inc., Southland Wine Co., Inc., Goldberg Electric Products Co., Inc., Fork Union Military Academy.

DONAHUE AND COE, INC.

1270 6th Ave., New York 20, N. Y.
 Phone Columbus 5-4252
 ANPA—PPA—ABP—SNPA—
 OAAA—APA—NOAB

Dir. of Motion Picture Radio-Tele Div.
 A. Carl Rigrod
 Time Buyer.....Evelyn Lee Jones

Branch Office

411 Hurt Bldg., Atlanta, Georgia
 Manager & Vice-President. H. L. Morrill, Jr.
Radio Accounts—Loew's, Inc. (M-G-M).
 Enterprise Pictures, Republic Pictures, N. Y.
 Herald Tribune, River Brand Rice Mills,
 Inc., De Laval Separator Co., Radio City
 Music Hall, Brandt Theaters, Atlantic Ale &
 Beer, Cosinopolitan Magazine, N. Y. World
 Telegram.

Television Account—Radio City Music Hall
 (Emperor Waltz).

DOREMUS & CO.

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

ANPA—PPA—APA—ABP—NOAB
 Chairman & PresidentWm. H. Long, Jr.
 Exec. Vice-Pres.W. H. Burnham
 Treasurer.....R. E. Williams

DORLAND, INC.

247 Park Avenue, New York 17, N. Y.
 Phone Eldorado 5-2685

ABP—ANPA—PPA—NOAB—APA

President.....Atherton Pettingell
 Exec. Vice-Pres.-Treasurer.Walter S. Maas
 Vice-President.....Charles B. Strauss
 Secretary.....Mary L. Shaumty
 Vice-Pres.Emmanuel Tietler
 Radio-TV Dir.....Howard C. Barnes
 Radio-TV Time Buyer..Katherine Kirkbride

. . . Advertising Agencies . . .

Radio Accounts — Lanvin Parfums, A. S. Beck.

Television Accounts—Lanvin Parfums, A. S. Beck.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone Hubbard 8050
ANPA—PPA

President.....John C. Dowd
Executive Vice-President.....E. D. Parent
Vice-President.....W. Davenport
Treasurer.....Geo. E. Murphy

Radio Accounts—Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Clinton Clothing Mfg. Co., First National Stores, Martin L. Hall Co., Homes, Inc., Jenney Mfg. Co., Win. Leavens Co., Paines of Boston, K. J. Quinn & Co., Inc., Snider Fuel Corp.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone WO 2-8246
APA

Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park

ROY S. DURSTINE, INC.

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

President.....Roy S. Durstine
Vice-Pres..Secretary Dir of Media,

Arch T. Gardiner

Vice-Presidents.....William E. Dempster,
Ralph D. Allum, William C. Pank.

Treasurer.....T. Arnold Rau
Prod. Mgr.....David R. Margareiten
Head Art Director.....Harvey A. Spooner
Art Directors.....J. Burton Stevens,
John A. Hagstrom.

Executive Staff.....William E. Dempster,
Ralph D. Allum, John C. Rome, John
Malone, Jr., William C. Pank, David L.
Rand, Clem W. Kohlman, Robert L.
Whitehead, C. Henry Heppenstall.

Radio Time Buyer.....Bergliette Boe
Radio Directors.....Maurice Condon,
John T. Martin.

Mgr. Radio Dept. & Time Buyer...Bergi Boe
Branch Offices

20 No. Wacker Drive, Chicago 6, Ill.

V.P.-Manager.....Ellis Travers
719 Enquirer Bldg., Cincinnati 2, O.

V.P.-Manager.....Frederie Kanmann
2853 West Seventh St., Los Angeles 5, Calif.
Pacific Coast Mgr.....Robert L. Nourse, Jr.
703 Market St., San Francisco 3, Calif.

Manager.....H. H. Hindley
Radio Accounts: The Serutan Co. (Serutan, RDX, Nutrex, Journal of Living), The Tucker Corporation (The Tucker '48 Automobile).

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone Madison 2922

Owner.....Adam F. Eby
Account Executives.....Catharine Walsh,
Samuel F. Eby, Lillian Kirk.

Radio Accounts—Schreier Brewing Co., Acme Radio & Electronics, Buffalo Hockey Club, Buffalo Football Club, 4th Annual Sports Show, Home Family Laundry, David J. Scott Co., Denton Cottlier & Daniels.

EDELSTEIN-NELSON ADV.

AGENCY, INC.

27 East Monroe St., Chicago 3, Ill.
Phone, ANdover 3-3867, DEarborn 2-5976
ABP—PPA

President.....Edward Edelstein
Vice-Presidents.....Lloyd C. Nelson,
W C. Kauer.

Secretary.....L. M. Friedman
Radio Director.....Lloyd C. Nelson
TV Director.....Edward Edelstein
Radio Accounts—Chicago Slip Cover Co., Koruna Savings & Loan.

ELLINGTON & CO., INC

535 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 7-4300
NOAB—ANPA—PPA—APA

President.....Jesse T. Ellington
Vice Presidents.....Theodore S. Strong,
Hyland L. Hodgson, Charles R. Marshall,
Chauncey L. Landon.

Dir. of Radio-TV.....Hal James
Radio Time Buyer.....Daniel Kane
Television Account — Celanese Corp. of America.

ELLIS ADVERTISING CO.

2500 Rand Bldg., Buffalo 3, N. Y.
Phone CL 0422
ABP—ANPA—NOAB—PPA

Partners.....Michael F. Ellis, Jr.,
Jerome R. Ellis.

Radio Director.....Caesarina Cardarelli
Television Director.....Gordon Cole
Radio Accounts — Basil Theaters, Buffalo Optical Co., Simon Greenbaum Clothing, John Henrich Co., Italian & French Wine Co., Niagara National Bank, Western Savings Bank, Davids Home Furnishings, City Service Taxi Co., Kensington Savings & Loan Assn., Old Barn, DiBello Pontiac Motors, Rosinski Furniture Stores, Nemmer Furniture Stores, B & B Clothing Co., Mel's Clothing, Sidney Mursten Furs, Loonsk Bros. Dry Cleaning, Drewry's Brewery, Kensington Business Men's Assn., Jefferson Business Men's Assn., First Federal Savings & Loan Assn. of Kenmore.

Television Accounts — Rosinski Furniture Stores, Loonsk Bros. Dry Cleaning, Bredenberg Distributing Co. (Drewry's Brewery),

• • • Advertising Agencies • • •

Household Outfitting Co., Western Savings Bank, Niagara National Bank, Buffalo Optical Co., Bredenberg Distributing Co. (Labat's Ale and Beer).

ROBERT J. ENDERS ADVERTISING

1415 K St., N. W., Washington 5, D. C.
Phone Executive 5834

President.....Robert J. Enders
Account Execs.....William F. Fitzgerald
Leonard R. Rennie, John K. Espey, Robert J. Enders.
Radio-TV Dir.....John Barnes
Copy Chief.....Raine Bennett
Animation Dir.....Gene Tourville
Film Director.....Richard Lyford
Director of Photog.....Sam Rosenberg

Branch Office

1420 Walnut Street, Philadelphia, Pa.

Manager.....Howard Enders
Radio Accounts—Veterans of Foreign Wars, Georges Radio & Tele Co., Koolvent Metal Awning, Dupont Theater, National Association of Chiropradists, D. Zoslow Enterprises, Kopy Kat Women's Wear Chain, House of Fabrics, Occidental Restaurants, Government Services Inc., Equitable Credit Co., Autopen Co., Capital Areal Co., Hubbard House Restaurants, Copp Advertising, Briggs Flirtations Co., Home Appliance Co., AP's Motors, Scott Jewelers, Chevy Chase Realty, Irby Jewelers, National Institute of Commerce & Technology.

Television Accounts—Admiral Corp., Sneltenburg, Gimbels, Lit Brothers, Pierce-Phelps Distributors, Georges Radio & Television Co., Golden Star, Cody's, Simon Distributing Co., Koolvent Metal Awning, Occidental Restaurant.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone State 1366-7
ANPA—PPA—APA—NOAB

President & Treasurer...Frank L. Engel, Jr.
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann
Radio Time & Space Buyer....Ann Lindgren

Radio Accounts—House of David, Staehelin's Nursery, Superior Match Pants Co., Westhauser Nurseries.

ENNIS-ANDERSON ADV. AGENCY

Anglo Bank Bldg., Fresno, Calif.
Phone 32613
CNPA

Pres. & Prod. Mgr.....E. E. Anderson
Vice-Pres. & Space Buyer.....Frank Ennis
Art Director.....Axel Rasmussen
Radio Director.....Lon McAdams
Radio Accounts—Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co.

EQUITY ADVERTISING AGENCY

113 W. 42nd St., New York 18, N. Y.
Phone BRyant 9-0060
ANPA—APA—ABP

Partners...David H. Boxer, Irving Weinberg
Production Manager.....John Hedman
Radio Time Buyer.....Roy Spector

ERWIN. WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone LExington 2-8700
AAAA—ANPA—PPA—NOAB—
OAAA—APA

Chairman of the Board....Louis R. Wasey
President.....Howard D. Williams
Vice-Pres.....George E. Wasey
Sec.-Treas.....James F. O'Connor
Radio-TV Dir. (L.A.).....C. H. Cottingham
Asst. Radio-TV Dir. (N.Y.)....Joe Brattain
Time Buyer.....Raymond Sims
Radio Producers.....Charles F. Lowe,
John Halpern

Branch Offices

Erwin Wasey & Co., Ltd.

230 N. Michigan Ave., Chicago, Ill.

Manager.....L. R. Northrup
5225 Wilshire Blvd. Los Angeles, Calif.
Manager.....Glen Joeelyn
Rand Tower, Minneapolis 2, Minn.
Manager.....Mac Martin
First Nat'l. Bank Bldg., Oklahoma City, Okla.
Vice-President.....Harold Halsell
1121 St. Katherine St. West, Montreal, Canada
Managing Director.....Carl D. Dennis, Jr.
1170 Bay St., Toronto, Ont., Canada
Manager.....Ralph L. Lawson
Radio Accounts—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills, Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., S. C. Johnson & Sons, Inc., Nash Coffee Co., Salisbury & Saierlee Co., Anderson-Pritchard Oil Corp., Krenl Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Botling Works, Inc., McCall-Frontenac, California Bank, McCoy Products, Inc., Nutone, Inc., Daggett & Ramsdell Olive Tablet Co.

BENJAMIN ESHLEMAN CO.

1522 Locust St., Philadelphia 2, Pa.
Phone KI 5-2590
ANPA—PPA

President.....Benjamin Eshelman
Exec. Vice-Pres.....J. J. D. Spillan
Sec. & Prod. Mgr.....W. J. Collopy
Radio Time Buyer & Radio Dir.

L. H. Greenhouse

Radio Accounts—Commonwealth of Pa. Dept. of Commerce, Commonwealth of Pa. Dept. of Revenue, Lee Tire & Rubber Co., Smith Kline & French Laboratories.

Advertising Agencies

WILLIAM ESTY & CO., INC.

100 East 42nd St., New York 17, N. Y.
Murray Hill 5-1900

Radio TV Department

VF Chg. Radio-TV.....Thos. D. Luckenbill
Vine & Selma, Hollywood 28, Calif.
Chief Execs....Don Bernard, Andrew Potter
Radio Accounts—Colgate-Palmolive-Peet
Co., R. J. Reynolds Tobacco Co., Piel Bros.
Television Accounts—Colgate-Palmolive-
Peeet Co., R. J. Reynolds Tobacco, Piel Bros.

EVANS ADVERTISING AGENCY

322½ S. Sixth St., Springfield, Ill.
Phone 2-2090

Owner & Manager.....Clarence R. Evans
Treasurer.....Velma Evans
Art Director.....John Robert Work
Continuity Director.....Mary Lou Evans
Radio Producer.....Velma Evans
Radio Accounts—L. B. Bell Fur Co.,
Bootery, Bridge Jewelry, Inc., Camera Shop,
Capital City Motors, Community Bakery,
Constantino Packing Co., Frostie Bottling
Co., Ideal Creamery, Home Appliances, Inc.,
Lieck Crane (Potato Chips), Lloyd's Clean-
ers, L. & L. Sales Co., Kennedy Laundry &
Cleaners, Music Shop, Piggly Wiggly (Fisher
Grocery Co.), Peterson's Rose Butter, Ray's
Brand Products, Seek-De-Yaah Paint Mfg.
Co., Senate Theater, Sangamon Dairy, St.
Nicholas Hotel, Springfield Motors, Inc.,
Springfield Refinoid Company, Terra Plaza,
Y-B Food Market, Harold Pechu, Inc.

ALBERT EVANS ADVERTISING

909 Dan Waggoner Bldg., Ft. Worth 2, Tex.
Phone 3-9521

ABP—NOAB—ANPA—APA—SNPA—
NAAN—PPA

Acct. Execs.....Albert Evans, Jr.
Gordon Teague, Dorothy Cantrell, Gene
M. Lightfoot.
Art Director.....Jed Acker
Production Mgr.....Mary Lou Slay
Radio Accounts—Ellison's Furniture Co.,
Foremost Dairies (Southwestern Division),
Premier Oil Refining Co. of Texas, Terminal
Grain Co., Texas Motors, Williamson Dickie
Mfg. Co., Anto-Rent, Inc.

LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.
Phone Pennypacker 5-7927

ABP—ANPA—APA—AAAA
NOAB—ABC

President.....Lawrence I. Everling
VP Radio Dir. & Buyer Radio Time
Frank J. Crockerly
See. & Dir. of Art.....Reynold Abbruzzi
Radio Accounts—Petroleum Heat & Pow-
er Co., Mrs. Smith Pie Co.

H. W. FAIRFAX ADV. AGENCY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone Murray Hill 2-8680
ANPA—APA—PPA

President & Treasurer.....Natt S. Enslar
Art Director.....Bernard Katz
Radio Dir. & Space Buyer.....Janice Hamilton
Account Executives.....R. Block,
M. E. Enslar, Seth D. Tobias.
Radio Accounts—Mayfair Ice Cream Co.,
New Oyster Bay Restaurant.

FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone Murray Hill 8-4200

AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—BMB

President.....Gordon E. Hyde
V.P. & Radio-TV Dir....Francis C. Barton, Jr.
V.P. & Art Dir.....Douglas Boyd
V.P. & Dir. Drug Merch'g. Kenneth B. Hurd
V.P. & Copy Chief.....Joseph Leopold
V.P. & Dir. Pub. ReL...Thomas P. McMahon
V.P. & Acct. Exec.....Kenneth W. Plumb
V.P. & Acct. Exec.....Jules B. Singer
V.P. & Acct. Exec.....Charles G. Wright
V.P. & Dir. Research. Dr. Wallace H. Wulfeck
Radio-TV Time Buyer.....Penelope A. Simmons
Radio-TV Copywriter.....Pat Bartels
Radio-TV Copywriter.....Ken Kear
Asst. to Radio-TV Dir.

George M. Burbach, Jr.
Asst. to Time Buyer.....Jacqueline Ruta
Vice-Pres.-Dir. of Tele.....Francis C. Barton, Jr.
Radio Accounts—Lever Brothers Co.,
American Safety Razor Corp. (Gem), Dixon
Ticonderoga Pencils, John F. Trommer, Inc.,
Dulce Famous Foods, General Cigar Com-
pany, Harriet Hubbard Ayer, Inc., Gerber
Prods. Co., Barbizon Corp., Stromberg-Carl-
son, Lily of France, Publix Shirt Co.
Television Accounts—American Safety
Razor Corp. (Lighter), John F. Trommer Inc.

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

2011 Walnut St., Philadelphia 3, Pa.
Phone LOeust 4-1536

ANPA—PPA—NOAB

Partners..Harry Feigenbaum, David Wermen
Radio-TV Director.....Erwin Rosner
Radio Accounts—Grabosky Bros. (Royalist
Cigars), B. S. Pincus Co. (Yankee Maid
Meats), Laundry Board of Trade of Phila.
(Laundry Service), Federal Savings & Loan
Assns. of Phila. (Savings Institutions), Hard-
wick & Magee Co. (Rugs & Furniture), Cum-
berland Brewing Co. (Old Export Beer),
J. W. S. Delavau Co. (Cough Medicine),
Phila. Daily News (Newspaper).

Television Accounts—Pontiac Dealers Assn.
of Phila., B. S. Pincus Co. (Yankee Maid),

Advertising Agencies

The Arrow Store (Men's Store), Sam Gerson (Men's Store), Reliable Motors, Inc. (Pontiac Dealer), Grabosky Bros. (Royalist Cigars).

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone COlumbus 5-3642

Pres. & Radio Time Buyer... Robert Feldman
Vice-President..... Bell Michaels
Copy Chief & Radio Dir.... Lorraine Barton
Radio Accounts—China Doll Night Club, Park Central Hotel, Versailles Restaurant, Palisades Amusement Park, Wivel Restaurant, Village Barn, Jack Dempsey's Rest., Nevele Country Club, Singapore Restaurant, Chateau Martin Wines, Club Ebony, Royal Roost, Harem Night Club, Youngs Gap Hotel, Maurella Product (Perfume).

**FELLOWS-BOGARDUS
ADVERTISING**

410 Larned Bldg., Syracuse 2, N. Y.
Phone 2-2197-8
ABP—APA

Pres. Space & Radio Time Buyer
Byron F. Fellows, Jr.
Vice-President..... T. Elmer Bogardus
Secretary & Treasurer.... Marjorie Hughes
Radio Accounts—Kelley Baking Co., Merchants National Bank & Trust Co., Moore & Quinn Brewery, Pepper Fishing Rod & Tackle Corp., WNDR, Radio Station.

COURTLAND D. FERGUSON, INC.

National Press Bldg., Washington 4, D. C.
Phone National 7713

President..... Courtland D. Ferguson
Sec.-Treas..... Lucille Pierce Ferguson
Radio-TV Dir..... J. A. Holt
Radio Time Buyer..... Patricia Brennan
Account Executives... Marshall R. Worcester,
Philip Martin

Branch Offices

525 North Charles Street, Baltimore, Maryland
Manager George Ross
Life Ins. Co. of Va. Bldg., Richmond, Virginia
Manager Frank G. Christian
Radio Accounts—L. S. Briggs, Inc, Schindler Peanut Products, Inc., Mann's Potato Chip Co., Smith-Douglass Co., James G. Gill & Co., Smith's Storage Co., Security Storage Co., Lincoln Warehouse Co., Manbeck Bread Company, High's Ice Cream Co., Highland Farms Dairy, Little Tavern Shops, Tip Corp. of America, John H. Dulany & Son, Inc.
Television Accounts—L. S. Briggs, Inc., Schindler's Peanut Products, Inc., Mann's Potato Chip Co., Little Tavern Shops.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MUrray Hill 9-7100

ANPA—PPA—APA—NOAB—ABP
President & Treasurer..... Lawrence Fertig

Radio-TV Dir., Time Buyer... Henry Bretzfeld
Exec. Vice-Pres. & Sec..... Alexander Slavitt
Vice-President..... Philip Lukin
Account Execs.: Curtis C. LeWald, J. B. Morse, Lawrence Wizzer, Henry Bretzfeld
Space Buyer..... Miss Selma Crosswirth
Art Director..... Stanley Dusek
Production Manager..... Kenneth Miller

ROBERT G. FIELDS & CO.

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

PPA—SNPA—ABP—APA

President-Treasurer..... Robert G. Fields
Secretary..... A. Ferguson
Account Exec..... W. R. Culbertson
Radio Accounts—Robert Orr & Co. (Hermitage Coffee), First Federal Savings (Savings accounts), St. Bernard Coal Co. (Coal), Cherokee Mills (Flour), Nashville Dairy Council (Milk), Nashville Pure Milk Co. (Milk).

JOHN A. FINNERAN, INC.

1475 Broadway, New York 18, N. Y.
Phone BRyant 9-1290

Pres. & Secy..... John A. Finneran
V. P. & Treas..... Honoria Finneran
Asst. Treas.-Gen. Mgr..... H. B. Pettengill
Art Dir..... K. Elnore
Chief Copywriter..... D. Ansonbe
Space & Time Buyer..... E. Pryde
Acct. Execs..... Curtis I. Brown,
G. White, B. Silon, F. Quinn, Dayton M. Jones.

Radio Accounts—DeSoto Beach Hotel & Cabana Club, Heaton Hall, Hollywood Academy, Nora Shops, Red Lion Inn, St. Moritz Hotel (Lake Placid), United Air Lines.

**FIRESTONE-GOODMAN ADV.
AGENCY, INC.**

445 Loeb Arcade, Minneapolis 2, Minn.
Phone Main 4393
ANPA—APA

President..... Allan L. Firestone
V.-P.-Treas..... Archie Goodman
Sec..... R. S. Firestone
Radio Accounts—(Local).

M. M. FISHER ASSOCIATES

134 N. La Salle St., Chicago 2, Ill.
Phone Central 6-1610-11
ANPA

Owner..... Jack L. Fisher, Sr.
Co-Owner..... Jack L. Fisher, Jr.
Radio Time Buyer..... Dana White
Radio Accounts—Contractor's Equip Serv., Sol Lesser Productions, Andrew Stone Prods., Trav-Ler Radio Corp., 20th Century-Fox Film Corp., United Artists Corp., Universal Pictures, Vanguard Films, Inc., Warner Bros., Lester Cowan Prods., Shubert Theaters, Hilton Hotels, Bell Savings & Loan

Advertising Agencies

Assoc., Greater Chicago Hotel Association,
Cook County Central Democratic Committee,
Geo. S. May Co., Tam O Shanter Country
Club, Balaban & Katz Corp.

FITZGERALD ADV. AGENCY

833 Howard Ave., New Orleans 12, La.
Phone Canal 9871

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

Partners..... Joe L. Killeen,
Joseph H. Epstein.

Partner, In Chg. Copy..... Roy M. Schwarz
Partner, In Chg. Media & Markets,

Leonard Gessner

Partner & Art Dir..... E. W. Rector Wootten
Partner & Production Mgr..... Warren C. Poscy

Media Dir..... Harley B. Howcott
Acct. Exec..... Donald H. Halsey

TV. Dir..... Roy M. Schwarz, Tom Newman

Radio Account—Wesson Oil & Snowdrift
Sales Co., Blue Plate Foods, Inc., Dixie Brew-

ing Co., H. C. Hill Stores.
Television Accounts—H. C. Hill Stores,
Dixie Brewing Co.

FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129

ABP—ANPA—PPA—AAAA—NAAN

President..... John B. Flack
Secretary..... Florence O. Miller

Treasurer..... J. K. Bowman
Account Executives..... Claire Evans

Arnold T. Bowden, William P. Conklin,
Grover H. Hubbell.

FOLEY ADVERTISING AGENCY

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

President & Radio Director... Robert B. Foley
Secretary-Treas..... Helen M. Little

Radio Accounts—I. J. Fox, Inc., The Stearn
Co.

RICHARD A. FOLEY, ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone Kingsley 5-1560

ABP—ANPA—APA—PPA—AAAA
ABC—NOAB

President..... Charles H. Eyles
1st V.P., Sec.-Treas..... Lee E. Hood

V.-P. & Dir. of Merchandising, Jerome B. Taft
V.-P. & Dir. Research..... Russell Cray, Jr.

Asst. Sec'y-Treas. & Media Dir.
Wesley Winning

Radio-TV Director..... James L. Tabor
Copy Director..... Raymond Barr

Art Director..... Earle Steiert
Meeb. Production Mgr..... Edward C. Griffiths

Office Manager..... Catherine E. Gibbons
Radio Accounts—Abbotts Dairies, Inc., Ab-

botts Cream Cheese, Abbotts Ice Cream,

Beneficial Saving Fund, Cloverdale Spring
Company, Freihofer Baking Company.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-6600

AAAA—ANPA—ABP—PPA—APA—ABC

President..... Emerson Foote
Chairman of the Board..... Fairfax Cone

Chairman Exec. Com..... Don Belding
Secretary-Treasurer..... William R. Sachse

New York Office

President..... Emerson Foote
Exec. Vice-Pres..... William E. Berchtold

Vice-Pres. and Gen. Mgr..... M. P. Franceschi
V.-P. Media and Research, Sherwood Dodge

Dir. of Radio..... Thomas McDonnell
Dir. of TV..... Roger Pryor

Radio Business Mgr..... Lillian Selb
Director of Publicity..... George Wolf

Chicago Office

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

Chairman of Board..... Fairfax M. Cone
Executive Vice President..... J. H. E. Davis

Secretary and Treasurer... William R. Sachse
Radio Business Manager..... Harry Dieter

Radio Production Mgr..... James Fouda
Radio Time Buyer..... Genevieve Lemper

Los Angeles Office

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

Chairman Exec. Com..... Don Belding
Executive Vice-Pres..... William J. Pringle

Business Manager..... Eugene Duckwall
Radio Time Buyer..... J. H. Scruggs

San Francisco Office

235 Montgomery St., San Francisco 4, Calif.
Vice-Pres. and Mgr..... Ford Sibley

Radio Time Buyer..... Virginia Cain

Hollywood Office

6117 Sunset Blvd., Hollywood 28, Calif.

Vice-President..... Robert Ballin
General Manager..... C. Burt Oliver

Radio Accounts—Alexander, Ben; Amend
Company, Fred W.; American Piano Manu-

facturers Association, Argosy Pictures, Ar-

mou and Company, Beatrice Foods Com-

pany, Carter Products, Inc., Disney Produc-

tions, Walt, Frigidaire Division (General
Motors Corp.), General Foods Corporation,

Hall Brothers, Inc., Hat Research Founda-

tion, Inc., International Lutex Corp., Lock-

heed, New York Central System, Pepsodent
Division (Lever Bros. Company), Purex

(product), Rheem Manufacturing Company,
RKO Radio Pictures, Inc., RKO Theatres,

S&W Fine Foods, Inc., Security-First National
Bank of Los Angeles, Sierra Pictures, Inc.,

Southern Pacific Railroad, The Toni Com-

pany, Trend (product), Union Oil Com-

pany of California, Van Raalte, Inc.

Television Accounts — Argosy Pictures,
Liebmann Breweries, Inc., Marshall Field &
Company, RKO Radio Pictures, Inc., Secu-

rity-First National Bank of Los Angeles,
Union Oil Company of California.

Advertising Agencies

FORD & DAMM ADV. AGENCY

918 11th St., Sacramento 14, Calif.
Phone 2-3645
APA

President.....M. J. Ford
Secretary-Treasurer.....Harry Coats
Art Director.....William Goliey
Radio Time Buyer & Radio Dir...Bill Queale
Radio Accounts—Continental Nut Co., El Dorado Brewing Co., Old Home Bakers, Paramount Seed Co., Sacramento Frosted Foods Co., 7 Up Bottling Co.

FORT & COMPANY

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

President.....John L. Fort
Secretary.....Mrs. Ruby Black
Art Director.....William Bain
Radio Account—Kennedy Laboratories, Inc. (The Kennedy Formula).

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.
Phone COrtlandt 7-5060

ANPA—PPA—ABP—NOAB—APA—ABC
Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer
Victor J. Cevasco

Vice-Chairman-General Mgr.
Harold E. Maples

Branch Offices

10 Post Office Square, Boston 9, Mass.
Packard Bldg., Philadelphia 2, Pa.
1 La Salle St., Chicago 2, Ill.

235 Montgomery St., San Francisco 4, Calif.
Acct. Exec.....Lucrezia Kemper
Radio Accounts—Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

FRANK & HOLLINSHEAD, INC.

Fox Theater Bldg., Detroit 1, Mich.
Phone Randolph 6220

ABP—ANPA—APA—PPA—NOAB
Pres., Treas. & Copy Chief....E. G. Frank
V.P., Radio Dir. & Radio Time Buyer
M. A. Hollinshead
Research Dir.....D. R. Hodgins
Art Dir. & Prod. Mgr.....J. S. Chandlee
Space Buyer.....Mrs. M. A. Youngs
Account Executives.....E. G. Frank,
M. A. Hollinshead, D. R. Hodgins.

FRANKE-WILKINSON-SHIWETZ & TIPS, INC.

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Radio Time Buyer.....Gene Heard
Radio Accounts—First National Bank,
KXYZ Radio Station, Reitig's Ice Cream Co.

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Public Relations.....Ben Rubin
Spec. Promotions.....Ira L. Morton
Prod. Manager.....Gladys R. Arnold
Time Buyer.....Helen Eich
Research Dir.....Alice Houghton
Radio-TV Director.....Lew Sanders
Radio Accounts—Shaw Jewelers, Holland's, Lion Chemical Co., Terman's, Stromberg-Carlson, Standard Motors, Rolin Sales, Valmor Prod., General Camera Co.

Television Accounts—Fox De-Luxe Beer, Terman Tele Sls., L & H Range, Blackstone, Stromberg-Carlson, Allen & Bradford, Commercial Tire & Supply Co., World's Hobby Exposition, Admiral Corp., Tomaso Inc., Rosin-Starr, General Camera Co.

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Treas. & Media Director.....H. S. Rieff
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Radio Account—The Coward Shoe.

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Radio Accounts—Columbia Baking Co.,
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Dir. Client Service.....Richard C. Lynch
Radio Director.....Al Maescher, Jr.
Radio Accounts—Mercantile Commerce
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Paint Co., H. P. Coffee Company, St. Louis
Federal Savings & Loan Assn., Melecio Sea
Food Company, Luber-Tone, Inc., Medart
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Radio Accounts—Durkee Mower, Inc.,
Supreme Wine Co., Eastern Racing Assn.,
Campbell Fairbanks Expositions, Genoa Pack-
ing Co., Boston Yanks, Eldred & Barbo.

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Commonwealth Shoe & Leather Co., Westing-
house Electric Co., (Lamp & Radio Di-
visions), Central National Bank, Charis
Corp., Commercial Solvents Corp., Jonas
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Radio Accounts—America's Furniture, Inc.,
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2531 Wilson Blvd., Arlington, Va.
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Radio Accounts—U. S. Army & U. S. Air
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Corp., Ralston Purina Co., St. Louis Public
Service Co., Union Elec. Co. of Mo., H. C.
Cole Milling Co., Lion Oil Co., Grove Labo-
ratories, Inc., H. D. Lee Co., National Guard
of the U. S., St. Louis Independent Pkg. Co.,
Union Biscuit Co.
Television Accounts—Union Elec. Co. of
Mo.

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Radio Accounts—Alta Tea & Coffee, Chemicals, Inc., Consolidated Dairy, Craven-Inglis Baking Co., Kay Jewelry Co., Rev. Charles E. Lukens, No Doz Awakeners, Rosefield Packing Co., Blum Candy Co., Bear Creek Orchards, Strykers Soap Co., Milwaukee Furniture Co.

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 Vice-Pres. in Charge Radio...Tim Morrow
 V. P. & Acct. Exec.....Earl Lines
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Radio Accounts—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Spartus Camera.

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Radio Accounts—Dorance & Co., Electric Storage Battery Co., Knife Crafters, Inc., Lester Lee Labs., Inc., Penn Mutual Life Insur. Co., SKD Industries, Strawbridge & Clothier, Western Savings Fund Soc.

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 Manager.....Orson Hauter
Radio Accounts — David D. Bohannon
 Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.
Television Account—Calif. Fruit Products, Ltd.

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 Kenneth Westervelt
 Manager.....John McQuigg
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Television Accounts — Knox-the-Hatter, Nash-Kelvinator Corp.

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 Script Writer Lorca Henry

Clerical June Sims
 Actor-Writer Bill Denny

Radio Accounts—Bill Williams, Earle
 North Buick Company, Earle North Goodyear

Store, Pollyanna Shop, Union Bottling
 Works, Nueces Hardware, Flato's, Sakowitz

Bros. Inc., Houston Fat Stock Show, Houston
 Hockey Club, Checking Counter South Texas

Motors, Royal Tire Company, Royal Air-
 Conditioning, Loew's State Theatre, Sun-Up

Ice Cream, Camellia Ice Cream, C. B. Del-
 homme, Marine Dis., Donaldson & Bass,

Construction, Hou. Interlocking Tile, Fogle-
 West Funeral Home, Adlof Memorials, Bras-

well's Flower Gardens, Arrowhead Park,
 Mayan Ranch, LH7 Ranch, Yellowjacket

Cafe.

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 Film Tech. Richard V. Thiriot

Radio Accounts—American Packing & Pro-
 vision, Chase, Jesse M. Cloverleaf Milk,

Colville Ice Cream, Exceles Beauty Products
 Co., Fisher Brewing Co., First Federal Sav-

ings & Loan Association, GE Dealers, Jack-
 son Distributing Co., Montana Cereal Com-

pany, Motor Mercantile Co., Mountain Fuel
 Supply Co., Ogden First Federal Savings &

Loan Ass'n, Petty Motor, Porter Macaroni
 Company, Royal Baking Company, Salt Lake

City—Chamber of Commerce, Salt Lake Hard-
 ware Company, Streator Chevrolet Company,

Union Pacific Railroad Co., Utah Finance
 Company, Utah Oil Refining Company, Utah

Power & Light Company, Walker Bank &
 Trust Co., War Assets Administration, West-

ern Colorado Power Co.

Television Accounts—Petty Motor, Utah
 Power & Light Company.

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Phone Fitzroy 2141

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Branch Office

De Young Bldg., San Francisco, Calif.

Manager Robert O. Davis

Radio Accounts—Ralphs Grocery Co.,

Austin Studios, Tropical Preserving Co., Bu-

Tay Products, Ltd., Miller Honey, Chip

Steak Company, Bluhill Foods, Inc., Hug-

gins-Young Coffee Co.

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Radio Account—Valley City Milling Co.

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Sec. & Radio Dir. Louise Benay

Radio Accounts—John G. Meyers Dept.
 Store, Seven-Up Bottling Co. of Troy, N. Y.,

Roxy Cleaners & Dyers, Stone's Liquor Dist.,
 Albany Garage Co., & Appliance Dist., Drive-

In Auto Theaters, Green's Stationers, Stand-
 ards Furniture Co. (Kingston-Troy).

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 V.-P. Fred W. Swanson
 Treas. & Copy Chief. Garrick M. Taylor
 Secy. & Media Dir. Florence A. Neighbors
 Research & Mdse. George B. Frank
 Research & Mdse. J. Alden Joice
 Production Mgr. Doris Monnette
 Account Exec. Henry Nathan
Radio Accounts — Service Stores, Inc.,
 Planters Nut & Chocolate Co., Goldenrod
 Ice Cream Co., Planters Edible Oil Co.,
 Hooker Glass & Paint Co., Jewel Tea Co.,
 Inc., The Illinois Canning Co.

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 Time Buyer. Herman Krone
Radio Accounts — Hartley's Marmalade,
 Lutheran Hour, A. D. Jnilliard & Co., Inc.

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 Phone Klondike 2-1219

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 Sec. & Copy Chief. Mabel Gladwin
Radio Accounts—Fred Benioff, Phillips Al-
 ready Flour, Mission Carpet & Furn., De-
 pendable Mattress, Pastene's Restaurant, San
 Francisco Glass, Alhambra Caudy Co., Allied
 Sales Co., Associated Bedding, Pacific Coast
 Brands, Mar-Bud Food Products, Les Vogel
 Chevrolet.

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Radio Accounts—Pieter de Witt, Inc., The
 Viking Press, The New School, Castle Prod-
 ucts Co.
Television Account—Teldisco, Inc.

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 Time Video Buyer. Harriet Belille
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 Corp., A. Hollander & Sons, Inc., Jacques
 Kreisler, Grolier Society, Inc., B. V. D. Corp.,
 Mojud, Ohrhach's, R. H. Macy & Co., Na-
 tional Silver Co., Foster-Grant, Gruen Watch
 Co., Mennen Co., Bernard Ullman, Schueffel,
 Shwayder, Hunter Douglas.
Television Accounts — Lambert Bros.,
 R. V. D. Corp., Van Heusen, Gruen Watch
 Co., Jacques Kreisler Mfg. Corp., Disney,
 Inc., R. H. Macy & Co.

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Radio Accounts—Fleetwing Corp., B. F.
 Goodrich Farm Service Tires.

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 Phone Circle 6-1950
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 Time Buyer. Aida Stearns
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 lied Plastics, Brewer's Best Assoc. Inc., Cor-
 day Parfum, Herbert Terryton Cigs.

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Radio Accounts—Chas. Freihoffer Baking
Co., Jonathan Levi Co., Wallace Co.

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Phone Pennypacker 5-0837
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Publicity Dir.....Stella B. Wexler
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Radio Accounts—Capital Tire Co., Chick
Line Co., Glamour Shoe Co., Langhorne
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45 Exchange St., Rochester 4, N. Y.
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Radio Accounts—Blue Boy Dairy, Blue Bus
Lines, Bolter-Clark, Inc., E. Cappellino &
Sons, Crescent-Puritan Laundry, Crouch &
Beahan Co., Gulf Oil Corp. (Rochester),
Genesee Conservation League, Genesee Val-
ley Trust Co., Genesee-Monroe Racing Assoc.,
Hallman Central Chevrolet, Haxton Canning
Co., Levis Music Stores, Powers Hotel, J. H.
Rae Oil Co., Inc., Security Trust Co., Henry
Siebert & Sons, Standard Brewing Co., Vet-
cran Foods, Inc., Wegman's Supermarkets,
Wolk Brothers Co., Inc., Bickford Bros. Co.

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Phone State 0055

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Hosiery Co., Nash-Underwood, Chicago Tri-
bune.

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Space Buyer.....Louis C. Paul
Radio-TV Director.....Wm. E. Jones
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Radio Accounts—Ballard & Ballard Co.,
Inc., Skelly Oil Co., The Perfect Circle Corp.,
Carolene Products Co., John Morrell & Co.,
The Sherwin-Williams Co., Wonder Orange
Co., Stewart-Warner, Kelling Nut Co.
Television Accounts—Carolene Products
Co., Bell & Howell Co.

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Phone MU 6-3513

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Media Dir.....William S. Kelly
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1510 19th St., N. W., Washington 6, D. C.
Manager.....Day Thorpe
Radio Accounts—2nd U. S. Army, Staminite
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Phone MURray Hill 3-9135

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Television Account—Churchward & Co., Inc.

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Branch Office

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Television Account—Artistic Foundations, Inc.

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 Television Dir..... W. P. Smith

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Radio Accounts—Charles Gulden, Inc., B. C. Remedy Co., Monticello Drug Co., James O. Welch Co., Parker Herbex Corp., Blueberry Cooperative Assn., Sulco Sales Corp., Merck & Co.

H. B. HUMPHREY CO.

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 Phone Liberty 4714

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 V.P., Acct. Exec. & Dir. of Pub.

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 V.P. & Asst. Dir. of Radio (Boston)

Sally Larkin
 V.P. & Radio Prod. Mgr. (N. Y.)

Walter Butterfield
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Branch Offices

595 Madison Ave., New York, N. Y.
 V.P. & Mgr..... Ned Smith

Radio Accounts—The First Church of Christ, Scientist, The Christian Science Monitor, National Council of The Protestant Episcopal Church.

HUTCHINS ADVERTISING COMPANY, INC.

42 East Ave., Rochester 4, N. Y.
 Phone HAMilton 1160

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

Res. Mgr..... Walter Engwer
 8619 Sunset Blvd., Hollywood, Calif.

Manager..... James Burton

Advertising Agencies

Radio Accounts—Philco Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McCurdy & Co., Serantom's.

Television Account—Philco Corp.

INTERNATIONAL ADVERTISERS

740 Keeler Bldg., Grand Rapids 2, Mich.

Phone 9-4184-5

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 Secretary-Treas. Jean Foster
 Time Buyer. Abbie Seastrom
 Account Execs. Harry P. Symes, C. William Bland.

Radio Accounts—Eherhard Food Stores, Byle Floor Covering, Grand Rapids Beauty College, Royal Jewelers, Brunger & John Hardware, Harold Brink, Kent Castings Company, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Children's Bible Hour, Gospel of Calvary, Berean Baptist Church, Hebrew-Christian Mission, Hour of Praise, Independent Fundamental Baptist Church, Inter-Race Bible Class, Lutheran Gospel Hour, Reformed Witness Hour, Temple Time, Sunday School of the Air, Sunday School Hour, Word of Truth Ministry, Christian Brotherhood Hour, 7th Day Adventist Church, Message to Israel, Grand Rapids Craftsman, Youth for Christ, Adjustable Table Co., Arnold Health Baths, Audiphone, Beck Products, John K. Burch Co., Both Dairy, Capital Airlines, Continental Decal Co., C. B. DeKorne, DeKorne Furniture Co., Dun and Bradstreet, Dykstra Poultry House, Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Grand Rapids Sample Case Co., Holland-American Wafer Co., Jack & Jill Bible Camp, La France Textile Industries, Lear Radio, Manufacturers Engineering Corp., Nchi Beverage Co., Park Furniture Co., Precision Bilt Corp., Spring Arbor College, Radio Station WFUR, Waltile Co., Wolverine Network, Muzak, Inc.

ROCKLIN IRVING & ASSOC.

155 No. Clark St., Chicago 1, Ill.

Phone Randolph 6-2325

Acct. Exec. & Radio-TV Dir. Irving Rocklin
 Continuity Dir. L. H. Goldman
 Production. D. C. Cohen

Radio Accounts—Atlas Piano Co., Balaban Floor Covering Co., Clark Industries, Credit Loan Corp., Doin' the Town Enter., Electric Center, Fisherman's Club, Howard & Co., International Events, Interstate Distributing Co., LeNard Industries, Libby Furniture Stores, Lincoln Home Products, Linoleum City, Martin Fur Co., Martin Jewelers, May-

nard Co., Inc., North Town Currency Exchange, Pollack & Neelson, Real Shampoo, Sherwin Hosiery Co., Safeway Auto Repair System, Speedwriting Institute, Town House-Town Pump Restaurant Chain, Union Life Insurance Co., Walton Motors, Inc.

Television Accounts—Libby Furniture Stores, Walton Motors, Inc., North Town Currency Exchange.

JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.

Phone WOrth 4-7005

PPA

General Partner. Paul E. Jackson
 General Manager. John Yeargain
 Dir. of Radio-TV & Time Buyer

Wallace H. Lancton
 Prod. Mgr. & Space Buyer. Louis Musto
 Asst. Radio Dir. Alice Frey
 Account Execs. Paul E. Jackson, John Yeargain.

Radio Accounts—Richard E. Thibaut, Inc., J. W. Valentine Co., Inc., Denninger Paint & Wallpaper Co., Donel, Inc., George Wood, Sons & Co.

Television Accounts—Richard E. Thibaut, Inc., United Wallpaper Co., Donel, Inc., Eisendrath Glove Co., Warner Wallpaper Co.

JASPER, LYNCH & FISHEL, INC.

17 East 49th St., New York 17, N. Y.

Phone PLaza 5-1700

ABP—APA

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 Vice-President-Media Dir. James W. Fishel
 Vice Presidents. Alfred P. Zabin,
 Herbert P. Field.

Vice-Pres.-Secy. Lee J. Jasper
 Prod. Mgr. Sidney Gabelow
 Copy Chief. V. Conrad Keyes
 Art Dir. Winfield S. O'Connor
 Account Executives. Richard A. Jasper,
 Stanley I. Fishel, Michael Gore, Alfred
 P. Zabin, Lee J. Jasper, Alan L. Rachleff,
 Warren P. Duhin, James W. Fishel.

Radio Accounts—American Bedding Co., L. Blau & Sons, Inc., Fawcett Publications.

JESSOP ADVERTISING CO.

1st Central Tower Bldg., Akron 8, Ohio

Phone Franklin 2169

APA—ABP

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 Radio Director. R. Gilhart
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Phone PLaza 3-4848

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Secretary.....Eugene Hulshizer
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Research & Mdse. Dir....Lawrence Hubbard
Premium Manager.....Margaret Harrison
Radio Director.....Reggie Schuebel
Production.....Chester Gierlach
Head Time Buyer.....Vera Brennan
Time Buyer.....Jeanne Sullivan
Time Buyer.....Sally Reynolds
Time Buyer.....Anne Small

Branch Office

Radio-Research & Accounting Depts.
11 E. 52nd St., N. Y., N. Y.

Radio Accounts—B. T. Babbitt, Inc., Cur-
tice Brothers Co., Hudson Pulp & Paper
Corp., Manhattan Soap Co., Megowen-Educa-
tor Food Co., The Mennen Co., C. F. Muel-
ler Co., E. Myers Lye Corp., Pharmaco, Inc.,
Pierce's Proprietaries, Inc., The Sweets Com-
pany of America, Inc., Wesson Oil & Snow-
drift Sales Co., Whitehall Pharmacal Com-
pany (Hill's Cold Tablets).

Television Accounts—C. F. Mueller Co.,
The Manhattan Soap Co., B. T. Babbitt, Inc.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, Ohio
Phone GARfield 2300

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Radio Director.....C. M. Robertson, Jr.
Asst. Radio Dir.....Kathryn M. Hardig

Branch Office

580 Fifth Ave., New York 19, N. Y.

Manager.....Harry E. Warren
Radio Accounts—Bavarian Brewing Co.,
Cincinnati Steel Railroad Co., Kroger Co.,
Cincy Products Co., Miami Margarine Co.,
Netherland Plaza Hotel, Martin Rosenberger,
Wall Paper Co., Ten-B-Low Co., Heckin Co.,
M. Werk Co.

Television Account—Bavarian Brewing Co.

KAL, EHRLICH & MERRICK ADV. INC.

314 Star Building, Washington, D. C.

Phone EXecutive 3700
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2nd V.P.....Alvin Q. Ehrlich
Secretary.....Bernard L. Linkins
V.P. in Charge of Radio-TV,

Alvin Q. Ehrlich
Copy Chief.....Sol Panitz
Time Buyer.....Marge Donnally

Radio Accounts—Alber Oldsmobile, Ar-
cade Pontiac, Auto Credit Corp., Bamby
Bread, Bethesda Motors, Boyce & Lewis,
Brodt's, Inc., Major Radio & Appliance, Call
Carl, Cannons, Capital Cadillac, Capitol Fur
Shop, Capitol Tires, Caswell Clothes, Cherner
Motors, Colony House, Congressional Hotel,
National Laundry, D & H Distributing Co.,
Eisemans, Electrical Center, Evening Star,
George & Co., Glasser Antos, Goldenbergs,
Grosners, Harrington Hotel, Si Hawkins, Hill
& Tibbits, Home Builders Show, Bruce
Hunt, Juvenile Shoes, A. Kahn, Inc., Kearney
Oldsmobile, Lloyd's, Logan Motors, Lustine
Motor Co., Macmannes, Mandell Chevrolet,
Arthur Markel, Marvin's, Mayflower Hotel,
Mayflower Motors, Miles Auto Glass, Henry
Miller Motors, Mitchell Motors, Montgomery
Ward, Moore-Day Motors, Morton's, McKec
Pontiac, New England Restaurant, New York
Jewelry, Ourisman Chevrolet, Pontiac Dealers
Ass'n, Potomac Garage, Prince George's
Bank & Trust Co., Leo Rocca, Roma Motors,
Wm. Rosendorf, Eli Rubin, Schmid's, A. P.
Woodson, The Jos. M. Zamoiski Co., Shirling-
ton Corp., Sport Center, Star Radio, L. P.
Steuart, Inc., Steuart Motors, Suburban Na-
tional Bank, Harold A. Sugar, Sun Radio,
Philip Sures, Thompson Bros., Times Herald,
Try-Me Bottling Co., Washington Post, Joseph
A. Wilner, Wilson Line, Winchester, Inc.,
Hugo Worch.

Television Accounts—Fred Burka, Call
Carl, Cherner Motor Co., The Jos. M. Zamo-
iski Co., Evening Star, The Hecht Co., Bruce
Hunt, New England Restaurant, Phillips
Radio & App., L. P. Steuart, Inc., Ward
Radio, Moore-Day Motors.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone Central 5331

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Manager of Media.....Walter Kniffen
Radio Director.....James H. West

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Radio Accounts—Procter & Gamble Co., (American Family Flakes), International Milling Co. (Robin Hood Flour), F. Ad. Richter Co. (Pain-Expeller).

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Vice Pres.-Treas.....J. M. Van Horson
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Radio Director.....T. R. Palmer

Radio Accounts—Blatz Beer, Hiccoek Belts, Laco Shampoo, Soapine, Waltham Watch.

Television Account—Waltham Watch.

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Homer Bldg., Washington 5, D. C.
Phone District 7400-13

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Partners.....Irma N. Kaufman, Jeffrey A. Abel,
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Program Director.....Robert S. Maurer
Continuity Writers.....Betty Carroll,
Jean McDonald.

Time Buyer.....Jeffrey A. Abel
Radio Accounts—Potomac Electric Power Co., Columbia Federal Bldg. & Loan Assn., Trew Motor Co., Tom's Auto Service, Yellow Cab Co., Pepsi-Cola Bottling Co. of Wash., Regal Clothing Co., Lucy's Appliances, Saks Fur Co., Penn Daw Hotel & Cottages, Peake Motor Co.

Television Accounts—Tom's Auto Service, Peake Motor Co., Chas. Schwartz & Son, Lucy's-Appliance, Wm. Hahn & Co., Manhattan Auto & Radio Co., Simon Distrib. Co., Raleigh Haberdasher.

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Vice-President In Chg.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Dir. of Media.....Elizabeth Black
Continuity Writers.....Nat C. Wildman, Margot Patterson, Louise Moyer, Phil Thompson, Roland Brave, Margaret Currens, Graydon Walker.

Branch Office

8 South St., Baltimore 2, Md.
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Dir. of Radio & Tele.....Robert G. Swan

Media Dir.....J. T. McHugh
Radio Accounts—American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Laco Products, Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co.
Television Accounts—American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co.

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Phone LOnacre 5-5090
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Secretary-Treasurer.....Alvin J. Kayton
Prod. Mgr.....Herman Jacobs
Radio Accounts—Twentieth Century-Fox Film Corp., Hurok Attractions, Inc., Michael Todd Productions.

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707 S. Broadway, Los Angeles 14, Calif.
Phone TR 2915

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Vice-President.....H. B. Kortz
Secy., Treas., Time Buyer.....Ethel N. Keane
Radio Dir.....Wes Battersea

Branch Office

1441 Welton St., Denver 2, Colo.
Manager.....Harold Neumann

Radio Accounts—American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Chez Marie Gowns, Kortz Jewelry Co., Waco Venetian Blind Co., The Pedigree Shops, Capitol Tire Company, Kliss Bakeries, Elwood Edwards Auto Co., Colo. Highways Imp. Ass'n., Bucklen's Restaurant, Balfour Jewelry Co., Republic Drug Co., Rainbow Ballroom, Ass'n. of Accredited Denver Nursing Schools, Purity Creameries, Garden Farms Dairy, Silver Wing Inn, Seven-Up Colorado Co., Reese Houses.

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1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.

Phone Riley 1476

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Asst. Sec. & Controller....Lenore R. Martin
Vice-Pres. & Copy Chief.....Lawrence T. Sogard
Media Manager.....Mary C. Dill
Exec. Asst.....John R. Painter
Radio Accounts—Hastings Manufacturing Co., The Casite Corp., Walker Mfg. Co., Wilson Milk Co., Inc.

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117 West 46th St., New York 19, N. Y.
Phone PLaza 7-3560

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Radio Dir.....Sholom Rubenstein
Production.....J. F. Keilson
Continuity Chief.....Jacob I. Freedman
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

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3529 Franklin Ave., St. Louis 6, Mo.
Phone JEFFerson 8337

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Vice-Pres. and Treasurer....W. W. Zahrdt
Secretary.....E. M. Kelly
Director of Radio.....David C. Chopin
Radio Account—Visit St. Louis Committee.

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Lewis, E. W. Newsom, Glenn Wiggins.

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Associate Radio Dir... Thomas K. Carpenter
Talent Buyer.....Ben Bodec
Production.....Leonard Carlton
Dir. of Time Buying.....Philip C. Kenney
Time Buyers.....Mary Dwyer,
Lucy Kerwin, William Hinman.

Dir. of Radio Research.....Richard Dunne
Television Director.....Garth Montgomery
Publicity Director.....Hal Davis
Radio Publicity Dir.....Herh Landon

Branch Offices

Equitable Building, Hollywood, Cal.

Associate Dir. of Radio in Chg. of
Hollywood Office.....Robert D. Wolfe
Penobscot Building, Detroit, Mich.

V. P. in Chg. of Detroit.....Neil Mulhern
135 S. LaSalle St., Chicago, Ill.
304 Bay St., Toronto, Canada

Manager.....William J. Frost
Other Offices — San Francisco, Washington,
D. C., Kansas City

Radio Accounts — The Borden Co., Ford
Motor Co., Lincoln-Mercury Division, The
Kellogg Co., Kellogg Company of Canada,

Ltd., Wesson Oil and Snowdrift Sales Co.,
American Maize Products, White Rock Cor-
poration, Stetson, The Gorham Company,
Manhattan Shict Company, Pepperidge Farm,
Inc.

Television Accounts—The Borden Co., The
Kellogg Co.

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

9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025

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Vice-Presidents.....Samm S. Baker,
Rudolph Wetterau, Horace Hagedorn.
Acct. Execs.....Edward Chase,
J. Fred Cross, Ormonde Russell.

Time Buyer (Radio Dept.)....E. Thompson
Executive (Radio Dept.)....Samm S. Baker
Exec. TV Dept.....Edward Chase
Radio Accounts—Bathasweet Corp., Royal
Lace Paper Works, Fluxnit, V. La Rosa &
Sons, Stern's Nurseries, Ludwig Baumann,
Ahraham & Strans, Courtley Men's Toiletries,
Sloan's Liniment & Balm.

Television Account—Royal Lace Paper
Works, Inc.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 3-9600

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Vice-Presidents.....Harry Muller,
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Controller.....Monica Riley
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.

Manager.....Howard Claypoole
4015 Wilshire Blvd., Los Angeles, Calif.

Manager.....Howard Erlich
155 Sansome St., San Francisco 4, Calif.

Manager.....Alfred Ducato
Radio Account—Artra Cosmetics, Inc.
(Artra Cream Shampoo).

Television Account—Norcross, Inc. (Nor-
cross Greeting Cards).

KIRCHER, HELTON & COLLETT, INC.

Mutual Home Bldg., Dayton 2, Ohio
Phone FULton 5161

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Secretary.....Robert Collett
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Prod. Mgr.....Hap Moon
Business Mgr.....R. C. Mills
Account Execs.....Ed Clark, J. M. Hadley,
W. B. Metcalfe, Robert Collett, R. C.
Mills.

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Radio-TV Dir. Chuck Gay
Radio Accounts—August Wagner Breweries, Inc. (Gambrius Beer), Gem City Building & Loan Assn., Frederics-Helton (Travel Service), Otto Spaeth Enterprises (Howard Johnson Restaurants), Fan Tan Corp. (Chewing Gum).

Television Account—August Wagner Breweries, Inc. (Gambrius Beer).

KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.
 Phone Circle 6-3660

President-Radio Account Exec. A. A. Klinger
Radio Accounts — Madison Long Island Personal Loan Co., Bill Williams, Embassy Motors, Walter Bart Inc., News Flash Photo Service, Copacabana.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
 Phone SUtter 1-6110
 AAAA—APA—ABP

President. James C. Knollin
 Art Director. Norman Erickson
 Space Buyer. H. W. Hansen

Branch Office

650 S. Grand Ave., Los Angeles 14, Cal.
 Manager John Hansen

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-President. John R. Landan

Branch Office

524 Guardian Bldg., Cleveland 14, Ohio
 Vice-Pres. in Chg. A. A. Landis

MERRILL KREMER, INC.

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

ANPA—SNPA—NOAB—APA—
 NAAN—ABP

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 Vice-President. Marshall J. Smith
 Secretary. Homer Gentry
 Radio Dept. Homer Gentry,
 J. P. Tucker, Edmunda McGeece, Andrew Kozik.

Radio Accounts—Dixie Margarine (Southern Div.), Goldcrest Beer, Mid-South Fair, Ozburn-Abston & Co., Inc.

KUDNER AGENCY, INC.

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

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 Vice-Presidents. E. J. Owens,
 Sam D. Fuson, Robert D. Stewart, Haywood Anderson, Schuyler Kudner.

Exec. Dir. TV & Radio. Myron P. Kirk
 Radio-TV Dir. Edmund Cashan
 Business Manager. Gordon H. Mills
 Prod. Mgr. William Templeton
 Asst. Dir. Hugh Brown
 Asst. Copy Chief. Norman Nash

Branch Offices

215 Market St., San Francisco, Calif.

New Center Bldg., Detroit, Mich.

Albee Bldg., Washington, D. C.

215 W. Seventh St., Los Angeles, Calif.

Radio Accounts—The Texas Co., General Motors, Goodyear Tire & Rubber Co., U. S. Tobacco Co., Benson & Hedges, Collier's.

Television Accounts—The Texas Co., Admiral Corp., Swank, Inc., Buick Motors, U. S. Tobacco Co.

J. B. KUPSICK ADV. AGENCY

122 East 42nd St., New York 17, N. Y.
 Phone MURray Hill 5-9143

ANPA—PPA—APA

President & Radio Dir. J. B. Kupsick
 Vice-President. Saul Kampf
 Sec. & Space Buyer. Harriet Kolchin
Radio Account—Cascade Laundry.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
 Phone SUPerior 7940

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 Vice-President. F. S. Kuttner
 V. P., Sec. & Treas. C. D. Kuttner
 Account Executives. S. C. Kuttner,
 E. A. Grossfeld, Mae McCain, A. S. Heelt, Jr.

Radio Director. Larry Kurtze
 Media Dir. & Time Buyer. Edward M. Stern
 Promotional Director. Robert Schoenbrod

Radio Accounts—Baer Bros. & Prodie, Crest Specialty Co., Kent Products Co., Royal Metal Mfg. Co., Capitol Dairy Co., Finders Mfg. Co., National Superior Fur Dressing & Dyeing Corp., Shainberg Dry Goods Co., Chicago Terminal National Bank, Holleb & Co., Pacific Wine Co.

LAKE-SPIRO-SHURMAN, INC.

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

APA—ANPA—SNPA—PPA

President. Avron Spiro
 Secretary-Treasurer. M. M. Shurman
 Production Manager. M. Parker
 Pub. & Public Relations. Al Capley
Radio Accounts—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—APA

President. John L. Johnston
 Executive V.P. Gordon Seagrove

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V. P. General Manager.....Frank W. Mace
 Radio Dir.....Ray H. Kremer
Radio Accounts Placed—Lambert Pharmaceutical Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
 Phone MO 9500

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 Secretary-Treasurer.....Vera H. Landsheft
 Acct. Execs.....Henry L. Barber,
 A. Wm. Landsheft.
 Production Manager.....E. T. Drullard
 Radio Dir.....Henry L. Barber
Radio Accounts—Fairmont Creamery Co., Kendall Refining Co., Liberty Bank of Buffalo, Lohlaw Groceries.

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

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 Vice-President-Treasurer.....Fred P. Stashower
 Vice-Presidents.....Richard P. Dodds,
 Martin J. Cohn
 Radio-TV Director.....A. B. Fisher
 Asst. Radio-TV Directors.....Mary Jayne Haring, Robert Goldberger.

Radio Accounts—Cleveland Indians, Dowd-Feder, Inc., Lane Drug Co., Miller-Becker Co., Yellow Cab Co., World Publishing Co., Burrows.

Television Accounts—Babee-Tenda Corp., Miller-Becker Co., Cameron Corp., Burrows, Strong.

C. J. LA ROCHE & CO., INC.

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

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 Vice-Pres. Chg. Copy.....Crane Haussamen
 Vice-Pres. Chg. Art.....Gene Davis
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 V. P. in Chg. Copy-Research.....Crawford Paton
 Secretary.....Edwin F. Blair
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 Media Director.....Sally Mansfield
 Art Directors.....Caesar Ferri,
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 Copy Director.....Bob Cragin
 Time Buyer.....Anne Pratt
 Radio Producer.....R. S. Cragin
 Television Producer.....G. R. Nelson

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 Asst. Dir. Radio Dept. Barbaca Aiton
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Radio Accounts — National Spot: First
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 True Tone Hosiery, Colonial House, Powers
 Inc. (Candy), Gregor Chocolate Shops, Cook
 & Dunn (Paints), Farber Bros., Fed-Flack
 (Cameras).

Television Account—Norma Pencils.

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Radio Account—Minneapolis-Honeywell.

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Time Buyer Sarah Williams
Radio Accounts—Brock Candy Company,
 Colonial Stores, Inc., Ashley Automatic Wood
 Stove Co., Blackman Stock Company, Bank
 of Georgia (Bank), National NuGrape Com-
 pany.

Television Accounts—Brock Candy Co., H.
 W. Lay Co.

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 Phone Circle 5-8800

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 75 East Wacker Drive, Chicago 1, Ill.
 Manager.....R. B. Newell
 420 Madison Ave., New York 17, N. Y.
 Manager.....R. T. O'Connell
Radio Accounts—Los Angeles Brewing Co.,
 Breakfast Club Coffee.

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 Radio & Media Dir.....W. B. Pritchard
Branch Office
 51 E. 42nd St., New York 17, N. Y.
Radio Accounts—Carr-Consolidated Biscuit
 Co., Wise Potato Chip Co., J. S. Ivins' Sons,
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Radio Accounts—Keystone Steel & Wire
 Co., Schultz, Baujan & Co.

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 Co., Fox De Luxe Brewing Co., Florsheim
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 Television Director.....Norman Lindquist
 Copy.....William Bent
Radio Accounts—Dad's Root Beer, Mrs.
 Klein's Potato Chips, Cimino Wines, Legion
 Ice Cream, Chicago Sun-Times, Hollands
 Jewelers, Rubin's Apparel, Joy Candies,
 Roller Derby, Chicago Coliseum, Arcadia
 Gardens, Armory, Harry Alter Co., Cook
 County Motors, Passtime.
Television Accounts—Passtime, Harry Al-
 ter Co., Cook County Motors, Rubin's Ap-
 parel.

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Space Buyer.....Martha Brest
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Radio Accounts—Bahi Juice Oranges, Baitel
 Wallpaper, Presto Cookers, Canadian Ace Ale,
 Gailing Enterprises, Kasanof-Paramount Bak-
 eries, Lithuanian Society, Larga-Pic Co., Old
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Branch Office
 1520 Cross Roads of the World, Hollywood 28,
 Calif.

Radio Accounts — Snyder's Drug Stores,
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Radio Accounts—M. Braverman & Sons,
 Triebitz Shoes, Cuffanti, Hudson Canadian
 Furs.

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Radio Accounts—Air France, American Vis-
 cose Corp., Callaway Mills, Inc., Canada Dry
 Ginger Ale, Inc., Delaware Floor Products,
 Judson Dunaway Corp., Fred Fear & Co., In-
 ternational Salt Co., Luden's, Inc., The Pure
 Food Co., Sylvania Division American Vis-
 cose Corp.

Television Account — Canada Dry Ginger
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 Phone DALy 4090

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Branch Office

201 N. Wells St., Chicago, Ill.
 Phone STATE 4199

Radio Account—Edwards Motor Co.

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87 Weybosset St., Providence 5, R. I.
 Phone GASpee 4456
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Radio Accounts—Candy Mart Stores, Inc.,
 Eclipse Food Products Corp., National Glass
 Co., Shiloh Bottling Co., Apex Tire, Inc.,
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Radio Accounts—Gillette Safety Razor Co.

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Television Accounts — Brownstein Louis Co., Caspar-Davis Co., Sears, Roebuck & Co., Star Outfitting Co.

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Television Accounts — Leisy Brewing Co., National Biscuit Co., Standard Oil Co. of Ohio, Swift & Co.

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 Production Mgr. Harry S. Klein
 Media Dir., Space Buyer, Radio Dir.

John R. Forkner
 Research Dir., Talent & Time Buyer

Alfred C. Kipp
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Radio Accounts—Southern Dairies, Breyer Ice Cream Co., Pratt Food Co.

Television Account—Breyer Ice Cream Co.

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 President-Treasurer Louis Melamed

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 Newton Stein, Glenn Knoblauch, Wm. C. Dun-
 can, Vern Sork.

Time Buyer.....Frank Johns

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 Minn.

Manager.....E. T. Holmgren
 333 N. Michigan Ave., Chicago 1, Ill.

Prod. Mgr.....Charles Rieklefs

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 Hilex Company, Kuehn-Hall Company, Lau-
 O-Sheen, Inc., Minnesota Farm Bureau Fed-
 eration, Minnesota Farm Bureau Service Co.,
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 Publication Space Buyer.....Mary Hauser
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Branch Office

759 Milwaukee St., Milwaukee 2, Wis.

Manager.....George Grabin

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 Ball Club, Consolidated Royal Corporation
 (Krank's Shave Kreem), Illinois Meat Com-
 pany, Milwaukee Elec. & Transport Co., Sil-
 berman Fur Corporation, Wisconsin & Michi-
 gan SS Co., Wm. Wrigley Jr. Company,
 Patricia Stevens Models' Finishing School,
 Coca-Cola Bottling Company of Chicago, Chi-
 cago Transit Authority, Clark's Super Gas,
 Continental Pharmaceutical Corporation (Ky-
 ron), Bruce Pharmaceutical Company (Q.
 R. D.).

C. L. MILLER COMPANY, INC

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

Phone MURray Hill 2-1010

ANPA—PPA—APA—NOAB—ABC

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 Sec. & Treas.-Radio Dir.....George Carhart

Branch Office

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

Manager.....I. M. Tateur

Radio Accounts—Corn Products Refining
 Co., Curtis Candy Co., Gordon Baking Co.,
 Dr. Swett's Root Beer Co.

DAN B. MINER CO., INC.

756 S. Spring St., Los Angeles 14, Calif.

Phone TRinity 9711

AAAA — ANPA — ABP — NOAB

APA—PPA—ABC

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Radio Director.....Paul E. Forrest

Time Buyer.....Terry Brady

TV Dir.....Hildred Sanders

Radio Accounts — Weber's Bread, Dolly
 Madison Cakes, Log Cabin Breads, Dr. Ross
 Dog Food, Solar Aircraft Co., Storyafter's
 Guild.

EMIL MOGUL CO., INC.

250 West 57th St., New York 19, N. Y.

Phone, COlumbus 5-2482

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Executive Vice-President.Charles Rothseild

General Manager.....Lester Loeb

Secretary-Treasurer.....Helene Mogul

Copy Chief.....Myron Mahler

Research Director.....Richard Liebman

Production Manager.....Fred Lerro

Art Director.....Ed Batt

Media Director.....Helen Munroe

Radio Accounts—Berolio Import Co., Inc.,
 Barney's Clothes, Inc., Canadian Fur Corp.,
 Gem Oil Co., Klein Bros., Knomark
 Mfg. Co., Inc., Napa Valley Grape Prod.,
 National Shoe Stores, Pauker Bros., Rock-
 Flint, Ronzoni Macaroni Co., Stone-Tarlow
 Co., M. Wile & Co., Stuarts Clothes.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio

Parkway 1178

PPA — ABP — ANPA

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V. P. & Space Buyer.....B. L. Schurman

Radio Accounts — Rainbo Baking Co.,
 Coney Island Amusement Co., Coca-Cola Bot-
 tling Co., Cincinnati Times-Star.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone HEMpstead 4194

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Account Executives.....Jack Kerr,
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Production.....John Burton
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Copy Chief.....Audrey Sharpe

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Affiliate
Goodkind, Joice & Morgan, Inc.
Palmlive Bldg., Chicago 11, Ill.
President.....Clyde M. Joice
Raymond R. Morgan Co.
1 Rue Faubourg St. Honore
Paris, France

Chief Executive.....Raymond R. Morgan, Jr.
Radio Accounts—Planters Nut & Choc. Co.,
J. A. Folger & Co., Los Angeles Soap Co.,
(White King Granulated Soap; Scotch Triple
Action Cleanser; Sierra Pine Toilet Soap;
Merrill's Rich Suds; Merrill's Pine Toilet
Soap), Chapman Park Hotel, MacIntosh
Studio Clothes, German's Seed and Plant
Co., Institute of Religious Science, Desert
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122 East 42nd St., New York 17, N. Y.
Phone ORegon 9-4600
PPA—APA

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Radio Accounts—Vick Chemical Company,
The Sofskin Company.

Television Account—Vick Chemical Com-
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Partner.....Rose Moselle

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10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141

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Media Director.....Miss L. B. Mang
Radio Accounts—C. A. Durr Packing Co.,
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Co., Comstock Canning Corp.

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415 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 7-7377-8
APA—ANPA

Partner.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Art Director.....James Sullivan
Radio-TV.....Ely A. Landau
Radio Accounts—Ybry Perfumes, Madow's
Jewelry Stores.

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520 N. Michigan Ave., Chicago 11, Ill.
Phone Whitehall 4-7717
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M. O. Yocum, C. W. Muench.
Mgr. Client Service.....Robert Gingrich
Media Director.....Vietnr Fabian
Production Manager.....William G. Fisher
Radio Dir.....Glenn E. Martin
Radio Accounts — Dorkec Famous Foods,
Pavelka Bros., Marhofer Packing Co., Tof-
fenetti Restaurant.

Television Account—Triangle Restaurant
Co.

NATIONAL EXPORT ADVERTISING SERVICE

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Phone MUrray Hill 9-6835

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Vice-President.....Thomas W. Hughes
Media Dir.....Jack Donelson
Secretary.....Joseph Madden

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John Sweeney, Joseph Madden, Thomas
N. Hughes, Paul R. Kruming.

TimebuyerLeonore Sanders
Contract Manager.....Joseph Finale
Radio & TV Dir.....James G. Zea

Associate Offices In:

Cuba, Mexico, Venezuela, Colombia,
Brazil, Argentina, South Africa,
Radio Accounts—Borden Co., Carter Prod-
ucts, Electric Autolite, Esterbrook Pen Co.,
H. J. Heinz Co., Lambert Pharmaceutical Co.,
Lever Brothers, Richard Hudnut, Quaker
Oats Co., Ruppert Brewery, William R. War-
ner, National Carbon Co.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone STate 2-5151

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search Dir.), Alan Wallace (Radio Dir.),
Alan Wallace (Radio Dir.), Leo Ken-
nedy (Copy Dir.) John H. Kies (Art
Dir.), Erwin A. Miessler (Production
Dir.), Frank Pittman (Radio Manager-
Producer, Hollywood Office).

Sec.-Treas.....Max D. Andyl
Branch Office

1680 North Vine St., Hollywood 28, Calif.
Manager.....Frank Pittman
Radio Accounts — Kraft Food Co., S. C.
Johnson & Son, Swift & Co., Wieboldt Stores,
Inc., Derby Foods, Inc., Lever Bros. Co.

NEFF-ROGOW, INC

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 7-4230

Pres. & Acct. Exec.....William Rogow
Acct. Exec., Copy Chief....Stewart P. Brown
Personnel Director.....Harriet Barnett
Radio Accounts—Melville Shoe Corp.,
Joseph Martinson & Co., Bond Stores, Inc.

NELMS & FULLINGTON, INC., ADV.

312½ W. Walnut, Springfield, Mo.
Phone 3-4050

APA

Pres.-Time Buyer..M. Wayland Fullington
V.P.-Time Buyer.....Ralph A. Nelms
Prod. Mgr.....Robert McClancy
Art Director.....George Janes
MAOMI.....Phil Beck
Radio Accounts—Assemblies of God, Faith
of our Fathers, Inc., Old Nick's Seed Co.,
Wilke Laboratories, Ozark Implement &
Tractor, Pioneer Products Co., Inc., Wilson
Bros. Mfg. Co.

NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone MUrray Hill 3-4900

AAAA—ANPA—PPA—ABP—NOAB—
SNPA—ABC—APA—CAN—NAAN—
TAAN—BMB

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William Reydel, John P. Cunningham,
C. S. Walsh, R. L. Strobbridge, F. H.
Walsh, G. S. Fowler, T. J. Maloney.

Radio Director.....Blayne Butcher
Time Buyers.....Gene Litt,
Tom Lynch.

TV Dir.....George Foley
Media Dir.....N. M. McEvoy

Branch Offices

8420 Sunset Blvd., Hollywood 46, Cal.
Manager.....Martin Barrett
1305 Terminal Tower Bldg., Cleveland 13,
Ohio

Manager.....Robert Williams
Radio Accounts—Liggett & Myers Tohaeco
Co. (Chesterfields), Beech-Nut Packing Co.,
Economics Laboratories, Kirkman Soap, Sher-
win Williams, Electrical Auto-Lite Co., Sun-
shine Biscuits, Inc., Northwest Airlines.

Television Accounts — Merrill Lynch,
Squibb & Sons, International Silver Co., Syl-
vania Electric Co., Liggett & Myers (Chester-
field), Sunshine Biscuits, Inc., Sherwin-Wil-
liams.

THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
Phone Lexington 7155

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NEWMAN, LYNDE & ASSOC., INC.

400 Florida National Bank Bldg.,
Jacksonville 2, Fla.

Phone 3-1253

ABP—ANPA—SNPA—NOAB—FAAG—
APA

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Executive Vice-President....Hunter Lynde
Vice-President.....Gordon Stewart
Secretary.....Ron Sercombe
Radio Accounts—Foremost Dairies, Inc.,
JAX Brewing Co., Wood Chemical Co.

NORTHWEST RADIO ADV. CO.

708 American Bank Bldg., Seattle 4, Wash.
Phone Elliott 5488

Mgr. & Radio Dir.....Edwin A. Kraft
Asst. Manager.....W. L. Paul
Radio Accounts—Gardner Nursery Co.,
Henry Lily Farm, Rhodius Perfumes, Uni-
corn Press Alaska Life, Mothers Home Life,
Frederick Herrschner, Music in Color, Pa-
cific Alaska Salea Co., Home Art Studios.

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OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-23

ANPA—PPA—NOAB—ABP—APA

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Space Buyer & Res. Dir.....James O'Neal
Art Director.....Harry Lindemann
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Radio Director.....Margaret Hart Nelson

Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.

Vice-Presidents.....I. J. Wagner,
M. H. Bronner

38 Central Park South, New York 19, N. Y.
V.P. & Radio Dir.....Harold Kaye

Radio Accounts—Atlas Brewing Company (Atlas-Prager Beer), Ayars, John G., Co. (Helen Ayars Hand Cream), Biscaglia Bros. Corp. (Paradise Wines), Columbia Brewing Company (Alpen Brau Beer, Courtney's Ale), Eagle Stamp Company (Eagle Stamps), F & F Laboratories, Inc. (F & F Cough Drops), General Grocer Company (American Lady-Topmost Foods, Big Fellow Peas, Cob-Cut Corn, Dining Car Coffee, Manhattan Coffee), International Laboratories, (Mylo Pharmaceuticals), Lewis-Howe Co. (Tums & Nature's Remedy), Milton Oil Company (Dixcel Gasoline), Missouri Brewers' Association, National Dairy Products Company, Inc. (Scaltest Products), National Waste Paper Campaign (Fifty Leading Paper-board Mills), Schoenhofen Edelweiss Co. (Edelweiss Beer), Vess Beverage Co. (Vess Cola), Wenzel H., Tent & Duck Co., (Water Bags & Tarps).

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4 W. 58th St., New York 19, N. Y.
Phone PLaza 9-8050

ANPA—NOAB—PPA—ABC

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Jacques Zuccaire

Secy.-Treas.....Chauncey C. Seedorf
Radio-TV Director.....John C. Hoagland

Branch Office

8611 Sunset Blvd., Los Angeles 46, Calif.
Manager.....Richard Digas
123 New Bond St., London, England
Manager.....F. A. Nicholson
96 Rue de la Victoire, Paris, France
Manager.....M. Renault
Radio Accounts—Woodhury Co., The Andrew Jergens Co.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400

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Executive Vice-President...Charles Chappell
V.P. Radio-TV Dir....David Hale Halpern
Vice-Pres. & Dir. of Media.....Marc Seixas
Time Buyer.....Don Scandlin

Radio Accounts — National Brewing Co.
Browne Vintners Co., Inc., AF of L.

Television Account—National Brewing Co.

MERRITT OWENS ADV. AGENCY, INC.

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250

ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens
Vice-President.....John J. Goetz
Prod. Mgr.....R. Grant Neds
Art Director.....Irene Irvin

Radio Accounts—Feld Chevrolet Company, Inter-State Moving & Stor. Co., Meyer Sanitary Milk Co., Nourse Oil Company, Sun-Ra Frozen Foods, Inc., Joe M. O'hill Motor Co., Davidson Brothers Motor Co., Sutherland-Becker Laboratories.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone TEmplebar 2-2885

ABP—APA

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Carl W. Sickler.

Assoc.....Harvey C. Scott
Account Executive.....Walter Utterback
Radio Production.....Helen A. Kennedy

Radio Accounts — Jackson Furniture Co., First Federal Savings & Loan Association, Chapel of Memories, Bananza Corp., Perfect Seal Jars.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone ELiot 1401

ANPA—AAAA—NOAB—CAN

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V.P., Radio-TV Dir.....Trevor Evans
Secretary-Treas.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office

715 Cascade Bldg., Portland 4, Ore.
Co-Managers.....Mr. & Mrs. Milton Foland
Radio Accounts—Fisher Flouring Mills Co., Washington Co-Op Farmers Assn., Lang & Co., Washington State Fruit Commission, Cowman & Campbell Co., William O. McKay Co.

Television Accounts — Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pacific Lincoln Mercury Co., William O. McKay Co., Pacific Nat. Advg Agency, Imperial Candy Co., Federal Old Line Insurance Co.

. . . Advertising Agencies . . .

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PPA

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Copy Chief, Editor. William R. Barker
Radio Director. Hope M. Stewart
Radio Accounts—Cooper Razor Blade Co.,
Manufacturer's Trust Co.

PECK ADVERTISING AGENCY, INC.

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Phone PLaza 3-0900

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V.P. & Secretary. Harry Krawit
V.P. & Gen. Mgr. Walter Schwartz
Vice-President. Bruno W. Randolph
Director of Radio-Television

A. L. Lieberman
Radio Accounts—Beverwyck Breweries,
Inc., Consolidated Tea Co., Old Dutch Mills,
Inc., Pando & Co., Parker Watch Co., Temple-
tone Radio Co., Inc., Fruit of the South, I. J.
Fox.

Television Account—Churchwater & Co.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500

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G. Douglas Morris, T. C. Fisher.
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Media Director. T. C. Fisher
Time Buyer. John J. McSweeney
Dir. of Radio-TV. E. G. Sisson, Jr.
Asst. Director. W. S. Roberts
Program Supervisors. W. S. Roberts,
Elizabeth C. Shay.

Radio Accounts—Centaur Caldwell Di-
vision Co. of Sterling Drug, Procter &
Gamble, North East Airlines.

R. C. PHARES ADV. AGENCY

701 Lloyd Bldg., Seattle 1, Wash.
Phone Seneca 4880

President. R. C. Phares
Acct. Manager. J. A. Dusriy
Radio Accounts—Playland, Jack Miller, S.
Seattle Land, White Center Com. Western
Wineries, Walters Studio, Viewlands Fuel,
Center Jewelers, Owen-Hampson, Arthur A.
Wright, Northwest League Casimir Cleansers.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone Franklin 2122
TAAN

Partners. William L. Phillips,
Charles C. Ramsey
Account Executive. Fred J. Volz

Radio Dir. Bill Mesmer
Time Buyer. Ruth B. Hale

Radio Accounts—Arden Farms Company,
Tufford Motor Company, Dr. G. W. Raichart,
Home Federal Savings & Loan Association,
Davidson Furniture Co., Swan Shop, Valle's
Restaurant, Aristocrat Venetian Blinds, Mrs.
Conklings Bakery, The Grable Company,
Mexicali Brewing Co., First National Bank,
Willis M. Allen Company, Dennstedt Electro-
Mart, Stanley Andrews Sport Goods Store.

PITLUK ADVERTISING CO.

2200 Alamo National Bank Bldg.
San Antonio 5, Texas

Phone GRfield 7268
ABP—ANPA—PPA

SNPA—NOAB—APA—TAAN

Owner. Jack N. Pitluk
Radio Director. Bob Holleron
Asst. Director. Pat White
TV Dir., Time Buyer. Jack N. Pitluk, Jr.
Asst. TV Dir. Sam Riklin

PORTER & ASSOCIATES

430 South Western Ave., Los Angeles, Cal.
Phone DUnkirk 8-2972

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Sales Mgr. Irwin T. Porter
Partner Owner, Radio Dir.
Gertrude T. Porter
Copy Chief. Jean Norab

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 2530

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inson
Secretary-Treasurer. C. C. McMillan
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912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9400

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 Art Dir. James W. Duke
Radio Accounts—Claussner Hosiery Co.,
 Falls City Brewing Co., Inc., Merit Clothing
 Co., Moniteau Mills.

PRATT AND BURK

223 Fourth Ave., Pittsburgh 22, Pa.
 Phone ATlantic 1-4139

Partners.....Russell Pratt.
 C. Norman Burk
 Comptroller.....Robert W. Torrence
 Media Dir. & Secy.....D. E. McCarthy
 Radio Director.....Russell Pratt
 Copy Writer.....Ann Carnahan
Radio Accounts — American Cleaning &
 Dyeing Co., The Boehm Co., Central Lincoln-
 Mercury, Hutchinson Co., D. J. Kennedy Co.,
 Liberty Baking Co., Lincoln-Mercury Dealers
 of Allegheny County, Meadow Gold Dairies,
 Inc., Meadow Gold Foods Co., Midtown
 Motors, Inc., National Record Mart, Peerless
 Wallpaper & Paint Co., Pittsburgh Home Sav-
 ings & Loan, Roth Rug Cleaners, Inc., Stand-
 ard Floor Co., Spix Prods. Co., Tucker and
 Tucker, Voco Tele Music Corp., George M.
 Wilson Co., Winston Chevrolet, Inc., Presby-
 terian Book Store, Knights Life Ins. Co.

PROGRESSIVE RADIO ADVERTISING CO., INC.

260 E. 161st St., New York 51, N. Y.
 Phone MElrose 5-5522-3-4

Pres. & Radio Dir.....Lido Belli
 Secretary & Time Buyer..Catherine Termini
Radio Accounts — Adam Hats, Bendix
 Washing Machine, Florsheim Shoes, Buitoni
 Prods., White Sewing Machine, William Oil-
 O-Matic Oil Burners, Chrysler Corporation,
 Carter's Little Liver Pills, Conti Products,
 Consolidated Edison Co. of N. Y., De Nobili
 Cigar Co., Ford Motors, Floiill Products,
 Gambarelli & Davitto, Inc., General Electric,
 General Motors, Johnson & Johnson, Kel-
 vinator Refrigerators, Manufacturers Trust
 Co., Pepsi Cola, Philco Refrigerators and
 Radio, Pinex, Southern Cotton Oil Co.,
 United Security Associated Warehouses Assn.,
 White Labs. Inc., Planters Edible Oil Co.,
 Procter & Gamble, Public National Bank &
 Trust Co., RCA Victor, Perugina, Inc.,
 Quiet May Oil Burner Co., S. A. Shonbrunn
 (Medaglia d'Oro Coffee); Warren Norge Co.,
 Wrigley Chewing Gum, Suprcfilm Distrib-
 uting Corp., St. Joseph's Aspirin, Atlantic
 Macaroni, Co., Inc., Florence Gas Range,
 Frank (Chicory & Spices), Hi-Jump Fruit
 Co. of California; Maytag Washing Machine,
 Ossola J. Co.; Pandora Cigar Co., Inc., RKO
 Theater.

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 Phone NE 7873
 APA—PPA

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 Director of Sales.....C. Fyten
 Art Director.....Charles Ernst
 Production Manager.....D. J. Holstad
 Space Buyer.....E. J. Petersen
 Radio Dir. & Time Buyer....J. H. Fischbein
 Copy Chief.....John Reely
Radio Accounts—Dairy Fresh Creameries,
 Miss Morris Candies, Zip Co., Red Wagon
 Pop Corn, Kennedy Products, Hilltop Feeds.

THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa
 Phone 3-1889

NOAB—ANPA—PPA—APA—ABP

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 A. C. Naeckel, W. J. Henderson, G. E.
 Bischoff, A. M. Walgren.
 Service Director.....A. M. Walgren
 Production Manager.....D. Worden
 Art Director.....P. Norton
 Technical Consultant.....W. A. Giraldi

Branch Offices

1509 Cross Roads of the World,
 Hollywood 28, Calif.

Manager.....Ruth Lambert
 230 N. Michigan Av., Chicago, Ill.
 Vice-Pres., Sec., & Gen. Mgr.....F. L. Eason
 Vice-President.....L. H. Copeland
 Art Director.....E. J. McCabe
 Radio Director.....D. L. Parsons
 Production Manager.....Vito M. Volino
Radio Accounts—The F. W. Fitch Co.,
 Blackhawk Brewing Co., Western Grocer Co.,
 The Herman Nelson Corp., Illinois Commer-
 cial Men's Assn., Berghoff Brewing Corp.,
 Lite Soap Co., Michigan Mushroom Co.

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.....Sol Chasnoff
 Prod. Mgr. & Acct. Exec.....Paul Apello
 Radio-TV Director.....Michael A. Fiore
 Acct. Exec.....B. Wilman
Radio Accounts—China Clipper, Non-Sec-
 tarian Radio Church, Evangelistic Prophetic
 Testimony of Phila., Watchung Lake, Casino
 Beach & Pool, Freehold Raceways, Dover
 Race Track, Post Auto Exchange, Airport
 Motors, Alexander Beverages, D. Wolf &
 Co., Circle Motor Sales, South Beach Busi-

• • • Advertising Agencies • • •

ness Men's Assn., Village Business Men's Assn.

Television Accounts — Watchung Lake, Swimming & Bathing Resort.

THE RANDALL COMPANY

75 Pearl St., Hartford 5, Conn.
Phone 7-1179

ABP

Radio Director.....Florence F. Crady

Radio Accounts—Crown Petroleum Corp., Crosby Clothes, George E. Dewey Co., Ellin & Levin, Harry Glotzer, Hartford Gas Co., Hoffman Wallpaper Co., Musler's Wayne Apparel, Savitt Jewelers, Schulz Beauty Salons, Bacon Botling Co., Tuckey's Radio & Appliances, Wachtel's Dept. Store.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone Cadillac 4662

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Vice-Presidents..Hal. G. Trump, Ralph W. Sharp

Secy. & Copy Chief.....George B. Dow
Radio Dir.....R. D. Hughes
Space & Radio Time Buyer.....Charles E. Foerster

Art Director.....L. F. Dechein
Production Mgr.....George L. Husted
Account Executives...H. Ross Mack, Hal C. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, J. W. Sweet, Lee E. Crooks

Radio Accounts—Board of State Fair Managers, Booth Newspapers, Bronte Champagne & Wines Co., Inc., Salutaris Mineral Springs.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone MA 2-6811

ANPA—PPA—ABP—APA

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Art Dir.....William Wilbur
Production Mgr.....Nathan Chayette
Tele & Radio Dir.....P. Rossano
Publicity Dir.....Lillian Timoney
Research Dir.....Eleanore Lambeck

Radio Accounts—K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

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
V. P.'s.....F. R. Riszey,
H. E. Sands.

Secretary.....Edward Sahrbeck

Branch Office

416 W. 55th St., New York 19, N. Y.

Vice-President.....H. E. Sands
Radio Accounts—Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6130-1-2-3

ANPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield
President.....E. F. Johnstone
Buyer.....Mary Ripple

Radio Accounts—Colcombet Wines, Hall and Ruckel, Inc., Howard Clothes Co., Krashe Cosmetics, Pierce's Proprietaries, Inc., Block Drug Co., E. Fougere, Inc.

Television Account—Howard Clothes.

REDMOND COMPANY

38 Newbury St., Boston 16, Mass.
Phone KENmore 4545

ABP—ANPA—APA—PPA—NOAB

Pres., Treas., Radio Dir.....C. A. Dana
Redmond

V. P., Art Dir., Space Buyer..D. L. Bassett
Secretary.....E. E. Kolb

Radio Accounts—Charles B. Perkins Co., Salem Chemical & Supply Co., Savogran Co.

THE BERT REESE SYNDICATE

1776 Broadway, New York 19, N. Y.
Phone PLaza 9-6837

Exec. Dir.....Berthold J. Reese
Art Dir.....Oscar Liehman
Production Mgr.....B. C. Streib
Space Buyer.....James L. Northrup
Buyer of Radio Time....P. E. Cunningham

KNOX REEVES ADVERTISING, INC.

600 First National—Soo Line Bldg.
Minneapolis 2, Minn.

Phone BRidgeport 7701

AAAA—ABP—ANPA—APA—NOAB—
PPA—ABC—BMB

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Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle.

Secretary & Treasurer.....C. L. Greenwood
Radio-TV Director.....Russell E. Neff

Branch Office

625 Market St., San Francisco 5, Calif.
Vice-Pres. & Mgr.....H. H. Strobusch

Radio Accounts — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co.

Television Account—General Mills, Inc.

Advertising Agencies

REINCKE, MEYER & FINN

520 N. Michigan Ave., Chicago 11, Ill.
 ABP—NOAB—ANPA—APA
 ABC—BMB

President.....Wallace Meyer
 Sec.-Treas.....C. A. Reincke
 Vice-Presidents.....Gordon Taylor,
 C. C. Stevens, J. J. Finn.

Radio-TV Dir.....Frank M. Baker
Radio Accounts—Blue Moon Foods, Reed
 Candy Co., Chicago, Burlington & Quincy
 R.R., The Ball Co., Jan-Wil Corp.; Gulf, Mo-
 bile & Ohio R.R., Anderson Co.

Television Account—Reed Candy Co.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
 Phone Capital 7-7611
 ANPA—PPA—ABP—AAAA

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 Art Dir.....Harry Goodinaw
 Assoc. Art Dir.....Laurence W. Hobbs
 Production Mgr.....Francis R. O'Reilly
 Asst. Prod. Mgr.....Fiore Rapa
 Copy Chief.....Harry Dodsworth
 Media Dir. & Radio Time Buyer

Thomas J. Rowen
 Mgr. Outdoor Dept.....Burt C. Riley, Jr.
 Radio-TV Dir.....Frederick W. Ayer

Radio Accounts—Hampton Brewing Co.

**EMIL REINHARDT
 ADVERTISING AGENCY**

1736 Franklin St., Oakland 12, Calif.
 Phone Templebar 2-2408
 ABP — ANPA — APA

President.....Emil Reinhardt
 Copy Chief.....Dave Lane
 Space Buyer.....Dorothy Orrick
 Radio Manager.....Joseph Connor
 Copywriter.....James Prindiville
 Production Mgr.....Edward O'Mara
 Radio Time Buyer.....Eleanor Shea
 Manager.....Joseph Connor

Radio Accounts — Kilpatrick's Bakeries,
 Mary Ellen's, Inc., Standard Beverages, Cen-
 tral Bank, San Francisco Brewing Co., Grocers
 Milk Co., Tuttle Cheese Co.

REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.
 Phone Plaza 7-8030

ANPA—ABP—PPA—APA—SNPA—CAN

President.....Joseph Reiss
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 Secretary-Treasurer.....B. M. Reiss
 Comptroller & Office Mgr.....John T. Cisneros
 Acct. Exces.....John L. Bricker,
 Mike Beecher, Stanley Sussman.
 Radio Dept.....Ed Rattner,

Marion Kushner, Rose Yergin.

Radio Accounts—Decorative Cabinet Corp.,
 Lafayette-Concord Radio, S. Klein, McCrory
 Stores, Princess House Closets, Rand Rubher.

Television Accounts — Lionel Corp., Toy
 Guidance Council.

E. W. REYNOLDS, LTD.

145 Yonge Street, Toronto 1, Ont., Canada
 Phone Waverly 6157
 ABC

President.....Edward W. Reynolds
 Secy. & Treas.....Fred Banks
 Art Dept.....Garth Harber
 Production Mgr.....John L. R. Russell
 Copy Chief.....N. Stuart Walton
 Radio Dir.....H. C. Caine
 Asst. Radio Dir.....Shirley Oakes
 Space Buyer.....Helen Anderson
 Account Executives.....C. Warren Reynolds,
 H. D. R. Newby, H. C. Caine.

Radio Accounts—The Ogilvie Flour Mills
 Co. Ltd., Lantigen Laboratories Ltd., West
 York Motors Ltd., Ontario Honey Producers
 Co-operative Ltd., The T. Sisman Shoe Co.
 Ltd.

FLETCHER D. RICHARDS, INC.

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

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 NOAB—PPA

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 Vice-Presidents.....Willis E. Blodgett,
 Bradley A. Walker.

Secy.-Treas.....Duane W. Beurmann
 V.-P. & Media Dir.....E. A. Elliott
 Vice-Presidents.....W. A. McNabb,
 Radcliffe Romeyn, John Davidson, Trell
 Yocum, M. J. Casey.

Art Director.....John Sidebotham
 Copy Chief.....Harry Barnhart
 Mgr.-Market Analysis.....Herbert L. Baldwin
 Time Buyer.....George Panental
 Radio-TV Dir.....Kenneth Young
 Program Director.....Tom Hicks, Jr.
 Writer & Asst.....S. J. Frolick

Branch Office

Lincoln Tower, 75 E. Wacker Dr., Chicago 1,
 Ill.

Manager.....French E. Eason

Radio Accounts—Eastern Air Lines, Inc.,
 United States Rubber Co., Rockwood & Co.,
 Durham-Enders Razor Corp., The Joseph
 Dixon Crucible Co.

Television Accounts — United States Rub-
 ber Co., Eastern Air Lines, Inc.

Advertising Agencies

M. EVANS RICHMOND ADV. AGENCY

1411 Walnut St., Philadelphia 2, Pa.
Phone LOcust 7-3479

ABP

Pres. & Radio Time Buyer.....M. Evans
Richmond

Art. Dir.....Mathew Lynch
Production Mgr.....Claude Lathrop
Account Executive.....Robert S. Hammond

Branch Office

80 Boylston St., Boston 16, Mass.

R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone WABash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Walter W. Werle
Radio-TV Dir.....Sally V. Woleven

Radio Accounts—Bank of Louisville, Burdoff Furniture Co., Broadway Chevrolet Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Yellow Cab Co., Paramount Foods, Inc., Hurry-Up-Broadway.

LEE RINGER ADVERTISING

3923 West 6th St., Los Angeles 5, Calif.
Phone DRexel 8131

AAAA—ABP—ANPA—APA—PPA

Owner.....Lee Ringer
Art Dir.....Richard Pennington
Production.....C. C. Wickstrom
Copy Chief.....Mary Lou Gordon
Time & Space Buyer.....Shirley Etkin

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone MADison 6-2291

Owner.....John H. Riordan
Art Dir.....Elsie Beck
Space & Time Buyer.....Nancy Meyers
Account Executives.....A. Culver Boyd, Jr.,
C. R. Hawkins.

Radio Accounts—Calif. Flyers, Inc., Calif. Crowers Wineries, Doyle Packing Co.

PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone MURray Hill 7-6574

ANPA—APA—PPA—AAAA—NOAB

Chairman & Treas.....Philip Ritter
Vice Pres.....Walter J. McIndoe
Secty.....Henry P. Bender

Radio Accounts—Bel Paese Sales Co., W. C. Horn Bros. & Co., Ryan Sales Co.

RITTS ADVERTISING AGENCY

601-5 Gerke Bldg., Cincinnati 2, Ohio
Phone DUbar 0532

Owner.....Charles Rittenhouse

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone PE 5-5766

Owner & Chief Executive.....Dan Rivkin

Radio Accounts—Spiro's Apparel, Moskin Clothes, Richards Clothes, John Kohler Clothes, Dunoff Shoes, Berg Bros. Clothes, Joe Krass Clothes, Royal Shoes, Ismak Rug Mills, I. Schabin Furniture.

ELWOOD J. ROBINSON ADV. AGENCY

541 So. Spring St., Los Angeles 13, Calif.
Phone MUTual 6293

ABP—ANPA—PPA—APA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....B. E. Howard
Production Mgr.....T.H. Tomlin
Art Director.....Walton Titus
Media Dir.-Time Buyer.....R. C. Neuman

Branch Office

801 Kohl Building, San Francisco, Calif.

Radio Accounts—Lond Linda Food Co., Pioneer Savings & Loan, Home Building & Loan Assn., Metropolitan Federal Savings and Loan Assn., Trailer Coach Assn. of California, Cinch Products, Inc., Pasadena Builders & Loan Assoc., California Fig Institute, Western Savings & Loan Assn., Federal Savings & Loan Institute, Lorenz Broom & Mop Co.

Television Accounts—Pasadena Building & Loan Assn., Cinch Products, Inc.

ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago 3, Ill.
Phone RANDolph 9760

ANPA—APA—PPA—NOAB—ABC

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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, J. V. Gilmour.

Director of Radio.....Phil Stewart

Branch Offices

225 S. 15th St., Philadelphia 4, Pa.

Vice-Pres.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
V. P. & Gen. Mgr.....R. A. Porter
Radio Director.....Harold F. Kemp

Radio Accounts—Network: Lewis-Howe Co., Sun Oil Co.; National Spot: Chicago, Milwaukee, Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmaceutical Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., The Studebaker Corp., Revere Camera Co.

. . . Advertising Agencies . . .

ROCK ADV. AGENCY

1165 Broadway, New York 1, N. Y.
Phone MUrray Hill 9-3850

ABP

Partner & Copy Chief.....Allan Rock
Partner & Prod. Mgr.....Robert Rock
Art Dir.....Jo Bologna
Radio Time Buyer.....Irwin Winehouse
Space Buyer.....Sally Winston
Account Executive.....Nat Wolle

THE ROCKMORE CO.

37 West 57th St., New York 19, N. Y.
Phone PLaza 8-2506

ABP—APA

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Exec. Vice-Pres.....J. Leonard Shaub
Vice-Pres.....Erwin S. Franken
Space Buyer.....A. T. Parker
Art Dir.....Leo Waldman
Prod. Mgr.....Richard Lippman
Radio Accounts—Cafe St. Denis, Darling
Shops, Fisher Bros. Specialty Store, Lane
Bryant, Paradise Bootery.

RODGERS & BROWN ADV.

131 West 52nd St., New York 19, N. Y.
Phone PLaza 7-8040

NOAB—ABP—ANPA—APA

President.....Jerry Rodgers
Vice-Pres. & Gen. Mgr.....Lloyd S. Howard
V. P. & TV Dir.....J. Edward Boyle
Secy. & Treas.....N. J. Rodgers
Art Dir.....Harry E. Swenson
Production Mgr.....A. Van Strander
Copy Chief.....E. Richter
Media Dir.....Anne Seltzer
Consultant Art Dir.....Stanley Brown
Account Executives.....Jerry Rodgers,
N. J. Rodgers, Lloyd S. Howard, J. Ed-
ward Boyle, Fred Salles, Celia Agress.

Radio Accounts—Babette Shop, Childhood
Nursery Products, Guy Lombardo, Twin City
Shellac Co.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone DEArborn 0020

ABP—ANPA—APA—PPA—SNPA

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Exec. V. P.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Art Dir.....H. A. Fronn
Account Executives.....Howard N. Smith,
Louise Wood Allen, Marie J. Callahan,
Dave McConnell, James A. Greig.

Branch Offices

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President.....Walter E. Smith
Exec. V. P. & Mgr.....Howard N. Smith
Public Relations Dir.....John Olds

Art Dir. (Dallas).....Marvin Krieger
Radio Dir.....Marie Callahan
Copy Chief.....M. Stewart
1004 Baltimore Ave., Kansas City 6, Mo.
President.....Walter E. Smith
Vice President.....Howard N. Smith
Manager.....B. G. Wasser

ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone CLevland 5975

ABP—APA

Pres., Treas., Space Buyer....Manus Roizen
Vice-Pres.Samuel Sapowitch
Secty.Edith Roizen
Art Dir., Prod. Mgr.....C. John Gunther
Radio Dir., Time & Space Buyer

David I. Levy

Personnel Dir. & Librarian.....Mary Riley
Radio Accounts — Sattler's Dept. Store,
Pfeiffer's Food Products, Inc., Saul's Auto
Sales, Inc., Yeostros Ice Cream Co.

Television Accounts—Bickford Bros. Co.,
Sattler's Dept. Store.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St., W., Montreal, Que.
Phone PLateau 4803

ANPA—AAAA—PPA—CAN—ABC—
BMB—NAAN

President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Vice-President (Toronto).....R. J. Avery
Treas.....Angus Ahern
Radio Dir.....Frank Starr
Asst. to Radio Dir.....S. B. Hayward

Branch Office

133 Wellington St., W., Toronto, Ontario
Vice-Pres. & Radio Dir.....R. J. Avery
Asst. to Radio Dir.....D. R. Loney

Radio Accounts — Bristol-Myers Co. Of
Canada Ltd., McColl-Frontenac Oil Co., Ltd.,
Canadian Industries Ltd., Canada Packers
Ltd., Heaters Ltd., Canadian Arena Co., Ltd.,
Montreal Shoe Stores, Dominion Govt., Tin-
tex.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago 11, Ill.
Phone Superior 3486

ANPA—PPA—ABP—APA

Owner.....Charles E. Rose
Art Dir. & Prod. Mgr.....L. E. Manning
Space & Radio Time Buyers..William Perry,
M. B. Cooper.

Radio Accounts—Auto Accessory Co., John
S. Budd, Charms & Cain, Chicago Interna-
tional Co., H. C. Evans & Co., Lombardo
Wine Co., Nu-Dell Mfg. Co., Winkenweder
& Ladd, Inc.

. . . Advertising Agencies . . .

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, Ohio
 Phone PRespect 6171
 Pres., Treas., Radio Dir....William Ganson
 Rose
 Vice-Presidents.....Frank Pelton,
 L. C. Brown
 Secty., Prod. Mgr.....Laura J. Ondrey
Branch Office
 3719 Reading Rd., Cincinnati 29, Ohio
 Manager.....L. C. Brown
Radio Accounts—Bailey Co., W. B. Burke
 & Co., Cleveland Foundation, Cleveland Ses-
 quicentennial Comm., Essex Trust Co., Hig-
 hee Co., Mass. Mutual Life Insurance Co.,
 Public Square Relations.

ROSE, GARDNER & WHITE

2412 West 7th St., Los Angeles 5, Calif.
 Phone DRexel 7211
 APA—AMPA

Account Executives.....Edward B. Ross,
 Harold M. Gardner, William W. Schweit,
 Frank Ryhlick.
 Radio TV Dir.....Frank Ryhlick
 Radio Time Buyer.....Edward B. Ross
Radio Accounts—General Electric, Given
 Mfg. Co.
Television Accounts—General Electric, Jac-
 lane of Hollywood, Harbor Boat Company,
 Silverwoods, Robert's Markets, Snowden
 Chemical Co., Barker Bros., Bert D'Orsay
 Television Co., Given Mfg. Co.

ROSE-MARTIN, INC.

21 W. 46th St., New York 19, N. Y.
 Phone LUXemburg 2-3550
 ABP—ANPA—PPA—APA

President.....Irl W. Rose
 Secretary-Treasurer.....John B. Martin
 Vice-President.....Vaughn G. Hannington
 Media Director.....C. M. Rundbaken
 Production Manager.....John A. Boule
 Art Director.....Andrew K. Nelsen
 Comptroller.....H. J. Carmichael
 Account Executive.....Irl W. Rose, 2nd
Radio Accounts—Public National Bank &
 Trust Co. of New York.

IRVING ROSEN ADVERTISING

160 Fifth Ave., New York 10, N. Y.
 Phone CHelsea 2-7930

Owner, Space & Radio Time Buyer...Irving
 Rosen
 Production Mgr.....E. Rose
Radio Accounts—Style-Rite Footwear Corp.,
 Ask Pharmacal 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.....H. B. Sadler,
 Joseph Ellner
 Radio Dept.....Arthur Rosenberg,
 Samuel Rubenstein, Charles S. Silver
Radio Accounts—Gleam Shampoo, Myer
 1890 Beverages, Rigaud Perfumcs, Miner's
 Inc.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd., Los Angeles 36,
 Calif.
 Phone BRadshaw 2-5608
 ABP—APA

Owner.....Art Rouse
 Art Director.....Robt. F. Hubbell
 Production Mgr.....Paul Flynn
 Space Buyer.....Eleanor Dorfman
 Account Executives.....Bert Feinberg,
 Anne Flynn, Art Rouse.
 Radio-TV Director.....Bert Feinberg
Radio Accounts—Original Barbecue, Lamb-
 kin Products Co., Culver of Calif., Perma-
 Nail Co., Harold's.
Television Account—Harold's.

JULIUS J. ROWEN CO., INC.

1050 Sixth Ave., New York 18, N. Y.
 Phone LONgacre 4-6190
 ABP

President.....Julius J. Rowen
 Secretary.....M. G. Rosenberg
 Treasurer.....Irving Weisfeld
 Art Dir.....R. P. Rose
 Prod. Mgr.....Bernard Derringer
 Acct. Exces.....J. J. Rowen,
 I. Weisfeld, H. Furber, C. A. Faudre.
 Radio Dir. & Time Buyer.....J. J. Rowen
Radio Accounts—House of Rothschild,
 Peter Scott Fashions, Mor-Lac Products,
 Rothschild Wine Cellars, Penn-5th Avenue.

CHARLES L. RUMRILL & CO., INC.

311 Alexander St., Rochester 7, N. Y.
 Phone BAKER 4340
 AAAA—ABP—PPA—ANPA

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 2nd Vice-Pres.....S. H. Weinstein
 Secretary.....H. R. Hanson
 Treasurer.....G. G. Wallington
 Prod. Mgr.....H. H. Thompson, Jr.
 Time Buyers.....J. L. Kennedy,
 R. C. Hobbs.
Radio Accounts—Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy, J. B. Stickles Co.

Advertising Agencies

LOWE RUNKLE COMPANY

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

ABP—PPA—APA

President.....Lowe Runkle
Vice-President.....Roger Pishny
Secretary.....Irene Gammel
Acct. Execs.....Harold Kranz,
Lowe Runkle, Roger Pishny.
Art Director.....Einar Lndquist
Dir. of Radio.....Jack Leach

Radio Accounts—Borden Milk Co. (Oklahoma City plant), Cain's Coffe Co., Arkansas City Flour Mills, Local Federal Savings & Loan, Liberty National Bank, Dairy Council of Oklahoma City, Oklahoma Operating Co., Merit Mills, Inc.

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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Exec. Vice-Pres.....E. J. Grady
Media Dir. & Vice-Pres.....J. L. Ames

Radio Department

V.-P., Dir. of Radio-TV...Willson M. Tuttle
Head Talent & Time Buyer...Thomas G. Slater
Head of TV Dept. and Publicity Chief

Grant Y. Flynn

Script Editor.....Sidney Slon
Business Mgr.....Bernard Rasmussen
Casting Dir.....Katherine McMahon
Producer-Directors.....John Cole,
Robert Steel, Sidney Slon.

Assistant Producer-Dir.....Stanley Wood
Asst. Talent Buyer and Publicity Head

Bernard Zvirin

Exec. TV Producer.....John R. Allen
Asst. TV Dir.....Louis deMilhau

Radio Continuity

V.-P. in Chg. of Radio-TV Commercials
Reggie Morgan
Asst. Head.....Frank Dennis

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.

Exec. Vice-Pres. & Western Mgr.

Paul E. Watson

Chicago Manager.....William P. Littell
Media Manager.....Albert R. Callies
Director of Radio.....R. W. Metzger
Chg. of Radio Production.....N. E. Heyne
Bus. Mgr. & Time Buyer.....Holly Shively
Charge of Television.....Fran Harris
Charge of Commercials.....Irene Small
Producer.....Warren Johnson

7430 Second Blvd., Detroit 2, Mich.

Vice-Pres. & Manager.....Tod Reed
812 Oliver St., St. Louis 1, Mo.

Vice-Pres. & Manager.....Oscar A. Zahner
712 Main St., Houston 2, Texas

Manager.....H. Donald Hopton
1630 No. Vine St., Hollywood 28, Calif.

V.-P. & Pacific Coast Mgr.....John H. Weiser
Head of Radio Prod.....Glenn Middleton
Business Mgr. & Head of TV...Marvin Young
Mgr. of Media Dept.....R. K. Fredericks
Art Director.....Charles Williams
Production Mgr.....Donald Whittemore
Copy Director.....Fred Jones
Asst. Head of TV.....Stewart Garner
Account Executives.....Charles Bowes,
William Howard, Walter Neill, Arthur
Trask.

235 Montgomery St., San Francisco 4, Calif.
Manager.....Herbert O. Nelson

1218 3rd Ave., Seattle 1, Wash.

Vice-Pres. & Manager.....F. C. Mullins
Carew Tower, Cincinnati 2, Ohio

Manager.....John L. Magro
80 Richmond St., W., Toronto, Ont., Canada
Manager.....Gordon Ralston

Radio Accounts — Chrysler Corporation, Delaware, Lackawanna & Western Coal Co., Electric Auto-Lite Co., Garrett & Co., Lever Brothers Company, Lever Brothers Limited, H. C. Lytton Co., Squirt Co., Griesedieck Bros. Brewery, Pepsodent Co. of Canada, Wm. Wrigley Jr. Co., Bailey Schools, Savings Banks Assoc. of State of N. Y., Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, Binyon Optical Co., Kick-away Garments, Inc., Krey Parking Co., Martha Maid Mfg. Co., Thomas J. Lipton, Ltd., Mutual Insurance of Omaha.

LEWIS EDWIN RYAN

726 Jackson Place, N.W. Washington 6, D. C.
Phone REpublic 7606-7-8

ABP—ANPA—PPA—AAAA—SNPA—
ABC—NOAB

Owner.....Lewis Edwin Ryan
Gen. Mgr. & Sr. Acct. Exec...J. Robert Corry
Auditor.....Preston B. Coiner
Art Dir.....William N. Clifford
Prod. Mgr.....David F. DeYoung
Copy Chief.....Harry A. Lyles
Radio Dir.....J. G. Manchester
Account Executives.....John F. Hardie,
W. R. Doores

BEN SACKHEIM, INC.

29 West 57th St., New York 19, N. Y.
Phone ELdorado 5-6025

ANPA—PPA—APA—ABP—NOAB

President.....Ben Sackheim
Vice-Pres.....Lloyd G. Whitebrook
Secty.....M. A. Aldridge
Treas.....E. P. O'Shaughnessy
Prod. Mgr.....Nathan Lebed
Media Dir. & Time Buyer...Leonard H. Spring
Publicity Dir.....Bette Benfield
Research Dir.....Sylvia M. Sackheim
Art Dir.....Lawrence K. Skora
Fashion Prom. Dir.....Ruth Hammer
Copy Chief.....John A. Mullen

. . . Advertising Agencies . . .

ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1130

ABP—ANPA—PPA—ABC

President.....Maubert St. Georges
Exec. V.-P., Radio Dir...Stanley J. Keyes, Jr.
Treasurer.....John H. Vesely
Vice-Pres.-Art Director...Alfred A. Anthony
Production Manager.....William Korcak
Asst. Media Dir.....John C. Lawton
Publicity Director.....John C. Gourlie

Branch Offices

Post Road, Stamford, Conn.

Manager.....Cacl Speirs
2112 N. Charles St., Baltimore 18, Md.
Manager.....Arthur Booth

SALESVERTISING ASSOCIATES, INC.

Board of Trade Bldg., Chicago 4, Ill.
Phone Wabash 2-6245

President.....Douglass Doolittle
Secy.-Treas.....G. S. Doolittle
Art Dir.....Robert B. Sharp
Mgr. Tele Dept.....Eddy Borgan

RICHARD SALINGER

294 Washington St., Boston 8, Mass.
Phone Liberty 2-5332

President.....Richard B. Salinger
Art Dir.....Irving Saecks
Prod. Mgr.....Joseph W. Bourke
Copy Chief, Radio-Tele Dir.,
Radio Time Buyer.....Phyllis Stoln
Radio Accounts—Balch-Price Specialty
Shop, Conrad & Co., Dinty-Moore (Boston),
Kane Furniture Co., Lamson Hubbard, Se-
lect Fashions.

SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.
Phone Gregory 3-1414
ABP

Art Dir.....Tom Cuffari
Copy Chief.....Scot Forbes
Media Dir. &
Radio Time Buyer.....H. Harvey Salow
Research Dir.....Lyn Murray
Account Executives.....H. Harvey Salow,
George Riedl.
Radio Accounts—Franklin Trust Co., Mac
Lane Mfg. Co.

SAWDON ADV. COMPANY

480 Lexington Ave., New York 17, N. Y.
Phone PLaza 5-2516

Owner.....Frank B. Sawdon
Prod. Mgr.....Gus Havemeyer
Copy Chief.....V. J. Bigliano
Space Buyer.....Tom Tracy
Radio Time Buyer.....Jerry Bess
Account Executives.....Frank B. Sawdon,
V. J. Sawdon, Jerry Bess.

Branch Office

737 N. Michigan Ave., Chicago 11, Ill.
Radio Accounts—Case Clothes, Inc., Rob-
ert Hall Clothes, Lewis Apparel Stores.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone Market 2-0480
ANPA—APA—PPA

President.....Julius Scheck
V. P. & Treas.....Morris Scheck
Art Dir.....Ernest D. Barnham
Prod. Mgr.....Louis E. Arrants
Copy Chief.....Carlton Smith
Space Buyer.....Frank M. Craumer
Radio Dir.....E. Grant Scheck
Account Executives...William H. Andrews,
E. Grant Scheck, Morris Scheck, Julius
Scheck

Radio Accounts—Allenhurst National
Bank, Bender Corp., Chardavoyne Co., Ep-
pens Smith Co. (Holland House Coffee),
Federal Trust Co., Franklin-Washington
Trust Co.

HUGO SCHEIBNER, INC.

111 West 7th St., Los Angeles 14, Calif.
Phone Michigan 6636
ABC

Pres., Radio & Tele Dir.-
Radio Time Buyer.....Hugo Scheibner
Prod. Mgr.....Mar Frankel
Secy. & Treas.....M. C. Scheibner
Copy Chief.....J. T. Baldwin
Media Dir.-Space Buyer
& Pub. Dir.....Roseblanche Lowry
Account Executives.....Irwin Salzman,
Shirley Marsh, Roseblanche Lowry, Hugo
Scheibner.

Branch Office

26 O'Farrell St., San Francisco 8, Calif.
Radio Accounts—Bardon of Hollywood,
Calif. Fashion Trends, Ciro's of Hollywood,
Hfy-Act, Inc., Little Champ of Hollywood,
S. R. L. Mfg. Co., Taylor-Berke.

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone ARmitage 1600

Pres., Media Dir.,
Space Buyer.....Sydney R. Raike
Vice Pres.....J. E. Schenker
Art Dir.....M. Riekabaugh
Radio Time Buyer.....C. D. Domin
Account Executives.....S. R. Raike,
J. E. Schenker, C. D. Domin.

SCHOLTS ADVERTISING SERVICE

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

Owner.....William G. Scholts
Production Mgr.....L. G. Mhyro
Radio Dir.....T. D. Scholts

. . . **Advertising Agencies** . . .

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone Gaspee 4813-45

ABP—ANPA—APA—PPA—NOAB

Pres. & Treas. Gordon Schonfarber
Vice-President Russell C. Edwards
Secretary Amanda C. J. Olsson
Radio Dir. Claire R. Grenier
Acct. Exec. Gordon Schoufarber
Radio Accounts—California Artificial Flower Co., Comfi-Coil, Inc., Colonial Laundries, Gladding's, Inc., Old Colony Co-operative Bank, Tilden-Thurber, Inc.

MARCEL SCHULHOFF & CO.

10 E. 44th St., New York 17, N. Y.
Phone Murray Hill 7-7317

PPA

Partners Marcel Schulhoff,
Miriam C. Schulhoff, Jerry Verlen.

SCHWAB & BEATTY, INC.

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

AAAA—PPA—APA—ARP—ANPA

President Victor O. Schwab
Time Buyers Robert W. Beatty,
James E. Schwenck

Radio Accounts Placed — Book-of-the-Month Club, Wilfred Funk, Inc., Book Presentations.

SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone DEarborn 2-1815

AAAA—ABP—ANPA—PPA—APA

Pres. & Treas. R. J. Scott
Vice-Pres. W. Schwimmer
Copy Chief L. Krakover
Media Dir. E. Vanderploeg
Art Dir. A. Thaler
Secretary H. Heilig
Acct. Execs. E. Guy, C. H. Lillienfeld
Fred Vosse, Gene Colin, Robert Knapp.

Radio Dir. Earl Bronson
Radio Accounts—Chicago Stadium, Congress Cigar Co., Hirsch Clothing Co., Kitchen Arts Foods, Linco Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorn-Melody Farms Dairy, Keeley Brewing Co., Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Liquinet Corp. (Chicago).

SCOTT'S AGENCY, INC.

11 Pemberton Sq., Boston 8, Mass.
Phone Capitol 7-2425

Pres., Treas., Space Buyer,
Radio Dir. & Buyer
Radio Time George L. Stingel
Secretary Marie T. Linskey

J. B. SEBRELL ADV. AGENCY

300 So. Los Angeles St., Los Angeles 13, Calif.
Phone MA 6-9397

ABP—APA

Owner & Research Dir. J. B. Sebrell
Art Dir. Allen Todd
Prod. Mgr. Harry Page
Copy Chief Herb Boothe
Space Buyer Peggy Thomas
Publicity Dir. Harry Page
Account Executives J. B. Sebrell,
Harry Page, Clifford Botway.
Radio-TV Dir. Clifford Botway

RUSSEL M. SEEDS CO.

919 N. Michigan Ave., Chicago 11, Ill.
Phone DELaware 7-1045

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Executive Vice-President George Bayard
Vice-Presidents A. D. Keyes,
Paul Richey, Harry H. Maus, Harry B.
Goldsmith, Jr., Hub Jackson.

Treasurer Jack Harding
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Director of Research James Witherell
Art Director Jerry Bryant
Radio-TV Director Jack Simpson
Time Buyer Merle Myers

Branch Offices

Lemcke Bldg., Indianapolis 4, Ind.
Vice-President Paul Richey
1469 N. Vine St., Hollywood 28, Calif.
Resident Manager Lou Place

Radio Accounts: Bowers Lighter Co., Bowers Mfg. Co., Brown & Williamson Tobacco Corp., Double Cola Ice & Bottling Co., Fitzpatrick Bros., Oxford Products Co., Rhodes Pharmaceutical Co., The Pinex Co., Procter & Gamble, W. A. Sheaffer Pen Co.

Television Accounts—Brown & Williamson Tobacco Corp., Double Cola Ice & Bottling Co.

ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone TRinity 3445

Owner-Manager Roscoe W. Segar
Sec.-Treas., Radio Dir. D. D. Segar
Radio Accounts—Spot: Geo. B. Wallace Co., Niklas & Son, Tualatin Valley Nurseries.

FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone GARfield 0360

ANPA—ABP

Owner Frederick Seid
Prod. Mgr. Nada Halse Banks
Radio Dir. Sam P. Moore
Account Executives Norman L. Cotton,
Frederick Seid.

Radio Accounts—The August E. Drucker Co., Gene Comptons Corp.

Advertising Agencies

SEIDEL ADV. AGENCY, INC.

1475 Broadway, Times Tower Bldg.,
New York 18, N. Y.
Phone LO 4-3780
ABP—APA

Pres., Radio & TV Dir.....Robert Seidel
Vice-Pres.....Arthur A. Judson
SecretaryIrma Lee
Art Directors.....Oscar Harris,
John T. Grubel.

Copy Chief.....J. Rose
Media Director.....David Braun
Traffic & Prod. Mgr.....Albert Harsnett

Radio Accounts—Ringling Bros. and Barnum & Bailey Circus, Imperial Pearl Syndicate, Melville Radio Institute, Henry Rosenfeld, Inc.

Television Account—Colonial Airlines, Inc.

SEWELL ADV. AGENCY

730 Gravier St., New Orleans 12, La.
Phone Raymond 7114
SNPA

PresidentGranville Sewell
Radio Dir.....K. B. Thompson
Art Dir.....C. Earl
Prod. Mgr.....Martin Burke
Account Executives.....K. B. Thompson,
Robert Claire.

Radio Accounts—Central Savings & Loan Assn., The Howell Co., Station WNOE, Union Savings & Loan Assn.

**SHAFFER, BRENNAN, MARGULIS
ADV. CO.**

4 No. Eighth St., St. Louis 1, Mo.
Phone MAin 2579
ANPA—APA—PPA

Partner-Space Buyer.....S. I. Rosenfeld
Partner-Space Buyer.....

Radio Dir.....Sam B. Margulis
Account Execs.....Sam B. Margulis,
S. I. Rosenfeld, R. W. Bickelhaupt, Sidney Nehmen.

ED SHAPIRO ADVERTISING

Fox Bldg., Philadelphia 3, Pa.
Phone LO 4-2877
ABC—ANPA—ABP—PPA

PresidentEdward Shapiro
Vice-Presidents.....Leon Cohann,
Leonard Goldsmith.

Account Executive.....George Mallis
Radio Dept.....Harriet Ullman
TV Dept.....Donn Bennett

Radio Accounts—Central Oil Co., Lefkoe-Mortons, Pearson, M. J. Freed, Louis-Harold, The "Big Ten," Bartels.

Television Accounts — Bartels, Mort Fou, Guard Chevrolet, Servagen Products, The "Big Ten."

SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone GRamercy 5-5560
ABP—PPA—APA

President-Radio Dir.....Louis Shappe
V. P. & Gen. Mgr.....Samuel Groden
Exec. Vice-Pres.....Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Rose Madie Vitanza
Production Mgr.....O. Weiner

JOHN W. SHAW ADV., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone DEarborn 2-5082
ANPA—PPA

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Asst. to Pres.....Betsy Tyroler
Vice-Pres. & A. E.....L. W. Scott
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Treasurer.....Robert Jacoby
Secretary.....Augusta Young
Creative Dir. & TV Dir.....Frank Walsh
Art Dir.....Clarence W. Sorenson
Production Mgr.....Don H. Rutledge
Media Dir. & A. E.....Paul Olafsson
Research Consultant.....Dr. Chas. L. Allen
Account Executive.....E. J. Conlon
Time Buyer.....Mildred Dudley

Radio Accounts — Standard Milling Co., Headquarters Fifth Army, Beltone Hearing Serviec.

J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets
Radio Accounts—Skinner & Eddy Corp.

SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670

AAAA—ANPA—PPA—APA—NOAB—ABP
President.....George H. Sheldon
Vice-President.....L. C. McElroy
Vice-Pres.....P. Wesley Combs
Time Buyer.....Catherine Wohlpart
V. P. & Treas.....J. F. Quick

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

K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.
Phone ANdover 3-5966

President.....Kenneth E. Shepard
Vice-President.....Wayne G. Williams
Radio-TV Dir.....Wayne G. Williams
Time Buyer.....Frank McBride
Accr. Exec.....Ben Homan

Radio Accounts — Wilson & Co., Acme Feeds, General Finance Corp., National Assn. of Homebuilders, Universal Records, Inc., Music of the Month Club.

. . . Advertising Agencies . . .

SHERMAN & MARQUETTE

919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 7-3000

ABP—ANPA—PPA—NOAB—APA—
ABC—AAAA

Partners Stuart Sherman,
Arthur Marquette, Carl S. Brown.
Radio Director Louis E. Tilden
TV Dir. L. D. Griffith

Branch Office

10 Rockefeller Plaza, New York 20, N. Y.
Eastern Mgr. Carl S. Brown

Radio Accounts—The Quaker Oats Company (Quaker Puffed Wheat & Puffed Rice Sparkies), Pack-O-Ten, Pettijohns, Ful-O-Pep Feeds), Quaker Oats and Mothers' Oats, Sterling Drug Inc., (Dr. W. B. Caldwell Co. Division, Dr. Caldwell's Luxative Campho-Phenique), Colgate-Palmolive Peet Co. (Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Talc, Cashmere Bouquet Face Powder, Cashmere Bouquet Bean Cake, Ajax Cleanser).

HAROLD J. SIESEL CO.

424 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-0138

ABP—PPA—ANPA—APA

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Frieda W. Siesel
Art Dir. Jerome S. Niblette
Prod. Mgr. David Karp
Space Buyer &
Buyer Radio Time Harold Schindler
Account Executives Harold J. Siesel,
Harold Schindler

THE SIGNET CORP.

188 W. Randolph St., Chicago 1, Ill.
Phone State 2254

Pres., Treas., Space Buyer,
Pub. Dir. Karl A. Kopetzky
V. P., Prod. Mgr.,
Space Buyer Jacqueline J. Silver
Sec'y Samuel G. Rautbord
Dir. Radio-TV, Time Buyer Al Milton
Radio Accounts—K & K Studios, Lukko Sales Corp., Powell Products.

SIMMONDS & SIMMONDS, INC.

210 No. Wells St., Chicago 6, Ill.
Phone ANdover 3-6645

ABP—ANPA—APA—PPA—NOAB

President Phil W. Tobias, Sr.
Vice-Pres. Albert M. Wolf
Exec. Vice-Pres. F. M. Simmonds, Jr.
Sec'y. & Treas. Carmen Guyot
Art Dir. Edward Zubbrick
Prod. Mgr. Kenneth H. Willert
Radio & Pub. Dir. Phil W. Tobias, Sr.
Radio Time Buyer Marion B. Azzarello
Research Dir. Phil W. Tobias, Jr.

Account Executives Phil W. Tobias, Jr.,
F. M. Simmonds, Jr., Russell Mullins, Albert M. Wolf, Wilson, H. L. Lewis, M. Mendelsohn.

Branch Office

611 Olive St., St. Louis 1, Mo.

Vice-Pres. Merle Fuller
Asst. to V.-P. Dorothy van Horn

Radio Accounts—Dr. LeGear Medicine Co., Security Mills, Inc., Haynes Milling Co., James H. Gray Milling Co., B-I Beverage Co.

DOUGLAS D. SIMON ADV., INC.

280 Madison Ave., New York 16, N. Y.
Phone LEXington 2-7873

ANPA

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Vice-Presidents Carolyn Glass,
Charles Sandak.
Secretary-Space Buyer Anita Chinkel
Account Executives Charles H. Sandak,
Carolyn Glass, Edward LeVangie.
Production Manager Sidney Jerome
Art Director Doris Brinkerhoff

SIMON & GWYNN

624 Commerce Title Bldg., Memphis 3, Tenn.
Phone 5-2404

SNPA—ANPA—APA—NOAB—ABP

Partners Milton Simon, H. N. Gwynn
Copy Chief W. B. Campbell
TV & Mdsc. Dir. Ralph Budis

Radio Accounts—American Snuff Co., Barton Chemical Co., Donald Furniture Co., Eagle Manufacturing Co., Farrell-Calhoun, Inc., Graham Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods).

SIMONS-MICHELSON CO.

1126 LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000

AAAA—PPA—APA—ANPA

Pres. and Treas. Leonard N. Simons
Vice-Pres and Sec. Lawrence J. Michelson
Prod. Mgr. Arthur H. Copland
Space Buyer C. Allison Belcher
Art Director Al Sielaff
Radio-TV Dir., Time & Talent Buyer

Asst. Dir. Marian Sanders
Rudy Simons

Radio Accounts—Burts, Inc., King Fur Co., Contract Purchase Corp., Campus Record Shop, Cunningham's Drug Stores, Dossin's Food Products, Furs by Robert, Greenwald Jewelers, Grinnell Brothers, Harper Berkshire Sales, Aaron DeRoy Motor Car Co., Koepplinger Bakery, Mac-O-Lac Paints, National Clothing Store, The Schmidt Brewing Co., Scotland Woolen Co., Simmonds & Clark, Taylor's, Inc., Velvet Peanut Products, Gruen

. . . Advertising Agencies . . .

Watch Co., Detroit Free Press, Saks Fifth Avenue.

Television Accounts—Cunningham's Drug Stores, Saks Fifth Avenue, The Schmidt Brewing Co.

SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone Wisconsin 7-8765
ANPA—PPA—APA

President.....Albert Seiffer
Vice-President.....Milton M. Heymann
Media Dir.....Samuel Leddy

W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
Phone Jackson 2163
APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith
V. P. & Secty.....G. B. Smith
Art Dir.....F. J. Thomas
Prod. Mgr.....L. M. Fallon
Media Dir. & Copy Chief. Robert E. Jackson
Radio Dir.....M. Witherspoon
Space Buyer.....H. D. Peltier
Account Executives.....Robert E. Jackson,
H. D. Peltier, W. J. Smith.

Radio Accounts—Peerless Mfg. Co., Stratton & Terstegge Co.

R. C. SMITH & SON, LTD.

80 King St., West, Toronto 1, Ont.
Phone Elgin 9396

President.....Robert C. Smith
V. P. & Prod. Mgr.....Adam F. Smith
Secty-Treas.....M. A. Stoakley
Space Buyer.....M. E. Craven
Radio Dir.....G. A. Phare
Account Executives.....E. C. Bradly,
W. B. Fraser.

SMITH-BULL & McCREERY, INC.

6642 Sunset Blvd., Hollywood 28, Calif.
Phone HEmpstead 5671
ANPA—PPA—NOAB—SNPA

President.....Walter K. McCreery
Vice-President.....V. R. Dick Smith
Secty-Treas.....Frank Bull
Exec. Asst.....Earle Dumont
Time Buyers.....Georgina Small,
Virginia White.

Acct. Execs.....Charles B. Ganz,
Richard Berggren, James Lester.
Radio-TV Dir. Prod.....Richard Garton
Copy Chief.....Richard Parker
Publicity.....Henry Konesky

Branch Offices

350 5th Ave., New York 1, N. Y.

Manager.....Mayfield Kuyler
611 Locews-Warfield Bldg., San Francisco, Cal.
Manager.....Robert Selby

Radio Accounts—Seaboard Finance Co., Pan Pacific Auditorium, J. E. Coberly, Inc.,

Marshall & Clappett, Western Harness Racing Assn., Ice Follies, Ice Capades, Gallenkamp Shoe Stores.

Television Account—Pan Pacific Auditorium, Transmivro Products Corp.

SMITH-MANSFIELD ADV.

315 Royal Hawaiian Ave., Honolulu 20,
Hawaii
Phone 9-0952

Partners.....Norbourn E. Smith,
George C. Mansfield, Jr.

Art Dir.....Gene Wilson
Dir. Media & Research.....Mary C. Wilson
Account Executive.....Harry F. Cooper
Radio Accounts—Dr. Pepper Bottling Co. (Dr. Pepper), Elks Committee Against Un-Americanism, Hawaiian Athletic Corp., Honolulu Rapid Transit Co., La Hula Rhumba, Nesbitt's Bottling Co., Pacific Sales Co., Travel Air, Inc.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Penna.
Phone, AT 9312

ABP—ANPA—FAAG—APA—PPA

President.....Ronald P. Taylor
Chairman of Board.....Robert M. Jenkins
Vice-President.....Lee Dillon
Radio-TV Dir.....Thomas J. MacWilliams
Script & Production.....Lee Sterne
Account Executives.....Vaughn R. King,
R. P. Taylor, Cook Thompson.

Musical Dir.....Al Marisco

Radio Accounts—Pittsburgh Brewing Co., Spear & Company, Pittsburgh Provision & Packing, Dad's Old Fashioned Root Beer, Sealy Mattress Co., Dr. Ellis Sales Co., Franklin Furniture Co., Polar Water Co., Eberhard & Ober Brewing Co., Surface Chemicals, Inc., Otto Milk Co.

Television Accounts—Pittsburgh Brewing Co., Eberhard & Ober Brewing, Spear & Co., Dad's Old Fashioned Root Beer, Sealy Mattress Co.

SON DE REGGER ADV. AGENCY, INC.

1020 Locust St., Des Moines, Ia.
Phone 3-3185

ANPA—APA—FAAG

President.....Lee Son De Regger
Vice-Pres.....O. D. McKasson, Jr.
Bus. Mgr.....C. Hupp
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Acct. Execs.....Michael J. O'Connor,
Fred Carl, Gus Strauss.

TV Dir.....James Hill

Radio Accounts—National Soap & Refining Co., Grocers Wholesale Co., Mid-Continent Dist. Co.

Advertising Agencies

SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.

Phone, Delaware 5030

ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
 Account Executive.....Erik Isgrig
Radio Accounts—Bowey's, Inc., Sunway
 Vitamin Co., 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. Treasurer.....Florence Winslow
 Secretary.....H. H. Hartwell
 Art Director.....Harvey Ball
 Prod. Mgr.....Robert F. Hayward
 Acct. Exec.....Seth Martin
Radio Accounts—Local Firms.

SPITZ & WEBB ADV. AGENCY

206 E. Genesee St., Syracuse 2, N. Y.

Phone 2-7228

ABP—APA—ANPA

Acct. Executives.....William Spitz,
 Stephen M. Webb
 Prod. Mgr.....C. Stuart Sheffield
 Space Buyer.....Elenor Bellinger
Radio Accounts—Best Ice Cream Co., C.
 E. Chappell & Sons, Inc., Grange Silo Co.,
 Inc., People Ice Co., Nettleton Shops, Inc.,
 Greenway Brewery Co., Inc., Reynolds Mo-
 tors, Inc., Syracuse Glass Co., Renee Packing
 Company, Bieber-Isaacs Co., Inc.

SPITZER & MILLS, LTD.

50 King St., West Toronto 1, Ont.

Phone PLaza 2811

ABC—CAN

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 Exec. Vice-President.....J. W. Spitzer
 General Manager.....W. H. Reid
 Radio Director.....T. R. Hart
 Assistants.....R. A. McCreath,
 P. N. Harricks, Miss M. E. McCullagh.
 Account Executives.....F. J. Collins,
 W. G. Wallace, E. W. Hudson, B. A.
 Hall, P. R. Charles, D. L. Breithaupt,
 John Bedford, H. R. Jarman, E. B. Hig-
 gins, Eric Anderson, J. E. Colby.

Branch Offices

1010 St. Catherine's St., W., Montreal, P. Q.
 Co-Managers.....V. L. Hanna,
 D. McCrimmon.

675 West Hatings St., Vancouver, B. C.

Manager.....T. G. Vatcher
 Account Executive.....J. H. Randle
Radio Accounts—Colgate-Palmolive-Peat
 Company Limited, The Quaker Oats Company
 of Canada Limited, R. C. A. Victor Company,
 The Toni Company, Canadian Breweries
 (Quebec) Limited, Bell Telephone, Fruita-

lives Products Limited, Monarch Overall
 Mfg. Co., Ltd., Canadian Cancer Society,
 Langley's Ltd.

CHARLES N. STAHL ADV. AGENCY

509 Broadway Arcade Bldg.

Los Angeles 13, Calif.

Phone MADison 7844

ABP

Owner-Manager.....Charles N. Stahl
 Account Executive.....Henry Heller
 Radio Dir.....Tom Cafferty
 Time Buyer.....Kay Huldermann

Branch Office

208 Sheldon Bldg., San Francisco, Calif.

Manager.....John J. Casey
Radio Accounts—Southern California, Den-
 tal offices of Dr. Beauchamp, Model Furni-
 ture Mfg. Co., Victor Chemical Co., Murphy
 Motors, Broadway-Spring Arcade, Yorktown
 Shirt Shops, Union Roofing Contractors,
 Lighthouse Cafe.

**BARTON A. STEBBINS ADV.
 AGENCY**

1250 Wilshire Blvd., Los Angeles 14, Calif.

Phone TRinity 8821

AAAA—ANPA—NOAB—ABP—APA

Owner.....Barton A. Stebbins
 Account Executive.....Nat Jeffras
 Radio Dir.....Ed. Bloodworth
Radio Accounts—Signal Oil Company,
 Shontex Co., E. F. Hutton & Co.,

STEELE ADV. AGENCY, INC.

1032 M & M Bldg., Houston 2, Tex.

Phone CHarter 4-6408

Pres. & Radio Time Buyer

John Paul Goodwin

Secty.-Treas.....Wallace W. Brown
 Vice-President.....Samuel H. Peak
 Radio Dir.....Jim Sanders
 Publicity Dir.....Betty Cantrell
Radio Accounts—Admiration Coffee, Bama
 Food Products, Camellia Creameries, Crus-
 tene Shortening, Interstate Theatres, O.J.'s
 Beauty Lotion, Stewart & Stevenson Serv.,
 Nathan's Clothiers.

HOWARD D. STEERE, ADVERTISING

2812 Book Tower, Detroit 26, Mich.

Phone CHerry 5688

Owner.....Howard D. Steere
 Account Exec.....Charles R. Stout
 Office Manager.....Gene Macauley
 Art Director.....Rudolph K. Nauss

**STERLING ADVERTISING AGENCY,
 INC.**

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

Phone LONGacre 5-4610

PPA

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 President.....Joseph S. Edelman
 Secretary.....William Forray