

Gross Billings for 1949

American Broadcasting Co.

Gross AM Billings by Months

Month	1949	1948
January	\$4,067,907	\$3,989,001
February	3,845,610	3,792,256
March	4,238,780	4,076,207
April	3,893,736	3,997,840
May	4,030,915	4,045,384
June	3,387,939	3,488,474
July	2,788,103	2,793,180
August	2,544,141	2,787,805
September	3,076,900	3,164,837
October	3,404,713	4,279,369
November	3,406,989	3,908,034
December	3,656,492	3,981,169
Total	\$42,342,225	\$44,303,376

By Advertisers

General Mills, Inc.	\$4,505,036
Sterling Drug, Inc.	2,392,910
Swift & Company	2,236,448
P. Lorillard Company	2,122,919
Pillsbury Mills, Inc.	2,054,916
Philco Corporation	1,964,929
The Quaker Oats Co.	1,831,713
Pepsi-Cola Company	1,438,414
Libby, McNeill & Libby	1,335,742
The Procter & Gamble Co.	1,074,456
Appliance and Merchandise Department of The General Electric Company	977,168
Equitable Life Assurance Society of the U.S.	909,025
Westinghouse Electric Corporation	904,137
The Norwich Pharmacal Co.	809,838
Association of American Railroads	776,344
Gillette Safety Razor Co.	731,151
The Texas Company	677,225
United States Steel Corporation of Delaware	670,775
Derby Foods, Inc.	636,198
Kaiser-Frazer Sales Corp.	623,292
Bristol-Myers Company	607,491
General Motors Corporation	603,420
The Andrew Jergens Co.	602,382
Pacific Coast Borax Co.	584,620
Seeman Brothers, Inc.	537,160
Spiegel Co.	519,469
Nash-Kelvinator Corporation	492,976
The Goodyear Tire & Rubber Company, Inc.	436,736
The Frank H. Lee Company	428,351
Phillip Morris & Co., Ltd., Inc.	407,425
American Oil Company	396,722
Carter Products, Inc.	385,558
Chesebrough Mig. Co., Con'd.	380,148
Geo. A. Hormel & Co.	377,456
Eversharp, Inc.	365,533
United Electrical, Radio & Machine Workers of America	360,352
Revere Camera Co.	355,238
Gospel Broadcasting Assn.	344,384
Richfield Oil Corp.	324,724
The Christian Science Publishing Society	324,448
Elgin-American Division of Illinois Watch Case Company	288,870
Champion Spark Plug Co.	283,954
Smith Brothers	278,673
Bruner-Ritter, Inc.	266,580
Fruehauf Trailer Co.	225,631
Serutan Co.	218,168
H. J. Heinz Company	214,224
Phillips Petroleum Co.	202,341
Toni, Inc., Div. of Gillette Safety Razor Co.	199,683
General Foods Corporation	195,006
William H. Wise & Co., Inc.	160,587
The Drackett Co.	146,971
Club Aluminum Products Company	143,352
Adam Hat Stores, Inc.	140,685
Miller Brewing Company	137,811
American Bakeries Company	134,154
Servel, Incorporated	130,544
Voice of Prophecy, Inc.	125,389
Lutheran Laymen's League	105,722
Petri Wine Company	101,943
Radio Offers Company	85,485
Farnsworth Television & Radio Corp.	74,727
The U. S. Air Force Recruiting Service	67,021
The Southern Baptist Convention	59,544
P. J. Ritter Co.	58,711
Globe Mills, Pillsbury Mills, Inc.	53,199
Waltham Watch Company	48,813
Dawn Bible Students Association	48,757
Langendorf United Bakeries, Inc.	44,160
The Anahist Co.	41,400
Richfield Oil Corp of N. Y.	41,015
First National Stores, Inc.	38,472
Wilson Sporting Goods, Co.	27,806
Doubleday & Company, Inc.	24,995
Stanley Home Products, Inc.	24,909
Beauty Factors, Inc.	24,704

Politicals	24,428
Greystone Press	23,992
Pacific Greyhound Lines	21,160
California Medical Association	20,596
Whitehall Pharmacal Company	18,598
National Assn. of Mfrs.	17,482
Safeway Stores, Incorporated	14,030
U. S. Sixth Army Command	13,546
Fisher Flouring Mills Co.	13,352
Budget Finance Plan, Inc.	13,260
Dr. A. Posner Shoes, Inc.	13,164
Inland Steel Co.	11,764
United Steel Workers of America	11,740
The Textile Workers Union of America	11,184
Green Spot, Inc.	11,036
Butler Packing Company	6,720
Institute of Religious Science	6,240
Regal-Amber Brewing Co.	5,984
R. C. W. Enterprises	4,969
Fisher Body Division General Motors Corp.	4,022
Dr. Hiss Shoe Stores	2,160
Mode O'Day Corp.	1,410
General Petroleum Corp. of California	1,050
Total	\$42,342,225

By Agencies

Dancer - Fitzgerald - Sample, Inc.	\$5,485,038
J. Walter Thompson Company	3,586,220
McCann-Erickson, Inc.	2,202,688
Lenner & Mitchell, Inc.	2,122,919
Hutchins Advertising Company, Inc.	1,964,929
Leo Burnett Company, Inc.	1,916,784
The Blow Company, Inc.	1,848,107
William H. Weintraub & Company, Inc.	1,590,396
Kudner Agency, Inc.	1,551,131
Young & Rubicam, Inc.	1,404,954
Batten, Barton, Durstine & Osborn, Inc.	1,178,775
Compton Advertising, Inc.	1,074,456
Tatham-Laird, Inc.	1,036,808
Warwick & Legler, Inc.	983,752
Maxon, Incorporated	945,375
Cecil & Presbrey, Inc.	926,894
C. J. La Roche & Co., Inc.	818,438
Sherman & Marquette	813,275
Benton & Bowles, Inc.	809,960
Lawrence C. Gumbiner Advertising Agency, Inc.	809,838
Knox Reeves Advertising, Inc.	678,919
Sullivan, Stauffer, Colwell & Bayles, Inc.	664,231
Needham, Louns and Brorby, Inc.	636,198
Doherty, Clifford & Shenfield, Inc.	607,494
Robert W. Orr & Associates, Inc.	602,382
Geyer, Newell & Ganger, Inc.	492,976
The Joseph Katz Company	396,722
Weinstein & Company	360,352
Roche, Williams & Cleary, Inc.	355,238
H. B. Humphrey Company	348,440
R. H. Alber Company	344,384
Hixson & Jorgensen, Inc.	324,724
Weiss & Geller, Inc.	288,870
MacManus, John & Adams, Inc.	283,954
Raymond Spector Company	266,580
Inc.	241,083
Footo, Cone & Belding	225,631
Zimmer-Keller, Inc.	218,168
Roy S. Durstine, Inc.	218,168

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..... Sell Merchandise Because They **KNOW** Their Respective Audiences and Program Accordingly!

KFDA
A NUNN STATION

• KFDA is an ABC affiliate, and is managed by Howard P. Roberson. Established 1939.

WBIR
A NUNN STATION

• WBIR is an ABC affiliate, and is managed by John P. Hart. Established 1941.

WCMI
A NUNN STATION

• WCMI is a CBS affiliate, and is managed by C. C. Warren. Established 1935.

**Ashland, Kentucky
Huntington, W. Va.**

• WLAP is an ABC affiliate, and is managed by J. E. Willis. Established 1922.

WLAP
A NUNN STATION

Lexington, Ky.

JOHN BALLARD, NATIONAL SALES MANAGER, THE NUNN STATIONS

The NUNN STATIONS
are owned and operated by
Gilmore N. Nunn and J. Lindsay Nunn

"THESE audience ratings mean 'business' in the Elkhart-South Bend, Ind. market!"

**47.3—Morning
40.9—Afternoon
39.4—Evening**

Ask Burn-Smith, Inc. or

WTRC
Elkhart, Indiana