

ABC Billings

(Continued from page 21)

Lambert & Feasley, Inc.	202,341
Buchanan & Company, Inc.	170,272
Thwing & Altman, Inc.	160,587
Grey Advertising Agency, Inc.	139,092
Klan-Van Pietersom - Dunlap Associates	137,811
Tucker Wayne & Company	134,154
Western Advertising Agency, Inc.	125,389
Huber Hoge & Sons	110,480
Gotham Advertising Company, Inc.	105,722
Gardner Advertising Co.	67,021
Hirshon-Garfield, Inc.	61,977
Liller, Neal and Battle Advertising Agency	59,544
The Clements Company, Inc.	58,711
W. L. Gleason & Company	48,737
Morcy, Humm & Johnstone, Inc.	41,015
John C. Dowd, Inc.	38,472
Ewell & Thurber Associates	27,807
MacKenzie-Advertising	24,704
Politicals	24,428
Beaumont & Hohman, Inc.	21,160
Lockwood - Shackelford Advertising Agency	20,596
John F. Murray Advertising Agency, Inc.	15,780
Russell Harris & Wood, Inc.	13,546
Pacific National Advertising Agency	13,352
Irwin - McHugh Advertising Agency, Inc.	13,260
Charles W. Hoyt Company, Inc.	13,101
No Agency	11,808
Hill & Knowlton, Inc.	11,764
Wiltman & Callahan	11,740
Furman, Feiner & Company, Inc.	11,184
Philip J. Meany Company	11,036
Brisacher, Van Norden & Staff, Inc.	6,720
Raymond R. Morgan Company	6,246
Abbott Kimball Co., Inc., of California	5,984
Cowan & Whitmore Advertising Agency	4,969
Honig-Cooper Company	2,160
Glasser-Galley, Incorporated	1,410
West-Marquis, Inc.	1,050
Total	\$42,342,225

Billings by Month

Month	1949
January	\$ 6,273

February	18,674
March	26,352
April	47,359
May	132,146
June	119,835
July	119,674
August	115,002
September	155,480
October	217,199
November	214,660
December	219,337
Total	\$1,391,991

TV Advertisers

The B. F. Goodrich Company	\$132,595
Time, Inc.	131,063
The Kellogg Company	128,712
Admiral Corporation	123,169
P. Lorillard Company	114,941
Canada Dry Ginger Ale, Inc.	86,082
General Mills, Inc.	75,027
Sun Oil Company	72,958
International Cellucotton Products Co.	61,512
Bristol-Meyers Company	60,166
The Goodyear Tire & Rubber Company	56,855
Pal Blade Co., Inc.	52,452
Derby Foods, Inc.	47,588
Blatz Brewing Co.	34,770
Chesebrough Mfg. Co. Consolidated	33,297
Young People's Church of the Air	31,271
Bell & Howell Co.	29,752
Chevrolet Dealers Association, Inc.	24,813
Libby, McNeill & Libby	24,780
A. Stein & Company	22,844
The Delta Mfg. Company	11,643
Div. of Rockwell Mfg. Co.	10,960
A. Sagner's Son, Inc.	8,910
American Bakeries Company	7,490
The Texas Company	4,146
R. J. Reynolds Tobacco Co.	1,560
The Lionel Corporation	1,485
American Jewish Congress	1,485
Gillette Safety Razor Co.	1,150
Total	\$1,391,991

TV Agencies

Young & Rubicam, Inc.	\$187,918
Batten, Barton, Durstine & Osborn, Inc.	132,595
Kudner Agency, Inc.	130,659
N. W. Ayer & Son, Inc.	128,712
Lennen & Mitchell, Inc.	114,941
J. M. Mathes, Incorporated	86,082
Dancer - Fitzgerald - Sample, Inc.	75,027

Hewitt, Ogilvy, Benson & Mather, Inc.	72,958
Foote, Cone & Belding	61,512
Doherty, Clifford & Shenfield, Inc.	60,166
Al Paul Lefton Co., Inc.	52,452
Needham, Louis and Brorby, Inc.	47,588
Kastor, Farrell, Chesley & Clifford, Inc.	34,770
McCann-Erickson, Inc.	33,297
J. M. Camp and Company	31,271
Henri, Hurst & McDonald, Inc.	29,752
Campbell - Ewald Company, Inc.	24,813
J. Walter Thompson Company	24,780
Louis A. Smith Company	22,844
Hoffman & York, Inc.	11,643
I. A. Goldman & Company	10,960
Tucker Wayne & Company	8,910
William Esty Company, Inc.	4,146
Reiss Advertising	1,560
No Agency	1,485
Maxon, Incorporated	1,150
Total	\$1,391,991

MUTUAL BROADCASTING SYSTEM

1949 Gross Billings

Month	Monthly	Cumulative
January	\$1,876,124	\$1,876,124
February	1,677,257	3,553,381
March	1,775,190	5,328,571
April	1,757,432	7,086,003
May	1,788,790	8,874,793
June	1,403,880	10,278,673
July	1,133,315	11,412,588
August	1,119,364	12,531,952
September	1,178,388	13,710,340
October	1,667,482	15,377,822
November	1,316,963	16,694,785
December	1,376,910*	18,071,695

* December billings estimated

By Advertisers

Miles Laboratories, Inc.	\$1,316,129
Philip Morris & Co., Ltd.	1,310,050
Johns-Manville Corp.	1,211,655
Ralston-Purina Co.	1,196,956
Ronson Art Metal Works	1,142,964
National Biscuit Co.	1,066,566
Quaker Oats Co.	956,559
Bayuk Cigars, Inc.	919,124
General Foods Corp.	757,193
U. S. Tobacco Co.	688,810
Serutan Co.	566,737
Cudahy Packing Co.	490,180
R. B. Semler Inc.	461,612
Lutheran Laymen's League	428,589
Williamson Candy Co.	402,204

Wander Co.	387,239
Mutual Benefit Health & Accident Ass'n of Omaha	373,394
Mail Pouch Tobacco Co.	369,905
Helbros Watch Co.	363,201
Noxzema Chemical Co.	336,079
Radio Bible Class	322,481
Voice of Prophecy Inc.	299,130
Gillette Safety Razor Corp.	278,918
Christian Reformed Church	255,486
Doubleday & Co.	197,337
Trimount Clothing Co.	179,099
Rhodes Pharmacal Co.	172,332
Shotwell Manufacturing Co.	143,200
Carter Products Inc.	139,458
National Council of Protestant Episcopal Churches	128,874
Grove Laboratories, Inc.	122,688
Kaiser-Frazier Corp.	103,194
Delaware, Lackawanna & Western Coal Co.	83,584
Piedmont Shirt Co.	72,016
Benjamin Moore & Co.	70,080
Murine Co.	69,248
Conti Products Co., Inc.	67,070
Universal Carloading & Distributing Co.	63,048
Wilson Sporting Goods Co.	62,774
First Church of Christ Scientist	50,815
Burrus Mill & Elevator Co.	49,939
Miami Margarine Co.	45,960
Fram Corp.	44,405
Greystone Press	41,729
R. J. Reynolds Tobacco Co.	32,860
International Milling Co.	30,740
H. C. Cole Milling Co.	27,795
George A. Hormel Co.	25,560
American Bird Products, Inc.	23,554
Ace Markets, Inc.	20,488
Perfect Circle Co.	18,739
Political	11,511
Capehart-Farnsworth, Inc.	11,352
Radio Offer Co.	8,962
Hudson Motor Co.	8,811
Hallcrafters Corp.	8,800
Faydrex Corp.	5,876
Shipstead & Johnson	5,340
White King Soap Co.	5,421
Wally Frank, Ltd.	4,904
Brown Shoe Co.	4,518
Charles B. Silver Co.	4,096
Paramount Pictures, Inc.	2,904
Twentieth Century-Fox Corp.	1,371
Total	\$18,071,695

Note: December billings estimated

By Agencies

Cecil & Preshrey, Inc.	\$1,872,202
Wide Advertising Agency	1,458,329
J. Walter Thompson Co.	1,211,655

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DOMINATING MARYLAND'S *SECOND MARKET

WBOC

SALISBURY
MARYLAND

IS

"ONE OF AMERICA'S *Finer* RADIO STATIONS"

WBOC

1000 W 960 KC
FULL TIME
ESTABLISHED 1940

* The Eastern Shore of Maryland, Southern Delaware, and Eastern Shore of Virginia . . . a market second only to Baltimore. \$300,000,000 annual retail sales and growing rapidly. An urban-rural area offering advertisers an ideal test market.

WBOC-FM

12 KW E.R.P. 97.5 MC
CHANNEL 248
ESTABLISHED 1948

ASK US OR BURN-SMITH CO., INC., FOR FULL INFORMATION

OUT-OF-TOWN STUDIOS:
POCOMOKE CITY, MD.
SEAFORD, DEL.

OWNED AND OPERATED BY
THE PENINSULA BROADCASTING CO.
RADIO PARK, SALISBURY, MD.



President: John W. Downing

General Manager: Charles J. Truitt

MEMBER MUTUAL BROADCASTING SYSTEM