

RADIO KING

carries more national spots
than other two leading Seattle
network stations combined*

Radio **KING** leads Network Station A
by **102%** in Total National Spots

Radio **KING** leads Network Station B
by **157%** in Total National Spots

RADIO KING also
wins with local spot advertisers*

Radio **KING** leads Network Station A
by **59%** in Total Local Spots

Radio **KING** leads Network Station B
by **68%** in Total Local Spots

*Based on independent monitoring of Seattle's top three network stations, week of October 25-31

Radio KING



50,000 Watts • ABC Seattle



National Representatives

LEADING NATIONAL AGENCIES

N. W. Ayer & Son, Inc., New York
Young & Rubicam, Inc., New York
Young & Rubicam, Inc., Chicago
Batten, Barton, Durstine & Osborn, Inc., New York
Batten, Barton, Durstine & Osborn, Inc., Detroit
Needham, Louis & Brorby, Inc., Chicago
John F. Murray Advertising, New York
Foote, Cone & Belding, Chicago
Foote, Cone & Belding, Los Angeles
Harvey-Massengale Co., Inc., Atlanta
Dancer-Fitzgerald-Sample, Inc., New York
Gardner Advertising Agency, St. Louis
Erwin, Wasey & Co., Inc., New York
Erwin, Wasey & Co., Inc., Los Angeles
Compton Advertising, Inc., New York
Campbell-Ewald Company, Detroit
Pollyea, Inc., Terre Haute, Indiana
The Blow Company, San Francisco
Street & Finney, Inc., New York
Sidney Garfield and Associates, San Francisco
Leo Burnett Co., Inc., Chicago
Doherty, Clifford, Steere & Shenfield, Inc., New York
H. B. Cohen Advertising Co., Inc., New York
Badger and Browning & Parcher, Inc., Boston

Ruthrauff & Ryan, Inc., New York
Sherman & Marquette, Inc., New York
Ted Bates & Co., New York
J. Walter Thompson Company, New York
Donahue & Coe, Inc., New York
Byron H. Brown & Staff, Los Angeles
The Nealey Associates, New York
Sullivan, Stauffer, Colwell & Bayles, Inc., New York
Cunningham & Walsh, Inc., New York
Storm & Klein, Inc., New York
Benton & Bowles, Inc., New York
Kaster, Farrell, Chesley & Clifford, New York
W. B. Doner & Co., Chicago
William Esty Co., Inc., New York
Lynn Baker, Inc., New York
Dan B. Miner Company, Los Angeles
Rockett-Lauritzen Company, Los Angeles
Campbell Mithun, Inc., Chicago
McCann-Erickson, Inc., Chicago
Raymond R. Morgan Company, Hollywood
Morse International, Inc., New York
Knollin Advertising Agency, San Francisco
Geyer Advertising, Inc., New York

PLACING THESE TOP ADVERTISERS

ALL Detergent
Anacin
Armour's Star Franks and Sausage
B. C. Headache Remedy
Bayer Aspirin
Broma Quinine and
4-Way Cold Tablets
Carnation Evaporated Milk
Instant Chase & Sanborn Coffee
Chevrolet Trucks
Clabber Girl Baking Powder
Co-ets
Delrich Margarine
Dennison's Food Products
DeSoto Motor Cars
Doan's Pills
Vano Dura Starch
Durkee Margarine
Feen-a-mint and Chooz
"Key Word" Game
Glamorene Carpet Cleaner
Halo and Vel
Hills Bros. Coffee
Jack & Jill Cat Food
Swansdown Cake Mixes
Jello
Kool Cigarettes

Longendorf Bakery Products
Life Magazine
Lipton Soup
Liquid Lux
Manischewitz
Manning's Coffee
MGM Pictures
Minit-Rub
Musterole
Nash Automobiles
Men's Old Spice
Pall Mall Cigarettes
Cosmetics, Perfumes and Tintex
Pepta-Bismal
Doctor Pierce's Golden
Medical Discovery
Prestone
Purex Liquid Bleach
Puss-n Boots Cat Food
Bu-tay Raindrops
Skippy Pat Food
Snowy Bleach
SOS Magic Scouring Pads
Thoros Feal and Kai Kan
Va-tra-nol, Vaporub,
Vick's Cough Syrup
Wildroot Cream-Oil