

Redfield-Johnstone, Inc.	Murray Hill	8-1275
Fletcher D Richards, Inc.	Judson	6-5400
Arthur Rosenberg Co., Inc.	Chickering	4-4420
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Plaza	7-6400
Street & Finney, Inc.	Watkins	4-8510
Sullivan, Stauffer, Colwell & Bayles	ORegon	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	Chickering	4-3254
Warwick & Legler, Inc.	Murray Hill	6-8585
William H. Weintraub & Co., Inc.	Murray Hill	8-3901
Weiss & Geller, Inc.	Plaza	3-4070
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Murray Hill	8-0073
Advertising & Selling	Murray Hill	5-9770
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8354
Editor & Publisher	BRYant	9-3052
Film Daily	BRYant	9-7117
Printers' Ink	Murray Hill	3-6500

RADIO-TELEVISION DAILY	Wisconsin	7-6336
Radio & Television Weekly	Walker	5-2576
Sales Management	Lexington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	Lexington	2-6611
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

Affiliated Artists	Plaza	3-1862
All America Artists, Inc.	Circle	6-6646
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
Fanchon & Marco, Inc.	Chickering	4-3956
Frederick Bros. Artists Corp.	MURray Hill	7-2033
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	Eldorado	5-1076
Management Corp. of America	Plaza	9-7500
A. T. Michaud	Circle	7-2900
Music Corp. of America	Plaza	9-7500
William Morris Agency, Inc.	Circle	7-2160
Marjorie Morrow	Chickering	4-0644
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	BRYant	9-0430
AAAA	Lexington	2-7980
American Communications Assn.	CORland	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.

Advonce Television Pictures Service	Circle	5-6873
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Advertisers Recording Service, Inc.	Circle	6-0141
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	Plaza	5-2700
Alton Alexander Productions	LORrain	8-3100
American Institute Food Products	MURray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Arts Recording Studios	Plaza	8-0407
Associated Program Service	Plaza	7-7710
Associated Radio & TV Productions	LONGacre	3-2290
Audio-Video Recording Co.	Plaza	7-0780
Jack Barry Productions, Inc.	ORegon	9-3118
Basch Radio & TV Productions	MURray Hill	2-8877
V. S. Becker Advtg. 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
Cinemat, Inc.	MURray Hill	4-1562
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damay, M.D.	Plaza	5-3638
Gordon M. Day Productions	ORegon	9-3595
Decca Records, Inc.	COLUMbus	5-2300
Roy DeGoot, Consultants, Inc.	MURray Hill	7-9135
Empire Broadcasting Co.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	PENNSYLVANIA	6-9557
Edward H. Ford	LUXemburg	2-5188
Allen A. Funt Radio Productions	JUDson	6-5227
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	COLUMbus	5-7504
Harry S. Goodman Radio Productions	Plaza	5-6131
Laurence Hammond Productions, Inc.	Plaza	9-2210
Arthur Henley Productions	ILlinois	9-6729
Hudes & Lind	Plaza	7-8321
Hummert Radio Features	MURray Hill	9-5900
International 16mm Corp.	Plaza	7-2265
Roger Kay Enterprises	MURray Hill	8-2164
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	JUDson	6-5700
Bob Loewi Productions, Inc.	Plaza	5-0958
Phillips H. Lord, Inc.	Plaza	5-2211
Charles Michelson, Inc.	Plaza	7-0695
Motion Pictures Stages, Inc.	Plaza	3-4840
William Morris Agency, Inc.	Circle	7-2160
Murphy-Lillis Productions, Inc.	MURray Hill	6-2142
Music Corp. of America	Plaza	9-7500
Muzak Corp.	Plaza	7-7710
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	MURray Hill	6-5862
Press Associations, Inc.	Plaza	7-1111
Prockter Productions, Inc.	JUDson	6-4830
Radio Artists Corp.	MURray Hill	8-0940
Radio Events, Inc.	MURray Hill	7-1668
Radio Features of America	BRYant	9-4733
Radio-Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	MURray Hill	7-7979
Reeves Sound Studios, Inc.	ORegon	9-3550
Roberts Radio, TV Stage & Screen Studios	JUDson	6-0025
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	MURray Hill	8-0944
SESAC, Inc.	MURray Hill	5-5365
K. R. Smith	JUDson	2-3791
Henry Souvaine, Inc.	Circle	7-5666
Richard Stark & Co.	Circle	6-7337
Irvin Paul Suids, Inc.	TEmpleton	8-7025
Television Screen Productions, Inc.	Plaza	5-0808
Torchlight Productions, Inc.	LONGacre	5-8842
Towers of London, Ltd.	LUXemburg	2-5131
Transcribed Radio Shows	LUXemburg	2-3530
Transfilm, Inc.	LUXemburg	2-1400
United Press Associations	MURray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	Eldorado	5-0734
Von Baumann Studio	RHinelander	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
Wolff-Feldman Enterprises, Inc.	LACKawanna	4-3450
World Broadcasting System, Inc.	MURray Hill	8-4700
World Video, Inc.	Plaza	9-3870
Wynn, Wright Associates	Plaza	3-4417
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
WBMM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EASgate	7-6860
WEDC	CRawford	1-4108
WENR	ANdover	3-7800
WGES	SACramento	2-1700
WGN	SUperior	7-0100
WHFC	Bishop	2-1556
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MiChigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	AMBassador	2-1128
WEFM	STate	2-1357
WEMS	FinAncial	6-2551
WMOR	ANdover	3-6050
WOAK	SACramento	2-6272
WXRT	MONroe	6-9060

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	ANdover	3-7800
WGN-TV	FinAncial	6-0011
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-7800
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

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	DEarborn	2-5277
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Copper Publications	CEntral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	CEntral	6-1112
Crosley Broadcasting Corp.	STate	2-0366
Everett-McKinney	SUperior	7-9866
Forjoe & Co.	ANdover	3-5364
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hallingbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
H-R Representatives	RAndolph	6-0113
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.	WHitehall	4-0011
Radio Sales	WHitehall	4-6000
Radio Advertising Co.	CEntral	6-1742
William G. Rambeau Co.	ANdover	3-5566
Ra-Tell Representatives	FRanklin	2-3719

Paul H. Raymer Co.	SUperior	7-4473
The Taylor Co.	STate	2-5260
Transit Radio, Inc.	FinAncial	6-4281
Sears & Ayer, Inc.	SUperior	7-8177
The Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam J. Young, Jr.	ANdover	3-5448

Advertising Agencies

Aubrey, Moore & Wallace, Inc.	FinAncial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDGO	SUperior	7-9200
Beoumont & Hohman	CEntral	6-4230
Gordon, Best, Co., Inc.	STate	2-5060
Hill Blackett & Co.	STate	2-0950
Bozell & Jacobs, Inc.	CEntral	6-6503
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	DEIaware	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.	DEIaware	7-7553
Dancer-Fitzgerald-Sample	FinAncial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
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	7-6747
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
LeValley, Inc.	STate	2-1202
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Haward	RAndolph	6-7942
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DEIaware	7-7860
C. L. Miller Co.	CEntral	6-1640
Mitchell-Faust Advertising Co.	STate	2-6610
Needham, Louis Brorby, Inc.	STate	2-5151
Olian Advertising Co.	STate	2-3381
O'Neill, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FinAncial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DEIaware	7-1045
Sherman & Marquette, Inc.	DEIaware	7-8000
Tatham-Laird, Inc.	RAndolph	6-2171
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weiss and Geller	DEIaware	7-1124
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.	DEIaware	7-8800
Feature Productions	STate	2-8999
Green Associates	CEntral	6-5593
Wendell Holl Music Maker Prod.	GRaceland	2-6418

Radio and Television TELEPHONE NUMBERS CHICAGO WASHINGTON



Hollywood Recorded Features, Inc.	Longbeach	1-6730
William Morris Agency	State	2-3632
Jewell Radio Productions	Financial	6-4474
Beulah Karney, Inc.	State	2-5060
Herbert S. Laufman	Webster	9-2302
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	SHeldrake	3-0880
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 Ass'ns.

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 ANdover 3-6050
FR 2-3238

United Press RANdolph 6-4172

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

Federal Departments and Agencies

American National Red Cross	REpublic	8300
Archives, National	DIstrict	0525
Capitol U. S. (Senate, House of Reps.)	NAtional	3120
Census, Bureau of the	LUdlow	4-3000
Commerce, Department of	STERling	9200
Copyright Office—Library of Congress	STERling	0400
Court of Customs & Patent Appeals	NAtional	4696
Defense Mobilization, Office of	EXecutive	3300
Executive Mansion	NAtional	1414

FEDERAL COMMUNICATIONS COMMISSION

Federal Trade Commission	STERling	6840
Government Printing Office	DIstrict	6840
Interior, Department of the	REpublic	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	LIberty	5-6700
Army, Department of The	LIberty	5-6700
Navy, Department of The	LIberty	5-6700
National Production Authority	STERling	9200
National Research Council	EXecutive	8100
Patent Office	STERling	9200
Post Office Department	STERling	3100
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
National Association of Broadcasters	DEcatur	9300
National Press Club	REpublic	2500
RADIO DAILY	MEtropolitan	0823
	MEtropolitan	0824
	WARfield	4462

Radio-Television Manufacturers' Association		
	NAtional	4901
Radio Corporation of America	DIstrict	1260
Westinghouse Radio Stations	NAtional	8850
	NAtional	8843

AM Radio Stations

WARL	OWens	7800
WBCC	OLiver	2800
WEAM	OWens	7100
WFAX	FALLS Church	0900
WGAY	SHepherd	1050
WGMS	EXecutive	8676
WINX	REpublic	8000
WMAL	NAtional	5400
WOL	MEtropolitan	0010
WOOK	STERling	7265
WPIK	OVERlook	3000
WRC	REpublic	4000
WTOP	MEtropolitan	3200
WWDC	STERling	3800

FM Radio Stations

WARL-FM	OWens	7800
WASH	DIstrict	1356
WBCC-FM	OLiver	2800
WBUZ	VIctor	3300
WCFM	REpublic	8688
WGAY-FM	SHepherd	1050
WGMS-FM	EXecutive	8676
WMAL-FM	NAtional	5400
WOOK-FM	STERling	7265
WRC-FM	REpublic	4000
WTOP-FM	MEtropolitan	3200

Television Stations

WMAL-TV	NAtional	5400
WNBW	REpublic	4000
WTOP-TV	MEtropolitan	3200
WTTG	STERling	5300

News Services

Associated Press	DIstrict	1500
International News Service	NAtional	1733
Transradio Press	NAtional	1178
United Press	EXecutive	3430

Networks

ABC	REpublic	6013
CBS	MEtropolitan	3200
LBS	MEtropolitan	0010
MBS	MEtropolitan	1551
NBC	REpublic	4000

Radio and Television TELEPHONE NUMBERS in LOS ANGELES



AM Radio Stations

KALI (Pasadena)	RYan	1-7149
KECA	HUdson	2-3141
KFAC	DUNkirk	4-1231
KFI	DUNkirk	2-2121
KFMV	Hillside	7406
KFOX	MAdison	2247
KFVD	DUNkirk	8-2345
KFWB	HEmpstead	5151
KGER	MAdison	2551
KGFL	Hillside	0271
KGIL (Sherman Oaks)	STanley	7-3467
KHJ	HUdson	2-2133
KIEV (Glendale)	CHarleston	5-2388
KLAC	HUdson	2-7311
KMGM	TEGas	0-3311
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KOWL (Santa Monica)	Santa Monica	4-6761
KRKD	TUcker	7111
KUSC	Richmond	7-2295
KWIK (Burbank)	CHarleston	0-2111
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6921

FM Radio Stations

KECA-FM	HUdson	2-3141
KKI-FM	DUNkirk	2-2121
KFMV	Hillside	7406
KHJ-FM	HUdson	2-2133
WKIA-FM	DUNkirk	8-7793
KMGM	TEGas	0-3311
KMPC-FM	HOLlywood	5341
KRKD-FM	TUcker	7111
KUSC	Richmond	7-2295

Television Stations

KECA-TV	NOrmandy	3-3311
KFI-TV	DUNkirk	2-2121
KLAC	HUdson	2-7311
KNBH	HOLlywood	9-6161
KTLA	HUdson	2-2301
KTSL	HUdson	7-7133
KTTV	HUdson	2-1301

Networks

American Broadcasting Co.	HUdson	2-3141
Columbia Broadcasting System, Inc.	HOLlywood	9-1212
National Broadcasting Co.	HOLlywood	9-6161
United-Pacific Network	FRanisco	1-2200
Mutual-Don Lee Broadcast System	HUdson	2-2133
Progressive Broadcasting System	BRAdshaw	2-5841
Pacific Regional Network	Hillside	7406
Liberty Broadcasting System, Inc.	HUdson	2-7471

Station Representatives

American Jewish Broadcasting	NOrmandy	2-5546
Avery-Knodell, Inc.	TU	2435
Walter Biddick Co.	Richmond	6184
John Blair & Co.	GRanite	6103
Blair TV, Inc.	GRanite	6103
Bolling Co., Inc.	GLadstone	8045
The Branham Co.	DUNkirk	8-8158
Howard C. Brown Co.	HOLlywood	9-6045
Burn-Smith Co., Inc.	Richmond	6184
F M Repts., Inc.	Hillside	2450
Farjoe & Co.	DUNkirk	2-1171
	MA	6-8329
Free & Peters	HO	9-2151
Gene Grant & Co.	YO	rk 8812

W. S. Grant Co.	CR	6-3400
Irene Griffith Co.	HUdson	2-7391
Headley-Reed Co.	Hillside	7738
George P. Hollingbery	MAdison	6-3633
The Katz Agency	TUcker	3219
Keenan & Eickelberg	DUNkirk	2-8458
Joseph Hershey McGillvra, Inc.	DUNkirk	7-4388
Tracy Moore	HOLlywood	9-5408
NBC-KNBH Spot Sales	HOLlywood	9-6161
Benton Paschall Co.	HOLlywood	9-5237
John Pearson Co.	DUNkirk	7-4388
Edward Petry Co.	MiChigan	8729
Radio Sales	HOLlywood	9-1212
Wm. G. Rambeau Co.	HI	0388
Paul H. Raymer	HUdson	2-2376
Walker Co.	DUNkirk	2-3200
Wood & Company	Hillside	8411
Western Radio Sales	HO	9-5237

Advertising Agencies

Abbott Kimball Co. of Calif.	DUNkirk	7-7305
Ad Associates	TUcker	5713
Adcraft Adv. Agency	RYan	1-7847
Advertisers Production Agency	PRospect	7761
Advertising Engineers Corporation	MUtual	5039
Alber, R. H., Co.	HOLlywood	9-8273
Allen & Marshall Adv. Agency	DUNkirk	7-5163
Allied Advertising Agency	DUNkirk	7-7331
Altman, Bruce, Adv. Agency	BRAdshaw	2-5446
Anderson-Bever-Grant, Inc.	ANgelus	3-7177
Anderson-McConnell Adv. Agency	WEbster	1-8138
Arnold, Rupert, Adv. Agency	PRospect	1782
Asay, Wm. F., Agency	LOng Beach	7-2429
Associated Advertising Agency	DUNkirk	8-3145
Atchison, R. B., Adv. Agency	PRospect	1913
Atherton Advertising Agency	WEbster	3-8488
Ayer, N. W., & Son, Inc.	HEmpstead	4871
Ball, Ted H., & Co.	HOLlywood	9-7127
Benning Co.	DUNkirk	8-3456
Barnes Chase Co.	DUNkirk	4-1193
Barnes, John, & Assoc.	HEmpstead	0387
Bass, Louis, Co.	BRAdshaw	2-3396
Bates, Ted., & Co.	HOLlywood	9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood	9-7337
(Los Angeles)	WEbster	1-1234
Beale, H., Hammond Agency	DUNkirk	7-7777
Beaumont & Hohman, Inc.	MAdison	9-2676
Bennett, Harry, Adv. Agency	TRinity	2391
Benton & Bowles, Inc.	Hillside	9151
Berghoff Associates, Inc.	BRAdshaw	2-2652
Besel Advertising	ANgelus	3-5121
Biow Co., Inc.	HEmpstead	2377
Bishop & Assoc. Inc.	MAdison	6-1221
Bloch Advertising Agency	MiChigan	5758
Blythe, W. L., Co.	TUcker	5410
Bogarts, The	HEmpstead	6871
Booker-Cooper, Inc.	DUNkirk	4-9127
Bothwell, W. Earl, Inc.	GRanite	6114
Bowman, Deute, Cummings, Inc.	PRospect	9612
Boyd, John R., Co.	LOgan	1644
Brand, Michael, Assoc.	HOLlywood	9-4427
Brisacher, Wheeler, & Staff	WEbster	1-8143
Broadcasting Advertising	DUNkirk	9-1339
Brooks Advertising Agency	TRinity	0558
Buchanan & Co., Inc.	CRestview	5-5231
Burnett, Leo, Co., Inc.	DUNkirk	8-8131
Boyer, Carl, & Assoc., Inc.	TRinity	6421
California Advertising Agency	HEmpstead	8008
Calkins, Holden, Carlock, McClinton & Smith, Inc.	YO	rk 5145
Campbell-Ewald Co.	Richmond	6204
Coples Co., The	MUtual	4143

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

Case, Jack, Adv. Counselor.....	Normandy 1-1820	Kimball, Abbott, Co. of Calif.....	Dunkirk 7-7305
Case, Roger T., Assoc.....	Long Beach 7-4474	Klingelsmith & Co., Inc.....	Dunkirk 8-3013
Cecil & Presbry, Inc.....	HEmpstead 2324	Kliffen, Martin R., Co., Inc.....	Dunkirk 7-8396
Cinema Advertising Agency.....	Prospect 2141	Knight Advertising.....	CRestview 5-5573
Citizen Advertising Agency, Inc.....	MADison 6-4383	Kudner Agency, Inc.....	VAndike 0196
Clark, Darwin H., Co.....	MADison 9-1661	Lannen & Sanders, Inc.....	MUTual 8060
Cloward, Velma, Advertising.....	Dunkirk 4-2558	Lawrence Co., The.....	BRadshaw 2-5820
Cole, Val, Advertising Agency.....	WAlnut 5182	Lennen & Mitchell, Inc.....	CRestview 1-7221
Coleman-Jones Advertising.....	MADison 6-5859	Lenz, J. M., Advertising.....	HOLlywood 9-3906
Collard, Clark, Adv. Agency.....	Dunkirk 7-1224	Little & Co.....	Dunkirk 9-1267
Columbian Advertising Agency.....	HOLlywood 9-7187	Lockwood-Shackelford Adv.....	Dunkirk 8-3121
Compton Advertising, Inc.....	HOLlywood 9-8107	Logan, Dudley L., Adv.....	MADison 9-1604
Consolidated Adv. Directors.....	CRestview 4-6108	Loff Adv. Agcy.....	ARizona 7-5137
Counselors, The.....	Hillside 0263	Lurie, Nadine Advertising.....	Dunkirk 2-1393
Crank Chet, Co.....	HEmpstead 5129	Macaulay Co., Inc.....	Prospect 6287
Crossley & Jeffries, Inc.....	Cleveland 7-0617	MacK-Wharton, Advertising.....	Richmond 7-5477
Culp Earl R., Co.....	Dunkirk 2-8406	Mail-Ad Advertising Agency.....	MADison 1626
Cunningham & Walsh, Inc.....	GRAnite 6131	Mann Advertising Co., Inc.....	Dunkirk 2-1179
Dancer-Fitzgerald-Sample, Inc.....	HUdson 2-3256	Marketers, Inc.....	Dunkirk 7-5303
Davis, Charlie, Advertising.....	HOLlywood 9-0930	Martha's Adv. Service.....	Dunkirk 6-4897
Davis & Company.....	Michigan 3908	Marto, Walter, Adv. Agcy.....	SYcamore 6-2239
Davis-Harrison-Simmons, Inc.....	HUdson 2-2311	Mathews, Arne D., Adv. Agency.....	SYcamore 2-3816
Davis-Hood & Assoc., Inc.....	TRinity 7377	Mayers Co., Inc., The.....	Dunkirk 8-2111
Davison & Dibble Co.....	CHArleston 5-1307	Mayne, Charles H., Co.....	Dunkirk 7-4363
Dennis, Robert F., Inc.....	TRinity 4691	Mays & Co Advertising.....	TRinity 8534
Donald, Dick, Adv.....	Dunkirk 8-2371	McCann-Erickson, Inc. (Hollywood).....	Hillside 8268
Dozier, Graham, & Eastman Adv.....	Prospect 7091	McCann-Erickson, Inc. (Los Angeles).....	MUTual 1181
Dunkle, W. Donald, & Assoc.....	Dunkirk 3-3054	McCarty Co., The.....	Prospect 7011
Durstone, Roy S., Inc.....	Dunkirk 8-3411	McCreery, Walter, The.....	BRadshaw 2-2168
Ebberts, Dan, Adv. Serv.....	Logan 4242	McElroy Advertising Agency.....	Prospect 2047
Edwards, Adv. Agency, The.....	Richmond 7-0427	McFadden, Oliver L., & Assoc.....	Long Beach 7-5171
Ehrlert, Grace, Broadcast Adv.....	HUdson 2-2585	McHugh, Phil D., Adv. Agcy.....	BRadshaw 2-3551
Eisenberg, Ralph, Advertising.....	VAndike 0349	McKee, Burns Advertising.....	Dunkirk 7-8377
Erwin, Wassey, & Co. Ltd.....	WEbster 1-1211	McNeill & McCreery.....	HUdson 2-2337
Ewell & Thurber Assoc.....	HOLlywood 9-4994	Meany, Phillip J., Co., Adv. Agency.....	Michigan 3601
Factor, Ted H., Agency.....	Dunkirk 8-8111	Mercury Adv. Agency, Inc.....	BRadshaw 2-2287
Fagan, O. K., Advertising Agcy.....	VAndike 2192	Miner, Dan B., Co.....	Dunkirk 8-3301
Fehiman, Warren P., Adv. Co.....	Kimball 9296	Moeller, Norman, Agency.....	Gladstone 5106
Fishell, Dick & Assoc.....	CRestview 5-4557	Mogge-Privett, Inc.....	YOrk 7243
Foote, Cone & Belding (Hollywood).....	HOLlywood 9-6265	Moody, Thomas, & Assoc.....	Dunkirk 2-1127
Foote, Cone & Belding (Los Angeles).....	Michigan 7651	More, C. Church, & Co.....	TRinity 8043
Ford-Harsbberger.....	HEmpstead 8193	Morgan, Raymond R., Co.....	HEmpstead 4194
Forester, Gene, & Assoc.....	Stanley 7-4037	Murray, Dymock, Carson, Inc.....	BRadshaw 2-2719
Free, Newton A., Co., The.....	Michigan 1195	Natha, Edw. N., Adv. Agency.....	Prospect 1767
Freiburg, John, & Co.....	Normandy 3-2111	Neale Adv. Assoc.....	Michigan 2149
Fritzen, Henry, Adv. Agcy.....	MADison 6-0555	Needham, Louis & Brorby, Inc.....	HUdson 2-2391
Gardner, H. M., & Assoc.....	MADison 6-4397	Nelson Advertising Service.....	Michigan 0548
Geissinger, W. B., & Co.....	WEbster 3-7178	Newman, Mike, & Assoc.....	REpublic 5137
General Advertising Agcy., Inc.....	HEmpstead 5129	Newman, N. J., Adv. Agency.....	TRinity 7664
George, Ernest N., Co.....	GRAnite 8962	Noble Advertising Co.....	MADison 6-5359
Gill Clifford Agency.....	BRadshaw 2-4-9	Oakes Harlan G., Assoc.....	Dunkirk 2-3200
Glasser-Gailey, Inc.....	Dunkirk 4-2141	O'Neil, Larson, & McMahon.....	Gladstone 2578
Glenn Advertising, Inc.....	AXminster 2-3063	Ostrander, Russell P., Adv.....	Dunkirk 3-3197
Gonda, Francis D., Adv. Agency.....	Dunkirk 7-3306	Pacific Advertising Service.....	Prospect 5803
Grant Advertising, Inc.....	HOLlywood 9-5371	Patch & Curtis Adv. Agcy.....	Long Beach 6-1259
Grant, Will Adv., Agcy.....	TRinity 1384	Pardee Co., The.....	HUdson 2-7306
Greenthal, Monrow, Co., Inc.....	Stanley 7-5953	Patrick, Pat, Agency.....	HUdson 2-3224
Gregory, Willard G., & Co.....	TRinity 0531	Pendleton, Larry, & Associates.....	TRinity 8557
Harrington-Richards.....	WEbster 3-5577	Perrett Co., The.....	MUTual 2388
Harvey, William W., Inc.....	Century 2-0136	Peters, Lyman, Inc.....	CHArleston 5-3619
Heasley & Heasley Adv. Agcy.....	CRestview 5-6875	Porter, Wesley H., Adv.....	AXminster 3-0400
Heintz & Co., Inc.....	Michigan 6-61	Productive Advertising Agcy.....	Dunkirk 8-2251
Hensel, Elliot C., Adv.....	TUcker 7639	Raymond, Larry Co.....	YOrk 8125
Hill, Don.....	TUcker 3818	Ringer, Lee, Advertising.....	Dunkirk 7-8131
Hillman, David S., Inc.....	BRadshaw 2-6586	Riordan, John H., Co.....	MADison 6-2291
Hixon & Jorgensen, Inc.....	MADison 6-5811	Roberts, Jack, & Associates, Inc.....	Michigan 1201
Hoel, John D., Adv. Agcy.....	RYan 1-7131	Robins-Newton-Chapman.....	HUdson 2-3284
Houston Adv. Service Co.....	Prospect 9654	Robinson, Lewood J., Adv.....	MUTual 6293
Huber-Whiteman, Advertising.....	Prospect 8131	Roche-Eckhoff & Associates.....	HOLlywood 9-5363
Hunter Advertising Agcy.....	Normandy 3-1178	Rockett-Lauritzen.....	REpublic 2-9141
Industrial Adv. Assoc.....	Normandy 2-8362	Ross, Charles, Adv. Agency.....	HUdson 2-1184
Irwin Co., Inc.....	BRadshaw 2-5455	Ross, Ellsworth, Inc.....	Dunkirk 8-3608
Jaffee & Jaffee Adv. Agcy.....	CRestview 7-1904	Ross Gardner, & White Advertising.....	Dunkirk 7-7211
Johanel Adv. Agcy.....	ORegon 7-1904	Ross, Roy, Inc.....	HOLlywood 9-6263
Johnson, J. Howard.....	Michigan 8464	Ross, W. B., Assoc., Adv.....	Prospect 7656
Jones, Dana, Co.....	TUcker 6131	Rouse, A. James, Co.....	BRadshaw 2-5608
Jordan Co., The.....	Dunkirk 2-2248	Ruthrauff & Ryan, Inc.....	Hillside 7593
Jouneau, C. B., Inc.....	WEbster 3-7131	Sawyer, Ross, Advertising.....	WEbster 6275
Kaufmann, Hans E., & Co.....	Gladstone 1127	Scholtz Advertising Service.....	Michigan 2396
Keane, Raymond Adv. Agency.....	WEbster 3-9221	Schurrer, Lou, Advertising.....	Gladstone 1127
Kellogg, Edward S., Co.....	Dunkirk 7-5213	Sebrell, J. B., Adv. Agcy.....	MADison 6-9397
Kelso, M. H., & Co.....	Dunkirk 2-2072	Seeds, Russell M., Co., Inc.....	HUdson 2-1206
Kemmerer, V. A.....	HEmpstead 6795	Seidel Advertising Agency.....	HUdson 2-7296
Kenyon & Eckhardt, Inc.....	HEmpstead 2101	Shane, Leonard, Agency, The.....	Michigan 3231
Kester, William, & Co.....	Hillside 9251	Shaw Co., The.....	MUTual 5161
Kiefer, J. B., Inc.....	Dunkirk 2-8373	Smith, Robert, Advertising Agcy.....	TRinity 9529
		Smith, T. Tyler, Adv. Agency.....	HEmpstead 9239

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

Stebbins, Barton A., Adv.	Trinity	8821
Stebbins, Hal, Inc.	TRospect	5377
Steller, Millar & Lester, Inc.	DUnkirk	7-5377
Straus, J. M., & Co.	DUnkirk	3-5072
Sullivan Stauffer Colwell & Bayles, Inc.	Hillside	2119
Swafford & Co.	MADison	6-5521
Taggart & Young	WEBster	3-8108
Theatrical Adv. Agcy.	Michigan	7761
Thompson, J. Walter, Co.	MADison	2661
Tullis Co., Inc., The	Hempstead	6831
United Advertising Agency	Michigan	5807
Universal Advertising Agency, Inc.	Hillside	8218
Wade Advertising Agency	Hillside	7457
Warwick & Legler, Inc.	Hempstead	8163
Wegster, R. W., Adv.	MADison	9-2283
Weitzman, Louis J., Adv. Agcy.	DUnkirk	8-3115
Welsh-Hollander Advertising	Michigan	0876
Wessells, George M., Compony	York	8258
Western Adv. Agcy., Inc.	DUnkirk	7-7367
Westwood, Tom, Advertising Agcy.	Trinity	8496
Wheelock, Ward, Co.	Hillside	9221
Wilder, Alvin	Hempstead	1116
Willis, Harry G., & Assoc.	CHARleston	5-3325
Wynne-Alexander Adv. Agcy.	PYramid	1-2319
Young & Rubicam, Inc.	HOLLYwood	9-2734

Radio-TV Program and Transcription Cos.

Audio-Video Recorders, Inc.	CRestview	5-4373
Bill Bates	Hillside	0101
B & B Recording Studios	THornwall	1397
George R. Bentel & Assoc.	GRanite	8608
Walter Biddick Co.	Richmond	6184
Capitol Records	HOLLYwood	9-8171
The Cardinal Co.	Hempstead	1177
Eddie Chevie Productions	ORestview	4-5403
Leslie Clucas	HOLLYwood	5111
Columbia Records, Inc.	BRadshaw	2-5411
Commodore Productions	HOLLYwood	9-8229
Bing Crosby Enterprises.	BRadshaw	2-2771
Crosby & Fogle	GRanite	3171
Des Autels & Graham	Hudson	2-2291
Jerry Devine Productions	Hudson	2-1228
Eccles Recordings, Inc.	Hillside	8351
Electro-Vox Recording Studio	GLadstone	2189
Bruce Eells & Assoc.	HOLLYwood	9-5869
Jerry Fairbanks Productions	Hudson	2-1101
Finley Transcriptions, Inc.	BRadshaw	22771
Five Star Productions	Hempstead	4807
General Artists Corp.	CRestview	1-8101
General Radio Productions	BRadshaw	2-6211
Mitchell Gerts Agency, Inc.	CRestview	4-5491
Grace Gibson Productions	GRanite	5543
John Guedel Productions	Hempstead	5186
Andrew C. Hickox Productions	HOLLYwood	9-2281
Hollywood Central Recording Studio	Hempstead	0270
Hollywood Music Recording Studios	Hempstead	5407
Inter-Calif. Bcstg. System	Mutual	2759
Robert Kenneth James, Inc.	CRestview	4-6041
Robert Joseph Television Productions	SUnset	1-1331
Lawrence & Lee Productions	Hillside	7517
Lawrence Productions	HOLLYwood	9228
C. P. MacGregor Sound Studios	DUnkirk	4-4191
Ted MacMurray & Co.	Hillside	4305
Mayfair Transcription Co.	CRestview	1-8151
Fred C. Mertens & Assoc.	DUnkirk	3-7372
Les Mitchell Productions	Florida	3-1105
Monogram Radio Programs, Inc.	GLadstone	8045
Music City	HOLLYwood	9-8211
Ed Paul Phillips Agency	Hillside	8266
Precision Recording Co.	PLeasant	5-7633
George Logan Price, Inc.	DUnkirk	3-7372
Radio Recorders, Inc.	Hempstead	3282
Radiovision Productions	HOLLYwood	9-7028
RCA, Victor Division	Hillside	5171
(Recording Studios)	Hempstead	6811
Jack Rourke Productions	Hempstead	7178
James L. Saphier Agency, Inc.	CRestview	1-7231
Script Associates	MADison	6-6476
Sentinel Productions	Hempstead	6828
Standard Radio Transcription Service, Inc.	WEBster	9181
Richard Strout Productions	Hudson	2-2145
Studio & Artists Recorders	Hillside	8241

Sunshine Audio Sales & Service	ORegon	2-1434
Teevee Film Co.	BRadshaw	21376
Tel-Air Associates	HOLLYwood	93442
Telefilm, Inc.	HOLLYwood	9-7205
Telemount Pictures, Inc.	HOLLYwood	9-8321
Telepix Corp.	Hillside	8351
Tele-Radio, Inc.	CRestview	6-7371
Tele-Sound Productions	Hempstead	0270
Television Films of America	GLadstone	2624
Televays Radio Productions	BRadshaw	2-1447
The Thomas Co.	Hillside	6564
TV Ads, Inc.	DUnkirk	8-1323
20th Century Television	BRadshaw	25518
United Productions of America	CHARleston	0-7171
Universal Recorders	HOLLYwood	9-8282
Vallee-Video	Hillside	6118
Wilding Picture Productions of Calif.	WEBster	0183
Fletcher Wiley Productions	HOLLYwood	9-1212
Hal Wilson Productions	HOLLYwood	9-1714
Herbert Wixson	SUnset	2-3580
World Broadcasting System	Hempstead	5121
WRS, Recording Lab.	GLadstone	1454
Frederic W. Ziv	Hempstead	5121

Radio Artists Agencies

Larry Allen	Hempstead	0421
American Federation of Radio Artists	Hillside	5125
Stanley Bergerman	CRestview	6-3196
Herman Bernie	CRestview	5-0117
Phil Bloom	CRestview	4-6064
Business Administration Co.	CRestview	6-7071
Century Artists	Hudson	2-1283
Century Artists, Ltd.	CRestview	1-8131
Columbia Artists Management	MADison	6-2327
Hallam Cooley Agcy.	CRestview	5-6161
Jack Creamer	GLadstone	9683
Everett N. Crosby	BRadshaw	2-2771
Ken Dolan & Co.	HOLLYwood	9-3558
Famous Artists	CRestview	1-5222
Federal Artists Corp.	CRestview	5-5251
Frederick Bros.	CRestview	1-6244
General Artists	CRestview	1-8101
Mitchell Gertz	CRestview	4-5491
Bruce Gear	CRestview	5-3055
Goldstone Agcy.	CRestview	6-1071
Mitchell J. Hamilburg	CRestview	5-4171
Sam Jaffe	CRestview	6-6121
Paul Kohner	CRestview	1-5165
Earl Kramer	CRestview	6-2338
Levee-Short	CRestview	5-0626
Levee-Stark	CRestview	1-5781
McConkey Artists Corp.	Hempstead	7141
MCA Artists, Ltd.	CRestview	6-2001
Monter-Gray	CRestview	1-1191
William Morris	CRestview	1-6161
Orsatti Agency	CRestview	6-6241
Ed Paul Phillips	Hillside	8266
George Rosenberg	CRestview	1-8121
Radio Registry	Hillside	8321
Radio Artists Corp.	CRestview	1-7111
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
D. M. Winkler	CRestview	1-7244

Publications

Broadcasting-Teletesting	Hempstead	8181
Hollywood Reporter	Hillside	7411

RADIO DAILY	GLadstone	8436
Radio Life	Hillside	9273
Radio News	TUcker	9213
Variety	HOLLYwood	1141
Radio Artists Directory	Hillside	0101

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.	Hudson	2-7251
Facts Consolidated	WY	3181
C. E. Hooper, Inc.	HOLLYwood	9-3553
Maffett Research Co.	Hempstead	5653

PROBLEMS OF THE DUAL OPERATION

By D. L. PROVOST, Business Manager, WBAL and WBAL-TV

(Continued from Page 69)

relegated his AM personnel to air locks or the roof. Television is a greedy baby with its cumbersome props, sets, and need for more workers: seven or eight technicians per show compared to radio's one or two. It is a great space consumer. One can't very well kick the infant in the teeth. But the necessity of being on guard every moment cannot be stressed too much, or your radio operation is going to suffer. Some morning you will find it has degenerated into a D. J. operation from the transmitter.

To integrate or separate falls in line as the second big problem. Where should integration take place? And what departments should be separated? Programming seems to fall in the latter category because television program conception and thinking is so different. There may be certain sections within the Program Department that can be run more satisfactorily and economically by integration. On WBAL-TV we have found this holds true for the Public Service and Special Events Departments. Our Public Service Director, operating in both radio and television, and making the many outside calls that are necessary in this field, saves the time of the program people on both stations. It is his responsibility to keep a proper ratio of sustaining to commercial. And by scheduling public service shows and announcements on both stations his "watchdog" position is strengthened.

As in the integration of public service, by handling the News and Special Events Department in the same manner we have saved considerably on employees' hours and expense. We are technically set up in such a manner that news bulletins, for either station, can originate from our news room. By integration of this Department we save the necessity of double news ticker service. We get bulletins on the air faster, too.

Special Events programming necessitates a great deal of ground work on the outside. It is a full-time operation for one man working both stations; it would be a part time job for two men, with one working radio and the other television. Many Special Events are simulcast, and one man in charge of both stations has a better grasp of what is going on and what to do about it.

Our technical staffs are disintegrated completely with two exceptions. One supervisor is in charge of both the AM and TV transmitters. One man is in charge of audio for both stations.

The really tough problem, in the matter of what should be integrated and what should be separated, is the Sales Department. It would seem that one general rule could not apply. This problem must best be governed by the conditions extant in the different TV localities, and by the setup of the Sales Department in the radio operation before TV came along.

In Baltimore, on WBAL-TV, we have a partially separated staff. But, even so, where a salesman has called on an account over a long period this man continues to handle both AM and TV. When an account comes in that is strictly TV, it goes to one of the television salesmen. In Baltimore, none of the agencies or advertisers have separate TV and radio time buying departments, so it would seem unwise for a dual operation to force on clients the time consumed by seeing a representative from each medium. We try to keep our sales operation as fluid as possible. The ratio of time spent in contacting and servicing a TV account is about three to one, compared with radio. This leads our trail back to what, I think, is a dual operator's biggest problem, and that is to protect his radio operation. Because it takes longer to serve a TV account, it means more contact men in your Sales Department to be sure that your radio accounts and prospects are properly serviced.

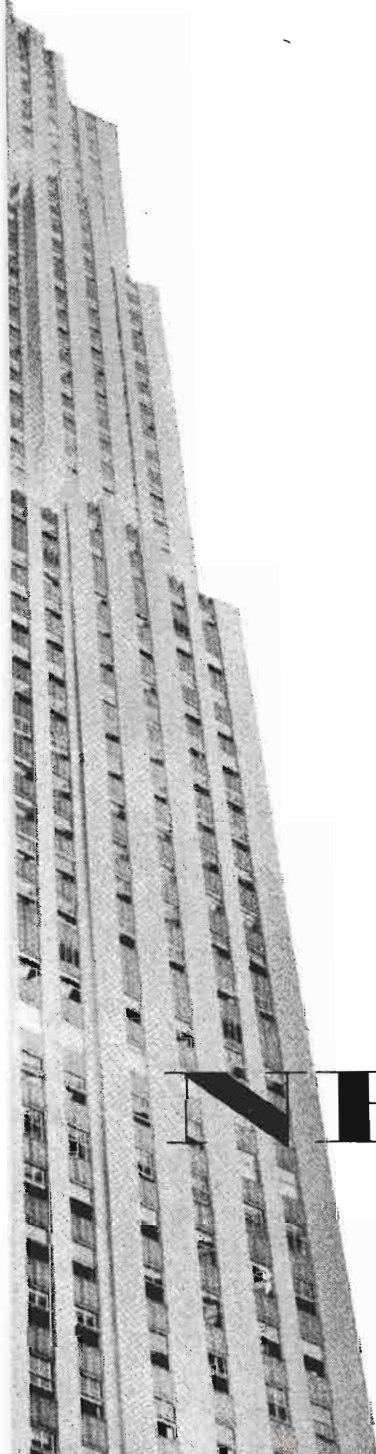
A good open discussion with the employee seeking a change will very frequently pay good dividends. If he has initiative and ideas, you can't afford to take him out of radio; and the chances are good that he can't afford to leave radio. When you find a person like that and point out his worth to himself and the Company by staying in radio, but possibly in a different job, you have strengthened your radio operation.

To sign off this article, the dual operator is in a position to see first hand the stimulation through competition which television has brought to the broadcasting industry. This in itself over-shadows any of the problems which we face.



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SLEEPING
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HERE**





This year NBC Radio rounds out 25 years of service to advertisers. During this time NBC's leadership has consistently set the pace for the entire radio industry. And today—

NBC is first in audience—the largest in all advertising.

NBC is first in facilities—the finest in all radio.

NBC is first in programming—geared to today's need for low-priced, effective shows.

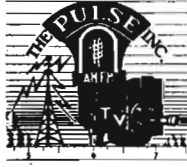
NBC is first in new advertising ideas—better ways of using network time.

In every respect, NBC Radio is bigger and more economical than any other advertising medium, including the other networks.

NBC RADIO

America's No. 1 Advertising Medium

A service of Radio Corporation of America



YOU DON'T NEED \$1,000,000 TO DO RADIO RESEARCH

Pulse issued radio reports for 14 markets in December, 1950, in the series of continuing surveys. For these reports

115,560 families

were visited and interviewed.

In one year, in these 14 markets, Pulse will interview

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AUDIENCE RESEARCH, INC.

110 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 4-5382
Princeton, N. J.
Phone: PRinceton 335
6305 Yucca St., Hollywood, Calif.
Phone: Hillside 8103

A. S. BENNETT—CY CHAIKIN, INC.

180 Lexington Ave., New York, N. Y.
Phone: MURray Hill 8-2475

CROSSLEY, INC.

330 W. 42nd St., New York 18, N. Y.
Phone: BRyant 9-5402
And
Mercer St., Princeton, N. J.

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

FACTS, INC.

270 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 6-7800

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
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOLlywood 9-3553

INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 3-9083
425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

JOHN B. KNIGHT CO.

6530 Sunset Blvd., Hollywood 28, Calif.

RICHARD MANVILLE RESEARCH

230 Park Ave., New York 17, N. Y.
Phone: ORegon 9-2435

WILLIAM McPHEE

Director
Research Services, Denver, Colo.

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

OFFICE OF RESEARCH, INC.

3470 Broadway, New York 31, N. Y.
Phone: AUdubon 6-7455

ALFRED POLITZ RESEARCH, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-5200

THE PULSE, INC.

15 W. 46th St., New York 7, N. Y.
Phone: JUdson 6-3316

RADIO COPY

13-18 163rd Street, Flushing, N. Y.
Phone: FLushing 9-7779

RADIO REPORTS, INC.

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

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

DANIEL STARCH AND STAFF

120 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-6622
540 N. Mich. Ave., Chicago 11, Ill.
Phone: DELaware 7-8362

TRENDEX, INC.

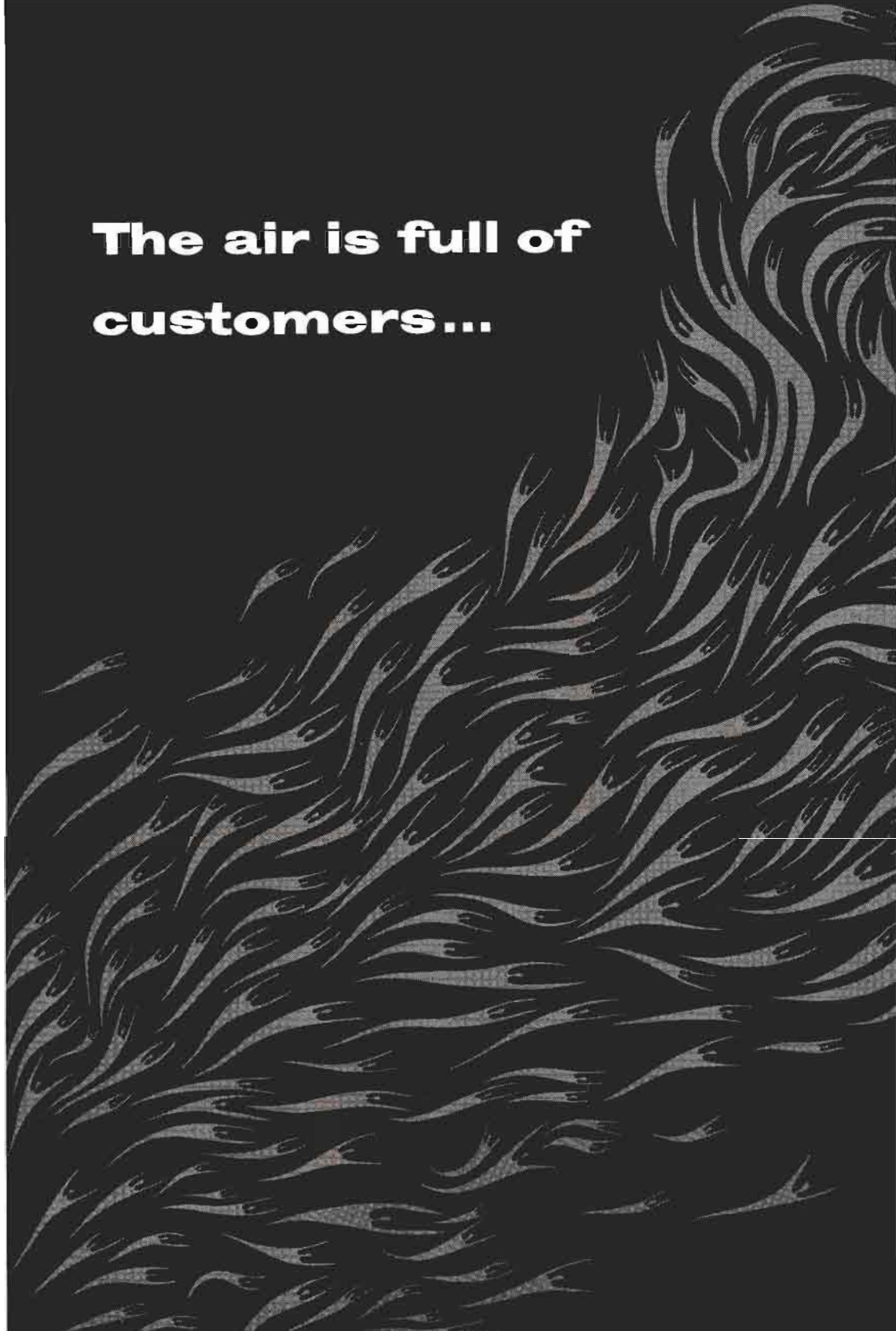
317 Madison Avenue, New York 17, N. Y.
Phone: MU 3-2653 and MU 3-2668

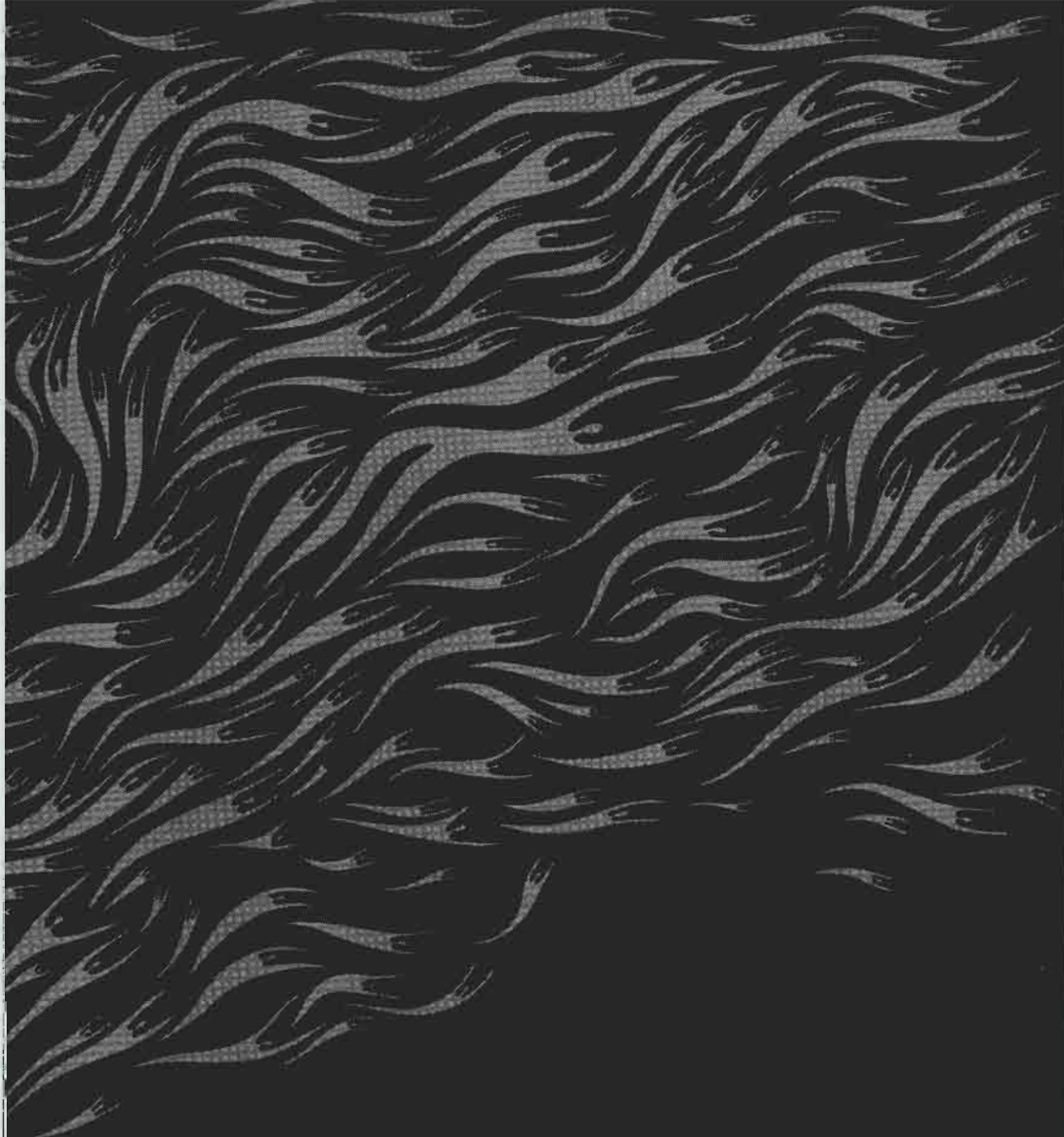
VIDEODEX

JAY & GRAHAM RESEARCH, INC.

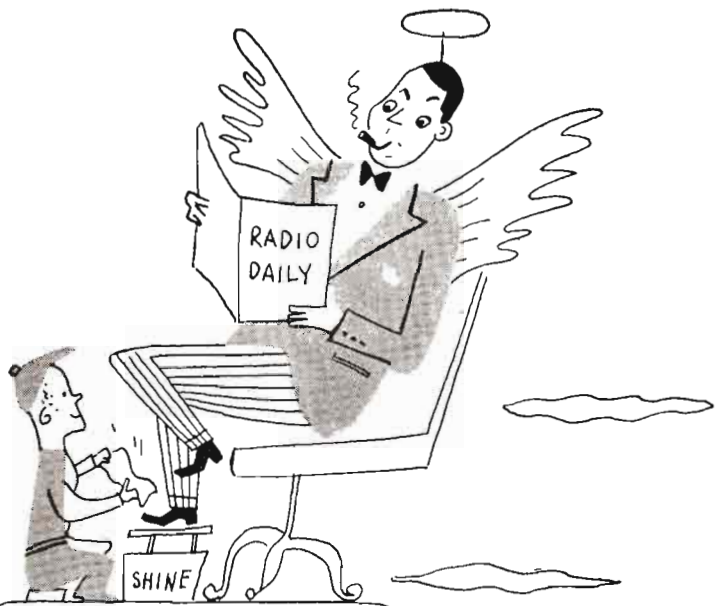
100 E. Ohio St., Chicago 11, Ill.
Phone: WHitehall 4-0584
342 Madison Ave., New York, N. Y.
Phone: MURray Hill 7-8837

**The air is full of
customers...**





Radio reaches almost everybody. For there is a radio set in 95% of all American homes. Week after week, more people listen to radio than regularly read all the newspapers or all the magazines in print. Nowhere but in network radio can an advertiser command such an audience for his message. And nowhere in network radio can he reach so many at so low a cost as he does through the Columbia Broadcasting System.



A TRIBUTE TO THE
**ANGELS
 OF ABC
 RADIO**

AMERICAN BAKERIES
 BLOCK DRUG CO.
 HOTANY MILLS
 BURTON-DIXIE CORP.
 CHAMPION SPARK PLUGS
 CHRISTIAN SCIENCE MONITOR
 CLUB ALUMINUM
 EQUITABLE LIFE ASSURANCE
 GENERAL MILLS
 GENERAL MOTORS
 GILLETTE SAFETY RAZOR
 GOODYEAR TIRE AND RUBBER
 GOSPEL BROADCASTING ASS'N.
 DR. BILLY GRAHAM
 H. J. HEINZ
 ANDREW JERGENS CO.
 FRANK H. LEE

P. LORILLARD
 LUTHERAN LAYMEN'S LEAGUE
 MARS, INC.
 MILLER BREWING CO.
 PHILIP MORRIS
 PACIFIC COAST BORAX
 PAN AMERICAN COFFEE BUREAU
 PHILCO CORP.
 R. J. REYNOLDS
 SEEMAN BROTHERS
 SERUTAN
 STERLING DRUG
 SWIFT AND CO.
 THE TEXAS COMPANY
 THE U.S. ARMY AND THE
 U.S. AIR FORCE RECRUITING
 VOICE OF PROPHECY

WILLIAM R. WARNER

American Broadcasting Company

INTERNATIONAL RADIO TODAY

By PIERRE CRENESSE, Director, French Broadcasting System in North America



Pierre Crenesse

WITH crisis piling on crisis and each nation's subconscious alerting to the possibility of atomic warfare exploding at any moment, the old year, 1950, came to its expected end, jittery to the last. The new-born who took its place inherited the sins of the father, and was pushed into History's spotlight with no coaching in

the part. The producers and backers of world affairs could only pray that 1951 would survive strengthened by its youth. And deeply interested spectators hoped that the pessimists accustomed to "cry havoc" would be wrong. In a global clash that had its feet in the frozen mud of Korea and its head in the clouds over Lake Success, International Radio continued to record and report quietly, efficiently, and with a minimum of tension, to the troubled world in between. And somehow, the grey futility never completely lost the rosy tinges of hope.

At the Fifth Avenue studios of the French Broadcasting System in North America, France's U.N. Delegates were frequent visitors to the short-wave microphone, as they reported to their countrymen on the "State of the World Union," dispelling the fears which grew like toadstools after each day's verbal stalemates.

Although RDF offices in New York had been sending out programs since 1947, in April of 1949, RadioDiffusion Francaise created a symbolic web of radio stations, called The International Goodwill Network, and offered to North American stations, free of charge, top radio entertainment from the finest of France's talent. Produced in Paris, the 5 separate weekly transcribed shows were made available for just the opportunity to bring the culture of France closer to her American friends. By last year at this time RdF was proud to announce that 220 stations were carrying one or more programs of the IGN. By the end of 1950 the count had

increased to 350, with member stations in Canada, Alaska, Hawaii, The Philippines, Puerto Rico, and Panama broadcasting "Masterworks From France," "Gai Paris Music Hall," "Songs of France," "Bonjour Mesdames," and "French In The Air." All this in addition to the numerous weekly shortwave "feeds" from Paris, containing interviews, news, and special features for individual stations on this side of the Atlantic.

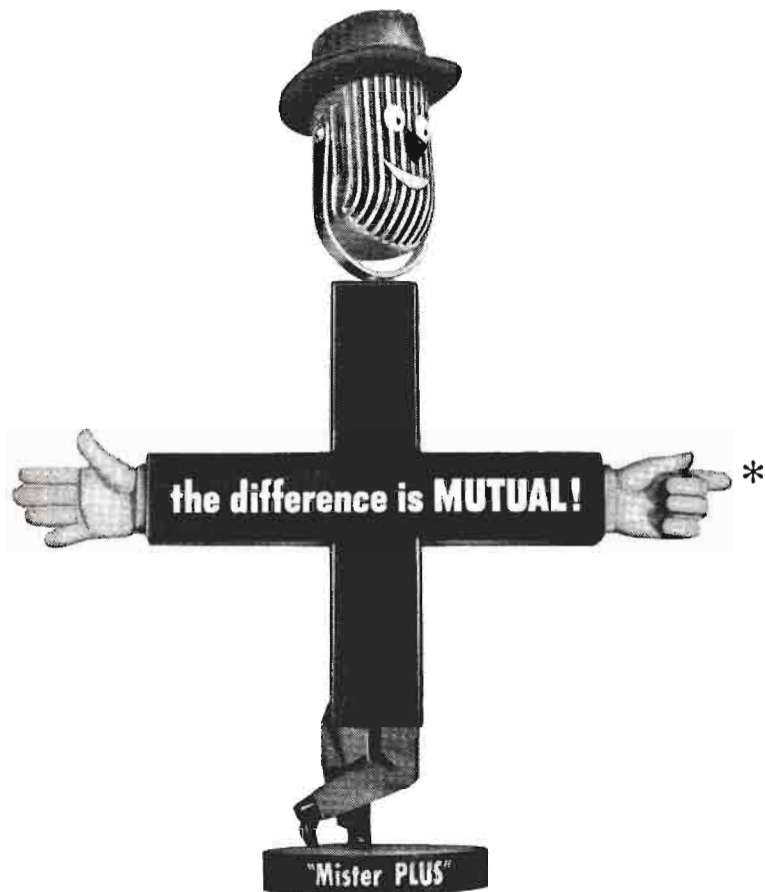
The new year is still not very old, but the hopes for a world that is lasting and secure are ageless. Whenever international nerves grow taut, International Radio will be on hand, the small, still voice of reason: calm during fear . . . hopeful during crisis . . . and in conflict, certain that Peace is never too distant to obtain.

During the four years of the Occupation, France had been cut off from the rest of the world. And even more important, the world had written its history with practically no news from France. Through the many hours of short-wave broadcasting, the outside world and the historic events taking place found their way across the English Channel where they were welcomed behind France's blacked-out windows. But very little of the darkness from within the fallen democracy managed to reach the sunlight of the free nations to the West.

The moment the Liberation was a reality, France set about to reestablish contact with her neighbors around the globe. The total destruction of all transmitters, and other radio equipment, offered the prime challenge—and became the first step in the almost impossible task of reconstruction.

Before waiting for final completion, however, special radio bureaus were organized within French Radio for full scale international broadcasting. Offices were opened in New York City and programs prepared in English, spotlighting French music and culture. But not only Americans were enthusiastic about RDF programs, for at this time overseas broadcasts are beamed to 25 foreign countries around the world—in as many languages. France is now a welcome, constant visitor in every land.





Compliments of a MUTUAL friend

*The character and phrase, "Mister PLUS", are the property of the Mutual Broadcasting System, Inc. They have been continuously employed since November, 1949, to represent the specific *plus-differences* which distinguish Mutual from all other networks.

The profitable *application* of these plus-differences is expressly *not* restricted—by copyright or otherwise—to *present* Mutual clients. Mister PLUS is ready and able to work for *any* advertiser who moves to the Mutual Network in 1951.

NON-COMMERCIAL AM STATIONS OF THE U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1951

City	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
CALIFORNIA				
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 d; 1000 n
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100
COLORADO				
Denver	KPOF	Pillar of Fire	910	1000 d
ILLINOIS				
Chicago	WMBI	The Moody Bible Inst.	1110	5000
Urbana	WILL	University of Illinois	580	5000 d
INDIANA				
West La Fayette	WBAA	Purdue University	920	5000 d; 1000 n
IOWA				
Ames	WOI	Iowa State College	640	5000 d
Boone	KFGQ	Boone Biblical College	1260	250 d
Decorah	KWLC	Luther College	1240	250
Iowa City	WSUI	The State U. of Iowa	910	5000
KANSAS				
Lawrence	KFKU	University of Kansas	1250	5000
Manhattan	KSAC	Kansas State College	580	5000 d; 500 n
MICHIGAN				
East Lansing	WKAR	Michigan State College	870	5000 d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250
MINNESOTA				
Minneapolis-St. Paul	KTIS	Nwstrn. Schools	900	1000 d
Minneapolis-St. Paul	KUOM	University of Minn.	770	5000 d
Northfield	WCAL	St. Olaf College	770	5000 d
MISSOURI				
Clayton-St. Louis	KFUO	Lutheran Church-Mo. Synod	850	5000
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire	1380	5000 d; 1000 n
NEW YORK				
Brooklyn	WBBR	Watch Tower Soc.	1330	5000
New York	WNYC	City of N. Y.	830	1000
NORTH DAKOTA				
Grand Forks	KFJM	U. of North Dakota	1440	1000 d; 500 n
OHIO				
Columbus	WOSU	The Ohio State U.	820	5000
OKLAHOMA				
Norman	WNAD	U. of Oklahoma	640	1000 d
OREGON				
Corvallis	KOAC	Oregon State College	550	5000
Portland	KBPS	Benson Polytechnic School	1450	100
PENNSYLVANIA				
Grove City	WSAJ	Grove City College	1340	100
SOUTH DAKOTA				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech.	1230	100 d
Vermillion	KUSD	University of South Dakota	920	500
WASHINGTON				
Pullman	KWSC	State College of Wash.	1250	5000
WISCONSIN				
Madison	WHA	University of Wisconsin	970	5000 d
Stevens Point	WLBL	State of Wisc., Dept. of Agric.	930	5000 d

Y & R

Eye and Ear Specialists

TELEVISION SHOWS

BIGELOW-SANFORD CARPET CO., INC.

"Bigelow Theatre"
CBS-TV—Sun. 6:00-6:30 p.m. and various stations

GENERAL ELECTRIC COMPANY

"The Fred Waring Show"
CBS-TV—Sun. 9:00-10:00 p.m.

GENERAL FOODS CORPORATION

"The Goldbergs" (Sanka Coffee)
CBS-TV—Mon. 9:30-10:00 p.m.
"Hopalong Cassidy" (Post Cereals)
NBC-TV—Sun. 6:00-7:00 p.m.
"The Aldrich Family" (Jell-O)
NBC-TV—Sun. 7:30-8:00 p.m.
"The Bert Parks Show" (Swans Down Mixes, Jell-O, Birdseye, Walter Baker)
NBC-TV—Mon., Wed., Fri., 3:30-4:00 p.m.

GOODYEAR TIRE & RUBBER CO., INC.

"Paul Whiteman Show"
ABC-TV—Sun. 7:00-7:30 p.m.

GULF OIL CORPORATION

"We, The People"
NBC-TV—Fri. 8:30-9:00 p.m.

HUNT FOODS INC.

"Kate Smith Show"
NBC-TV—Mon.-Fri., 4:45-5:00 p.m.

INTERNATIONAL SILVER CO.—

1847 Rogers Bros.
"Success Story"
WJZ-TV—Tues. 2:15-2:30 p.m.

LIFE MAGAZINE

"Kukla Fran & Ollie"
NBC-TV—Thurs. 7:00-7:30 p.m.

THOMAS J. LIPTON, INC.

"Arthur Godfrey's Talent Scouts"
CBS-TV—Mon. 8:30-9:00 p.m.

PACKARD MOTOR CAR CO.

"Holiday Hotel"
ABC-TV—Thurs. 9:00-9:30 p.m.

JOS. SCHLITZ BREWING CO.

"Pulitzer Prize Playhouse"
ABC-TV—Fri. 9:00-10:00 p.m.

SIMMONS COMPANY

"Kate Smith Show"
NBC-TV—Tues. 4:15-4:30 p.m.

RADIO SHOWS

GENERAL FOODS CORPORATION

"The Aldrich Family" (Jell-O)
NBC—Thurs. 8:00-8:30 p.m.
"Gangubusters" (Grape-Nuts)
CBS—Sat. 9:00-9:30 p.m.
"Hopalong Cassidy (Grape-Nuts Flakes)"
CBS—Sat. 8:30-9:00 p.m.
"My Favorite Husband" (Jell-O)
CBS—Sat. 9:30-10:00 p.m.
"Second Mrs. Burton" (Swans Down Mixes, Postum)
CBS—Mon.-Fri. 2:00-2:15 p.m.
"Portia Faces Life" (Jell-O)
NBC—Mon.-Fri. 5:15-5:30 p.m.

BRISTOL MYERS COMPANY

"Mr. D. A." (Sal Hepatica & Ipana)
NBC—Wed. 9:30-10:00 p.m.

GULF OIL CORPORATION

"Counterspy"
NBC—Thurs. 9:30-10:00 p.m.

THOMAS J. LIPTON, INC.

"Arthur Godfrey's Talent Scouts"
CBS—Mon. 8:30-9:00 p.m.

METROPOLITAN LIFE INS. CO.

"Dave Vaille—News"
CBS—Mon.-Fri. 8:15-8:30 p.m. Pacific Coast
"Alan Jackson and the News"
CBS—Mon.-Fri. 6:00-6:15 p.m.

JOS. SCHLITZ BREWING CO.

"Halls of Ivy"
NBC—Wed. 8:00-8:30 p.m.

YOUNG & RUBICAM, INC.

ADVERTISING:

New York Chicago Detroit San Francisco
Hollywood Montreal Toronto Mexico City London



BUSINESS

Agency and Sponsor Network Billings



Research Firms



Advertising Agencies



Radio-TV Station Representatives



News Services



NINETEEN FIFTY-ONE



"Direct From Paris"

RDF

**THE FRENCH BROADCASTING SYSTEM (RDF)
OFFERS YOU FREE OF CHARGE A REGULAR
TRANSCRIBED SERVICE**

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life

ENTERTAINMENT

Theatre
Arts
Books



**AND BY SPECIAL SHORTWAVE FEED
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS**

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

934 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

Network Billings

AGENCY AND SPONSORS

American Broadcasting Co. 1950 Agency Gross Billings (AM Radio)

Dancer-Fitzgerald-Sample, Inc.	\$ 5,381,248
J. Walter Thompson Company	2,662,632
Cecll & Presbrey, Inc.	2,652,439
Maxon, Inc.	1,667,108
Lennen & Mitchell, Inc.	1,648,283
Hutchins Advertising Company, Inc.	1,618,996
Wm. H. Weintraub & Co., Inc.	1,241,295
Kudner Agency, Inc.	1,170,891
Tatham, Laird, Inc.	1,075,950
Ray S. Durstine, Inc.	1,073,382
The Blow Company, Inc.	919,227
Warwick & Legler, Inc.	924,581
Benton & Bowles, Inc.	861,632
R. H. Alber Company	802,229
Knox Reeves Advertising, Inc.	766,080
Foote, Cone & Belding	752,716
Kenyon & Eckhardt, Inc.	718,425
Robert W. Orr & Assoc., Inc.	685,319
McCann, Erickson, Inc.	599,099
Batten, Barton, Durstine & Osborne, Inc.	541,755
C. J. LaRoche & Company, Inc.	479,375
Sherman & Marquette	475,635
Grey Advertising Agency, Inc.	446,160
Gotham Advertising Co., Inc.	436,652
Needham, Lewis & Brorby, Inc.	379,206
Raymond Spector Company, Inc.	346,931
Wade Advertising Agency	310,960
Federal Advertising Agency	310,512
Leo Burnett Company, Inc.	303,282
Geyer, Newell & Ganger, Inc.	293,773
McManus, Hohn, & Adams, Inc.	264,177
Mathleson Associates	260,469
Western Advertising Agency, Inc.	250,329
Sullivan, Stauffer, Colwell & Bayles, Inc.	245,544
Victor A. Bennett Company, Inc.	222,338
William Esty Company, Inc.	222,051
The Joseph Katz Company	196,657
W. L. Gleason & Company	181,713
Young & Rubicam, Inc.	155,963
H. B. Humphrey Company	150,516
Hixon & Jorgensen, Inc.	149,607
Tucker Wayne & Company	149,074
Pollicals	108,415
Phillip J. Meaney Company	103,015
Liller, Neal, & Battle Agency	96,861
Victor van der Linde Company	85,092
Albert J. Silberstein-Bert Goldsmith, Inc.	72,910
Walter F. Bennett & Co., Inc.	65,016
Thwing & Altman, Inc.	64,497
Brisacher Wheeler & Staff	63,217
Huber Hoge & Sons	61,677
Roche, Williams & Cleary, Inc.	50,130
Lambert & Feasley, Inc.	45,781
Brooks Advertising Agency	37,817
Turner Advertising Agency	37,000
Charles W. Hoyt Company, Inc.	30,966
Raymond R. Morgan Co.	26,007
Zimmer-Keller, Inc.	24,499
Hai Stebbins, Inc.	15,930
Grant Advertising, Inc.	15,519
Davis & Company	15,116
Weinstein & Company	13,650
Furman, Felner Company, Inc.	13,645
Campaigns, Inc.	9,295

Hirshon-Garfield, Inc.	8,875
Leon Loeb & Company	7,455
Ewell & Thurber Associates	6,815
Beaumont & Hohman, Inc.	6,528
Buchanon & Company, Inc.	4,545
Abott, Kimball Co., Inc. of California	4,135
The Clements Company, Inc.	2,285
Erwin Wasey Company of Canada	1,500

TOTAL \$35,124,625

American Broadcasting Co. 1950 Industrial Classifications

Month	1950	1919
January	\$ 225,865	\$ 6,273
February	189,968	18,471
March	341,002	26,352
April	362,119	47,359
May	357,508	132,146
June	388,266	119,835
July	213,522	119,674
August	249,846	115,002
September	476,996	155,480
October	1,181,199	217,199
November	1,268,083	211,660
December	*1,216,131	219,337

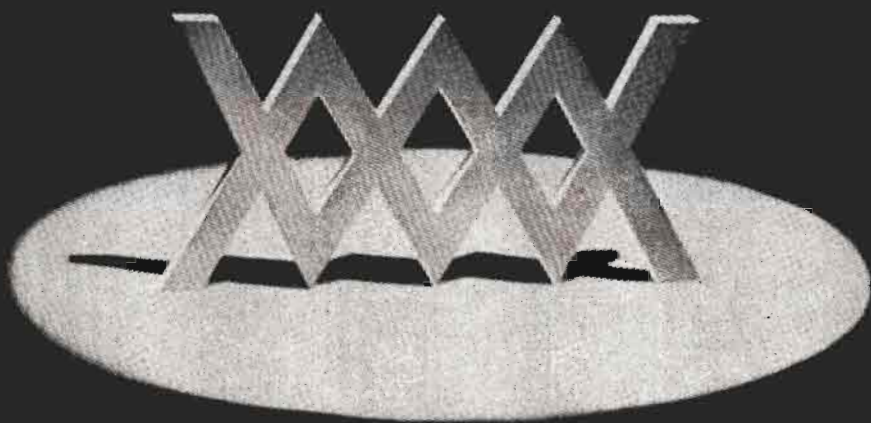
TOTAL \$6,470,916 \$1,391,991

* Estimated

American Broadcasting Co. 1950 Sponsor Expenditures (AM Radio Network)

General Mills, Inc.	\$ 4,910,766
Swift & Company	2,696,531
Sterling Drug Co.	2,312,512
Phillip Morris & Co., Ltd., Inc.	2,153,557
P. Lorillard Company	1,942,056
Phileo Corporation	1,618,996
Gillette Safety Razor Co.	1,412,661
Scrutan Company	1,073,382
The Quaker Oats Company	955,010
H. J. Heinz Company	943,678
Pepsi Cola Company	925,610
Equitable Life Assurance Society of the U. S.	924,581
The Norwich Pharmacal Co.	843,782
Gospel Broadcasting Assn.	802,229
The Andrew Jergens Co.	685,320
General Motors Corp.	613,884
William R. Warner & Co., Inc.	607,566
George A. Hormel & Co.	541,755
Seeman Brothers, Inc.	536,339
Pacific Coast Borax Co.	480,563
Adam Hat Stores, Inc.	439,443
Lutheran Laymen's League	436,652
The Frank H. Lee Company	387,796
Bruner-Ritter, Inc.	346,931
Speidel Company	316,324
Miles Laboratories, Inc.	310,960
Pan American Coffee Bureau	310,512
The Texas Company	304,930
Libby, McNeil & Libby	282,275

Since 1898



WILLIAM MORRIS AGENCY, INC.
NEW YORK · CHICAGO · BEVERLY HILLS · LONDON · PARIS

Agency—Network—Sponsor Billings

Trimount Clothing Company, Inc.	265,514
Champion Spark Plug Co.	264,177
Miller Brewing Co.	260,469
Voice of Prophecy, Inc.	250,329
The Goodyear Tire & Rubber Co., Inc.	247,800
Longines-Wittnauer Watch Co.	222,338
R. J. Reynolds Tobacco Co.	222,054
American Oil Co.	196,657
Mars, Inc.	184,567
Block Drug Co., Inc.	182,566
Dawn Bible Students Assn.	181,743
Petri Wine Co.	155,963
The Christian Science Monitor.	150,547
Richfield Oil Corp.	149,608
American Bakeries Co.	149,074
Carter Products Co.	133,924
Club Aluminum Products Co.	118,715
Westinghouse Electric & Manufacturing Co.	116,269
Smith Brothers	111,620
Sylvania Products Co.	110,858
Political	108,443
Green Spot, Inc.	103,022
The Southern Baptist Convention	96,861
Dolein Corporation	85,092
Botony Mills, Inc.	72,910
Dr. Billy Graham	65,016
Wm. H. Wise & Co., Inc.	64,497
Peter Paul, Inc.	63,785
Ford Motor Co.	63,029
Ronson Art Metal Works, Inc.	58,364
Revere Camera Co.	50,130
Phillips Petroleum Co.	45,781
Western Stove Co., Inc.	37,846
Burton Dixie Co.	37,000
Dennisons Foods Co.	31,828
Pietsweet Foods, Inc.	31,388
Stanley Home Products, Inc.	30,966
Doubleday & Company, Inc.	30,543
Institute of Religious Science.	26,907
Fruehauf Trailer Co.	24,499
Langendorf United Bakeries, Inc.	23,617
National Association of Manufacturers	17,850
Save By Mail.	16,000
Dr. Hiss Shoe Stores.	15,930
U. S. Army.	15,518
Scudder Food Products Co.	15,115
United Electrical, Radio & Machine Workers of America Gifts by Mail.	13,651
Labor League of Political Education	13,644
American Medical Association.	9,294
Waltham Watch Company.	8,875
Communication Workers of America	7,454
Wilson Sporting Goods Co.	6,814
Pacific Greyhound Lines.	6,528
Reynolds Metal Co.	4,544
Fisher Body Division of General Motors Corp.	4,278
Regal Amber Brewing Company	4,134
Omnibook, Inc.	3,937
Lucky Lager Brewing Co.	3,168
P. J. Ritter Company.	2,285
McColl Frontenac Oil Co.	1,500
TOTAL	\$35,124,625

TV Gross Network Time Sales 1950 Classifications

Automobiles, Trucks and Accessories \$ 1,285,332

Food and Food Products.	1,138,053
Beverages	844,557
Radios, Refrigerators, Phonographs, & Electrical Appliances	818,717
Cigars, Cigarettes & Tobacco.	499,485
Religion	274,649
Laundry Soaps and Cleansers.	251,382
Clothing & Dry Goods.	234,831
Confections	226,381
Jewelry & Accessories.	220,548
Lubricants, Petroleum Products & Fuel.	196,049
Drugs and Toilet Goods.	164,577
Hardware	131,585
Household Furnishings & Accessories	85,630
Miscellaneous	71,347
Publications	12,612
Steel	7,359
Politicals	4,720
Photographic Equipment.	2,696
TOTAL	\$ 6,470,510

American Broadcasting Co. TV Gross Web Time Sales 1950

General Mills, Inc.	476,374
P. Lorillard Company.	457,675
Admiral Corporation	359,429
The Goodyear Tire & Rubber Company, Inc.	350,608
Canada Dry Ginger Ale, Inc.	315,216
Chrysler Corporation	302,010
Packard Motors, Inc.	279,992
Schlitz Brewing Co.	227,733
Philco Corporation	222,077
Blatz Brewing Company.	197,727
Young Peoples Church of the Air	188,302
Sun Oil Company.	180,549
Bendix Home Appliances, Inc.	171,131
Hudson Motor Car Co.	149,670
Pontiac Division of General Motors Corporation	130,080
Kellogg Company	127,901
Gruen Watch Company	115,170
Best Foods, Inc.	111,070
Peter Paul, Inc.	107,950
Ronson Art Metal Works, Inc.	105,378
Peters Shoe Co.	102,145
Campana Sales Co.	100,650
American Safety Razor Co.	98,475
Kno Mark Mfg. Co., Inc.	96,282
Wine Corporation of America.	93,600
M. & M., Ltd.	93,160
Wander Company.	91,700
Green Giant Company.	85,320
General Shoe Corporation.	84,506
Seeman Bros.	81,510
Procter & Gamble Co.	80,925
American Dairy Association.	72,420
Griffin Manufacturing Co., Inc.	74,175
Gospel Broadcasting Assoc.	70,748
Libby, McNeill & Libby.	68,847
Chesebrough Manufg. Co.	63,927
Ironrite Ironers Corporation.	63,180
The B. F. Goodrich Rubber Co.	62,163
Arthur Murray, Inc.	53,366
Arnold Bakers, Inc.	51,480
American Bakeries Co.	42,942
American Tobacco Co.	37,084
Gillette Safety Razor Co.	33,110
Mason Au Magenheimer Co.	25,280
Florsheim Shoe Company.	25,169
Exquisite Form Brassiere, Inc.	19,920
Lutheran Laymen's League.	15,600
The Texas Company.	15,500
George S. May Company.	12,390



LONDON PARIS NEW YORK CHICAGO BEVERLY HILLS BOSTON
CLEVELAND DALLAS DETROIT MINNEAPOLIS SAN FRANCISCO

Agency—Network—Sponsor Billings

Ford Dealers Association.....	10,808
Pabst Sales Company.....	10,280
Ranger Joe Corporation.....	10,000
Allegheny Ludlum Steel Co....	7,359
Homecrafts.....	7,272
Doubleday & Company.....	5,340
Radio Offers Co.....	5,071
Cigar Enjoyment, Inc.....	4,727
Political.....	4,720
C. & W. Enterprises, Inc.....	4,120
Gotham Hosiery Co.....	3,100
Hotpoint, Inc.....	2,900
Bell & Howell, Inc.....	2,696
Jackson & Perkins Co.....	520
TOTAL.....	*\$6,470,510

American Broadcasting Co. 1950 Agency TV Gross Billings

Young & Rubicam, Inc.....\$	858,334
Dancer-Fitzgerald-Sample, Inc..	590,409
Lennen & Mitchell, Inc.....	457,675
Ruthrauff & Ryan, Inc.....	396,347
Kudner Agency, Inc.....	374,929
J. M. Mathes, Inc.....	315,216
Hutchins Advertising Company, Inc.....	222,077
Brooke, Smith, French & Dor- ance, Inc.....	212,850
McCann, Erickson, Inc.....	208,633
Kastor, Farrell, Chesley & Clif- ford, Inc.....	197,728
J. M. Camp Co.....	188,301
Hewitt, Ogilvy, Benson & Mather, Inc.....	180,549
Tatham, Laird, Inc.....	171,131
MacManus, Hohn & Adams, Inc.....	130,080
Kenyon & Eckhardt, Inc.....	127,901
Stockton, West & Burkhardt, Inc.....	115,170
Earle Ludge & Co.....	111,070
Maxon, Incorporated.....	110,851
Grey Advertising Agency, Inc.....	105,378
Henri, Hurst & McDonald, Inc.....	102,146
H. W. Kastor & Sons Advertis- ing Co., Inc.....	100,650
Batten, Barton, Durstine & Os- born, Inc.....	99,247
Ernie Mogul Co., Inc.....	96,282
Weiss & Geller, Inc.....	93,600
William Esty Company, Inc.....	93,150
Grant Advertising, Inc.....	91,700
Leo Burnett Company, Inc.....	85,320
William H. Weltraub Co., Inc.	81,510
J. Walter Thompson, Company, Birmingham, Castleman & Pelree, Inc.....	74,175
Campbell Mithum, Inc.....	72,420
R. H. Alber Company.....	70,718
Benton & Bowles, Inc.....	51,480
Tucker Wayne & Company.....	42,012
Turner Leach & Company, Inc.	25,280
Gordon Best Company.....	25,160
Brandford Advertising Inc.....	19,920
Huber, Hoge & Sons.....	18,203
Gotham Advertising Company, Inc.....	15,600
H. N. Fisher Associates.....	12,390
Warwick & Legler, Inc.....	10,280
Lamb & Keen, Inc.....	10,000
Walter Downing Agency.....	7,359
The Wesley Associates.....	4,726
Politicals.....	4,720
The Mail Order Network.....	4,120
Sterling Advertising Agency.....	3,099
TOTAL.....	\$ 6,470,510

American Broadcasting Co. 1949-50 Gross Monthly Billings (AM Radio Network)

Month	1950	1949
January.....	\$ 3,454,221	\$ 4,067,907
February.....	3,147,208	3,845,610
March.....	3,451,338	4,238,780
April.....	3,115,897	3,893,736
May.....	3,242,000	4,030,915
June.....	2,880,220	3,387,939
July.....	2,255,647	2,788,103
August.....	2,249,885	2,544,141
September.....	2,416,631	3,070,900
October.....	3,009,205	3,404,713
November.....	2,973,103	3,406,989
December*.....	2,926,270	3,656,492

TOTAL *\$35,124,625 \$42,342,225

* Estimated

American Broadcasting Co. 1949-50 TV Gross Time Sales

Food & Food Products.....	\$10,893,839
Drugs & Toilet Goods.....	7,099,430
Cigars, Cigarettes & Tobacco..	4,317,668
Religion.....	1,859,737
Radios, Refrigerators, Phono- graphs & Elec. Appliances...	1,846,124
Beverages.....	1,452,359
Automobiles, Trucks & Access..	1,217,667
Clothing & Dry Goods.....	1,165,662
Jewelry & Accessories.....	952,833
Insurance and Personal Loans..	924,582
Household Furnishings & Acc.	760,866
Lubricants, Petroleum Products & Fuel.....	698,476
Hardware.....	659,945
Laundry Soaps and Cleaners...	480,563
Publications.....	249,524
Confections.....	248,952
Miscellaneous.....	125,082
Politicals.....	108,443
Photographic Equipment.....	50,190
Sporting Goods.....	6,815
Transportation & Travel.....	6,528

TOTAL.....*\$35,124,625

Mutual Broadcasting System 1950 Gross Billings

	Monthly
January.....	\$ 1,678,889
February.....	1,401,403
March.....	1,410,682
April.....	1,441,454
May.....	1,356,580
June.....	1,204,638
July.....	1,060,002
August.....	1,090,222
September.....	1,246,463
October.....	1,534,526
November.....	1,357,529
December.....	1,320,406

TOTAL.....\$16,102,797

Note: December billings estimated.

MARJORIE MORROW

casting consultant

ACTORS

WRITERS

DIRECTORS

PRODUCERS

SPONSORS

AGENCIES

MARJORIE MORROW

Co-ordinated Casting Consultants

CHickering 4-0644
New York 18. N. Y.

Paramount Bldg.
1501 Broadway

Agency—Network—Sponsor Billings

Mutual Broadcasting System 1950 Sponsor Expenditures

Quaker Oats Co.	\$ 1,365,937
Miles Laboratories, Inc.	1,350,584
American Federation of Labor	1,346,774
Johns-Manville Corp.	1,238,573
Ronson Art Metal Works	847,563
Ralston Purina Co.	788,734
U. S. Tobacco Co.	642,052
Cudahy Packing Co.	618,488
General Foods Sales Corp.	607,091
National Biscuit Co.	566,005
Williamson Candy Co.	550,484
Rhodes Pharmaceutical Co.	533,200
Grove Laboratories, Inc.	443,700
Lutheran Laymen's League	440,098
Kellogg Co.	438,359
Gulf Oil Corp.	402,701
Radio Bible Class	343,342
Ford Motor Co.	317,788
Voice of Prophecy, Inc.	313,804
Noxzema Chemical Co.	271,616
Christian Reformed Church	260,136
Gillette Safety Razor Co.	238,746
Derby Foods, Inc.	221,924
Anahist Co., Inc.	212,787
R. B. Semler, Inc.	197,704
Murline Co., Inc.	137,139
Chamberlain Sales Corp.	126,763
Mail Pouch Tobacco Co.	125,181
Burrus Mill & Elevator Co.	118,875
Politicals	95,543
R. J. Reynolds Tobacco Co.	88,702
Beltone Hearing Aid Co.	86,932
Doubladay & Co., Inc.	84,785
Benjamin Moore & Co.	68,243
Dawn Bible Students Asso.	57,388
Amuro Products Co.	54,956
First Church of Christ Scientist	48,912
General Mills, Inc.	48,124
Delaware, Lackawanna & West- ern Coal Co.	44,192
Save-by-Mail, Inc.	42,253
Fal Razor Blade Co.	40,560
Bowey's, Inc.	39,147
William H. Wise & Co., Inc.	36,170
Shriners East-West Football Conference	36,120
Wilson Sporting Goods Co.	29,614
Muntz TV, Inc.	25,586
American Bird Products, Inc.	25,418
Hallcrafters Co.	20,024
Perfect Circle Co.	14,765
Mutual Benefit Health & Acci- dent Ass'n. of Omaha	14,404
A. O. Smith Co.	11,166
National Education Campaign of American Medical Asso.	7,393
Whitehouse Corp.	6,079
Shipstad & Johnson	5,619
Radio Offer Co.	2,902
National Council Protestant Episcopal Churches	2,053

TOTAL \$16,102,797

Note: December billings estimated.

Mutual Broadcasting System 1950 Industrial Classifications

Food and Food Beverages	\$ 4,194,196
Drugs and Toilet Goods	3,328,349
Religious	1,463,680
Labor and Politics	1,442,317
Building Materials	1,249,739

Laundry & Household Supplies	1,021,192
Cigars, Cigarettes & Tobaccos	855,935
Jewelry and Silverware	847,563
Confectionery and Soft Drinks	550,484
Paints and Hardware	347,549
Automobiles & Accessories	332,553
Miscellaneous	214,829
Stationery and Publishings	120,955
Radio and Phonographs	45,610
Lubricant, Petroleum & Fuel	44,192
Sporting Goods	29,614
Finance and Insurance	14,040

TOTAL \$16,102,797

Mutual Broadcasting System 1950 Agency Gross Billings

J. Walter Thompson Co.	\$ 1,556,361
Sherman & Marquette	1,365,937
Furman, Feiner & Co., Inc.	1,356,482
Wade Advertising Agency	1,350,584
Grey Advertising Agency, Inc.	847,563
Young & Rubicam, Inc.	793,368
Kudner Agency, Inc.	642,052
Grant Advertising, Inc.	618,488
O'Neil, Larson & McMahon, Inc.	588,156
McCann-Erickson, Inc.	566,005
Aubrey, Moore & Wallace, Inc.	550,484
Gardner Advertising Co.	512,442
Harry B. Cohen Adv. Co., Inc.	443,700
Gotham Advertising Co., Inc.	440,098
Kenyon & Eckhardt, Inc.	438,359
Stanley G. Boynton Radio Adv. Western Advertising Agency	343,342
Batten, Barton, Durstine & Os- born, Inc.	286,452
Brown Radio Productions, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc.	276,293
Glenn-Jordan-Stoetzel, Inc.	271,516
Maxon, Inc.	260,136
Needham, Louis & Brorby, Inc.	238,746
Benton & Bowles, Inc.	221,924
Foote, Cone & Belding, Inc.	216,427
Erwin, Wasey & Co., Inc.	212,787
Huber Hoge & Sons	197,704
Charles W. Hoyt Co., Inc.	130,000
Tracy-Locke Co., Inc.	125,181
William Esty Co., Inc.	118,875
Ollan Advertising Co.	88,702
St. Georges & Keyes, Inc.	86,932
Sorenson & Co.	68,243
William Gleason & Co.	59,171
Direct	57,388
H. B. Humphrey Co.	55,248
Knox-Reeves, Inc.	48,912
Ruthrauff & Ryan	48,124
Ben Saekheim, Inc.	44,192
Al Paul Lufton Co.	42,867
Thwing & Altman, Inc.	40,560
Ewell & Thurber Associates	36,170
Henri, Hurst & McDonald, Inc.	29,614
Michael Shore Advertising Co.	25,931
Weston-Barnett, Inc.	25,586
Bozell & Jacobs, Inc.	25,418
Campaigns, Inc.	14,040
The Mail Order Network	7,392
Walter McCreery, Inc.	6,079
Van Rlver & Crowe, Inc.	5,619
Friend & Kreiger, Inc.	2,902
Van Wood Advertising	1,404
.....	250

TOTAL \$16,102,797

Note: December billings estimated.



✓ Check Nielsen Reports

✓ Check Sales Reports

KUDNER AGENCY, INC.
for Tops in Television

NEW YORK SAN FRANCISCO DETROIT WASHINGTON



ADVERTISING AGENCIES

RADIO AND TELEVISION

Personnel



Addresses



Phone Numbers



Agency Affiliations



Network Accounts



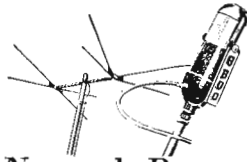
Local Accounts

NINETEEN FIFTY-ONE



BBDO

RADIO TELEVISION



National Network Programs

RADIO

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

"The Jack Benny Program"
"Your Hit Parade"

ARMSTRONG CORK COMPANY

Quaker Rugs

"Theatre of Today"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

Groucho Marx in
"You Bet Your Life"

CREAM OF WHEAT CORPORATION

Cream of Wheat

"Let's Pretend"

E. I. DU PONT DE NEMOURS & CO. (INC.)

"Cavalcade of America"

EMERSON DRUG COMPANY

Bromo-Seltzer

"Hollywood Star Playhouse"

GEO. A. HORMEL & COMPANY

Canned Meat Products

"Music With the Girls"

REXALL DRUG COMPANY

Drug Products

"Amos 'n' Andy"

U. S. STEEL CORPORATION

"Theatre Guild on the Air"

WILDROOT COMPANY, INC.

*Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo*

"Charlie Wild, Private Detective"

TELEVISION

AMERICAN TOBACCO CO., INC.

Lucky Strike Cigarettes

"Robert Montgomery Presents—
Your Lucky Strike Theatre"
"The Jack Benny Television Show"
"This Is Show Business"
"Your Hit Parade"

ARMSTRONG CORK COMPANY

Floor Coverings, Building Materials

"Armstrong's Circle Theatre"

DE SOTO-PLYMOUTH DEALERS OF AMERICA

Groucho Marx in
"You Bet Your Life"

GENERAL MILLS, INC.

"Betty Crocker Program"

THE B. F. GOODRICH COMPANY

Silvertown Tires

"B. F. Goodrich Celebrity Time"

MINNESOTA MINING & MFG. CO.

"Scotch" Brand Cellophane Tape

"Your Show of Shows" (participating)

WILDROOT COMPANY, INC.

*Wildroot Cream-Oil Hair Tonic and
Wildroot Liquid Cream Shampoo*

"Charlie Wild, Private Detective"
"The Jack Carter Show" (participating)

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
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MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

ADVERTISING AGENCIES

Agency Recognition Symbols

- AAAA . . . *American Association of Advertising Agencies*
- ABC . . . *Audit Bureau of Circulation*
- ABP . . . *Associated Business Papers*
- ANPA . . . *American Newspaper Publishers' Association*
- APA . . . *Agricultural Publishers' Association*
- BMB . . . *Broadcast Measurement Bureau*
- CAN . . . *Continental Agency Network*
- FAAG . . . *First Advertising Agency Group*
- NAAN . . . *National Advertising Agency Network*
- NOAB . . . *National Outdoor Advertising Bureau*
- PPA . . . *Periodical Publishers' Association*
- SNPA . . . *Southern Newspaper Publishers' Association*
- TAAN . . . *Transamerica Advertising Agency Network*

A. W. ADV., INC.

17 E. 53rd St., New York 22, N. Y.
 Phone: EL 5-5158
 ANPA—APA

President Bliss Woodward
 Radio Director Selwyn Rausch
 Account Executive G. F. Mettee
Radio Accounts: Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
 Phone: Higate 4-6580
 CNPA

Owner-Radio-TV Prod. Dir. Ad Fried
 Radio & TV Producers William Muir,
 Diana Springer, Faye Gillespie
 Radio & TV Time Buyer Faye Gillespie
 Program Manager Diana Springer
 Music Director Elaine Trigger
 Production Manager William Muir
 Radio & TV Library Diana Springer
 Dir. TV Productions Ad Fried
Radio Accounts: Bigelow Films (Motion Picture Films), Berkeley, Calif.; Bell Smoked Fish Co. (Tara Bell Brand Products), San Francisco, Calif.; Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Truck Co. (Trucks), Oakland, Calif.; Buy-Rite Truck & Equipment Co. (Heavy Duty Equipment), Port of Oakland & Houston, Texas; Coy

Hair Curler, Oakland, Calif.; Crescent Jewelry Co. (Jewelry), Hayward-Oakland, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaner), Betty Elizabeth Shampoo (Shampoos), F. H. Daily Motor Co. (Automotive), Henry de Lugach Real Estate, Morwear Paint Co. (Paints), Holly Meat Co. (Holly Brand Products), Morse-Starrett Products (Wire Rope Cutters), Oakland Frame & Axle Co., Pelex Beauty Products (USA) (Cosmetics), Berkeley, Calif.; Pelex Beauty Products (Canada), (Cosmetics), Penetang, Ontario, Can.; Rocsil Shoe Co. (Vitality Shoes), Oakland; Rhodes — Jamieson, Ltd. (Building Materials), San Leandro, Calif.; Quality Laundries (Laundry Services to Cleaning Firms), Swan's Markets, Oakland, Calif.; Troiel Companies (Ply Hole Covers), Berkeley, Calif.; The Quiet Hour, Royal Art Galleries, Minit-Man Auto Laundries, Foster & Louis Insurance, Lou Winston Co., Lo Fare Cab Co., Oakland, Calif.; Smith Bros. "MAC" Compound (Stomach Remedy), Walnut Creek, Calif.; Fidelity Roof Co., Oakland, Calif.

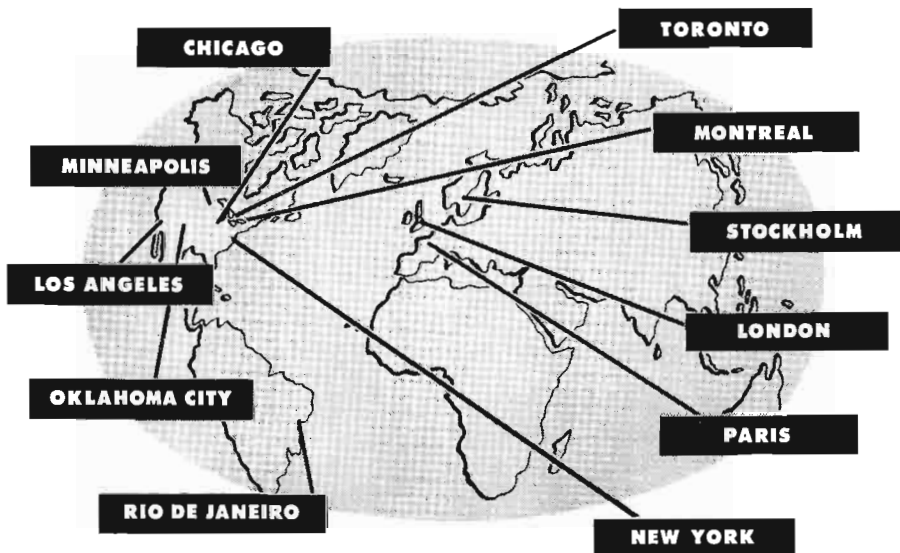
TV Accounts: Bell Smoked Fish Co. (Tara Bell Canned Salmon & Tuna), San Francisco, Calif.; Cochran & Cell Chevrolet Dealers, Davi Miracle Foam (Rug & Upholstery Cleaner), Betty Elizabeth Shampoo, F. H. Daily Motor Co. (Auto Dealer), Oakland, Calif.; El Nido Restaurant, Lafayette, Calif.; G & W Refrigeration Co. (Ice Makers), Lake Merritt Hotel (Dining &

*An
International*
“NETWORK”!

**ERWIN, WASEY
& COMPANY**

**Complete Advertising Facilities
including Radio & Television**

in



Advertising Agencies

Dancing), Quality Laundries (Laundry Service for Cleaning Firms), Lo Fare Cab Co., The Quiet Hour (Religious), Dick's Home Furnishings (Furniture), West Coast Soap Co. (White Navy Soap & Powder), Oakland, Calif.

WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.
Phone: Whitehall 4-5210
ABP

Pres.-Treas. William Hart Adler
V.-P., Secy., Art Dir. Warren Shuster
Personnel Director. James W. Taylor
Production Manager. Al Stove
Media & Research Dir. George Bromberg
Asst. to Pres. Kenneth C. Ring
Acct. Execs. W. H. Adler,
Warren Shuster, Kenneth Ring, George
Bromberg, H. F. Willson

ADMASTERS ADVERTISING, INC.

514 Tenth St., N.W., Washington 4, D. C.
Phone: District 0551
ABP—PPA

President. John E. Waterfield
Secretary. E. H. Bell
Production Manager. V. E. VanderSchaat
Copy Chief. J. DuVall

ADVERTISERS' B'CASTING CO.

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

Executive Director. M. Keilson
Radio Director. Sholom Rubinstein
Producer. Jacob F. Keilson
Program Planning. David M. Hausdorff

Radio Accounts: Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Post Cereals); I. Rokeach & Sons, Inc. Food Products; Horowitz-Margarten (Food Products); Breakstone Bros. (Dairy Products); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Ajax); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmaceutical Co. (Anacin); American Home Foods (Duff's Mixes, G. Washington Instant Coffee, Clapp's Baby Foods); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellman's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Borden Co. (Borden's Cream Cheese, Borden's Instant Coffee); Fels, Inc. (Falso); Dugan Bros. (Dugan's Breads); Carter Products, Inc. (Arrid); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The

Birkett Mills (Wolf's Buckwheat Products); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); The Boyle-Midway Co. (Aerowax, Wizard Wick, Auto-Brite, Black Flag); Mrs. Grass' Noodle Soup; Seeck & Kade, Inc. (Pertussin); The S.O.S. Co. (S.O.S. Cleaning Pads); International Salt Co. (Red Cross Salt); Gordon Baking Co. (Silvercup Bread); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry, Silver Dust); The Procter & Gamble Co. (Criseo, Tide, Spic & Span); Maltex Co. (Maltex Cereal); Public National Bank & Trust Co.

ADVERTISING COUNSELORS

Spreckels Bldg., San Diego 1, Calif.
Phone: Franklin 0545
ABP—ANPA—PPA

Owner. Buckleigh Oxford
Chief Acct. Exec. Mary Alice Haggard
Production. Esta Burton
Radio Accounts: Ace Welding & Trailer Co., San Diego, Calif.; San Diego Industries, Inc., Martin & Gorton Insurance, Arey-Jones Co., Huff Rug Stretcher, McClesney Specialty Works, Cardiff, Independent Sales Co. (Direct Mail Novelties), San Diego; Huff Rug Stretchers, La Mesa; Amethyst (Sanitarium), San Diego, Calif.

ADVERTISING, INC.

1523-31 Central National Bank Bldg.,
Richmond 19, Va.
Phones: 3-2800, 3-2809
ABP—ANPA—APA—FAAG—NOAB
PPA—SNPA

President & Treasurer. J. Lynn Miller
Vice-President. M. T. Miller
Secretary. A. G. Timewell
Production Manager. F. T. Cook
Art Director. Robert Bowers
Radio-TV Dept.
TV Director. Aubrey F. Watson
Properties. Harry Coronet
Copy. N. M. Miller

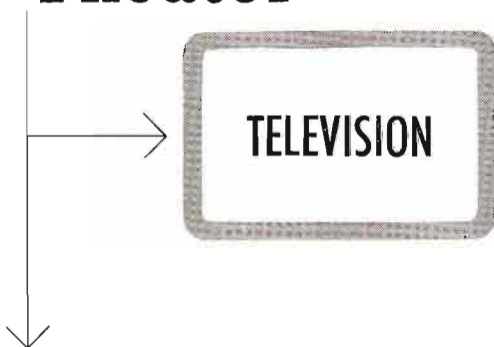
Branch Office

416 E. Main St., Richmond 19, Va.
Phone: 3-5667

Manager. A. F. Watson
Radio Accounts: Virginia Electric & Power Co. (Public Utility), Richmond, Fredericksburg & Potomac RR; Virginia Hospital Service, Assn. Commonwealth Motors, Inc. (Ford Automobiles), Henry Haase (Furs), Virginia Dairy (Milk products), Richmond, Va.
TV Accounts: Commonwealth Motors, Inc. (Ford Dealer); Tidewater Ajax Co.; Commonwealth Sales Corp. (Philco Electrical Appliances).

Ford Theater

on



TELEVISION

GARTH MONTGOMERY — *producer*

FRANKLIN SCHAFFNER — *director*

AL OSTRANDER — *settings*

BEN LUDLOW — *music*

ART HANNES — *announcer*

production — **KENYON & ECKHARDT INC.**

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66 E. S. Water, Chicago 1, Ill.

Phone: CEntral 6-5255

ABP—ANPA—APA—NOAB—PPA

Vice-Pres. & Gen. Mgr. Alfred C. Houser
Publicity Director Walter J. Fay
Space & Time Buyer F. J. Kurtzweil

Radio Accounts: North American Acceptance Corp. (Finance), Chicago Motor Club Travel Bureau (Travel information & reservations), Inter-Insurance Exchange of Chicago Motor Club (Auto insurance), Family Life Ins. Co. (Insurance), Chicago; Wis. Div. American Automobile Assn. (Auto Club Service & Insurance), Madison, Wis.

TV Accounts: Chicago Motor Club (Club Memberships), Chicago 1, Ill.

THE AITKIN-KYNETT CO.

1400 South Penn Square,

Philadelphia 2, Pa.

Phone: RIttenhouse 6-7810

AAAA—APA—NOAB—ABP—ANPA

PPA—ABC—BMB

Senior Partner H. H. Kynett
Partners A. K. Aitkin,
M. E. Goldman, H. A. Medhoidt

Art Director F. Wade Lane
Production Manager W. B. Turner
Space & Radio Time Buyer E. M. Gretz
Aect. Execs. George B. Barnard,
Harold B. Montgomery, Allen C. Smith

Radio Accounts: Phillips Packing Co., Inc.; Felton-Sibley & Co., Inc.; Old Reading Brewery, Inc.; Bachman Bakeries, Inc.; Wm. Montgomery Co.; Mrs. Paul's Kitchens.

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.

Phone: HOLlywood 9-8273

ANPA

Exec. Vice-Pres. Pauline Hagen
Secretary Evelyn R. Jones
Dir. of Radio & TV Pauline Hagen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Kansas City, Mo.

TV Account: Gospel Broadcasting Assn.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,

Omaha 2, Neb.

Phone: Atlantic 4445

AAAA—ABP—ANPA—APA

Account Executives:

Partners Earl H. Allen,
Milton H. Reynolds and Karl M. Joens

Account Executives Robert H. Reynolds,
Claude F. Anderson, Floyd Mellen, Jack
Hultgren, John Enis

Dir. of Radio & TV Milt Stephen
Asst. Director of

Radio & Television Don B. Amsden, Jr.
Continuity and Scenario

Writer Clare Murphy

Continuity Writer Alice Helker
Steno. & Librarian Dona Reeh
Orders Maxine Edgerton

Radio Accounts: Omaha Public Power District (Public Utility), Nebraska-Iowa Electrical Council (Electrical Dealers' Organization), General Electric Supply Corp. (Electrical Appliances), P. F. Petersen Baking Co. (Bakery Products), Byron Reed Company (Real Estate, Farm Management), George H. Lee Company (Biologics and Pharmaceuticals), Merchants Biscuit Company (Bakery Products), Mueller-Selby, Inc. (Motorola Distributor), Paramount Radio Shop (Appliances), T. H. Maenner Company (Cunnison Homes, U. S. Steel), Webber Motors (Automobiles, Trucks and Equipment), United States National Bank, Ted's Pen Shop (Pens, Cards, Stationery, etc.), Fairmont Foods Co. (Poultry and Livestock Feed), Evans Laundry, Tekseed Hybrid Co. (Hybrid Corn), Einot Home Permanent (Home Permanent Wave), Graybar-Hotpoint (Appliances), Pioneer Glass & Paint Co. (Paint, Wallpaper, Glass), Hill Hotel, Omaha Body & Equipment Co. (Truck Bodies), Omaha Stationery Co. (Office Supplies, etc.), Boyles College, Micklin Lumber Co. (Builders' Supplies), Behlen Manufacturing Co. (Corn Cribs, etc.), Boyer Lumber & Coal Co. (Lumber and Coal), First National Bank of Beatrice, Crosley (Appliances), Carpenter Oil Co. (Gas, Oil and other Automotive Products), Midwest Clean-It Co. (All Purpose Cleaner), Bi-State Distributing Co. (Bendix), (Washers, Dryers, etc.), Multiple Listing Exchange (Real Estate), Northrup-Jones (Cafeteria, Bakery), Electric Fixture & Supply Corp. (Crosley Distributors), Omaha, Neb.

TV Accounts: T. H. Maenner Co. (Cunnison Homes, U. S. Steel), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Ted's Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), Graybar-Ratheon, Bi-State Distributing Co. (Bendix), (Washers, Dryers, etc.), Evans Laundry, Graybar-Hotpoint (Appliances), Youngstown Kitchens (Kitchen Fixtures), Micklin Lumber Co. (Builders' Supplies), Multiple Listing Exchange (Real Estate), Northrup-Jones (Cafeteria, Bakery), Crosley (Appliances), Electric Fixture & Supply Corp. (Crosley Distributors), Sol Lewis (Appliances), Nebraska-Iowa Electrical Council (Electrical Dealers' Organization), General Electric Supply Corp. (Electrical Appliances), Byron Reed Co. (Real Estate, Farm Management), Mueller-Selby, Inc. (Motorola Distributor), Hill Hotel (Hotel and Restaurant), Omaha, Neb.

PHILCO TELEVISION PLAYHOUSE

The Play's the Thing

WITH PHILCO BALANCED BEAM TELEVISION



Other Philco Sponsored Shows

BREAKFAST CLUB with DON McNEILL
ABC Network — Daily
Monday to Friday, 9:45 to 10 A.M., E.S.T.

DON McNEILL'S TV CLUB
ABC-TV Network
Wednesday, 9 to 10 P.M., E.S.T.

**PHILCO
TELEVISION
PLAYHOUSE**

Sundays

9 to 10 P.M., E.S.T.

NBC-TV Network

Famous for Quality the World Over



ALLEY & RICHARDS, INC.

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

Phone: LExington 2-3020

AAAA—ABC—ABP—ANPA—NOAB
APA—PPA

President.....H. L. Whittemore
Vice-Pres. & Secy.....C. A. Holcomb
V.P.-Treas. and Media Dir...H. M. Billerbeck
V.P. and Creative Dir.....D. H. Uptegrove
Art Director.....Harry Rocker
Dir. Pub. Relations.....E. H. Tiffany, Jr.
Production.....George Little
Account Executive.....Milton Towne
Production Manager.....John B. Snyder

Branch Office

Statler Office Bldg., Boston 16, Mass.

Phone: HUBbard 2-8850

Vice-President.....J. T. Coenen
Vice-President.....Paul B. Cavanagh
Radio-TV Director.....Barbara Keane
Radio Accounts: Allen V. Smith, Inc.,
Packaged Peas, Beans, etc., Marcellus Falls,
N. Y.; R. C. Williams & Co., Foods, New
York, N. Y.; Glenwood Range Co., Ranges,
Taunton, Mass.; Edgar Lewis & Sons, Inc.,
Candies, Malden, Mass.; Haffenreffer & Co.,
Inc., Pickwick Ale, Jamaica Plains, Mass.

TV Accounts: Haffenreffer & Co., Pickwick
Ale, Jamaica Plains, Mass.

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Radio Accounts: Booth Fisheries Corp. (Frozen Fruits, Vegetables, Fish), Chicago, Ill.; Coyne Electrical School (Trade School), Chicago, Ill.; Foell Packing Co., Chicago, Ill.; Key Work Clothes, Inc., Fort Scott, Kans.; Milner Products Co. (Pine-Sol and Fly-Cide), Jackson, Miss.; Schulze and Burch Biscuit Co. (Flavor-Kist Cookies & Crackers), Chicago, Ill.; K. C. Division (KC Baking Powder), Little Rock, Ark. Holland Bulb Growers, 33 N. LaSalle St., Chicago, Ill.

Advertising Agencies

TV Accounts: Florsheim Shoe Co., Chicago, Ill.; Schulze and Burch Biscuit Co., Chicago, Ill.; Helene Curtis Industries, Inc., Chicago, Ill.

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 Garfield 1-4854

ExecutiveNorman Mork
 1606 North Argyle Ave., Hollywood 28, Calif.
 Phone: HEMPstead 2377

ExecutiveJack Runyon
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 Pepsi-Cola Co. (Pepsi-Cola), Long Island
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 Bakeries, San Francisco, Calif.; RCA (45mm.
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TV Accounts: "Popsicle"—Joe Lowc Corp. (Ice Cream Products), New York, N. Y.

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TV Accounts: E. H. Bendixsen Co. (East Point Oysters), South Bend, Wash.

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

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Radio Accounts: Chicago Herald American (Newspaper), Chicago; Pollyanna Shop (Ready-to-Wear), Chicago programming; Central Illinois Electric & Gas Co. (Public Utility), Rockford, Ill.; Northwestern Telephone Service), Freeport, Ill.; Tidewater Telephone Co. (Telephones), Warsaw, Va.; Glo Lure, Inc. (Sporting Goods), Medford, Wis.; Phoenix Table Mat Co. (Stove Mats), Leaf Brands, Inc. (Confections), Hi Litec Industries (Housewares), Chicago, Ill.

TV Accounts: Phoenix Table Mat Co. (Stove Mats), Chicago Herald American (Newspaper), Leaf Brands, Inc. (Confections), Hi Lite Industries (Housewares), Pollyanna Shop (Ready-to-Wear), Chicago.

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Radio Accounts: Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur

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Phone: HOward 134

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 Phone: Webster 3143

V.P. & Mgr. Don Breyer
 140 E. 39th St., New York 16, N. Y.

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Radio Accounts: Dennison's Foods (Catsup, Chili Con Carne, Canned Meat Products), Oakland; Mondavi, C. & Sons

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(Wines), St. Helena, Calif.; Pictsweet Foods, Inc. (Canned Corn & Peas, Frozen Foods), Mt. Vernon, Wash.; Richmond-Chase Co. (Hearts Delight Nectars, Pasteurized Prunes and Prune Juice), San Jose; Sav-On-Drugs Inc., Los Angeles; Sunset Line and Twine Co. (Fishing Lines), San Francisco, Calif.

TV Accounts: Globe Bottling Co. (Wilshire Club Beverages), Los Angeles, Calif.; Van Camp Sea Food Co., Inc. (Chicken-of-the-sea & White Star Tuna), Los Angeles, Calif.; Zausner Foods Inc. (Cheese), Harrison, N. J.

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Office Manager.....Mildred Surenkamp

Radio Accounts: Crew of the Good Ship Grace, Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Santa Monica; Church of the Open Door, Accent on Youth, Los Angeles; Morning Chapel Hour, Huntington Park, Calif.; World's Greatest Book Quiz, Portland, Wash.; Floyd B. Johnson, Los Angeles, Calif.; Calvary Church of Placentia (Religious Broadcasts), Placentia, Calif.

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TV Account: Oldsmobile Division.

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Phone: Hillside 7237

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Radio Accounts: North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks, The Theobald Industries, SitRoux Tissues.

TV Accounts: Bowman Gum, Inc., Phila., Pa.; Walter H. Johnson Candy Co., Chicago; Croton Watch Co., Inc., New York; Fashion Frocks, Inc., Cincinnati; Coty, Inc., New York; Food Stores Program Corp., New York; Bishop & Co., Los Angeles; Rexor Corp., New York; Hi-V Corp., Newark; Sitroux, Inc., New York.

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TV Accounts: Du Mont Laboratories, (Du Mont Telesets), Paramount Pictures (Feature Film), Monitor Equipment Co., (Monitor Washer), United Artists (Feature Film), New York, N. Y.

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TV Accounts: Conte Equipment Company (Excavation Equipment), Hutchinson Company (Cleaners & Dyers), Lincoln-Mercury Dealers of Allegheny County (Lincoln-Mercury Autos), Meadow Gold Dairies, Inc., Pittsburgh, Pa.; S. E. Mighton Company (Food Products), Bedford, Ohio; United Electronics, Inc. (Air King TV Dealer), Jerome Wolk & Brother (Furs), Pittsburgh Products Co. (Crosley Distributor), Pittsburgh, Pa.

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TV Accounts: Bell Electric Co. ("No-Shok" Safety Elect'l Prods.), Chicago, Ill.

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TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Club Aluminum Pro. Co. (Cooking Utensils), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Dean Milk Company (Dairy Products), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company, (Petroleum Products), Chicago, Ill.

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Central Bldg., Loan & Sav. (Savings Accounts), Kahn Jewelers (Jewelry), Columbus, O.

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TV Accounts: K. Katz & Sons, Inc. (Men's Clothing), Pre-Fab Homes & Supplies, Inc. (Prefabricated Homes), Baltimore, Md.

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Radio Accounts: Oakite Products, Inc.,
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 surance Co. of America.
TV Accounts: Oakite Products, Inc., Wes-
 tern Biscuit, Van Camp.

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 G. Brewster Loud, Jr.
 Sr. V.P. Radio & TV.....Winslow H. Case

Branch Offices

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 714 W. Olympic Blvd., Los Angeles 15,
 Calif.
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 235 Montgomery St., San Francisco 4, Calif.
 SUTter 1-8736
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 45 Edgewood Ave., Atlanta 3, Ga.
 Phone: Lamar 3858
 Manager.....G. G. Thom

Radio Accounts: Chevrolet Motor Divi-
 sion, General Motors Corporation, The De-
 troit Edison Company, Grocery Store Prod-
 ucts Company—Foulds Division, Local Met-
 ropolitan Chevrolet Dealer Groups.

TV Accounts: Chevrolet Motor Division,
 General Motors Corporation, The Detroit
 Edison Company, Local Chevrolet Dealers
 Association, Inc. (New York), Allen B.
 Du Mont Laboratories, Inc.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,
 Minneapolis 2, Minn.
 Phone: LIncoln 8824

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 Production.....Ralph B. Campbell, Jr.
 Time Buyer.....Minnie Kaplan
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Branch Office

1024 Palmolive Bldg., Chicago 11, Ill.
 Phone: DELaware 7-7553
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Radio Accounts: Atwood Coffee Co. (At-
 wood's Coffee), Campbell Cereal Co. (Malt-
 o-Meal), Minneapolis, Minn.; Gold Seal
 Company (Wax Products & "Snowy"), Bis-
 marck, N. D.; Great Northern Railway Co.
 (Railroad), Griggs, Cooper & Co. (Food
 Manufacturers), Theo. Hamm Brewing Co.
 (Hamm's Preferred Stock Beer), HI-LEX
 Company (HI-LEX Bleach & Disinfectant),
 St. Paul, Minn.; Land O'Lakes Creameries,
 Inc. (Dairy Products), Minnesota Consoli-
 dated Canneries, Inc. (Butter Kernel Pro-
 ducts), Northern States Power Co. (Electric
 Power), Our Own Hardware Co. (Wholesale
 Hdwe. & Paint), F. H. Peavey & Co.
 (Feeds), Minneapolis, Minn.; Quality Chekd
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 Merchandising), Chicago, Ill.; Russell Miller
 Milling Co. (Flour & Cake Mix), Zinsmaster
 Baking Co. (Bakery Goods), Minneapolis,
 Minn.

TV Accounts: American Dairy Assoc.
 (Product Advertising & Merchandising),
 Chicago, Ill.; Atwood Coffee Co. (Atwood's
 Coffee), Campbell Cereal Co. (Malt-o-Meal),
 Minneapolis, Minn.; Coolerator Co. (Refriger-
 ators & Ranges), Duluth, Minn.; Gold Seal
 Company (Wax Prod. & "Snowy"), Bis-
 marck, N. D.; Griggs, Cooper & Co. (Food
 Manufacturers), Theo. Hamm Brewing Co.

Advertising Agencies

(Hamm's Preferred Stock Beer), St. Paul, Minn.; Kemps Ice Cream Co. (Ice Cream), Minneapolis, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Minnesota Consolidated Canneries, Inc. (Butter Kernel Prod.), Minneapolis, Minn.; Miracloth Corporation (Cleaning Cloth), Chicago, Ill.; Munsingwear, Inc. (Underwear, Sleeping-wear, Foundation Garments, Hosiery), Northern States Power Co. (Electric Power), Minneapolis, Minn.; Orange-CRUSH Co. (Soft Drinks), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

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Phone: LO 7-8141

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Secretary Corrine Kolb
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Acct. Execs. Robert Weiner,
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TV Acct. Execs. . Fred Klemp, Curt Bogasch
Radio Accounts: May Potato Chip Co.,
Corn Kurl Chips, Security Natl. Bank, Home
State Bank, Kansas City, Mo.; Consumers
Co-op (Tires, Oil, Feed), City Natl. Bank,
Atchinson, Kans.; McCall Gasoline (Gas),
Roberts Clothes, Butler Mfg. Co. (Farm
Equipment Div.), Allvine Dairy (Milk),
Kansas City, Kan.

TV Accounts: R. B. Jones Inc. (Insur-
ance), Retail Merchants Assn. (Various),
Kansas City, Mo.

CASMIER ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MURRAY Hill 2-2014

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Radio Director Marvin Casmier
Radio Accounts: Haynes-Griffin (Radio-TV
Records), Eagle Pencil Co., New York, N. Y.

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

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Radio Director M. Eaton
Production Manager C. F. Lucchese
TV Director Allan Black
TV Time Buyers M. Eaton,
Allan Black

Copy Stuart Hoover
Publicity Fred Laderman

Radio Accounts: Delicia Chocolate & Can-
dy Mfg. Co., Devoe & Raynold Co., Inc.,
(Paints & Art Supplies), Wearbest Rugs
(Broadloom, Carpeting), Hardin Chemical
Co. (5-in-1 Soap, Why-Fires, Home Deodor-
ant), The ReClean Corp.

TV Accounts: Polaroid TV Filters, Dura-
bilt Irons, Bond Clothing Stores, Chese-
brough Mfg. Co., The ReClean Corp.

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Branch Office

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hempstead 2324

Manager Riley Jackson
Radio Accounts: Philip Morris & Co.
(Philip Morris Cigarette), Bymart, Inc.
(Tintair), New York, N. Y.; Block Drug Co.,
Inc. (Amm-i-dent), Jersey City, N. J.; Elec-
tric Auto-Lite (Spark Plugs, Batteries &
Parts), Toledo, O.; U. S. Coast Guard, New
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Brand Oyster Shell), New Rochelle, N. Y.;
Lamont Corliss & Co. "Quik"; Semi-Sweet
Choc.), Nestle Co., Inc. (Nescafe), Union
Dime Savings Bank, New York, N. Y. Union
Pharmaceutical Co., Inhiston, Montclair,
N. J.

TV Accounts: Block Drug Co., Inc. (Amm-
i-dent), Jersey City, N. J.; Bymart, Inc.
(Tintair), New York, N. Y.; Electric Auto-
Lite (Spark Plugs, Batteries & Parts), To-
ledo, O.; Lamont, Corliss & Co. (Ever-Ready
Cocoa, Chocolate Bars), Sylvania Electric
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Art & Prod. Mgr., Copy Chief, Radio-TV

Dir., Talent Buyer. James R. Fox

Radio Accounts: The Chattanooga Medicine Co. (Cardui, Black-Draught, Zyrone. Soltice), Chattanooga; Tennessee Nursery Co. (Nursery and Fruit Trees), Cleveland.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.

Phone: WA 2-5732

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Radio Director. Simon Levin

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.

Phone: HANcock 6-7310

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Dir. of Radio & TV. Edmund J. Shea

Film Director. J. Nelson Clifford

Branch Office

48 E. 43rd St., New York 17, N. Y.

Phone: MURray Hill 7-5040

Vice-President. George A. Frye

Radio Accounts: H. C. Baxter & Bro. (Canned Potatoes), Brunswick, Me.; W. L. M. Bendorp Company (Cocoa and Instant Chocolate), Boston, Mass.; Bates Shoe Company (Men's Shoes), Webster, Mass.; Lifetime Stainless Steel Co. (Cooking Utensils), Louisville, Ky.; New England Coke Company (Fuel), Boston, Mass.; The Rumford Company (Baking Powders), Rumford, R. I.; Chase-Shawmut Company (Fuses), Newburyport, Mass.

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James Robertson Hotel, Nashville 3, Tenn.

Phone: 6-4179

APA—ABP—NOAB—PPA—SNPA—ANPA

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Radio Accounts: American National Bank (Institutional), Tenn. Valley Assoc. Marketers (Top Line Appliances).

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Ingraham Bldg., Miami 2, Fla.

Phone: 2-3282

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Radio & Pub. Dir. E. S. Hamburger

Media Dir. & Radio Time Buyer. C. Bonnell

Acct. Execs. Robt. E. Clarke,

Geo. I. Clarke

Radio Accounts: WIOD, WSPA.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.

Phone: RIttenhouse 6-0236

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V.P. & Copy Chief. Elizabeth M. Zindel

V.P. & Direc. of Radio TV. Robert H. Smith

Radio Accounts: Network: Hudson Coal Co., Horn & Hardart.

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and Talent Buyer. Edward Aleshire

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Art Director. Robert E. Wilson

Production Manager. Oscar Fileppo

Space Buyer. Jeanette LeBrecht

Time Buyer. Mary Dunlavey

Comptroller. Walbeth Ludwig

Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; Grove-Fitch Division (Fitch Shampoo, Fitch Ideal Hair Tonic); Pearson Pharmacal Co. (Dew Deodorant, "Ennds" Chlorophyll Deodorant Tablets), New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.

TV Accounts: The Grove Laboratories, Inc.—F. W. Fitch Div., The Beaumont Co., New York, N. Y.

THE ARNOLD COHAN CORP.

101 W. 55th Street, New York, N. Y.

Phone: PLaza 7-7730

Pres. Radio & TV, Treas. Arnold Cohan

Radio & TV Copy Chief. Jeff Selden

Art Director. Herbert Dougherty

Prod. Dir. John Mulligan

Acct. Exec. Arnold Cohan

Radio & TV Accounts: Bruno-New York, Inc.; (RCA Victor, Bendix, International Harvester Distributors) Sunset Appliance; Bedford TV, Inc.

RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.

Phone: HARRison 3964

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 Prod. Mgr., Art Dir..... Tom Korcbak
 Acct. Executive..... Gardner Reams
 Radio Director..... Bill Godden

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 Stone, Seaward M. Woodard
 V.P. & Dir. of Radio &
 TV Prod. L. H. Titterton
 Mgr. of TV Programming... Brewster Morgan
 Mgr. of TV Comm. Prod.... Lloyd Durant
 Dir. of Publicity..... Joseph Field
 V.P. & Dir. of Media..... Guy Richards
 Mgr. of Media Dept..... Frank B. Kemp
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 Time Buyers..... Julia Brown,
 Martin Hansen, Richard Hurley, Oliver
 Blackwell, Sherwood Heath, Alfred Ritter,
 Frederick Benedix, Robert Tatum

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 Gwynne Bldg., Cincinnati, O.
 Manager..... Robert P. Marsh
 744 N. 4th St., Milwaukee, Wis.
 Manager Richard Davis
 6253 Hollywood Blvd., Hollywood, Calif.
 Manager Floyd Holm
Radio and TV Accounts: Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Duz, Fluffo, Bonus, Drene), Socony-Vacuum Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn, Tender Leaf Tea, Instant Tender Leaf Tea), Allis-Chalmers Co., Goodyear Tire & Rubber Co., N. Y. Life Insurance Co., Kelly Springfield Tires, Simmons Knife, YES Tissues, M. K. Goetz Brewing Co. (Country Club Beer), Quick Elastic Starch, Personal Products Co.; The Hubinger Co.

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 Sec.-Treas..... B. H. McClure
 Copy Chief..... Audrey Janisen
 Art Director..... Fernando Penalosa
 Production Managers..... Virginia George,

Barney McClure, Audrey Janisen
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TV Accounts: D. E. Sanford Company (Waring Blender), Goorin Bros. (Raindri Repellent), San Francisco, Calif.; Dinah's Shack (Restaurant), Palo Alto, Calif.

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 J. Clement Boyd
 Secretary..... Stuart D. Cowan, Jr.
 Space-Time Buyer..... A. Marie Maus
 Radio-TV Director..... T. H. Moore, Jr.
Radio Accounts: Schieffelin & Co. (Pears Soap), Bordens, Frank G. Shattuck Co. (Schraffts Stores & Restaurants), New York.
TV Account: Pears Soap.

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

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President..... John Gilbert Craig
 Sec.-Treas..... Kathleen A. Walsh
Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosius & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; H. P. Cannon & Son, Inc. (Canned Foods), Bridgeville; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Steinman Stations, Lancaster, Pa.; Riverview Beach Park, Pennsville, N. J.; Wilson Line, Inc. (River Transportation), Wilmington, Del.

TV Accounts: Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Riverview Beach Park (Amusement Park), Pennsville, N. J.

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 Chief Continuity Writer.....Patricia Noble
 Continuity Writers.....Gloria Brooks,
 Barbara Altfeld
 Radio-TV Scheduling.....Doris Klemme

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; Fox Wisconsin Amusement Corp. (Theater Change), Milwaukee, Wis.; St. Charles Mfg. Co. (Custom Kitchens), St. Charles, Ill.; Kinkert Caudy Co. (Candy), Milwaukee, Wis.; The Golden Rule (Department Store), St. Paul, Minn.; Morehouse-Martens (Department Store), Columbus, O.; Henri's Food Products (Salad Dressings), Upper 3rd Street Advancement Association, American Linen Supply (Linen Suppliers), Chevrolet Dealers of Milwaukee (Car Dealers), A. O. Smith Corp. (Heating Division) (Heating Equipment), Milwaukee, Wis.

TV Accounts: Ed. Schuster & Co., Inc. (Department Store), Broadway House of Music (Musical Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Marine Natl. Exchange Bank (Bank), The Milwaukee Company (Investments & Securities), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; The Golden Rule (Department Store), St. Paul, Minn.; Donaldson's (Department Store), Minneapolis, Minn.; Morehouse-Martens (Department Store), Columbus, O.; Henri's Food Products (Salad Dressings), Upper 3rd Street Advancement Association, Chevrolet Dealers of Milwaukee (Car Dealers), Pflugradt Co. (Heating Equipment), Wis. Plumbing & Heating Supply Co., Milwaukee, Wis.; Moeller Mfg. Co. (Snap-Tite Bottle Stoppers), Racine, Wis.; A. O. Smith Corp.—Heating Division (Heating Equipment), A. H. Weinbrenner Co. (Shoe Manufacturer), Milwaukee, Wis.; Rolfs (Personal Leather Goods), West Bend, Wis.

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 Vice-Pres. in Charge.....William Reydel
 Radio-TV Director.....John Sheehan
 V-P in Chg. of Media.....N. F. McEvoy

Branch Office

3420 Sunset Blvd., Hollywood 46, Calif.

Phone: CR 6131

Radio Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Kirkman Soap, Northwest Airlines, E. R. Squibb & Son.

TV Accounts: Chesterfield Cigarettes, Fatima Cigarettes, Sunshine Biscuits, Permutit (Water Softener), Northwest Airlines, Soilax Cleanser, Airex, Holmes & Edwards Silver, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).

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Phone: OR 9-0600

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 J. Fitzmorris

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Manager.....Alvin Kabaker
 6 King St., E., Toronto, Ontario, Can.
 Manager.....Gilbert Nunns

. . . Advertising Agencies . . .

Radio Accounts: Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc.

TV Accounts: Carter Products, Inc., Falstaff Brewing Corp., General Mills, Inc., Sterling Drug, Inc., Procter & Gamble.

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Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntRAL 6700

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TV Accounts: Anheuser-Busch, Inc., St. Louis, Mo., Coca-Cola Co., Atlanta, Ga.

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Radio Accounts: Pepsi-Cola, St. Louis Dairy Co., Blanke-Bar.

TV Account: Pepsi-Cola.

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Phone: Michigan 3908

ANPA—PPA

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Radio Accounts: Blue Bird Potato Chips, Inc., Scudder Food Products, Popcorn Processors, Inc.

TV Accounts: Scudder Food Products, Wilson & Co. (Pacific Coast); Popcorn Processors, Andersen's Split Pea Soup.

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Phone: RAndolph 8295

APA—SNPA

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Radio Accounts: Magnolia Seed Co., Chigger Chaser, Destruxel.

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624 Madison Ave., New York 22, N. Y.

Phone: PLaza 9-5128

ABP

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Media Buyer.....Miss G. P. Wagner
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V.P. & Copy Chief.....James F. Egan
V.P. & Research Dir.....E. W. Raynolds
V.P. Radio & Tel. Dir..Chester MacCracken

Advertising Agencies

V.P. & Art Director.....Robert E. Shaw
 V.P. & Dir. of Media.....S. L. Frey
 V.P. & Dir. Professional Div.

Dr. Philip Reichert

Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistab, Ammen Vitalis, Mum, Vitalis Hair Cream, Benex), New York, N. Y.

TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, Sal Hepatica, Trushay, Bufferin, Mum), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 21, Va.

Phone: RIchmond 3-111-3

ABP—APA—SNPA

Pres.-Treas.-Space Buyer (News)

Ralph L. Dombrower, Sr.

Vice-Pres.....Ralph L. Dombrower, Jr.

V.P., Sec. & Radio Time Buyer

Malcolm B. Dombrower

V.P.-Counsel.....Morton L. Wallerstein

Art Director.....Hobart Britton

Production Manager....LeBaron Coakley

Radio Director.....T. Michaux Moody

AssistantWilson Angel

Media & Space Buyer (Mag.)..Phyllis King

Branch Office

Woodward Bldg., Washington, D. C.

Phone: REpublic 1420

ManagerPhilip Rosenfeld

Radio Accounts: Pamplin Smoking Pipe & Mfg. Co., Pamplin; Richmond Hotels, Inc. (Richmond, Va. Hotels & Old Point Comfort); Fork Union Military Academy (Military School), Fork Union; Etchison Hat Co., Inc., Chesterfield Hat Corp., Richmond, Va.

DONAHUE & CO., INC.

1270 Sixth Ave., New York 20, N. Y.

Phone: COLUMbus 5-4252

ABP—ANPA—APA—NOAB—PPA
 SNPA

Dir. Motion Picture, Radio

& TV Div.....A. Carl Rigrod

Time Buyer.....Evelyn Jones

Production Assistant.....Walter Collins

Writer-Acct. Exec.....Latham Ovens

Radio Accounts: New York Herald Tribune, New York World-Telegram & The Sun, Aborn's Coffee, Carolina Rice (River Brand Rice Mills, Inc.), M-G-M, New York, N. Y.; Atlantic Ale & Beer, Atlanta, Ga.

TV Accounts: Gold Medal Candy Corp. (Bonomo's Turkish Taffy), New York, N. Y.; Scripto, Inc. (Pens and Pencils), Atlanta, Ga.; M-G-M, New York, N. Y.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.

Phone: WOODward 5-7400

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President.....W. B. Doner

Exec. Vice-Pres.....Charles F. Rosen

Treasurer.....Julian A. Grace

Vice-PresidentFelix Hower

Secretary & Art Dir.....Ben Goldstein

Asst. Dir. Radio-TV.....Cherie Lee

Staff.....Howard Fisher, Robert King,

Nan Braman

Branch Office

203 N. Wabash Ave., Chicago 1, Ill.

Phone: DEa 2-4676

Exec. Vice-Pres

Marvin H. Frank

Radio Accounts: Big Bear Markets (Supermarkets), Detroit, Mich.; DeRoy Jewelers (Jewelers), Dearborn, Mich.; Dixie Shops (Men & Women's Shops), Ypsilanti, Ann Arbor, Adrian, Mich.; Famous Furniture & Upholstering Co., Faygo Beverage Co. (Soft Drinks and Mixers), Grand River Chevrolet Co. (Chevrolet Dealer), Hub Appliance Stores (Appliances), Greater Detroit Movie Prize Contest (Theatres), Richard's Drive-Ins (Drive-Ins), Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Steinberg's Clothing, Inc. (Men & Women's Wear), Cincinnati, O.; United Shirt Distributors (Men's Wear), Weil & Co. (Dept. Store), Detroit, Mich.

TV Accounts: Annis Furs (Furs), Big Bear Markets (Supermarkets), Famous Cleaners (Cleaners), Famous Furniture Stores (Furniture), Faygo Beverage Company (Soft Drinks and Mixers), Federal Department Stores (Dept. Stores), Glendale Provision Co. (Meat Packers), Kay Bee Sales (Appliances), Greater Detroit Movie Prize Contest (Theatres), Detroit, Mich. and Suburban; R. R. Pressel Sausage Co. (Meat Packers), Richard's Drive-In (Drive-Ins), Rose Jewelry Company (Jewelry Chain), Speedway Petroleum Corp. (Gasoline), Video Sales Corp. (Mail Order Items), Packard Dealers of Greater Detroit, Studebaker Dealers of Greater Detroit, Everkrisp Food Products Co. (Potato Chips), Detroit, Mich.

DORLAND, INC.

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

Phone: ELDorado 5-2680

ABP—ANPA—APA—NOAB—PPA

PresidentAtherton Pettingell

Treas., Exec. V.P.....Walter S. Maas

Secy., Adm. Asst. to Pres..Mary L. Shaunty

V.P.-Dir. of Package Goods

Div.....Herschel Deutsch

V.P.-Assoe. Dir. of Package

Goods Div.....Ahner J. Rubien

Vice-Pres.-Art Dir.....Goldie Heller

Dir. of Merchandising....Shirley Polykoff

V.P.-Consultant for Art &
Industrial Design.....Herbert Bayer
V.P.-Radio & TV Dir.....Howard G. Barnes
Radio-TV Time Buyer...Katherine Kirkbride
Radio Accounts: A. S. Beck Shoe Corp.,
Lanvin Perfumes, Ameritex Div.-Cohn-Hall-
Marx, Breitenbach (Gude's Pepto-Mangan),
New York, N. Y.
TV Accounts: A. S. Beck Shoe Corp.,
Ameritex Div.-Cohn-Hall-Marx (Ameritex
Fabrics), New York, N. Y.; Sanson Hosiery
Co.

DORRANCE-WADDELL, INC.

160 East 56th St., New York 22, N. Y.

Phone: PLAZA 9-5120

ABP

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Exec. Vice-Pres.....Eugene Waddell
Vice-Pres.-Treas.....John A. Cashman
Media Director.....William L. Morison
Art Director.....Jack Wolfgang Beck
Production Manager.....Lincoln Allan
Director of Marketing.....William Bonyun
Radio Accounts: Glamour Products Co.
(Vitrex), Los Angeles, Calif.; Austin-Greene,
Inc. (Remyne Lipstick), Joan Nyola, Inc.
(NailFilm), New York City; Reed Products,
Inc. (Corbex), St. Louis, Mo.; Nyo-lene
Labs, Inc. (Filmasque), New York City,
Crossland Mfg. Co. (Moth Preventives),
Toledo, O.

TV Accounts: (Same as above.)

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBBARD 2-8050

ANPA—NOAB—PPA

Radio & TV Dir...Theodore B. Pitman, Jr.
Asst. Radio & TV Dir....Helen Garabedian
Branch Offices

*Dowd, Redfield & Johnstone, Inc.

501 Madison Ave., New York 22, N. Y.

Phone: MU 8-1275

Exec. in Charge.....John C. Dowd
Dowd, Redfield & Johnstone, Inc.

832 Washington Bldg., Washington, D. C.

Phone: NATIONAL 7397

Exec. in Charge.....A. D. O'Connor

* Affiliated office.

Radio Accounts: Albany Carpet Cleaning
Co. (Rugs & Carpets), Allston, Mass.; Boston
Edison Co. (Electricity), Boston Mass.;
Buckley & Scott Utilities, Inc. (Equipment
for Heating), Watertown, Mass.; City Fuel
Co. (Coal), Boston, Mass.; Cott Beverage
Corp. (Soft Drinks), New Haven, Conn.;
First National Stores (Food), Somerville,
Mass.; Groveton Paper Co. (Paper), Boston,
Mass.; Martin L. Hall Co. (Coffee & Tea),
South Boston, Mass.; Harvard Brewing Co.
(Ale & Beer), Lowell, Mass.; National Com-
pany (Radio Receivers & TV Sets), Malden,

Mass.; Staples Coal Co. (Coal), Town &
Country (Real Estate), Boston, Mass.

TV Accounts: Albany Carpet Cleaning Co.
(Rugs & Carpets), Allston, Mass.; Carpen-
ter-Morton Co. (Paints), Everett, Mass.;
Columbian Purchasing Group, Inc. (Hosiery),
Celest Baking Co. (Bread), Boston,
Mass.; Cott Beverage Corp. (Soft Drinks),
New Haven, Conn.; First National Stores
(Food), Somerville, Mass.; Giusti Bread
(Bread), New Bedford, Mass.; Groveton
Papers Co. (Paper), Boston, Mass.; Martin
L. Hall Co. (Coffee & Tea), South Boston,
Mass.; Harvard Brewing Co. (Ale & Beer),
Megowen-Educator Food Co. (Crackers &
Biscuits), Lowell, Mass.; Eugene Rothmund,
Inc. (Sausages & Frankforts), Soverville,
Mass.; Snider Fuel (Coal), Charlestown,
Mass.

**DOWD, REDFIELD & JOHNSTONE,
INC.**

501 Madison Ave., New York 22, N. Y.

Phone: MURRAY HILL 8-1275

ABP—ANPA—NOAB—PPA

Chairman.....L. L. Redfield
President.....John C. Dowd
Exec. Vice-Pres.....Edmund F. Johnstone
Treasurer.....Edward D. Parent
SecretaryHarold Tuers
Radio-TV Director.....William H. Eynon
Time Buyers.....Mary Ripple,
Jean Zipser

Branch Office

832 Washington Bldg., Washington, D. C.

Phone: National 7397

Exec. in Chg.....A. D. O'Connor
Radio Accounts: Stern Bros. (Department
Store), New York, N. Y.; Bell & Co. (Bell-
Ans, Proprietary Medicine), Orangesburg,
N. Y.; Block Drug Co. (Various Drug
Products), Jersey City, N. J.; Stahl-Meyer,
Inc. (Meats), Ryan Candy (Candy Bar),
New York, N. Y.

TV Accounts: Block Drug Co. (Omega
Oil), Jersey City, N. J.; So-Lo Mark Co.
("Tots" Rubber Footwear), Cincinnati, O.;
Janes Art Studios, Inc. (Greeting Cards),
Islip, N. Y.; Stahl Meyer, Inc. (Meats), New
York, N. Y.; The Rapidol Distributing Corp.
(Blensol), New Hyde Park, N. Y.; Ryan
Candy (Candy Bar), New York, N. Y.

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.

Phone: WO 2-8246

APA

Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park
Radio Time Buyer.....Hazel R. Belman
Copy Chief.....David G. Parkes

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

ROY S. DURSTINE, INC.

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

Phone: Circle 6-1400

NOAB—PPA—APA

President.....Roy S. Durstine
 Vice-Pres., Secy.....Arch T. Gardiner
 Vice-Presidents.....Wm. E. Dempster,
 John Malone, Jr., Ralph D. Allum
 Treasurer.....T. Arnold Rau
 Prod. & Traffic Mgr.....Fred Otto
 Space Buyers.....F. L. Chipperfield,
 F. Karpowich
 Head Art Dir.....Harvey A. Spooner
 Art Director.....J. Burton Stevens
 Executives.....Clem W. Kohlman,
 Robert L. Whitehead
 Mgr. Radio-TV Depts.....Bergi Boe
 Acting Manager.....Hubert Wilke

Branch Offices

3259 Wilshire Blvd., Los Angeles, Calif.

Phone: DUnkirk 8-3411

Exec-in-Charge.....William D. Sloan

703 Market St., San Francisco, Calif.

Phone: YUkon 6-6239, 6240

Exec-in-Charge.....Robert B. England

Radio Accounts: The Serutan Co. (Serutan, Sedagel, Nutrex, RDX, Lemel, Geritol, Journal of Living), C. J. Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.

TV Accounts: American Cyanamid Co. (Superset Div.), The Serutan Co. (Serutan, R. D. & Sedagel), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.

Phone: MAdison 2921

Owner.....Adam F. Eby
 Account Execs.....Joan Leslie,
 Samuel E. Eby, Lillian Kirk

Radio Accounts: Annual Sports Show, Home Family Laundry, David J. Scott Co., Brace McGuire Co., Inc., Chip Steaks of N. Y., Quick'n' Tasty Foods, Inc., Wilsolve Corp., Spraint Co.

EDELSTEIN-NELSON ADV.

AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.

Phones: ANdover 3-3867, DEarborn 2-5976

ABP—PPA

President.....Edward Edelstein
 Vice-President.....John J. Freeman
 Art Director.....Leo Rotelli
 Copy Chief.....Rita Loman
 Auditing..Frances Sopata, Martin Greenman
TV Accounts: Conway Camera Co. (Photographs), Chicago, Ill.

ELLINGTON & CO., INC., ADV.

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

Phone: MUrray Hill 7-4300

ANPA—APA—NOAB—PPA

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 Vice-Presidents.....Theodore S. Strong,

Hyland L. Hodgson, Charles R. Marshall,
 Chauncey L. Landon, Van Davis, Frances
 Raftery, William A. Bartel

Treasurer.....Gordon M. Kingman
 Dir. Radio & TV.....Hal James
 Business Manager.....John Schuyler House
 Radio & TV Time Buyer.....Dan Kane
 Asst. to Hal James.....Kay Woelfle
 Writers.....M. E. Darmstadter,
 Patricia Read, Barbara Smith
 Production.....Jim Haugpt
Radio Accounts: Cities Service Company
 (Gasoline and Oil), Celanese Corporation of
 America (Yarns, Fabrics, Plastics), New
 York, N. Y.

TV Accounts: Cadbury-Fry America, Inc.
 (Candy), Cities Service Company (Gasoline
 and Oil), Celanese Corporation of America
 (Yarns, Fabrics, Plastics), New York, N. Y.

ELLIOTT, DALY & SHERMAN, INC.

256 Sutter St., San Francisco 8, Calif.

President.....John C. W. Daly

Vice-President.....Robert Sherman

Secretary & Treasurer.....Wallace F. Elliott

Production Manager.....Richard F. Lucy

Account Executive...Katherine Doyle Spann

Radio and TV Accounts: KPIX-TV, San
 Francisco; KSFO-AM, San Francisco.

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.

Phone: Cl. 6780

ABP—ANPA—APA—NOAB—PPA—CDNA

Partners.....Michael F. Ellis,

Jerome R. Ellis

TV Director.....Josephine Williams

Radio Director.....Arlene Walters

Branch Offices

1139 Granite Bldg., Rochester, N. Y.

Phone: HA 1453

Manager.....Jack Perry

145 E. 53rd St., New York 22, N. Y.

Phone: PL 9-1310

Manager.....Kurt Mann

96 King St. W., Toronto, Ont.

Phone: Wa 9902

Manager.....Al May

1255 Phillips Square, Montreal, Que.

Phone: Pl 4466

Manager.....Ben Cossman

448 Seymour St., Vancouver, B. C.

Phone: Ma 2631

Manager.....Val Warren

Radio Accounts: Nemmer Furniture Com-
 pany (Furniture Manufacturer), Rosinski
 Furniture Co. (Furniture Stores), DiBello
 Motor Sales (Pontiac Dealers), Buffalo,
 N. Y.; Old Barn (Restaurant), East Aurora,
 N. Y.; Farmers and Mechanics Bank (Sav-
 ings Bank), Lockport, N. Y.; Hyan Dry
 Beverages (Ginger Ale), Quality Laundry
 (Laundry and Dry Cleaning), William C.
 Maunz (Insulation and Heating), Buffalo,

• • • Advertising Agencies • • •

N. Y.; Niagara County Savings Bank (Savings Bank), Niagara Falls, N. Y.; Kensington Savings & Loan Assn. (Savings and Loan Assn.), Madison Cab (Taxi Cabs), Mel's (Men's Clothing), A & B of Buffalo, Inc., (Ballantine Beer Distributors), Albert's Curtain Shop (Curtains and Drapery Fabrics), Phoenix Brewery Corp. (Beer and Ale), Western Savings Bank (Savings Bank), Mursten's (Furrier), Mutual Savings Banks (Savings Banks), Buffalo, N. Y.

TV Accounts: Western Savings Bank (Bank—Savings), First National Bank (Bank—Commercial), Italian & French Wine Co. (Old Friar Brand Wines), George R. Bennett Co., Inc. (Food Broker—Neptune Sardines), Borden's Condensed Milk, Star-Kist Tuna), Buffalo General Laundries (Laundry and Dry Cleaning), Nemmer Furniture Company (Furniture Manufacturers), Phoenix Brewery Corp. (Beer and Ale), Rosinski Furniture Co. (Furniture Stores), Grenells Men's Store (Men's Clothing), Mutual Savings Banks of Buffalo (Savings Banks), Bredenbergh Distributing Co. (Imported Labatt's Beer), William Hengerer Company (Department Store), Central Dry Cleaners (Rug Cleaners), Lamont-Wray Motors (Chrysler-Plymouth Dealer), William C. Mannz (Insulation and Heating), Buffalo, N. Y.

ROBERT J. ENDERS ADVERTISING, INC.

1415 K St., N.W., Washington 5, D. C.
Phone: Sterling 2222

President.....Robert J. Enders
Exec. Vice-President.....Howard A. Enders
Vice-President.....Bert M. Sarazan
Secretary-Treasurer.....Melvin Alan Bank
Account Executives.....Sylvia Devey,
Robert I. Black, Robert Fischer, Robert
Keefe, Al Fingerman, Robert L. Friend
Planning Director.....Leonard C. Rennie
Research Director.....Dan Haseltine
Office Manager.....Lucille Williams
Radio-TV Director.....Margot Phillips
Radio-TV Production Mgr..Mary Griffin, Jr.
Traffic Manager.....Dorothy Wasserman
TV Art Director.....Fred Waller

Branch Offices

Statler Building, Boston, Mass.
Phone: Hancock 65796

Manager.....Robert Barrett
1420 Walnut St., Philadelphia, Pa.
Phone: Kingsley 6-1858

Manager.....Herb Davis
2601 North Charles St., Baltimore, Md.
Phone Hopkins 6972

Manager.....William F. Fitzgerald
Nashville, Tenn.

Manager.....Donald Blass
Oliver Building, Pittsburgh, Pa.

Manager.....Nelson Schrader

Radio Accounts: Amvets (American Veterans of World War Two), Veterans of Foreign Wars, Koolvent Metal Awnings, Washington, D. C.; All-Aluminum Corp. (Chairs, Tables), Georges Radio & Television Co., Government Services Inc., Washington, D. C.; Brigg's Filtration Corp., Occidental Restaurant, Travel Inc., Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, and Virginia; Al's Motors (Chrysler), Virginia; McCoy's (Radio, Television & Appliances), Washington, D. C.; Mid-Atlantic Appliances (Admiral and Bendix), Washington, Maryland, Virginia; Air Rome, Inc. (Trips to Holy Land), National; Home Appliance Co. (Radio, Television & Appliances), United States Government Agencies, Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Cardwells Inc. (Rugs), National Institute of Technology, Sil-i-Kleen Auto Polish, Washington, D. C.; Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Academy Motors (Hudson), Philadelphia, Pa.

TV Accounts: Koolvent Metal Awnings, George's Radio & Television Co., The Hecht Company (Dept. Store), Occidental Restaurant, Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, Maryland, Virginia; Al's Motors (Chrysler) Virginia; McCoy's (Radio, Television & Appliances), Mid-Atlantic Appliances (Admiral & Bendix), Washington, D. C., Maryland, Virginia; Home Appliance Company (Radio, Television & Appliances), Washington, D. C.; Hotpoint Corporation, National; Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Sil-i-Kleen Auto Polish, Rumpus Rve (New Philadelphia Bakery), Washington, D. C.; N. Snellenburg & Company (Dept. Store), Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Philadelphia, Pa.; Hecht Bros. (Dept. Store), Washington, D. C.; The Hub (Dept. Store), Baltimore, Md.; Motorola, Gimbel's (Dept. Store), Frigidaire, Philadelphia, Pa.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, Virginia; R. H. White Co. (Dept. Store), TV Engineers of New England, Boston, Mass.; Gimbel Brothers (Dept. Store), Pittsburgh, Pa.

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone: State 1366-7

ANPA—PPA—APA—NOAB

President & Treasurer.....Frank L. Engel
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann
Radio Accounts: Superior Match Pants Co.

ENNIS-ANDERSON ADV. AGENCY

218 Anglo Bank Bldg., Fresno, Calif.
Phone: 3-2613
CNPA

President.....E. E. Anderson
Vice-President.....Frank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams
Radio Accounts: National Dollar Stores,
Roth Furniture Co., Fresno Macaroni Co.,
Perfection Macaroni Sauce. Airport Speedway.

ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-8700

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Vice-Presidents.....George E. Wasey,
David B. Williams
Sec.-Treas.....James F. O'Connor
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Radio Director.....Keith B. Shaffer
TV Director.....Richard L. Eastland
Time Buyer.....Ray Simms
Radio Dir. (L. A.).....Robert L. Redd
TV Dir. (L. A.).....Charles F. Lowe
Time Buyer (L. A.).....Jack Schluter
Time Buyer (Chicago).....John Gwynn
Branch Offices

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

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Exec. Vice-Pres.....Fred M. Jordan
523 Marquette Ave., Minneapolis 2, Minn.
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1st National Bank Bldg., Oklahoma City, Ok.
Manager.....Warren Humphrey
1170 Bay St., Toronto, Ont., Can.
Manager.....Ralph L. Lawson
1121 St. Katherine St. W., Montreal, Que.,
Canada

Manager.....Brian Devlin
Radio Accounts: Barbasol Co. (Barbasol),
Indianapolis, Ind.; Musterole Co. (Musterole),
Cleveland, O.; Lydia E. Pinkham Medicine
Co. (Vegetable Compound), Lynn,
Mass.; Carnation Co. (Evaporated Milk, Ice
Cream, Malted Milk), Los Angeles, Calif.;
Albers Milling Co. (Cereals, Flapjack Mix,
Friskies Dog Food), Seattle, Wash.; Consolidated
Cigar Corp. (Harvester Cigars,
Dutch Masters Cigars), Zonite Products
Corp. (Larvex), New York, N. Y.; Nash
Coffee Co. (Coffee), Minneapolis, Minn.;
S. C. Johnson & Sons, Inc. (Wax Products),
Racine, Wis.; R. B. Semler, Inc. (Kreml
Hair Tonic, Kreml Shampoo), New Canaan,
Conn.; Seek and Kade, Inc. (Pertussin
Cough Syrup), New York, N. Y.; Peter Fox
Brewing Co. (Beer and Ale), Oklahoma
City, Okla.; KRO Company (Rodenticides),
Springfield, O.; Jacob Riess Bottling Works

(Soft Drinks), Minneapolis, Minn.; McColl-
Frontenac Oil Co., Ltd. (Petroleum Products),
Montreal, Que., Canada; Acme Flour
Mills (Flour), Oklahoma City, Okla.; E. F.
Hutton and Co. (Securities), Los Angeles,
Calif.; McCoy Products (Vitamins), New
York, N. Y.; Olive Tablet Co. (Laxative),
Columbus, O.; Springs Cotton Mills Co.
(Spring Maid Sheets), Lancaster, S. C.

TV Accounts: Carnation Co. (Evaporated
Milk), Los Angeles, Calif.; Albers Milling
Co. (Friskies Dog Food), Seattle, Wash.;
Consolidated Cigar Corp. (Harvester
Cigars), New York, N. Y.; Springs Cotton
Mills (Spring Maid Sheets), Lancaster, S. C.;
Seek and Kade, Inc. (Pertussin), New York,
N. Y.; Musterole Co. (Musterole), Cleve-
land, O.; North American Philips Co.
(Norcleo Duo-Vue), New York, N. Y.; Ad-
miral Corp. (Refrigerators, TV and Radio
Receivers), Chicago, Ill.

BENJAMIN ESHELMAN CO.

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

President.....Benjamin Eshelman
Exec. Vice-Pres.....J. J. D. Spillan
V.P. & Radio Dir.....L. H. Greenhouse
Secy.-Treas. & Prod. Mgr.....W. J. Collopy
Radio Accounts: Commonwealth of Pa.,
Dept. of Commerce; Commonwealth of Pa.,
Dept. of Revenue; Lee Rubber & Tire Corp.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York, N. Y.
Phone: MUrray Hill 5-1000
ABC—ABP—ANPA—APA—PPA

V.P. Chg. Radio.....Thomas D. Luckenbill
V.P. Chg. TV.....Kendall Foster
Bus. Mgr. Radio.....Charles White
Chief Executives.....Wendell Adams,
Stan Lomas, Sam Northercross, Helen Phil-
lips, Donald Severn, William Stuart, Max
Wylie

Radio Accounts: Colgate (Super Suds, Fab,
Vel), National Carbon (Prestone Anti-
Freeze), R. J. Reynolds Tob. Co. (Camel
Cigarettes, Cavalier Cigarettes, Prince Albert
Smoking Tobacco).

TV Accounts: Colgate (Fab, Super Suds,
Vel), M & M Ltd. (M & M's Candy), Na-
tional Carbon (Eveready Batteries, Prestone
Anti-Freeze), R. J. Reynolds Tob. Co.
(Camel Cigarettes, Cavalier Cigarettes).

EVANS-WORK ADV. AGENCY

Dan Waggoner Bldg., Fort Worth, Tex.
Phone: EDison 9521
ABC—PPA—ABP—ANPA—APA
NAAN—NOAB

Partners.....Albert Evans, Jr.,
Gordon N. Teague

• • • Advertising Agencies • • •

Acct. Exec., Radio-TV Dir. Gene M. Lightfoot
 Acct. Executives.....Stan Schlenther,
 Josh Billings
 Art Director.....Jud Acker
 Production Manager.....Mary Lou Slay
 Asst. & Time Buyer.....Jane A. Beaty

EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.
 Phone: 28868

President.....Clarence R. Evans
 Art Director.....John Robert Work
 Continuity Director.....Inogene Kundig
Radio Accounts: Axtell Kramer, Bootery,
 Bridge Jewelry, Inc., Camera Shop, Cities
 Service Dealers, Citizens Markets, Commu-
 nity Bakery, Constantino Packing Co., Finks
 Cleaners, John S. Harms, Leland Hotel,
 Lloyd Cleaners, Henry Nelch & Son, Senate
 Theatre, Arch Wilson, Inc., Faultless Mill-
 ing Co., Harold Prehn, Inc., Kennedy Laun-
 dry & Dry Cleaners, Quality Dairy, Rolands,
 St. Nicholas Hotel, Springfield RefinOil Co.

THE EVERLING ASSOCIATES, INC.

42 South 15th St., Philadelphia2, Pa.
 Phone: LOcust 4-3654
 ABP—ANPA—APA—AAAA
 NOAB—ABC

Pres., Radio-TV Dir. Frank J. Crockery
 V.P. & Dir. of Art. Reynold Abbruzzi
Radio Accounts: Petroleum Heat & Power
 Co., Mrs. Smith Pie Co.

FEDERAL ADV. AGENCY, INC.

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

AAAA—ABP—ANPA—APA—NOAB—PPA
 Vice-Pres.-Dir. of Radio & TV

Francis C. Barton, Jr.
 Asst. to Mr. Barton.....Eleanor L. Larsen
 Time Buyer.....Penelope A. Simmons
 Copywriter-Radio & TV....."Pat" Bartels,
 Douglas Stapleton

EstimatorFrank Howlett
 Asst. to Mrs. Simmons.....Jacqueline Ruta

Radio Accounts: American Safety Razor
 Corp. (Gem Blades), Brooklyn, N. Y.; Har-
 riet Hubbard Ayer, Inc. (Cosmetics, Home
 Permanents), Pan American Coffee Bureau
 (Coffee), New York, N. Y.; Gerber Products
 (Baby Foods), Fremont, Mich.; Doeskin
 Products, Inc. (Facial Tissues, Paper Nap-
 kins), General Cigar Co. (Van Dyck Cigars),
 Lever Bros. (Breeze), New York, N. Y.;
 Stromberg-Carlson (TV Sets), New York,
 N. Y.

TV Accounts: General Cigar Co. (Van
 Dyck Cigars), New York, N. Y.; Gerber
 Baby Products (Baby Foods), Fremont,
 Mich.; Doeskin Products, Inc. (Facial Tis-
 sues and Paper Napkins), New York, N. Y.

HARRY FEIGENBAUM ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.
 Phone: LOcust 4-1536
 ANPA—NOAB—PPA

Partners.....Harry Feigenbaum,
 David Werman

Radio & TV Director.....Franklin Roberts
Radio Accounts: Grabosky Brothers (Roy-
 alist Cigars), Federal Savings & Loan Asso-
 ciations of Phila., Harldwick & Magee Co.
 (Rugs & Furniture), Philadelphia, Pa.; Cum-
 berland Brewing Co. (Old Export Beer),
 Cumberland, Md.; Liberty Bell Card Co.
 (Greeting Cards), Golden Brand Food Co.
 (Salad Dressings), The Arrow Store, (Men's
 Furnishings), The Laundry Board of Trade
 (Phila. Laundry Associations), Fox Weis
 (Furriers), Philadelphia, Pa.

TV Accounts: B. S. Pincus & Co. (Yankee
 Maid Meat Products), Booth's Bottling Co.
 (Carbonated Beverages), The Arrow Store
 (Men's Furnishings), Crescent Nut & Choco-
 late Co. (Nuts & Mints), Hygrade Baking
 Co. (Pretzels, Potato Chips, etc.), Philadel-
 phia, Pa.; Sportswear Hosiery Co. (Hopalong
 Cassidy Socks), New York, N. Y.

ROBERT FELDMAN, INC.

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

Pres. & Radio Time Buyer.

Account Executive.....Robert Feldman
 Sec. & Treas. B. Michaels
 Radio Director.....C. Rhodes
 Copy Chief.....L. Barton
 TV Director.....R. Feldman
Radio Accounts: Nevelea Country Club,
 Elliott Murphy's Aquashow, Maurella Pro-
 ducts (Perfumes), Wivel Restaurant, Village
 Barn, Jack Dempsey's Restaurant, Palisades
 Amusement Park, Chen's Singapore, Young's
 Gap Hotel.

TV Accounts: Chateau Martin Wines, Wivel
 Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Harned Blvd., Syracuse, N. Y.
 Phone: 2-2197, 2-2198
 ABP—APA

Pres., Space & Radio Time Buyer

Byron F. Fellows, Jr.
 Vice-President.....Donald G. Nowak
 Secretary-TreasurerMarjorie Hughes
 Copy Writer.....Jane Logan

Radio Accounts: B W B Foods Inc.
 (Brown's Baked Beans & Bean Soup), Mex-
 ico, N. Y.; Cortland Baking Company (Co-
 bakco Bread), Cortland, N. Y.; The Virden
 Company (Sea Queen Tuna Fish), Syra-
 cuse, N. Y.; Norwich Knitting Company
 (Character Sweatshirts), Norwich, N. Y.
TV Accounts: B W B Foods, Inc. (Brown's

Advertising Agencies

Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobakco Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.

Phone: NAtional 7713

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Exec. Asst.....Dudley H. Wade
Auditor.....Bertram J. Cleaves
Radio Director.....Wm. R. Groome
TV Director.....Walter J. Kerwin
Chief Copy Writer.....Patricia M. Rita
Acct. Executives.....George D. McGuinness,
Philip N. Jackson
Art Director.....Lee Perri
Production Manager.....Eugene M. Kresan
Time Buyer.....Beatrice T. Rice

Branch Offices

525 N. Charles St., Baltimore, Md.

Manager.....John Waddell
Life Ins. Co. of Va. Bldg., Richmond, Va.
Manager.....Frank G. Christian

Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith-Douglass Co. (Fertilizer), James G. Gill Co. (Coffee), Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Manbeck Bread Co. (Bread Products), Hagerstown, Md.; High's Lee Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore; Lindsey-Robinson, Inc., Roanoke, Va.

TV Accounts: Bergmann Laundry, Briggs (Meat Products), Emerson & Ore (Buick Dealers), Smith's Storage Co., Washington, D. C.; James G. Gill Co., Norfolk, Va.; P. D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.

Phone: MUrray Hill 9-7100

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Vice-President.....Philip Lukin
Account Executives.....J. B. Morse,
Joseph Mintzer, Henry Bretzfeld
Space Buyer.....Miss Selina Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Kenneth Miller
Radio-TV Time Buyer, Dir.....Henry Bretzfeld

ROBERT G. FIELDS & CO.

Warner Bldg., Nashville 3, Tenn.

Phone: 6-1977

ABP—APA—PPA—SNPA

President.....Robert G. Fields

Account Executive.....W. R. Culbertson
Secretary.....A. Ferguson
Radio Accounts: Robt. Orr & Co. (Coffee), Cherokee Mills (Flour), St. Bernard Coal Co. (Coal), Nashville Pure Milk Co. (Milk), Nashville Ice Co. (Ice), Coal Heating Service (Coal), Milk for Health, Inc. (Milk), Nashville, Tenn.

JOHN A. FINNERAN, INC.

1475 Broadway, New York 18, N. Y.

Phone: BRyant 9-1290

Pres. & Secy.....John A. Finneran
V.P. & Treas.....Honorina Finneran
Asst. Treas.-Gen. Mgr.....H. B. Pettengill
Art Director.....K. Elmore
Chief Copywriter.....D. Anscombe
Space & Time Buyer.....E. Pryde
Account Executives.....Curtis I. Brown,
G. White, B. Silon, F. Quinn, Dayton M. Jones

Radio Accounts: DeSoto Beach Hotel & Cabana Club, Heaton Hall, Hollywood Academy, 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

Pres., Radio Dir. & Copy Chief

Allan L. Firestone
Treas. & Art Director.....Archie Goodman
Secretary.....R. S. Firestone
Space Buyer.....L. Koehller

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.

Phone: CEntral 6-1610-1611

Owner.....Jack L. Fisher
Time Buyer.....Helene Heinz
Radio & TV Dir.....Bud Fisher

Radio Accounts: Bell Savings & Loan Assn. (Local Radio), Cook Co. Central Democratic Committee—Political (Radio-selected Localities), Jensen Movers—Moving (Spots), Lorraine Products (Plastics), Chicog; National Foundation for Infantile Paralysis (Midwest Rep.), New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments Only), Chicago; United Artists Corp. (Motion Picture), Chicago (Radio Selected Localities); Universal-International Pictures (Motion Pictures), Chicago (Radio Selected Localities); Triangle Laboratories (Rid-X), Chicago.

TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Parker-Allen Industries, Chicago (TV spots); Jensen Movers (Movers), Tam O'Shanter Country Club (Golf Tournaments), Chicago.

FITZGERALD ADVERTISING AGENCY

Southern Bldg., New Orleans, La.
Phone: TU 3131
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

Director, Radio Dept. Aubrey Williams
TV Director. Tom Newman
TV Production. A. David Cloud
Asst., Radio Dept. J. L. Killeen, Jr.
Radio Accounts: Alabama-Georgia Syrup Co. (Alaga Syrup), Montgomery, Ala.; Pan-Am. Southern Corporation (Petroleum Products), Jackson Brewing Company (Jax Beer), Wesson Oil & Snowdrift Sales Co. (Snowdrift Shortening, Wesson Oil), Southern Cotton Oil Co. (Crustene and Soco Shortening), New Orleans, La.; La. State Rice Milling Co. (Watermaid and Mahatma Rice), Abbeville, La.; Blue Plate Foods, Inc. (Coffee, Mayonnaise, Salad Dressing, Margarine, Jellies and Preserves, Peanut Butter), H. G. Hill Stores (Grocery Store Chain), New Orleans, La.

TV Accounts: Jackson Brewing Company (Jax Beer), Godchaux Sugars, Inc. (Godchaux Sugar), Pan-Am. Southern Corporation (Petroleum Products), Maison Blanche Company (Department Store), H. G. Hill Store (Grocery Store Chain), Standard Fruit & Steamship Co. (Caribbean Cruises), New Orleans, La.

FLACK ADV. AGENCY, INC.

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

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Treasurer. J. K. Bowman
Account Executives. Claire Evans, Arnold T. Bowden, William P. Conklin, Grover H. Hubbell

FOLEY ADVERTISING AGENCY

N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

Pres., Art & Radio Dir. Robert B. Foley
Sec.-Treas., Space Buyer. Helen M. Little
Radio Accounts: I. J. Fox, Inc. (Retail Furrier), Morton S. Pine Co. (Day's Pine Cleanser), Cleveland, O.

THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KIngsley 5-1560
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Research Director. David F. Johnstone
Copy Director. Raymond Barr
Art Director. Earle Steiert
Mech. Prod. Mgr. Ed. G. Griffiths
Office Manager. Catherine E. Gibbons
Radio-TV Director. James L. Tabor
Radio Accounts: Abbotts Dairies, Inc., (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Brock and Company, Inc. (Frozen French Fried Potatoes), Philadelphia, Pa.

TV Accounts: Abbotts Dairies, Inc. (Milk, Cheese, & Ice Cream), Beneficial Saving Fund (Banking), Philadelphia, Pa.; Atlantis Sales Corporation (Silver Polish), Rochester, N. Y.; Brock and Company (Frozen French Fried Potatoes), Freihofer Baking Company (Baked Goods), Philadelphia, Pa.

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247 Park Ave., New York 17, N. Y.
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NOAB—OAAA

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Radio Bus. Mgr. Lillian Selb
Publicity Director. George Wolf

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Phone: MIchigan 7651

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235 Montgomery St., San Francisco 4, Calif.
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Radio Time Buyer.....Grace Spanihel
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Phone: ATwater 8181
Leith F. Abbott

Radio and TV Accounts: Acme Breweries—Bohemia Dist. Co., San Francisco and Los Angeles; Armour and Co., Beatrice Foods Co., Emerson Radio and Phonograph Corp., New York, N. Y.; First Natl. Bank, Chicago; Frigidaire Div., General Motors Corp., Dayton, O.; General Foods Corp., New York, N. Y.; Post Toasties, Krinkles, Instant Postum, Postum Cereal, Calumet Baking Powder, La France Bluing, Satina; Gulf Brewing Company, Houston, Tex.; Hall Brothers, Incorporated, Kansas City, Mo.; International Latex Corporation, Dover, Del.; Marshall Field & Company, Chicago, Ill.; Nepera Chemical Co.; New Home Sewing Machine Company, Beverly Hills, Calif.; New York Central System; Pepsodent Div., Lever Brothers Co., New York, N. Y.; Purex Corp., Ltd., Roma Wine Company, S & W Fine Foods, Inc., San Francisco, Calif.; Security First Natl. Bank, Los Angeles; The Toni Company, Div. of Gillette Safety Razor Co., Chicago; Union Oil Co. of Calif., Los Angeles; RKO Theatres (RKO Service Corporation), New York, N. Y.

MARSHALL FORD ADV. AGENCY

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

President.....M. J. Ford
Publicity Director.....William Queale
Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

FORT & COMPANY

1101 S. Tryon St., Charlotte 1, N. C.
Phone: 4-7122
SNPA

President.....John L. Fort
Secretary.....Mrs. Ruby Black
Art Director.....William Bain

ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.
Phone: COrtlandt 7-5060
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110 E. 42nd St., New York 17, N. Y.
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Phone: ANdover 3-6611

Vice-President.....Robert E. Potter, Sr.
10 Post Office Square, Boston 9, Mass.
Phone: HANcock 6-5900

Vice-President.....Joseph R. Hamlen
Packard Bldg., Philadelphia 2, Pa.
Phone: RITtenhouse 6-3915

Vice-President.....Milton T. Kyle
235 Montgomery St., San Francisco, Calif.
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Manager.....Lucrezia H. Kemper
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1510 19th St., Washington 6, D. C.
Phone: COlumbia 8449

ManagerDay Thorpe

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180 N. Wabash Ave., Chicago 1, Ill.
Phone: DEArborn 2-5745

NOAB—ABP—ANPA—APA—PPA

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Account Executives.....Jones B. Frankel,
A. G. Gaines, Lew Sanders
Space Buyer.....Helen Eich
Radio-TV Director.....Lew Sanders
Radio Accounts: Lion Chemical Co., Rolin Sales, Valnor Prod.
TV Account: Rosin-Starr.

THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-7433

ABP—ANPA—APA—NOAB

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Exec. V.P. & Treas.....H. S. Rieff
Secretary.....R. S. Buckbinder
Art Director.....E. Gambale
Production Manager.....Phil Berman
V.P.-Radio & TV Dir.....Sydney Rubin
Radio Accounts: Adler Shoes, New York;
Coward Shoes, N. Y., Phila., Boston.
TV Accounts: Adler Shoes for Men, Mil-rose Products (RAD Cleaner), Happy Toy Co. (Toys) New York, N. Y.

. . . Advertising Agencies . . .

CURT FREIBERGER & CO.

314 Cooper Bldg., Denver 2, Colo.
Phone: ALpine 2048
ANPA—AAAA—PPA—NAAN

President.....C. J. Freiberger
Vice-President.....Kent Thomas
Secretary.....Charles A. Haskall
Treasurer.....Esther Piper
Radio Accounts: Central Bank & Trust Co.,
Tivoli Brewing Co., Toner's Peanut Butter,
Colorado Potato Flake Mfg. Co., Associated
Grocers of Colo., Sheridan Brewing Co.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.
Phone: HEMlock 1345-6
ANPA—APA—NOAB—PPA—AAAN

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Prod. Mgr. & Art Dir.....H. J. Torgesen
Space Buyer.....M. K. McGowan
Secretary.....R. W. Wallace
Copy Chief, Radio Dir.....Frances Pledger
Radio Accounts: Columbia Baking Co.,
Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.
Phone: NEWstead 0037

AAAA—ABC—ABP—NOAB—ANPA
PPA—APA—NAAN

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Mazie G. French
Dir. Consumer Mdse....G. Gordon Hertslert
Art Director.....F. H. Turpin
Dir. Client Service.....Richard C. Lynch
Media Director.....C. Sewell Pangman
Radio Time Buyer, Acct. Exec.

Al Maescher, Jr.

Radio Accounts: Mercantile Commerce
Bank & Trust Co., Dixie Mills, H. P. Coffee
Company, Meletio Sea Food Company, Whistle
& Vess Beverages, Inc., St. Louis; Federal
Savings Bank, R. E. Funsten Co., Gen.
Electric Appl. Co., Inc., St. Louis, Mo.

TV Accounts: Whistle & Vess Beverages,
Inc., St. Louis Federal Savings & Loan Assn.,
R. E. Funsten Co., Christian Peper Tobacco
Co., Gen. Elec. Appl., Inc., St. Louis, Mo.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone: HIGate 4-6580

(See Complete Listing Under "A")

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260 Tremont St., Boston 16, Mass.
Phone: Liberty 2-6140
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Vice-President.....Harold E. Bessom
Treasurer.....Harry M. Frost

Asst. Treasure.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Newspaper Space Buyer...Anna V. Turner
Magazine Space Buyer & Prod. Mgr.

Harold E. Bessom

Radio & TV Dir., Time Buyer

Harvey P. Newcomb

Assistant.....Norman Huey

Radio Accounts: Durkee-Mower, Inc.
(Marshmallow Fluff), Lynn, Mass.; Winslow
Chip Company (Potato Chips, Products),
Marblehead, Mass.; LePage's Inc. (Glue
Products), Gloucester, Mass.; General Elec-
tric Supply Corp. (Electrical Products), Bos-
ton, Mass.; Gentles Baking Co. (Gentles
Bread), Mattapan, Mass.; Campbell-Fair-
banks, Inc. (Sportsmen's Shows), Boston,
Mass.; Frank Bownes Paint Co. (Modene
Paints), Chelsea, Mass.; Jasper Wyman &
Sons Co. (Wyman's Blueberries), Mill-
bridge, Me.; Natl. Cranberry Assoc. (Ocean
Spray Products), Hanson, Mass.; Kane Chev-
rolet Company (Automobile Service), Dor-
chester, Mass.; Eastern Racing Assoc. (Suf-
folk Downs), East Boston, Mass.; Barbo's,
Inc. (Furniture), Stoneham, Mass.; Boston
Nash Co. (Automobile Service), Boston,
Mass.; Mass. Wharf Coal Co. (Fuel), Cam-
bridge, Mass.

TV Accounts: Durkee-Mower, Inc. (Marsh-
mallow Fluff), Lynn, Mass.; Gentles Baking
Company (Gentles Bread), Mattapan, Mass.;
General Electric Supply Corp. (Electrical
Appliances), American Crabmeat Co. (3
Little Kittens Cat Food), Met. Boston Nash
Dealers (Automobile Service), Boston Mass.;
Winslow Chip Co. (Potato Chips, Products),
Marblehead, Mass.; LePages, Inc. (Glue
Products), Gloucester, Mass.

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.

Phone: CHerry 1-6700

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V.P. & Mgr. (Cleveland Office) W. A. Wright
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Asst. to Pres. (Cleveland)....J. C. Maddox
Media Dept. Mgr. (Cleveland)...W. J. Staah
Media Dept. Mgr. (New York)...G. R. Lyon
Media Dept. Mgr. (Chicago)....L. J. Boyce
Radio, Film, TV Dept. Mgr.

(Cleveland Office)...Richard F. Reynolds

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.

Phone: MURray Hill 6-5600

Vice-Pres. & Mgr.....R. E. Allen

105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5041

Vice-Pres. & Mgr.....E. J. Lauesen

Radio Accounts: Olney & Carpenter (Food
Products), Westinghouse Elec. Corp. (Vari-
ous), Plymouth Cordage Co. (Rope), Her-

• • • Advertising Agencies • • •

cules Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Orange Screen Co., Linder Davis Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone: PLaza 7-7393

ABP

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Vice-President...Irving J. Gottlieb
Secretary...Nathan Rothenberg
Art Director...Edwin R. Swaback
Acct. Executives...H. Edward Simon
Lon Shaw

Space Buyer...Alice Wiener
Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Reimann & Bresse (Furniture), Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

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

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NOAB—PPA

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Exec. Vice-Presidents...Beatrice Adams,
S. M. Ballard

Sec. & Treas...J. V. Kirchhoff
V.P., Dir. Radio-TV...Roland Martini

Branch Office

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

Exec. Vice-Pres...S. M. Ballard

Radio Accounts: Barton Mfg. Co. (Shoe Polish), St. Louis; Cook Chemical Co. (Insecticides), Kansas City, Mo.; Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; H. D. Lee Company, Kansas City, Mo.; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Old Judge Coffee Co., Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; The Reardon Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Stokely-Van Camp, Inc., Indianapolis, Ind.; Union Electric Company of Missouri, St. Louis.

TV Accounts: Cook Chemical Co., Kansas City, Mo.; Banquet Canning Co., Grove Laboratories, Inc., Heiss Hotels, Knapp-Monarch Company, Old Judge Coffee Co., Pet Milk Co. Ralston Purina Co., St. Louis Independent Packing Co., St. Louis; Southwestern Bell Telephone Co., St. Louis; Stokely-Van Camp, Inc., St. Louis; Union Electric Company of Missouri, St. Louis; Monsanto Chemical Co., St. Louis.

GARFIELD & GUILD ADV. AGENCY

45 2 Street, San Francisco, Calif.

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President...Sidney Garfield
Creative Director...Harold Walker
V.P., Radio-TV Dir...William A. Morrison
Account Executives...Sidney Garfield,
W. A. Morrison, Harold Waller, C. J. Schuepbach

Radio Accounts: Chemicals, Inc., Kay Jewelry Co., No Doz Awakeners.

W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-8388

APA—ANPA—PPA—NOAB

Pres., Treas., Acct. Exec...W. W. Garrison
Sec., Space & Radio Time Buyer...G. P. Schill
V.P. & Acct. Exec...Earl Lines
Art Director...O'Cal Hanson
Account Executive...J. C. McDonough

Radio Accounts: Florida Citrus Exchange, Gihson Refrigerator Co.

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21 S. 12th St., Philadelphia 7, Pa.
Phone: LOcust 4-0530

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Public Relations Director...Wm. C. Faust
Radio-TV Dir...Edward B. Harvey

Branch Office

420 Lexington Ave., New York 17, N. Y.
Phone: LEXington 2-0880

Vice-President...Charles S. O'Donnell
Radio Accounts: Penn Mutual Life Insr. Co. (Insurance), Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Dis-ton & Son (Chain Saws), Pennsylvania Salt

Advertising Agencies

Mfg. Co. (Chemicals), Philadelphia, Pa.; Dorset Food, Ltd. (Canned Foods), National Selected Products Inc. (Food), New York, N. Y.; Patricia Stevens Model School Agency (Charm School), A. H. Genting Co. (Shoes, Retail), Philadelphia, Pa.

TV Accounts: Western Saving Fund) Society (Savings Bank), Strawbridge & Clothier (Dept. Store), A. H. Genting Co. (Retail Shoes), Philadelphia, Pa.; Natl. Selected Products, Inc. (Foods), New York, N. Y.

JOSEPH R. GERBER CO.

1305 S. W. 12th Ave., Portland 1, Ore.
Phone: Broadway 0515

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PPA—APA

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V.P. & Radio Dir.....Chas. H. Devlin
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GERTH-PACIFIC ADV. AGENCY

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J. McCracken
Media Director.....Pat Crowell
Production Manager.....M. F. Musil

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Manager.....Orson Hauter

Radio Accounts: David D. Bohannon
Orgn., Stringer Driver Moving & Storage Co.,
Calif. Fruit Products, Ltd.

TV Account: Calif. Fruit Products, Ltd.

GETSCHAL & RICHARD, INC.

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ABC—ABP—ANPA—APA—PPA

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Palmer

Radio Accounts: Frost Refrigeration, Inc. (Appliances), Sales Affiliates (Zotos, Marinello Cosmetics), Frederick Fell (Publishers), New York, N. Y.

TV Accounts: Frost Refrigeration Inc. (Appliances), Frederick Fell (Publishers), New York, N. Y.

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Time Buyer.....Betty Powell

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Executive Contacts.....W. Graham,
H. Wilson, Ralph Wolfe
931 Third National Bldg., Dayton 2, O.
Phone: Fulton 4145

Vic-President.....E. G. Frost

Radio Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.;
Continental Oil Co. (Conoco), Ponca City,
Okla.; P. Lorillard Co. (Embassy).

TV Accounts: Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.;
Continental Oil Co. (Conoco), Ponca City,
Okla.; P. Lorillard, Kelvinator.

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609 Province Bldg., Vancouver, B. C.

Vice-President.....Dave Crawford

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 Treasurer.....Clarence Schmidt
 Secretary.....Lynn Taggart
 Radio & TV Dir.....Frances Scott
 Radio & TV Time Buyer.....Lynn Taggart
 Publicity Director.....Buddy Basch
TV Account: Bonafide Mills, Inc. (Bonny Maid Linoleums, Tilemasters, & Versa-Tile).
 New York, N. Y.

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City
 1, Utah

Phone: 4-5516

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 Radio Director.....Eric A. Ajello
 Time Buyer.....Enid N. Ogaard
Radio Accounts: J. I. Case Co. (Farm Machinery & Equipment), Salt Lake City; Cloverleaf Dairy (Milk, Cream, Other Products), Salt Lake City, Provo, Price; Fisher Brewing Co. (Beer), Salt Lake City; Ford Dealers, Intermountain Area; Freed Motor (DeSoto-Plymouth Cars), General Electric Supply Corp. (Appliances, etc.), Industrial Relations Council of Utah, Mountain Fuel Supply Co., Salt Lake City; Ogden 1st Federal Savings, Ogden; Petty Motor—Ford (New and used cars and trucks), Salt Lake City, Utah; Porter Macaroni Company (Frillets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Saltine Crackers, Town House Crackers, Cookies), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread), Salt Lake City Chamber of Commerce, Salt Lake Hardware Co. (Wholesale Distributors), Sego Milk Products Co. (Sego Evaporated Milk), Streater Chevrolet Co., Sweet Candy Company (Chocolate Orange Sticks, Renown Chocolates; others), Union Pacific Railroad, Salt Lake City, Utah; Utah Automobile Dealers Association (Nat'l Automobile Dealer Week), Intermountain Area, Utah; Utah Finance Company, Salt Lake City-Provo, Utah; Utah Oil Refining Co. (Motor Oil; Gasoline; Atlas Products), Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City, Utah.

TV Accounts: Bcers-Bigelow (Appliances, etc.), Cloverleaf Dairy (Milk, Cream, Other Products), Colville Ice Cream Co. (Ice Cream Bars, etc.), Fisher Brewing Company (Beer), Freed Motor Company (DeSoto-

Plymouth Cars), General Electric Supply Corp. (TV Sets, Radios, Appliances), Purity Biscuit Co. (Town House Cookies, Town House Crackers), Royal Baking Co. (Table Queen Bread), Sego Milk Products Co. (Sego Evaporated Milk), Union Pacific Railroad, Utah Power & Light Co. (Electric Service), Salt Lake City, Utah.

GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 4-2141

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 Secretary-Treasurer.....Howard W. Gambrell
 Art Director.....Eric S. Heizer

Branch Office

79 Post St., San Francisco, Calif.

Phone: EXbrook 2-6468

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., Bu-Tay Products, Ltd., Los Angeles; Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids, Mich.

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ABP—ANPA

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Radio Account: Valley City Milling Co., Portland, Mich.

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36 State St., Albany 7, N. Y.

Phone: 5-88645

ABP—APA

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 Vice-President.....Ralph D. Kanna
 Treasurer.....Harry L. Goldman
 Secretary.....Hyman Rosenblum
 Radio & TV Dir., Space Time Buyer,
 Account Executive.....Ralph D. Kanna
 Account Exec., Sales Mgr.,

Space Time Buyer.....Jack Goldman
 Account Executive.....Norman D. Tillman
 Copy Chief.....Betty Tierney

Radio Accounts: Albany Garage, Inc. (Dodge Cars & Trucks, Electric Appliances), Albany; Greens Stationers, Albany; Seven Up Bottling Co. (Soft Beverage), Troy; Standard Furniture Co. (Furniture Stores in Albany, Kingston, Troy & Schenectady), Wultex Clothes Factory (Men's Suits, Coats, Slacks), Troy and Schenectady; Electra Protection Co. (Lightning Rod), Spector Men & Boys Furnishings, Swartz & Levison (Shoes for entire family), Lou Weiss Dress Shop (Ladies' Wear), Albany; Ben Katz, Inc. (Furniture Store), Troy, N. Y.

Advertising Agencies

TV Accounts: Albany TV Headquarters, Electra Protection Co., Albany; Chas. Freihofers Baking Co. (Bakeries), Albany, Troy, Schenectady; Seven Up Bottling Co. (Soft Drinks), Troy, N. Y.; Wultex Clothing Factory, Troy and Schenectady, N. Y.

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Phone: SUperior 7-6746

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Research & Mdse.....George B. Frank
Asst. Media Director.....J. Alden Joice
Production Manager.....Doris Monnette
Account Executive.....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., Potosi Brewing Co. (Potosi Beer), Potosi, Wis.

TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; Burlington Brewing Co. (Van Merritt Beer), Burlington, Wis.

GOTHAM ADVERTISING CO.

2 W. 46th St., New York 19, N. Y.
Phone: LUxemburg 2-2880

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Radio & TV Dir., Exec. V.P., Arthur A. Kron
Time Buyer.....Kathleen K. Barton
Radio Accounts: Lutheran Layman's League, LaRegionie Siciliana.

TV Account: Lutheran Layman's League.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
Phone: WAInut 2-3636

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Media Director.....Frank K. Esherick
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Space & Time Buyer.....Norma Neuhaus
Art Director.....Cecil Baumgarten

Production Director.....Melford Brodie
Copy Chief.....George H. Wright
Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

GREY ADVERTISING AGENCY, INC.

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Media & Research Dir....Herbert A. Vitrioli
Radio-TV Director.....John Wyatt
Program Manager.....Herbert Horton
TV Supervisor.....Barbara Jones
Time-Video Buyer.....Philip Leshem

Radio Accounts: Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Eliz. Arden Sales Corp. (Cosmetics), R. H. Macy & Co., Bond Stores, Inc., Hollanderizing Corp. of America, New York, N. Y.; Bernard Ulmann & Co., Inc., Long Island City, N. Y.

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

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Sec., Media Dir., Radio Time Buyer

Erwin B. Needles
Copy Chief.....Lani James
Radio Accounts: (21 Local and Regional.)

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Secretary.....E. M. Gruber

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 Radio TV Dirs. & Producers..A. R. Gruber,
 Sam L. Levitan

Radio Accounts: Republic Motor Sales (Hudson Automobiles), St. Paul, Minn.; Twin City Motors (DeSoto-Plymouth Autos), Minneapolis, Minn.; Kline Oldsmobile (Oldsmobile Autos), St. Paul, Minn.; Plymouth Dealers Assn. (Plymouth Autos), Cook's Apparel (Men's & Women's Clothing), Minneapolis, St. Paul; Midwest Wine Co. (Wines), St. Paul, Minn.; Geo. E. Thompson Co. (Lighting Protection Equip.), Olsen Fish Co. (Sea Foods), LaMaur Products (Shampoo—Modart), Minneapolis, Minn.; Butwinick Bros. (Home Furnishings), St. Paul, Minn.

TV Accounts: Newman's (Women's Apparel), Republic Motor Sales (Hudson Automobiles), St. Paul, Minn.; Twin City Motors (De Soto-Plymouth Autos), Minneapolis, Minn.; Kline Oldsmobile (Oldsmobile Cars), St. Paul, Minn.; Plymouth Dealers Assn. (Plymouth Autos), Cook's Apparel (Men's & Women's Clothing), Minneapolis, St. Paul; Midwest Wine Co. (Wines), St. Paul, Minn.; George E. Thompson Co. (Lightning Rods), Minneapolis, Minn.

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Account Executive.....Frances G. Guilford

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 Production Chief.....E. L. Mincher
 Art.....A. J. Hitchins

Radio Accounts: Jonathan Levi Co., Wallace Co., Mynderse Beverage Co., Cobleskill Agricultural Society.

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Branch Office

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President.....L. T. Wallace

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Art DirectorLeon Greenfield
 Prod. Mgr. & Acct. Exec...Alvin Schultzberg
 Publicity Director.....Vivian Sandler
 Radio & TV Dir., Acct. Exec.,

Media Director.....Ralph A. Hart
 Radio & TV Director.....Murray Firestone

Radio Accounts: Adams Clothes, Inc. (Men's Clothing Chain), Mar-Clay, Inc. (Nylon Hosiery), Robinson-McKean, Chevrolet, Inc. (Chevrolet Dealers), Philadelphia, Pa.

TV Accounts: Same as above.

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 Secretary.....John P. Street
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 Harold E. Kennedy, Joseph P. Brown,
 John P. Street, E. Ward Phillips, John M.
 Nixon, Lawrence F. Luescher

Radio Accounts: Blue Bus Lines, Batavia, N. Y.; F. Cappellino & Sons, Crescent-Puritan Laundry, Genesee Valley Trust Co., Haxton Canning Co., Levis Music Stores, Powers Hotel, J. H. Rae Oil Co., Inc., Security Trust Co., Blue Boy Dairy, Rochester, N. Y.

TV Accounts: Rochester Gas & Electric Corp., Schoen Bros.-Feol Nash, Security Trust Co., Whiting Buick, Inc., Rochester, N. Y.

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 Secretary-Treasurer.....Frank R. Hartman
 Radio Director.....Thomas Kivlan

Radio Accounts: Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), Goldberg's Fashion Forum (Clothing), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Robert L. Berner Co. (Hopcorn), Chicago; Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers &

. . . Advertising Agencies . . .

Cookies), Grand Rapids, Mich.; Boyer International Labs. (Cosmetics), Chicago.

TV Accounts: Edward Hines Lumber Co. (Lumher), Robert L. Berner Co. (Hopcorn), Nelson Bros. (Furniture), Mystic Tape (Adhesive Tapes), Chicago; Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Mall Tool Co. (Tools), Chicago.

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Radio Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Ballard & Ballard Co., Inc. (Oven Ready Biscuits, Flour, Mixes and Feeds), Louisville, Ky.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; The Grapette Company (Grapette Beverage), Camden, Ark.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings & Expanders), Hagerstown, Ind.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.; A. O. Smith Corporation (Permaglas, Duraclad and Milwaukee Water Heaters), Milwaukee, Wis.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.

Television Accounts: Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Ballard & Ballard Co., Inc. (Oven Ready Biscuits, Flour, Mixes and Feeds), Louisville, Ky.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; The Grapette Company (Grapette Beverage) Camden, Ark.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.;

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Account Executives J. A. Drake,
S. R. Huntley, K. A. Hamilton, H. L. Hicks,
Jr., F. H. Greist

Space Buyer Mrs. E. M. Sheldon
Radio & TV Director Peter A. Krug

Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

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Vice-President Erwin Spitzer
Asst. Treasurer Julian Braun
Radio & TV Director Robert F. Lewine
Radio & TV Asst. Dir. William Sheppard

Branch Offices

Park Square Bldg., Boston, Mass.

Phone: LIBerty 2-0485

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12 Orange St., Haymarket, W.C. 2,
London, England

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TV Account: Prentis Clothes (Men's & Women's Clothing), New York, N. Y.

W. F. HOLLAND AGENCY

2530 Ashurn Ave., Cincinnati 19, Ohio
Phone: CApital 1252-3-4

Owner William F. Holland
Office Manager D. E. Holland
Radio-TV Director Earl Holland
Production Robert Temmen
Publicity Frank Hilgemeyer
Copy Chief Rosen Bader
Art Director Robert Schmitt
Statistician Mack Fevrier

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Secretary.....Kathryn H. Ferguson
Art Director.....Edwin R. Deady
Copy Chief.....Otto Whittaker, Jr.
Production Manager.....Paul H. Long
Asst. Production Mgr.....W. Leon Mitchell
Radio-TV Dir. & Time Buyer...Ray Bentley

Branch Office

Houck & Co. of Florida, Inc.
(Separate Corporation)

Alfred I. duPont Bldg., Miami, Fla.
Phone: 82-1391

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Time Buyer.....Nona Sonstebly
Radio-TV Director.....Wm. B. Houck
Art Director.....Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop's Men's Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Resort Airlines (Package Air Tours), Miami, Fla.; Aerovias "Q," S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla.; Natural Health Products (Liquefier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

ROBERT HOLLEY & CO., INC.

511 Fifth Ave., New York, N. Y.
Phone: MURray Hill 2-8408

ABP—APA

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Vice-Pres. & Art Dir.....Milton Rogin
Secy. & Media Dir.....Leo Litwin

CHARLES W. HOYT CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-2000

Radio-TV Director.....Wm. Philip Smith
Assistant.....Marcia Dickey

Branch Office

15 Lewis St., Hartford 3, Conn.
Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple

Radio Accounts: B. C. Remedy Co. (Headache Tablets), Durham, N. C.; Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; B. C. Remedy Co. (Headache Tablets), Durham, N. C.; The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Camera), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Strohmeyer & Arpe Co. (Re Umherto Olive Oil), The Tupman Thurlow Co., Inc. (Anglo Corned Beef), New York, N. Y.

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 Maitland Jones
 1244 Dufferin St., Toronto, Que., Canada
 Resident Manager.....Walter Engwer
Radio Accounts: Philco Corp., Schulers
 Potato Chip Co., Lincoln Rochester Trust
 Co., McCurdy & Co., Scrantom's; Beaucaire,
 Inc., Boller-Clark, Inc., Star Palace Laundry.
TV Accounts: Philco Corp., Schulers Po-
 tato Chip Co., Beaucaire, Inc., Lincoln
 Rochester Trust Co.

INTERNATIONAL ADVERTISERS

60 Division Ave., N., Grand Rapids 2, Mich.
 Phone: 9-4184
 President.....Roy C. Kelley
 V.P. & Gen'l Mgr.....Lewis N. Steenwyk
 TreasurerJean Foster
 Space & Radio Time Buyer..Abbie Seastrom
Radio Accounts: Brunger & John Har-
 ware, Harold Brink, Folger's Bottling Co.,
 Colonial Custom Upholstering Co., Alpine
 Auto Parts, Leonard Auto Parts, Adjustable
 Table Co., John K. Burch Co., Continental
 Decal Co., Forsythe Products Co., Goller
 Upholstery Fabrics & Supply, Grand Rapids
 Bottling Co., Grand Rapids Chicks, Grand
 Rapids Industrial Electric, Nehi Beverage
 Co., Radio Station WFUR, Wolverine Net-
 work, Muzak, Inc.

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
 Phone: RAndolph 6-2324-25
 Acct. Exec. & Radio-TV Dir..Irving Rocklin
 Continuity Director.....M. Lovinger
 ProductionD. Engel
 CopywriterWerner Haas
Radio Accounts: Libby Furniture Co.
 (Furniture & Appliances), Sandra Motors,
 Inc. (DeSoto-Plymouth Dealer), Walton Mo-
 tors, Inc. (Chrysler-Plymouth Dealer), Union
 Life Ins. Co. (Insurance), Linoleum City
 (Floor Coverings), Balaban Floor Covering
 (Floor Coverings), Chicago Furniture Mart
 (Furniture), Illinois Sewing Machine Dist.
 (Sewing Machines), Muntz TV (Television
 Sets); Doin' the Town (Pass Books), Na-
 tional Clothing Co. (Wearing Apparel),
 Richard's Drive-Ins (Restaurants), Martin
 Jewelry (Jewelry), Atlas Piano Co. (Pianos),
 Town House-Town Pump (Restaurants),
 Intermission Restaurant (Restaurants), 3-Star
 Laundry (Laundry & Cleaners), Chicago
 Downs, Sportsman's Park (Horse Racing-
 Harness Races), M. B. Auto Sales, Inc. (Hud-
 son Dealer), Radio TV Publicity Corp.
 (Advertising Clocks), Roxy Rug & Linoleum
 Co. (Floor Coverings), Nortown Currency

Exchange (Currency Exchange), Television
 Appliance Mart (Television Sets), Chicago,
 Ill.

TV Accounts: Libby Furniture Co. (Fur-
 niture & Appliances), Balaban Floor Cover-
 ing (Rugs & Linoleum), Illinois Sewing
 Machine Distributors (Sewing Machines),
 Richard's Drive-Ins (Restaurants), National
 Clothing Co. (Wearing Apparel), Cole-
 Finder, Inc. (Mercury Auto. Dealer), Econ
 Products Co. (Novelties), Modern Mer-
 chandisers (Cleansers), Wolack & Bauer
 (Women's Shoes), United Slip Cover (Slip
 Covers, Draperies), Chicago, Ill.

JACKSON & COMPANY

49 Worth St., New York 13, N. Y.
 Phone: WOrth 4-7005
 PPA

Managing Partner.....Paul E. Jackson
 General Manager.....John Yeargain
 Acct. Exers.....Paul E. Jackson,
 John Yeargain, M. P. Moses
 Production Manager.....Gerald Duggan
 Radio & TV Director...Wallace H. Lancton

Branch Offices

30 N. LaSalle St., Chicago, Ill.
 Phone: FInancial 6-1870
 Manager.....Dorothy E. Blaylock
 1709 W. 8th St., Los Angeles 14, Calif.
 Phone: FAirfax 5572
 ManagerJesse Campbell
Radio Accounts: Pequot Mills (Sheets &
 Pillowcases), Richard E. Thibaut, Inc. (Wall-
 paper), J. W. Valentine Co., Inc. (Institu-
 tional), New York, N. Y.; New England
 Airlines, Inc. (Domestic & Foreign), New
 York & Boston.

TV Accounts: Pequot Mills, Berkshire Fine
 Spinning Associates (Curtains), Richard E.
 Thibaut, Inc., New York, N. Y.; Warner
 Wallpaper Co., Chicago, Ill.

JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio
 Phone: FRanklin 2169
 President & Treas.....M. K. Jessop
 Vice-President.....Charles A. Jessop
 Radio Director.....R. Gilbert
 Secretary.....R. D. Moss
 Radio Time Buyer.....R. J. Cobak

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
 Phone: PLaza 3-4848
 ABC-ABP-ANPA-APA-NOAB-PPA
 Chairman of Board.....Duane Jones
 PresidentRobert Hayes
 Exec. V.P. & Gen. Mgr.....Ralph Smith
 SecretaryEugene Hulshizer
 TreasurerLawrence Leaman
 Vice-Presidents.....C. Frederic Bell,
 Paul Werner, Joseph Scheideler
 Copy Chief.....Robert Hughes
 Space Buyer.....David Hogmer

Advertising Agencies

Director of Service.....Albert Loomis
 Production Manager.....Gerald DaCosta
 Art DirectorsLester Rondell,
 Thomas McManus
 Business Manager.....Richard A. Stevens
 Research & Mdsq. Dir..Lawrence J. Hubbard
 Premium Manager.....Margaret Harrison
 TV Director.....Gerry Martin
 TV Production Supervisor...Walter Ware
 Radio Director.....Reggie Schuebel
 Radio Production.....Chester Gierlach
 Head Time Buyer.....Vera Brennan
 Time Buyers.....Jeanne Sullivan,
 Sally Reynolds, Anne Small, Thelda
 Cordani

Radio Accounts: Curtice Brothers Co. (Blue Label Ketchup), Rochester, N. Y.; Haskins Bros. & Co. (Blue Barrel Soap), Omaha, Neb.; G. F. Heublein & Bro., Inc. (A. 1 Sauce—A. 1 Mustard), Hartford, Conn.; Hudson Pulp & Paper Corp. (Paper Napkins), New York, N. Y.; International Salt Co., Inc. (Sterling Salt), Scranton, Pa.; Manhattan Soap Company (SweetHeart Soap—Blu-White Flakes), The Marlin Firearms Co. (Razor Blades), New York, N. Y.; The Mennen Company, (Men's Line), Newark, N. J.; C. F. Mueller Co. (Macaroni & Spaghetti), Jersey City, N. J.; Pharmaco, Inc. (Chooz—Feen-a-mint), Newark, N. J.; Pierce's Proprietarys, Inc. (Dr. Pierce's Golden Medical Discovery), Buffalo, N. Y.; Wesson Oil & Snowdrift Sales Co. (Tavol), Whitehall Pharmaceutical Company (Hill's Cold Tablets), New York, N. Y.

TV Accounts: Haskins Bros. & Co. (Blue Barrel Soap), Omaha, Neb.; G. F. Heublein & Bro., Inc. (A. 1 Sauce—A. 1 Mustard), Hartford, Conn.; Manhattan Soap Company (SweetHeart Soap—Blu-White Flakes), The Marlin Firearms Co. (Marlin Guns), New York, N. Y.; C. F. Mueller Co. (Macaroni & Spaghetti), Jersey City, N. J.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA—BMB

Pres. & Treas.....C. M. Robertson, Jr.
 V.P. & Gen. Mgr.....Stanley A. Willer
 Vice-President.....James M. Nelson
 Secretary.....Elmer A. Vehr
 Space Buyer.....Richard K. Jones
 TV Director.....Kathryn M. Hardig
 Radio Director.....C. M. Robertson, Jr.
 TV Director.....Kathryn M. Hardig
 Radio & TV Time Buyer.....Ann Smith

Branch Office

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

Phone: PLaza 7-4600

Manager.....W. A. Powers
Radio Accounts: Bavarian Brewing Co., Cincinnati Street Railway, The Kroger Company, Miami Margarine Company, Martin

Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; Heekin Incorporated, The M. Werk Company, The Drackett Company (Charge Division), Cincinnati, O.

TV Accounts: Bavarian Brewing Co., Cincinnati Street Railway, The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; The M. Werk Company, The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

314 Evening Star Bldg., Washington 4, D. C.

Phone: EXecutive 3700

ABP—ANPA—PPA

President.....Norman C. Kal
 1st Vice-Pres.....Harry L. Merrick
 2nd Vice-Pres.....Alvin Q. Ehrlich
 Secretary.....Bernard R. Linkins
 V.P. in Charge of Radio and TV

Alvin Q. Ehrlich

Copy Chief.....Sol Panitz
 Time Buyer.....Nella Manes
 Account Executives.....Joseph Weinstein,
 Alexander Charles, Wm. B. Mullett, Forest
 Entwisle, Philip Berne, Wm. Roberts, Huly
 Bray

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.

Phone: CEntral 6-5331

ABC—NOAB—ANPA—PPA—APA

President.....A. G. Kastor
 V.P. & Gen. Mgr.....Marvin Harms
 Vice-PresidentHerman Kastor
 V.P. & Copy Chief.....Ashley Belbin
 Radio Director.....James H. West

Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

274 Madison Ave., New York 16, N. Y.

Phone: ORegon 9-4440

ABP—ANPA—APA—NOAB—PPA

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 Exec. Vice-Pres.....W. S. Chesley, Jr.
 V.P. & Copy Director....C. E. J. Clifford
 V.P. & Media Director.....J. B. Peters
 Radio & TV Dir.....Jules Bundgus

Branch Office

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

Phone: RAndolph 6-3060

Vice-President.....David D. Brown
Radio Accounts: Blatz Brewing Co., New York; Hickok Mfg. Co., Rochester, N. Y.; Marlboro Shirt Co., Laco Products, Inc., Baltimore, Md.; Schuefel Bros., Newark N. J.

TV Account: Blatz Brewing Co., New York, N. Y.; Ho-luk Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ COMPANY

488 Madison Ave., New York 22, N. Y.

Phone: MUrray Hill 8-1223

AAAA—ANPA—PPA—ABP—APA—NOAB

President Joseph Katz
 V.P. & Mgr. Nat. C. Wildman
 Time & Space Buyer..... Alice Ross

Branch Office

10 W. Chase St., Baltimore 2, Md.

Phone: Lexington 1500

Radio Director..... Robert G. Swan

Media Director..... J. T. McHugh

Radio Accounts: American Oil Co., Globe
 Brewing Co., Baltimore Transit Co., Chunk-
 E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc.,
 Madera Bonded Wine & Liquor Co., Mary-
 land Pharmaceutical Co., Pompeian Co.,
 Inc., Voneiff-Drayer Co., Humphreys Medi-
 cine Co.

TV Accounts: American Oil Co., Globe
 Brewing Co., Maryland Pharmaceutical Co.

**HENRY J. KAUFMAN &
 ASSOCIATES**

1419 H St., N.W., Washington 5, D. C.

Phone: District 7400

ABC—ABP—ANPA—APA—NOAB—PPA
 NAAN—PUAA

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 Partners..... Jeffrey A. Abel,
 Wm. F. Sigmund

Account Executives..... H. J. Kaufman,
 J. A. Abel, G. C. Brant, A. H. Edelson,
 A. A. Sarra, R. C. O'Donnell, B. K.
 Silverman, K. White Sonner

Production Manager... Betty Darling Gwyer
 Space Buyer..... Mary M. McDougall
 Media & Research Director.... Faith Feltus
 Radio-TV Dir. & Time Buyer

Jeffrey A. Abel

Radio-TV Program &

Continuity Director.... Robert S. Maurer

Continuity Writer..... Louise Packard

Continuity Writer..... Eunice Rein

Radio Accounts: The S.S.S. Company
 (S.S.S. Tonic), Atlanta, Ga.; Potomac Elec.
 Power Co. (Power Company), Trew Motor
 Company (Automotive), Tom's Auto Service,
 Inc. (Automotive), Chestnut Farms-Chevy
 Chase Dairy (Sealtest Dairy Products), Col-
 umbia Federal Savings & Loan Assn. (Sav-
 ings & Loan Assn.), Lacy's Inc. (Electric
 Appliances), Saks Furs (Furs), First Fed-
 eral Savings & Loan Assn. (Savings & Loan
 Assn), Gude's Bros. (Florists), Chr. Heurich
 Brewing Co. (Brewery), Liberal Clothing
 Co. (Credit Clothing), Manhattan Auto &
 Radio Co. (Auto Radios & Accessories), Md.
 & Va. Milk Producers Association (Milk
 Producers Assn.), Nu Nap Process Co. (Nu
 Nap Process—Cleaning), Northcast Motor
 Washington, D. C. (Pepsi-Cola), Mason's
 Root Beer Bottling Co. of Washington, D. C.,

Regal Clothing Co. (Credit Clothing),
 Shannon & Luchs Co. (Real Estate), Wash-
 ington, D. C.

TV Accounts: Giant Food Stores (Gro-
 cery), Arthur Murray Dance Studios (Danc-
 ing Lessons), Washington, D. C. & Balti-
 more, Md.; Chestnut Farms-Chevy Chase
 Dairy (Sealtest Dairy Products), Southern
 Dairies, Inc. (Sealtest Ice Cream), Lacy's
 Inc. (Electrical Appliances), Trew Motor
 Company (Automotive), Wash. Metr. Hud-
 son Dealers (Automotive), Chr. Heurich
 Brewing Co. (Brewery), S. Kann Sons Co.
 (Dept. Store), Peake Motor Co. (Automot-
 ive), Pepsi-Cola Bottling Co. of Washing-
 ton, D. C. (Pepsi-Cola), Ritz Camera Center
 (Photographs), Rice's Fashion Corner (Dept.
 Store), Seven-Up (Seven-Up), Simon Dist.
 Corp. (Wholesaler—Hotpoint, Motorola),
 Trew Motor Co. (Automotive), Electric In-
 stitute, Kassin Stein (Custom Tailors), D. J.
 Kaufman (Men's Clothing), Frank Small,
 Jr., Inc. (Automotive), Washington, D. C.

**RAYMOND KEANE ADVERTISING
 AGENCY, INC.**

707 S. Broadway, Los Angeles 14, Calif.

Phone: TR 2915

Pres. & Space Buyer..... Raymond Keane
 Vice-President..... H. B. Kortz
 Sec.-Treas., Radio Time Buyer

Ethel N. Keane

Radio Director..... 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.,
 Kortz Jewelry Co., Republic Drug Co., Seven-
 Up, Colorado Co.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,

Indianapolis 4, Ind.

Phone: Ri 1476

AAAA—ABP—ANPA—NOAB—PPA

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 Exec. Vice-Pres. & Secy.. Wm. M. Hutchison
 Vice-Presidents..... Ralph B. Roberts,
 Lowell H. Stormont, Lawrence T. Sogard,
 Victor G. Harmono

Asst. Secretary..... Lenore R. Martin
Radio-TV Dept.

Media Dept. Mgr..... Mary C. Dill
 Vice-President..... Lowell H. Stormont

Radio Accounts: Casite Corporation (Ca-
 site), Hastings, Mich.; Wilson Milk Co.
 (Evaporated Milk), Union Federal Sav. &
 Loan Co., Indianapolis, Ind.

TV Accounts: Casite Corporation (Casite),
 Hastings, Mich.; Wilson Milk Co. (Eva-
 porated Milk), Union Federal Sav. & Loan
 Assn., Indianapolis, Ind.

• • • **Advertising Agencies** • • •

THE KEILSON CO.

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

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

KELLY, ZAHNRDT & KELLY, INC.

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

PPA—APA—SNPA—ANPA—ABP
President.....Virgil A. Kelly
Vice-Pres. & Space Buyer...W. W. Zahnrdt
Secretary.....E. M. Kelly
Radio Director.....David C. Chopin
Radio Account: Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

AAAA

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V.P. in Chg. Research.....G. Maxwell Ule
V.P. and Copy Dir.....Gerald H. Carson
Vice-PresidentsMalcolm Smith,
John Brew, William B. Lewis, E. W.
Newsom, Glenn Wiggins, Ralph Linder,
George Humbert, George Beecher, Wil-
liam Green, George MacGregor
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V.P. & Radio-TV Dir..William A. Chalmers
TV Director.....Garth Montgomery
Radio Director.....Leonard Carlton
Bus. Mgr., Radio & TV...Edward E. Scovill
Dir. Radio-TV Research....Richard Dunne
Radio-TV Publicity Dir....Herb Landon
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Comm. Continuity..Thomas K. Carpenter, Jr.
Time Buyer Director.....Philip C. Kenney
Time Buyers.....Mary Dwyer,
Lucy Kerwin, William Hinman, Eugene
Litt, Helen Hartwig

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Penobscot Bldg., Detroit, Mich.
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135 La Salle St., Chicago, Ill.
304 Bay St., Toronto, Canada
Vice-Pres. in Charge.....William J. Frost
805 Peachtree St., N.E., Atlanta, Ga.
Other Offices: San Francisco

Radio Accounts: The Borden Company
(Instant Coffee), Ford Motor Company (In-
stitutional—All Prods.), Wesson Oil and
Snowdrift Sales Co. (All Products), Ameri-
can Maize Products (All Products), White

Rock Corp. (All Products), John B. Stetson
(All Products), The Gorham Company (All
Products), Manhattan Shirt Co. (All Prod-
ucts), Pepperige Farms, Inc. (All Products),
Richard Hudnut Sales Co., Inc. (All Prod-
ucts), Beechnut Packing Co. ("Gum" and
Baby Food), Bristol Meyers Co. (Resistab),
Piels Beer (Piels Beer), Allied Chemical Co.
(Swertl), Kellogg Cobpany (Cereals), Lin-
coln-Mercury Dealers (All Products), Syl-
vania Electric Products (Television Receiv-
ers), Eastern Railroads Transportation
Comm. General Electric Company, (Air
Conditioning Units and Home Heating),
Industrial Tape Corp.

TV Accounts: The Borden Co. (Instant
Coffee), The Kellogg Co. (Cereal), Ford
Motor Co. (All Products—Inst.), Lincoln-
Mercury Div. (All Products), Magnavox Co.
(TV Sets), Beechnut Packing Co. (All Prod-
ucts), Bristol Meyers Co. (Resistab), Gen-
eral Electric Co. (Air Conditioning), Rich-
ard Hudnut Sales Co. (All Products), White
Rock Corp. (All Products), Piels Brewing
Company, Piels Beer).

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

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

Phone: LEXington 2-0025

ABP—ANPA—APA—PPA

Chairman & Pres.....H. M. Kiesewetter
Vice-Pres. & Copy Chief.....Sam S. Baker
Account Executives.....Edward G. Chase,
J. Fred Cross, Arthur J. Davidson
Space & Time Buyer.....E. Thompson
Radio Accounts: V. La Rosa & Sons (La
Rosa Macaroni), Brooklyn, N. Y.; Batha-
sweet Corp. (Bath Product), New York,
N. Y.; Abraham & Straus (Dept. Store),
Brooklyn, N. Y.; Stern's Nurseries (Garden
Products), Geneva, N. Y.; Courtley, Ltd.
(Men's Toiletries), Royal Lace Paper Works
(Roylegde Shelving), Brooklyn, N. Y.; Flex-
nit (Girdles), Elizabeth, N. J.; Ludwig
Bauman (Stores), New York, N. Y.

TV Accounts: D. P. Harris Co. (Rollfast
Bicycles), New York, N. Y.; V. La Rosa &
Sons, Abraham & Straus, Royal Lace Paper
Works (Roylegde Doylies), Brooklyn, N. Y.

ABBOTT KIMBALL CO., INC.

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

Phone: PLaza 3-9600

AAAA—ABC—ABP—APA—ANPA

NOAB—PPA

PresidentAhhott Kimball
Vice-PresidentHarry Miller
ComptrollerMonica Riley
Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
Van Ness at Wilshire, Los Angeles, Calif.
Phone: DUNKirk 7-7305

• • • Advertising Agencies • • •

ManagerAbbott Kimball
155 Sansome St., San Francisco, Calif.
Phone: EXbrook 2445

PresidentAlfred Ducato
Radio Accounts: Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.; Intermedico Corp. (Barulin); C & A Brenninkmeyer (Women's Apparel Store), New York, N. Y.; Northam Warren (Cutex), Stanford, Conn.; Norcross, Inc. (Greeting Cards), New York, N. Y.

TV Account: Hathaway Mfg. Co. (Hathaway Fabrics), New Bedford, Mass.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FULTon 5161
AAAA

PresidentRalf Kircher
Vice-President.....James M. Hadley
General Manager.....Carter B. Helton
Treasurer.....Robert M. Collett
Art Director.....Floyd Johnson
Production Manager.....Hap Moon
Business Manager.....R. C. Mills
Account Executives.....James M. Hadley,
R. C. Mills, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir......Chuck Gay
Assistants.....Gary Malcolm,
Ralph Kaufman

Radio Accounts: Gem City Building & Loan, Assn. (Savings, Home Loans), Gem City Ice Cream Co. (Ice Cream Products), Fredericks-Helton Travel Service (Travel Service), Fan Tan Gum—Inactive (Chewing Gum), Happy Dry Cleaners (Dry Cleaning), Crystal Laundry (Laundry Service), Dayton 2, O.

KIRKLAND-WHITE & SCHELL

324 Western Union Bldg., Atlanta 3, Ga.
Phone: LAMar 3682-3
APA—SNPA

Partners.....J. A. Kirkland,
Frank A. White, James B. Schell
Acct. Executive.....Fred A. George, Jr.
TV Accounts: Gem City Building & Loan Assn. (Savings & Home Loans), Crystal Laundry (Laundry), Happy Day Cleaners (Dry Cleaning), Zephyr Awning Co. (Metal Awnings), Liberal Markets (9 Supermarkets), Jack West Co. (Diamond & Jewelry), Metropolitan Clothing Co. (Men's Clothing), Dayton, O.

KNOLLIN ADV. AGENCY

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

President.....James C. Knollin
Asst. Gen. Mgr......Robert H. Knollin
Art Director.....Sigurd Mortenson
Space Buyer.....Marian Dunn
Account Executive.....Richard L. Tevis

KOEHL, LANDIS & LANDAN, INC.

22 E. 47th St., New York 17, N. Y.
Phone: MUrray Hill 8-2627

ABP—ANPA—APA—NOAB—PPA

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Vice-Pres. & Sec......A. A. Landis
Space Buyer.....A. Lasity

Branch Office

National City Bank Bld., Cleveland 14, O.
Vice-Pres-in-ChgRussell Rowan

MERRILL KREBER, INC.

1711 Exchange Bldg., Memphis 3, Tenn.
Phone: 5-4343

ABP—ANPA—APA—NAAN—NOAB
SNPA

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Vice-President.....Marshall J. Smith
SecretaryHomer Gentry
Account Executives.....Ernest Lee,
Marshall Smith, Homer Gentry, Edmunda McGehee, J. P. Tucker, Andrew Kozik

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575 Madison Ave., New York, N. Y.
Phone: MU 8-6700

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Vice-Presidents.....Sam D. Fuson,
Myron P. Kirk, Schuyler Kudner, E. J. Owens, Robert D. Stewart, Norman Nash,
Shafto Dene

Exec. Dir. TV & Radio.....Myron P. Kirk
Asst. Dir. TV & Radio.....Frank Harting
Prod. Supervision TV & Radio

Edmund Cashman

Business Manager.....Al Reibling
Time Buyer.....John Marsich
Production Manager.....Wm. Templeton
CastingMickey Alpert
DirectorsEddie Sutherland,
A. A. Coughlin, Frank Burns, Hugh Brown,
J. P. Ellis

Copy Chief (Radio & TV)....Norman Nash
Branch Offices

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

Executive in Charge.....J. Ed Schipper
315 W. 9th St., Los Angeles 15, Calif.
Phone: Van Duke 0196

Executive in Charge.....E. R. Harrison
681 Market St., San Francisco 5, Calif.
Phone: GARfield 1-5433

Executive in Charge.....J. H. Hornell
Representative

Alhee Bldg., Washington, D. C.
Phone: National 5506

RepresentativeFrank Getty
Radio Accounts: General Motors, Good-year Tire & Rubber Co., United States Tobacco Co., Benson & Hedges

TV Accounts: The Texas Co., Buick Motor Division, United States Tobacco Co., Benson & Hedges

. . . Advertising Agencies . . .

KUFF & FELDSTEIN

5 West Preston, Baltimore 1, Md.
Phone: VERNON 3654-5-6

President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Albert Klevan
Production Manager.....Hilda Sakolsky
Media Director.....Patricia Coan

J. R. KUPSICK ADV. AGENCY

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

ANPA—PPA—APA

President & Radio Dir.....J. R. Kupsick
Vice-President.....Saul Kampf
Radio & Space Buyer.....Jule Bouton
Space & TV Buyer.....Beth Bandy

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERIOR 7-7940

AAAA—ANPA

President.....H. E. Kuttner
Vice-President.....F. S. Kuttner
Sec. & Treas.....C. D. Kuttner
Account Executives.....Mary Brown,
Mae McCain

Res. & Prom. Dir.....S. S. Korshak
Copy Chief.....Martin Maller
New York, N. Y.

130 W. 57th St., New York, N. Y.

Phone: JUDSON 6-2358

Executive in Charge.....F. S. Kuttner
Radio Accounts: Town Club of Chicago (Club), Chicago; Community Builders (Builders), Skokie; Royal Metal Mfg. Co. (Furniture), Capitol Dairy (Dairy), Finders Mrg. Co. (Hollywood Broilers), Chicago, Ill.; Shainberg Dry Goods Co. (Dept. Store), Memphis, Tenn.; Holleb and Co. (Wholesale Grocers), Pacific Wine Co., Frank's Dept. Store (Dept. Store), Delaney Heald (Cleaners), Rutenberg Galleries, Fabric Center, Jo Bell Products (Kurl Klasp), Essansess Theaters (Chain of Theaters), Chas. Doppelt and Co. (Leather Goods), Washington Shirt Co. (Men's Clothing), Chicago, Ill.

TV Accounts: Berecraft Corp. (Appliance Distr.), Finders Mfg. Co. (Hollywood Broiler), Chicago, Ill.; Community Builders (Builders), Skokie, Ill.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571

ABP—ANPA—APA—PPA—SNPA

President.....Avron Spiro
Secy-Treas.....M. M. Shurman
Asst. Radio Time Buyer.....Mrs. L. Simmons
Production Manager.....Mrs. M. Parker
Publicity Director.....Al R. Capley
Acct. Executives.....David Davidson,
Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S. Bedding Co., Abraham Bros. Packing Co., Memphis, Tenn.; Childs' Distributing Co., Jonesboro, Ark.; Wm. A. Webster Co., Memphis, Tenn.

LAMB & KEEN, INC.

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Vice-President.....E. D. G. Garth
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TV Director.....Thomas G. Brennan, Jr.
TV Program Director.....James Blair
Media Director.....Roy T. Lochten
Production Manager.....Walter Mazurek
Art Director.....Harold Kehl
Acct. Executives.....James G. Lamb, Sr.,
K. G. Keen, Jr., E. D. G. Garth, John O.
Ellington, Jr., Thomas G. Brennan, Jr.,
Norman S. S. MacAfee

TV Accounts: John Wanamaker, Ranger Joe Cereal, Linton's Friendly Restaurants, P. J. Ritter Company, Keystone Macaroni Mfg. Co. (San Giorgio).

LAMBERT & FEASLEY, INC.

60 E. 42nd St., New York 17, N. Y.
Phone: MURRAY Hill 7-8980

ANPA—APA—PPA

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Executive V.P.....Gordon K. Seagrove
V.P., Gen. Mgr.....Frank W. Mace
Radio Director.....Ray H. Kremer
Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT, INC.

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

ABP—NOAB—APA—PPA—ANPA

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Production Manager.....E. T. Drullard
Art Director.....Harold F. Feltz
Account Executives.....A. William Landsheft,
Henry L. Barber, William H. Sells
Radio Accounts: Kendall Refining Co., Liberty Bank of Buffalo, P. J. Garvey.

LANE ADV. AGENCY, INC.

299 Madison Avenue, N. Y.

President.....Philip J. Lane
Secretary.....N. E. Lane
Account Executive.....Michael G. Perlman
Radio Accounts: Diane Beauty Salon, Nu-Kurl Home Permanent.
Television Accounts: Ansonia DeLuxe Shops Inc. Retail Shoe Chain; International Dresses; Sheer Bros. (Fabrics); Lawson Shoe Corp.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
Phone: MA 6579

AAAA—ABP—ANPA—APA—NOAB—PPA
Radio Dir. & Time Buyer... Alvin B. Fisher
Radio Copy Writer..... Robert F. Gibbons
Asst. Radio Copywriter..... Mary Haring
Radio Accounts: The Burrows Bros. Co., Inc. (Office Supplies & Equipment), Brewing Corp. of America (Beer & Ale), Dowl-Feder, Inc. (Automobile, Parts & Service), Cleveland, O.; Lane Drug Co. (Drugs), Toledo, O.; The Miller-Becker Co. (Beverages), Mt. Sinai Hospital, Sears, Roebuck & Co., The World Publishing Co. (Books), Yellow Cab Co., General Electric Supply Corp. (Electrical Appliances), Cleveland, O.

TV Accounts: Brewing Corp. of America, Lane Drug Co., Toledo, O.; Sears, Roebuck & Co., Shelby Gum Co., Shelby, O.; The Blossom Peanut Co., The Ohio Mattress Co., C. E. Supply Corp. (Electrical Appliances), The Miller-Becker Co. (Beverages), Cleveland, O.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-0738
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Account Executives..... Wendell Walker,
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Production Manager..... D. L. Cuttie
Radio Account: Foley & Co., Imperial
Credit Co.

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Branch Offices

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President..... Al Paul Lefton
Vice-Pres. & Mgr..... R. J. Herts
435 N. Michigan Ave., Chicago, Ill.
Phone: SUPERior 7-9511

Vice-Pres. & Mgr..... E. G. Foreman, Jr.
Radio Accounts: Phila. Electric Co. (Light & Power), Yellow Cab Co. (Taxi Service), Borden's Ice Cream, Crawford Clothes, Inc., Claridge Food Products (Canned Meats), Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, Triangle Publications (Seventeen Magazine), New York, N. Y.

TV Accounts: Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Yellow Cab Co. (Taxi Service), Philadelphia, Pa.; Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York, N. Y.; Ekco Products (Kitchen Utensils), Brunswick-Balk-Collender (Bowling Alleys and Equipment), Chicago, Ill.; Schmidt's Beer & Ale, Philadelphia, Pa.

LENNEN & MITCHELL, INC.

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Phone: MUrray Hill 2-9170

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Time Buyer..... Frank A. Daniel
Librarian..... Ann Elder

Branch Office

308 N. Rodeo Drive, Beverly Hills, Calif.
Phone: CRestview 1-7221

Radio Director..... Benjamin R. Potts
Radio Accounts: Calvert Distillers Corp., Carstairs Bros. Distilling Co., Inc., New York, N. Y.; Cock 'N Bull (Beverage Concentrates), Los Angeles, Calif.; Colgate-Palmolive-Peet Co. (Lustre-Creme Prods.), Jersey City, N. J.; Esquire, Inc. (Coronet, Esquire Apparel Arts Magazines), Dorothy Gray, Ltd. (Cosmetics), Lehn & Fink Products Corp. (Lysol Disinfectant, Pebeco Toothpaste & Powder), P. Lorillard Co. (Old Gold Cigarettes, Muriel Cigars, Union Leader Tobacco, Briggs Pipe Tobacco, Friends Pipe Tobacco, Bounty Cigarette Tobacco, Beech-Nut Chewing Tobacco), Scripps-Howard Newspapers, Swedish American Line, Tide Water Oil Co. (Tydol Gasoline, Veedol Motor Oil, New York, N. Y.,

. . . Advertising Agencies . . .

and Tulsa, Okla.; John F. Trommer, Inc. (Beer), New York, N. Y.; Weekly Publications, Newsweek Magazine.

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The Adshop, Croton-on-Hudson, N. Y.

Phone: CRoton 1-3444

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 Junior Partner.....Stanley A. Lescarboura
 Production.....Winifred Phillips
 Secretary.....Miriam Lescarboura
Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Controls and Resistors), Dover, N. H.; Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Industrial Devices, Inc. (Electrical Test Instruments), Edgewater, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.

TED LEVY ADVERTISING AGENCY

515 Insurance Bldg., Denver 2, Colo.

Phone: Main 7133

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 Research & Pub. Dir., Radio
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 Radio Dept. Dir.....Barbara Aiton
 Account Executives.....Ted Levy,
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40 E. 49th St., New York 17, N. Y.

Telephone: MURray Hill 8-6200

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 Leslie M. Kay
 Marketing & Research...Robert P. Engelke
 Space Buyer.....Henry H. Dyrsen, Jr.
 Radio & TV Director.....Robert Brenner
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 Copy Chief.....Harold Longman
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 Wray Kennedy, Maurice Marks, Ben Weiss
Branch Office

Lewin, A. W. Co. (New Jersey Corporation)
 Raymond-Commerce Bldg., Newark 2, N. J.

Phone: MITchell 3-3200

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 David Straus III

Radio Accounts: Harris, Upham & Co. (Brokerage Company), Cook and Dunn Paint Corp. (Paint), The Doughten Seed Co. (Seeds), Colonial House Candy Stores (Candy), Sophie Mae Candy Corp. (Candy), The G. N. Coughlan Co., The Costa Ice Cream Co. (Ice Cream), New York, N. Y.

TV Accounts: Chambers Distributing Co. (Chambers Kitchen Range), Costa Ice Cream Company (Ice Cream), Sophie Mae Candy Corp. (Candy), Jacoby-Bender, Inc. (Watch Bands), I. Smallman & Sons (Men's & Ladies Wallets).

ADDISON LEWIS & ASSOCIATES

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Phone: AT 6235

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 Comptroller.....M. Saunderson
 Account Executives.....Edward Grubb,
 Harry Kruse, J. A. Quint, John H. Cleland,
 William A. Dobson, Herschel V. Jones
Radio Accounts: Minnesota Amusement Co. (Theaters), Lavoris Co. (Mouthwash), Minneapolis, Minn.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.

Phone: Cypruss 6521

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 Partner, Acct. Exec.....C. K. Liller
 Partner, Acct. Exec.....William W. Neal
 Media Director.....Sarah Williams

Branch Office

301 Palmetto Bldg., Columbia, S. C.
 Manager.....Caldwell Withers
Radio Accounts: Brock Candy Company, Colonial Stores, Inc., Blackman Stock Company, Bank of George (Bank), National Nu-Grape Company.

TV Accounts: Brock Candy Co., H. W. Lay Co.

LLOYD, CHESTER & DILLINGHAM, INC.

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

Phone: Circle 5-8800

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 Vice-Pres. & Acct. Exec.Harvey N. Volkmar
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 Production Manager.....William T. Kaleb

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 John I. Sparling

Branch Offices

369 Pine St., San Francisco 4, Calif.
 Phone: YUkon 6-5030
 Manager.....A. S. Giesecke
 57 East Jackson Blvd., Chicago 4, Ill.
 Phone: HArrison 7-0654

Manager.....Scott Robertson
 420 Madison Ave., New York 17, N. Y.
 Manager.....R. T. O'Connell

Radio Accounts: Los Angeles Brewing Co. (Eastside Beer), Los Angeles; California Medical Assoc. (Health Insurance), San Francisco; Santa Fe Vintage (Santa Fe Wine), Los Angeles; The Muralo Company (Paint), New York; Horsetrader Ed (Automobile Dealer), San Francisco; State Sewing Center (Sewing Machines), Seattle.

TV Accounts: Los Angeles Brewing Co. (Eastside Beer), Los Angeles; Girard's Inc. (Salad Dressing), San Rafael; Kern Food Products (Foods), Good Humor Co. of Calif. (Ice Cream), Los Angeles.

DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.
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 Copy Chief, Media Dir. &
 Prod. Mgr.....Jack Waterman

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 Dir. of Radio & TV.....Edward C. Fritz, Jr.
 Radio TV Dept.....J. Minetz

Radio Accounts: Asheville Baking Co., Asheville, N. C.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wis.; Cotton Bros. Baking Co., Alexandria, La.; Dietzen's Bakeries, Anderson, Ind.; Dixie Maid Baking Co., Kingsport, Tenn.; Fluhner, Bakeries, Inc., Medford,

Ore.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Bakers, Tampa, Fla.; Holsum Bakery, Ft. Wayne, Ind.; Lee Baking Co., Victoria, Tex.; New Process Baking Co., Chicago, Ill.; Chas. Newman Baking Co., Amarillo, Tex.; Oak Cliff Baking Co., Dallas, Tex.; Spengler's Bakery, Lewiston, Ida., (Holsum Bread); Cape Girardeau Baking Co., Cape Girardeau, Mo.; Cross Baking Co., Montpelier, Vt.; Holsum Bread Co., Salt Lake City, Utah; (Betsy Ross Old Fashioned Bread); Alfred Nickles Bakery, Inc., Navarre, O., (Toastmaster & Nickles Bread); Ungles Baking Co., Des Moines, Ia., Harvest Bread; P. F. Peterson Baking Co., Omaha, Neb.; Peter Pan Bread; Williams Bakery, Eugene, Ore.; Roman Meal Bread.

TV Accounts: New Process Baking Co. (Holsum Bread), Chicago; Oak Cliff Baking Co. (Holsum Bread), Dallas; McGough Bakeries Corp. (Betsy Ross Bread), Birmingham; Atlanta Baking Co. (Betsy Ross Bread), Atlanta; Carpenter Baking Co. (Holsum Bread), Milwaukee.

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 Montgomery N. McKinney, John H. Will-
 marth, Edward Chapman
 Radio & TV Director.....Jane Daly
 Time Buyer.....Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Chicago Title & Trust Co., Thor Corp., Lincop Products Distributing Co., Kitchen Art Foods.

TV Accounts: Jules Montenier, Inc., The Best Foods, Inc., Kitchen Art Foods, Inc., W. F. McLaughlin & Co.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
 Phone: 2-7182
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 Partners.....S. C. B. Lynn,
 L. S. Fieldhouse
 Radio & Media Director....W. B. Pritchard
 Art Director.....C. L. Steyer
 Account Executive.....R. F. Bachman

Branch Office

51 E. 42nd St., New York 17, N. Y.
 Phone: MURray Hill 2-4048
Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil), Wilkes-Barre; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.
TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.

Advertising Agencies

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Vice-President.....R. W. Steele
Sec.-Treas. & Gen. Mgr.....Jay J. Keith
Copy Dept.....J. R. Shullaw
Branch Office
W C U Building, Quincy, Ill.
Phone: 232

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333 N. Michigan Ave., Chicago 1, Ill.
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Space Buyer.....Patricia Kral
Vice-Pres. & Radio Dir...Walter C. Power

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Director.....W. G. Abel
Radio & TV Dir.....M. Rosenfeld
Radio-TV Prod. Supervisor.....H. Horler
Traffic Managers.....Kay Dale,
V. D. L. Dyer, Dorothy Robb, Frank
Peppiatt

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410 Dominion Square Bldg., Montreal, P. Q.
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Radio.....Mary Moran
911 Electric Rlwy. Chambers, Winnipeg,
Manitoba
Manager.....E. P. Thomson
305 Province Bldg., Vancouver, B. C.
Manager.....W. D. M. Patterson
Radio.....John Hoyland
111 Sparks St., Ottawa, Ontario
Manager.....W. F. Harrison
Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O' Cedar Company of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Javex), Christie Brown, Ltd. (Food), Blue Cross Plan for Hospital Care, Leather Footwear & Allied Industries Export Corporation, Ltd., Standard Brands, Ltd., Shefford-Ingersoll Cheese, Royal Pud-

dings, Dow Brewery, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmers' Limited.

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Fisher Bldg., Detroit 2, Mich.
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V.P., Media & Research Dir.
Elmer W. Forehlich
Radio Time Buyer.....Martha Ude
Radio Accounts: Champion Spark Plug, Ferry-Morse Seed Co., Pontiac Motor Div., Dow Chemical Co.
TV Accounts: Pontiac Motor Div.

MALCOLM-HOWARD

203 N. Wabash, Chicago 1, Ill.
Phone: Ran 6-7942

ABP—ANPA—APA—PPA
TV Writers-Producers.....George Janda,
William Bent, Norine Freeman, Michael
Brown, Stanford Kaatz
Executive-Producers.....Arthur Holland,
Hal Barkun, Max Holland
Radio Accounts: Dad's Root Beer, Hollands Jewelers, Chicago Coliseum, Foleman Motors, Chicago Sun-Times, Cook County Corp. Jory Candies, Ambrosia Brewing (Nectar Beer), Legion Ice Cream Co. (Ice Cream).
TV Accounts: National TV & Electrical Living Show, Courtesy Motors (Autos), Fohrman Motors (Autos), Hudson Dealers Asso. (Autos), Hollands Jewelers, Dad's Root Beer Co. (Dad's Root Beer), Belmont Typewriter Co. (Typewriters), Ambrosia Brewing Co. (Nectar Beer), Demonstration Service Co. (Mail Order Products), Cupco Corp. (All Weather Windows), Teletronics-Sentinel (TV Sets), Chicago, Ill.; Roller Derby (Sports Event), New York, N. Y.; Rubin's (Women's Apparel), Stiffel Bradley Co. (Stiffel-Switch Lamps), Chicago, Ill.; Clinton Watch Co. (Clinton Watches).

DAVID MALKIEL ADV. AGENCY

172 Newberry St., Boston 16, Mass.
Phone: LI 2-1421

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Secretary.....Martha Brest
Radio Accounts: Royal Crown of New England (Soft Drinks), Canadian Ace Ale (Beer & Ale), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.

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Acct. Execs. Meyer Gold,
R. P. Miller

Radio Account: Snyder Drug Stores.

MARFREE ADVERTISING CORP.

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Phone: PL 7-7655

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Vice-Pres.-TV Dir. Barnett Friedenberg
Sec. & Treas. Louis P. Randell

Branch Office

112 E. Walton, Chicago, Ill.

Phone: WHitehall 4-7679

Vice-President Alvin Eicoff
Radio Accounts: House of Goddard (Quilt Lady), Galgano Dist. (Records), Chicago, Ill.; Salvit (Arthritis Pills), Jersey City, N. J.; Rig-A-Jig (Toys), Chicago, Ill.; Mercury Life & Health Insurance (Insurance), San Antonio, Tex.; De-Con, Bankers Life Insurance.

TV Account: R & F Enterprises.

MARSCHALK & PRATT CO.

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S. H. Giellerup, S. L. Meulendyke, G. A. Poetschke, C. A. Peterson

TV-Radio Director Curt A. Peterson
Media Director H. Gesregan
Asst. TV Producer H. Corderey

Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

MASON-RELKIN CO.

20 E. 35th St., New York 16, N. Y.

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President, Radio-TV Roger B. Relkin

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Dr. O. L. Tinklepaugh, Jan H. Meyer

Director of Radio & TV Read H. Wight
Radio Time Buyer Edna S. Cathcart

Radio Accounts: Air Frances, American

Viscose Corp., Austin Motor Co., Ltd. (England), Canada Dry Ginger Ale, Inc., New York, N. Y.; Houbigant Sales Corp., Imperial Paper & Color Corp., Judson Dunaway Corp., New York, N. Y.; Luden's, Inc., Reading, Pa.; The Pure Food Co., Inc., Mamaronneck, N. Y.; Union Carbide & Carbon Corp., New York, N. Y.

TV Account: Canada Dry Ginger Ale, Inc., New York, N. Y.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.

Phone: DALy 8-4090

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Research Dir. C. A. Mathisson
Vice-Pres. & Treas. I. M. Henkel
Copy Chief, Sec., Media Dir.,
Space Buyer Edward G. Ball

Radio Account: Edwards Motor Co.

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.

Phone: GASpee 4456-4457

ABP—ANPA—APA

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Vice-Pres.-Treas. Aaron M. Finkle

Copy Chief Mary M. Healy

Radio Director Dorothy M. Taipe

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2761 E. Jefferson Ave., Detroit 7, Mich.

Phone: LORain 7-5710

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Radio & TV Director S. James Andrews

664 N. Rush, Chicago 11, Ill.

Manager L. J. Sholty

Radio Account: Gillette Safety Razor Co.

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2301 W. Third St., Los Angeles 5, Calif.

Phone: DUNKirk 82111

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Vice-President Forrest Dolan

Secy.-Treas. James P. Shelley

Art Director Geo. Labadie

Production Edith Hemphling

Media Director Madelyn Miles

Radio Accounts: Gordon Bread Co., Hoffman Candy Co., National Schools (Correspondence Courses), Adolphs Food Products (Meat Tenderizer), Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.

. . . Advertising Agencies . . .

TV Accounts: Sears Roebuck & Co. (Retail Department Store), Adolphs Food Products (Meat Tenderizer).

JAMES McBRIDE ADV. AGENCY

514 Neil P. Anderson Bldg., Fort Worth, Tex.
Phone: 2-4447
SNPA—ABP—APA

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 22, N. Y.
Phone: JUdson 6-3400
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Keefe, Arthur J. Kemp, Alton Ketchum,
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TV Film Director.....Frank P. Bibas
Director of Radio-TV

Publicity & Promotion..James Macdonald
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Radio Accounts: Chesebrough Mfg. Co.
Cons-d., Columbia Records, Inc., International Harvester Company, National Biscuit Company, Pacific Coast Borax Co., Swift & Company, California Packing Corporation, Ohio Bell Telephone Co., S.O.S. Company, The Standard Oil Co. (Ohio), Altes Brewing Company, The Barrett Division, Bell Brand Foods, Ltd., Beverwyck Breweries, Inc., Chrysler Sales Division, Clark Brothers Chewing Gum Co., Cowles Magazines, Inc., W. P. Fuller & Co., Griesedieck Western Brewery, Leisy Brewing Co., Lucky Lager Brewing Co., Milk Foundation, Inc., Pacific Power & Light Co., Perfection Stove Co., Portland Gas & Coke Co., Publix Shirt Corp., Richman Bros. Co., So. Calif. Gas Co. and Co. Counties Gas Co., Standard Oil Company (Indiana).

TV Accounts: Altes Brewing Co., American Safety Razor Corp., American Trust Co., Beverwyck Breweries, Inc., California Packing Corp., California Walnut Growers Association, Clark Brothers Chewing Gum Co., Chrysler Sales Division, Columbia Records, Inc., Congoleum-Nairn, Inc., Cowles Magazines, Inc., Esso Standard Oil Company (Regional), Griesedieck Western Brewery, Hood Rubber Co., "Junket" Brand Foods, Lehn & Fink Corp., Leisy Brewing Company, Manufacturers Trust Company, National Biscuit Company, Pharma-Craft Corp., S.O.S. Company, Standard Oil Company Indiana (Regional), So. Calif. Gas Co. and So. Counties Go Co., The Standard Oil Co. (Ohio), Swift & Company, Westinghouse Electric Corp., Vim Electric Company.

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217 E. 7th Ave., Box 1931 Amarillo, Tex.
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Account Executives.....John R. Forkner,
R. W. Siemplelkamp

Art Director.....Alfred M. Gibbons
Radio Accounts: Shamrock Oil & Gas
Corp., Consolidated Appliances, Inc.

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400 Madison Ave., New York 17 N. Y.
Phone: PLaza 3-1670

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James Albert Wales, John F. Quick

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 522 Powell St., San Francisco, Calif.

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TV Account: Hoffman TV Corp. (Sets).

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44 Madison Ave., New York 22, N. Y.

Phone: PLaza 3-7422

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 Production Manager..O. Paul Fuerstenberg
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 Mortimer Bryans

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.

Phone: LOcust 7-4737

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 Vice-President.....James A. McFadden
 Time Buyer.....Evelyn Walmsley
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 Secretary.....T. E. Libby
Radio Accounts: Western Maryland Dairy,
 Phila. & Reading Coal & Iron Co., General
 Ice Cream Corp., Castles Ice Cream Co.,
 Breyer Ice Cream Co.

TV Accounts: General Ice Cream Co.,
 Breyer Ice Cream Co., Phila. & Reading
 Coal & Iron Co., Breakstone Bros., Inc.,
 Renuzit Home Products Co.

McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.

Phone: Lancaster 5192

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 Vice-Pres., Sec.-Treas.....J. W. Thain
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 Paris Bldg., Winnipeg, Man., Canada
 Manager.....A. A. Brown
 Province Bldg., Vancouver, B. C., Canada
 Manager.....W. J. Sandstrom
 376 Strand, London, W.C. 2, Eng.
 Acting Manager.....H. Suffell

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609 Second Ave. So., Minneapolis 2, Minn.

Phone: Bridgeport 1225

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 Vice-President.....S. E. Melamed

Secretary.....M. O. Gooder
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 E. T. Holmgren, Newton Stein, Glenn
 Knoblaue, Vern Soash, A. Pacini, Roser
 H. Matson, H. L. Danforth
 Media Director.....J. Frank Johns

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 Minn.

Manager.....E. T. Holmgren
 Melamed-Hobbs, Baskin & Livingston
 333 . Michigan Ave., Chicago 1, Ill.

Manager.....E. R. Livingston

Radio Accounts: Chocolate Products Co.,
 Griggs Cooper & Co., Lan-O-Sheen, Inc.,
 Minnesota Farm Bureau Federaton, Milk
 Foundation of Minnesota, Sanitary Food
 Mfg. Co.

ARTHUR MEYERHOFF & CO.

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

Phone: DELaware 7-7860

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 Financial Manager.....J. A. Johnston
 Director of Radio & TV..Benjamin J. Green
 Assoc. Radio & TV Dir.....George Rich III
 Radio Time Buyer.....Carol Perel
 Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon
 Account Executives.....John H. Lemmon,
 A. E. Meyerhoff, George Grabin, Marshall
 Kissel, Benj. Green, George Taylor, Henry
 Bartenstein, John H. Black

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Manager.....George Grabin
Radio Accounts: Chicago National League
 Ball Club, Illinois Meat Company, Mil-
 waukee Elec. & Transport Co., Wisconsin &
 Michigan SS Co., Wm. Wrigley Jr. Company,
 Patricia Stevens Models' Finishing School,
 Chicago Transit Authority, Clark's Super
 Gas.

C. L. MILLER COMPANY, INC.

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

Phone: MURray Hill 2-1010

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

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 V.P.-Treas., Radio & TV Dept...G. V. Carhart
 Sec., Radio & TV Dept.....L. L. Hoffman
 Secretaries.....Miss R. Driscoll,
 H. Rentor, F. Delaney

Branch Office

333 No. Michigan Ave., Chicago 1, Ill.

Phone: CENtral 6-1640

Manager.....I. M. Tuteur
Radio Accounts: Corn Products Sales Co.
 (Karo, Mazola, Linit, Niagara Starch), Cur-
 tiss Candy Co. (Baby Ruth, Butterfingers,
 Old Sol Bar), Doughnut Corp. of America,

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Blue Channel Corp. (Harris American Crabmeat, Harris American Develed Crabmeat).
TV Accounts: Corn Products Sales Co. (Niagara Starch), Blue Channel Corp. (Harris American Crabmeat, Harris American Develed Crabmeat).

DAN B. MINER CO.

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 Phone: DUnkirk 8-3301

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 Account Executives.....J. C. Morse,
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Production Manager.....Richard Glover
 Art Director.....Fred Kaplan
 Media Director.....Edith Grooms
 Radio & TV Dir.....Hildred Sanders
 Asst. Radio & TV Dir.....Robert Black
 Time Buyer.....Terri Brady

Radio Accounts: American Beauty Macaroni (West Coast Div.) (Macaroni), Los Angeles; Forest Lawn Co. (Mortuary & Cemetery), Glendale; Lakewood Park, Inc. (Houses), Lakewood Park; Interstate Bakeries Corp. (Weber Bread), Kerr Glass Mfg. Corp. (Jars, Caps & Lids), Kendall Foods, Inc. (Dog Foods), Log Cabin Baking Co. (Variety Breads), Luer Packing Co. (Fresh Meats), Los Angeles; Prepared Products Co. (Dixie Fry), Pasadena.

TV Accounts: Log Cabin Bread Co., Luer Packing Co., American Beauty Macaroni Co., Forest Lawn Co., Lakewood Park, Inc., Kendall Foods, Inc., Interstate Bakeries Corp., Smart & Finol, Ltd.

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 TV & Radio Dir.....Ely Landau
 Radio & TV Time Buyer.....Helen Munroe
 TV Producer.....Lee Reynolds
 Production Manager.....Al Mauro
 Art Director.....Herman Davis
 Media & Research Dir.....Joel Martin
 Copy Chief.....Maxwell Sapan

Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Berio Import Co. (Berio & Francesconi Oil), New York, N. Y.; Gem Oil, Brooklyn, N. Y.; Napa Valley Grape

Prod. (Colombo Wine), New York, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co. (Macaroni & Spaghetti Prod.), Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes), Santarpia Wine & Liquor Store, New York, N. Y.

TV Accounts: Gem Oil (Oils), Brooklyn, N. Y.; Canadian (Women's Furs), New York & New Jersey; Kromark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
 Phone: PArkway 1178

PPA—ABP—ANPA

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 Secretary.....Walter H. Strauss
 V.P. & Time Buyer.....Carl H. Press
Radio Accounts: Rainbo Baking Co., Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star, Cincinnati.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.

Phone: BR 9-5950

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Llewellyn B. Van Doren
 Time Buyer.....Kathryn Shanahan

Branch Office

9 Rockerfeller Plaza, New York 20, N. Y.

Phone: PL 7-8060

V.P. Chg. Midtown Office...Muriel Johnstone
 Mds. Counsellor.....Rosamond Gilmartin
Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

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6233 Hollywood Blvd., Hollywood 28, Calif.

Phone: HEMpstead 4194

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Radio Director.....James C. Morgan

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 Time Buyer..... Mary Ellen Ryan
 Copy Chief..... Audrey Sharpe

Branch Office

260 California St., San Francisco 11, Calif.
 Phone: DOuglas 2-6073

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 Palmolive Bldg., Chicago 11, Ill.

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 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;
 Institute of Religious Service.

TV Account: Los Angeles Soap Co. (White
 King Granulated Soap, White King Water
 Softener), Los Angeles 54, Calif.

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

Phone: ORegon 9-4600

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Sr. Art Director..... L. Szalay
 Group Art Directors..... E. Ellis,
 S. Nagle

Art Studio Mgr..... C. Scimeeca
 Account Executives..... Constance Boland,
 Emory Ward, E. R. Korth

Radio Accounts: Vick Chemical Co. (Vick
 Products), The Sofskin Co. (Sofskin Hand
 Cream), Prince Matchabelli, Inc. (Prince
 Matchabelli Perfumes & Cosmetics).

MOSELLE & EISEN ADV. AGENCY

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Phone: MUrray Hill 2-4939

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 Rose Moselle

Copy Chief, Publicity Dir... Mildred Barsky
 Art Dir., TV Prod.... Frederick H. Cassens
 Production Manager..... M. Baumstein
 Media Dir., Space & Time Buyer

Ruth Macdonald

Publicity Dir..... Richard E. Richman

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Phone: 4-6141

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 Field Merchandising Dir.... T. Robert Garry
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 Hodges, Robert F. MacFarland, Harry T.
 Duffy, Kenneth S. Duffes

Radio Accounts: West End Brewing Co.
 (Utica Club Beer & Ale), Utica, N. Y.; Animal
 Foundation, Inc. (Hunt Club Dog Food),
 Sherburne, N. Y.; C. A. Durr Packing Co.
 (Meat Products), Utica, N. Y.

TV Accounts: West End Brewing Co.
 (Utica Club Beer & Ale), C. A. Durr Pack-
 ing Co. (Meat Products), Utica, N. Y.;
 Schwartz Bros. Cigar Corp. (Peter Schuy-
 ler Cigars), Philadelphia, Pa.

MOSS ASSOCIATES

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

Phone: MUrray Hill 7-7377

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 Time & Space Buyer..... Vera Norse
 Media Director..... Hal Goldin
 Radio & TV Director.... Arnold O. Leeds
 TV Assistant..... Adele Stulman

Radio Account: Freemantel Voice Inst.
 (Voice Course—records), New York, N. Y.

TV Accounts: N. Y. Red Cross Shoe Deal-
 ers (Ladies' Shoes), Hats by LEEDS (Mil-
 linery), New York, N. Y.; Nat Paterson
 Motors, Inc. (Auto Dealer & Service), Ozone
 Park, N. Y.; Jackson Motor Co. (Auto Deal-
 er & Service), Jackson Heights, N. Y.; Dean
 Ross Piano Course (Piano Course), New
 York, N. Y.; Kay Novelties (Notions), Zip-
 loc Co. (Watch Bands), Jersey City, N. J.;
 Peerless Camera Stores (Cameras & Sup-
 plies), New York Tech. Institute (Technical
 School), New York, N. Y.

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 Mgr. Client Service..... Robert Gingrich
 Media Director..... Victor Fabian
 Production Manager..... Win. G. Fisher
 Radio Director..... Glenn E. Martin
 Time Buyer..... Victor Fabian

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Radio Accounts: Adams Corp. (Snacks—Korn Kurls), Beloit, Wis.; Monarch Brewing Co. (Beer), Chicago, Ill.; Sugardale Provision Co. (Meat Products), Canton, O.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fannie May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

TV Accounts: The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Meats), Chicago, Ill.

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Account Executives.....Paul R. Kruming,
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Radio & TV Directors.....James G. Zea,
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Time Buyer.....M. K. Loo

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Radio and TV Accounts: American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmaceutical Co., Lever Brothers (U. S.), National Carbon Co., Quaker Oats Co., Ruppert Brewery, W. R. Warner, R. Hudnut, Westinghouse.

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Public Relations Dir.....John Willoughby
Sec.-Treas.....Max D. Anwyl

Branch Office

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NEFF-ROGOW, INC.

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

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Account Executive...Stewart Pierce Brown,
Robert Rogow
Personnel Director.....Harriet Barnett

Radio Accounts: Melville Shoe Corp. (Shoes), Joseph Martinson & Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y.

TV Accounts: Melville Shoe Corp. (Shoes), New York, N. Y.

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Phone: 4-2555
APA

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Secretary.....Irene A. Cutright
Art Director.....J. H. Richards
Account Executives.....Ralph A. Nelms,
James A. Nelms, Jr., J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

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Secretary.....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir....Robert S. Cragin
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne F. Pratt
TV Time Buyer.....Sybil Van Patten
Space Buyer.....Eleanor P. Alex
Library & Research.....Alice Pach
Copy Assistant.....Pearl Veeder
Assoc. TV Prod.....Jack Landt

Branch Office

150 W. 49th St., New York 18, N. Y.
Phone: Circle 5-5431

Assoc. TV Producer.....Jack Landt

Radio Transcription Production Accounts:
General Electric Company, Electronics Divi-

• • • Advertising Agencies • • •

sion (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Plough, Inc. (St. Joseph Aspirin, Mexsana, etc.), Memphis, Tenn.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.

Radio Accounts (Time): Carl Company (Department Store), Schenectady, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; A. L. Parsons & Son & Parsons, Inc. (Ford Dealer), Central Bridge and Amsterdam, N. Y.; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Industrial Bank (Banking Assn.), Schenectady, N. Y.; Rodgers Liquor Company (Liquor Distributor), Albany, N. Y.; Union-Fern, Inc. (Furniture Chain), Troy, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Plough, Inc. (St. Joseph Aspirin), Mexsana, etc.), Memphis, Tenn.; National Dairy Company (Sealtest Dairy Products), New York, N. Y.

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; (NBC-TV Network Account—approximately 50 TV Stations). Allen's Appliances, Inc. (G. E. Appliance Store), Apex Department Store (Department Store), Carl Company (Department Store), Golub Corporation (Super-markets), Fox & Murphy (Sports Store), Schenectady, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Nusbaum's (Men's Furnishings), Schenectady, N. Y.; A. L. Parsons & Son, and Parsons, Inc. (Ford Dealers), Amsterdam, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; Wm. Sherry Tire Co. (Tire Dealer), Empire State Bedding Co. (Sealy Mattress Mfr.), Schenectady, N. Y.; Rodgers Liquor Co. (Liquor Distributor), Albany, N. Y.; Breslaw Brothers, Inc. (Furniture Chain), Schenectady, N. Y.; Sharlet's Furniture (Furniture Store), Latham, N. Y.; Rudisco, Inc. (Dumont TV Distributors), Albany, N. Y.; Industrial Bank (Banking Association), Schenectady, N. Y.

TED NELSON ASSOCIATES

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

Phone: Circle 6-8470

Owner & Producer.....Ted Nelson
Script Director.....Richard Diamond
TV Directors.....

Perry Bruskin, Charles Durand
Writer & Asst. Dir.....Ralph Tollnis
Composers.....Mischa & Wesley Portnoff
Radio Accounts: Edlie Electronics Corp.,
Delta Supply Co., Saul Birns, New York,
N. Y.; Delta Photo Supply Co., Gothams
Professional Basketball Team.

NEWELL-EMMETT CO.

(See Cunningham & Walsh, Inc.)

THEO. A. NEWHOFF ADV. AGENCY

529 N. Charles St., Baltimore 1, Md.

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AAAA—ANPA—ABP—NOAB—PPA

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Comptroller.....R. M. Newhoff
Space Buyer.....Alvera Bolland

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Fla.

Phone: 3-4435, 3-6285

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PPA—SNPA

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Exec. Vice-Pres.....Kenneth F. Small
Vice-President.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe

Radio-TV Dept.

Exec. Vice-Pres.....Hunter Lynde
Vice-Presidents.....Allan C. Gottschaldt

Branch Office

Chamber of Commerce Bldg., Miami, Fla.

Phone: 82-9975

Vice-President.....Allan C. Gottschaldt
Radio Accounts: JAX Brewing Co. (Beer),
Bond-Howell Lumber Co. (Bldg. Supplies),
Southern Co. (Wine), Nickle Tackle Co.
(Fishing Lure), Jacksonville, Fla.
TV Account: Jax Brewing Co. (Beer),
Jacksonville, Fla.

NORTHWEST RADIO ADV. CO.

Empress Bldg., Seattle 4, Wash.

Phone: Elliott 5488

Mgr. & Radio Dir.....Edwin A. Kraft
Asst. Manager.....W. L. Paul
Radio Accounts: Rhodius Perfumes, Alas-
ka Life.

• • • **Advertising Agencies** • • •

OLIAN ADVERTISING CO.

Ambassador Bldg., St. Louis 1, Mo.
Phone: CEntral 8380

ABP—ANPA—PPA—APA—NOAB

President.....Irwin A. Olian
Vice-Presidents.....Harold A. Thomas,
J. W. Goldstein
Radio Director.....Margaret H. Nelson
Account Executives.....Irwin A. Olian,
H. A. Thomas, J. W. Goldstein, James
Spencer, M. H. Nelson, R. Mahon

Branch Office

35 E. Wacker Drive, Chicago, Ill.
Vice-Pres., Radio-TV.....I. J. Wagner

Radio Accounts: General Grocer Co. (Topmost Foods, Manhattan Coffee), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Dining Car Coffee Co. (Dining Car Coffee), ARA Dist. Co. (Capehart TV), Mercantile Commerce Bank, Ritepoint Co. (Liters), Knapp-Monarch (Magik-Rid), G. S. Suppiger Co. (Brook's Catsup), Feld Chevrolet (Chevrolet Agency), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), Feld Chevrolet, Ritepoint Co., G. S. Suppiger Co., Mercantile Commerce Bank, Knapp-Monarch, ARA Distributing Co., St. Louis, Mo.

ROBERT D. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 9-8050

ABC—ANPA—NOAB—PPA

President.....Robert W. Orr
Exec. Vice-Pres.....John H. Baxter
Vice-Pres. & Asst. to Pres...Eldon Sullivan
Vice-President.....Arthur Livingston
Sec.-Treas.....Robert P. Clark
Radio-TV Director.....Stephen G. Bowen

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.
Exec.-in-Chg.Richard Diggs
123 New Bond St., London, England
Exec.-in-Chg.F. A. Nicholson
96 Rue de la Victoire, Paris, France
Exec.-in-Chg.M. Renault

Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.; Bosco Co., Inc., New York, N. Y.; National Guard of the U. S., Washington, D. C.

TV Account: Bosco, New York, N. Y.

OSGOOD & HAZEN

270 Park Ave., N. Y.
Phone: MU 8-7860

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2400

ABP—ANPA—APA—NOAB—PPA

President.....John H. Owen
Executive Vice-Pres.....Charles Chappell
Vice-Presidents.....Marc Seixas,
William J. Jost, John J. Schneider
Director of Media.....Harry Torp

Radio-TV Dept.

V.P.-Radio-TV Dir.....David Hale Halpern
Radio Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

TV Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11, Kans.

Phone: DR 7250

ABP—ANPA—APA—PPA

President.....Merritt Owens
Vice-President.....R. Grant Neds
Production Manager.....Glenn A. Scott
Copywriter.....Virginia Bishop
Art Director.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Sulfa-Dent, Kansas City, Mo.; Davidson Brothers Motor Co., Kansas City, Kan.

TV Accounts: Zephyr Ventilated Awning Co., Joe M. O'fill Motor Co., Kansas City, Kan.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy,
Carl W. Sickler

Assoc.....Harvey C. Scott
Production.....Robert Johnson

Radio Accounts: First Savings & Loan Assn., Prudential Realty & Finance Co., Albert Brown Mortuary, Oakland, Calif.

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.

Phone: ELiot 1401

AAAA—ANPA—NOAB—CAN

Radio Director.....Trevor Evans
Time Buyer.....G. M. Nyman
Asst. Radio Director.....Mary Peacock

. . . Advertising Agencies . . .

Branch Offices

715 Cascade Bldg., Portland, Ore.

Phone: Capitol 1021

Milton Foland

606 Chronicle Bldg., Spokane, Wash.

Phone: Madison 4371

Vernon Cary

Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farmers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Seattle-First National Bank, Federal Old Line Ins. Co. (Insurance), Seattle, Wash. & Branch towns; Hesperian Orchards (Gift Fruit), Wenatchee, Wash.; Ivar's Acres of Clams (Seafood Restaurant), Bonded Bulb Growers (Bulbs), Cowman-Campbell Paint Store (Paint), Greater Seattle, Inc. (Seafair—Aqua Follies), Pete Heiser's Kitchens (Steel Cabinets, etc.), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.

TV Accounts: Bacchus Luggage Co. (Leather Goods), Pacific Lincoln Mercury Co. (Linc. & Merc. Cars), Seattle-First Nat. Bank, Sherman, Clay & Co. (Music Store), Fisher Flouring Mills Co. (Zoom, Biskit Mix, Pancake Mix), Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.

PEARSON ADV. AGENCY, INC.

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

Phone: MURRAY Hill 8-3055

PPA

President-Treasurer.....C. H. Pearson

Radio Director.....A. E. Baglis

Radio Accounts: Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

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

Phone: PLaza 3-0900

ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck

President.....Harry Krawit

Vice-Presidents.....Norman Mack,

Sidney Alexander, Roy Gordon, Herbert

Stiefel, Alfred Moss, Herman Stolley, John

Schuman

Radio-TV Director.....Arthur J. Daly

Asst. Radio-TV Director....Donald Blauhut

Radio Accounts: I. J. Fox (Furs), Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), Street & Smith Magazines (Charm, Mademoiselle, Living), Hearst Publications (Cosmopoli-

tan, Good Housekeeping), Excelsior Frozen Meat Products (Frozen Meat Products), Julian Freirich Company (Tongue & Pork Products), New York, N. Y.; Hartford Provision Company (Meat Products), Hartford, Conn.; Teddy's Quick Frozen Seafood (Frozen Seafood), New York, N. Y.

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee & Caffe Espresso (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), New York, N. Y.

PEDLAR & RYAN, INC.

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

Phone: PLaza 5-1500

AAAA—ABC—ABP—ANPA—APA

BMB—NOAB—PPA—SNPA

President.....Thomas L. L. Ryan

Vice-Presidents.....T. C. Fisher,

Donald R. Shaw, Jack Skolnik

Secretary.....H. C. Sutherland

Media Director.....Richard S. Bean

Time Buyer.....William G. White

Radio-TV Director.....Wilfred S. Roberts

Asst. to Director.....John M. Halpern

Program Supervisor....Elizabeth C. Shay

Radio and TV Accounts: Procter and Gamble (Camay Beauty Shop), Cincinnati, O.; Northeast Airlines (Air Transportation), Boston, Mass.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.

Phone: FRANK 2122

TAAN

Partners.....William L. Phillips,

Charles C. Ramsey

Account Executive.....Fred J. Volz

Time Buyer.....Robert F. Lewis

Radio Director.....Bill Mesmer

Radio Accounts: Arden Farms Co. (Dairy Products), Cox & Gregg (Roofers), General Electric Appliances (Appliance Distributor), Silver Gate Bldg. & Loan (Savings & Loan Assn.), Associated Travel Agency (Airline Travel Agency), Walker's (Dept. Store), Dennstedt Electro Mart (Electrical Appliances), Dr. G. W. Raichart (Dentist), San Diego, Calif.

TV Accounts: Arden Farms Co., Dennstedt Electro Mart, General Electric Appliance, Walker's, San Diego, Calif.

PITLUK ADVERTISING

Alamo National Bank Bldg.,

San Antonio 5, Texas

Phone: GARfield 7268

ABP—ANPA—PPA—SNPA—NOAB

APA—TAAN SAAA

President.....Jack N. Pitluk

Radio Director.....L. Gerry Spangler

Sales Manager.....Jack N. Pitluk, Jr.

Radio Time Buyer.....Sam Riklin

TV Director.....Tom Reynolds

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PORTER & ASSOCIATES

8409½ Melrose Place, Los Angeles 46, Calif.
Phone: DUnkirk 8-2972

Partner-Owner, Time Buyer & Adv. Sales
Manager.....Irwin T. Porter
Partner-Owner, Radio Dir. & Time
Buyer.....Gertrude T. Porter
Copy Chief.....Jean Norab

R. J. POTTS—CALKINS & HOLDEN INC.

215 W. Pershing Rd., Kansas City 8, Mo.
Phone: Gr 5775

ANPA—APA—NOAB—PPA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Robin-
son
Secretary-Treasurer.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueeny

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400

ANPA—APA—PPA—NOAB

President.....W. J. Krebs
V.P.—Production Mgr.....D. E. Dexter
Secretary-Treasur.....C. J. Effie
V.P. & Radio Dir.....N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GARfield 6490

Radio & TV Director.....Graham Black

PROGRESSIVE RADIO ADVERTISING CO.

260 E. 161st St., New York 51, N. Y.
Phone: MElrose 5-5522

DirectorLido Belli
Time Buyer.....Catherine Termini
Radio Accounts: Bendix Washing Machine,
Florsheim Shoes, Chrysler Corporation, Car-
ter's Little Liver Pills, Conti Products, De
Nobili Cigar Co., Ford Motors, Flotill Pro-
ducts, Gambarelli & Davitto, Inc., General
Electric, General Motors, Kelvinator Re-
frigerators, Philco Refrigerators and Radio,
Planters Edible Oil Co., Procter & Gamble,
RCA Victor, S. A. Shonbrunn (Medaglia
d'Oro Coffee), Warren Norge Co., Super-
film Distributing Corp., Atlantic Macaroni
Co., Inc., Florence Gas Range, Maytag Wash-
ing Machine, Ossola J. Co., Pandora Cigar
Co., Inc., RKO Theatre, Paradise Wines,
Muntz TV, International Harvester Refrig-
erator, Hallicrafter TV, Etna Recording Co.,
Home Lines, Inc.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
Phone: NE 7873-4

APA—ABP

President.....C. A. Ward
Vice-President.....R. J. Henderson
Prod. Mgr., Space Buyer.....D. J. Holstad
General Manager.....E. J. Petersen
Radio Dir. Chg. Research...J. H. Fischbein
Copy Chief.....J. B. Reely
Radio Accounts: Dairy Fresh Creameries,
Miss Morris Candies, Zip Co., Red Wagon
Pop Corn, Kennedy Products.

RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone: BErgen 4-2332

Pres., TV Dir., Acct. Exec. Michael A. Fiore
Vice-Pres. & Treas.....B. V. Fiore
SecretarySol Chasoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio-TV Director.....Albert A. Fiore
Account Executive.....B. Wilman
Radio Accounts: China Clipper, Evangeli-
stic Prophetic Testimony of Phila., Watch-
ung Lake, D. Wolff & Co.
TV Accounts: Watchung Lake, Swimming
& Bathing Resort.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155

President & Secretary.....E. G. Naeckel
Vice-Pres. & Treas.....L. H. Copeland
Vice-President.....N. B. Langworthy
Art Director.....E. J. McCabe
Radio Time Buyer.....Dorothy L. Parsons
Branch Office
Hollywood 28, Calif.

Exec. Vice-Pres.....E. G. Naeckel
L. W. Ramsey Adv. Agency
Davenport, Iowa, Union Arcade
General Manager.....E. G. Naeckel
Radio Accounts: Blackhawk Brewing Co.,
Western Grocer Co., Michigan Mushroom
Co.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABP

President.....Wilbur W. Randall
Production Manager...Muriel M. O'Connor
Art Director.....Bernard S. Vinick
Radio & TV Director....Florence F. Grady
Radio Accounts: Bacon Bottling Company
(Beverages), Hartford; Brown Thomson
(Sir Allo Shoe Clinic), Hartford & New
Haven; Crown Petroleum Corp. (Petroleum
Products), Connecticut & Massachusetts;
Geo. E. Dewey & Co. (Moving Storage),

Advertising Agencies

General Electric Supply Corp. (Television, Radio), Hartford County Laundry Owners' Association, Hartford Gas Company (Public Utility), New England Laundry (Laundry), Reichlin Furriers (Furrier), Savitt Jewelers (Jewelry), Wachtel's (Dept. Store), Hartford, Conn.

TV Accounts: Crown Petroleum Corp. (Petroleum Products), Connecticut & Massachusetts; Hatry & Young (Electronics), Hartford; United Radio Supply (Radio & Television Parts), New Britain, Conn.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone: CAdillac 1-4662

ABP—ANPA—APA—PPA—ABC—NOAB
Pres. & Treas.....H. Ross Mack
Vice-President.....Hal. G. Trump
Secy. & Copy Chief.....George B. Dow
Radio Director.....R. D. Hughes
Space & Radio Time Buyer

Charles E. Foerster
Art Director.....T. E. Eklund
Production Manager.....George L. Husted
Account Executives.....H. Ross Mack,
Hal G. Trump, R. D. Hughes, Charles
Foerster, Lee E. Crooks, P. F. Droege
Radio Account: Booth Newspapers.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811

ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder
Art Director.....Gorman Loss
Production Manager.....Margaret McDade
Publicity Director.....Lillian Timoney
Research Director.....Eleanore Lambeck
Radio Accounts: K. Kaufman & Co., Inc.,
Monroe Savings & Loan Assn., Teldisco, Inc.,
Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.
Phone: MArket 3-5100

AAAA—ABP—ANPA—APA—PPA

Pres. & Treas.....Chas. Dallas Reach
Vice-Presidents.....Bennett Bates,
Howard Sands, Francis R. Risley
Sec. & Art Dir.....Everett Sahrbeck
Asst. Sec. & Treas.....Wm. F. Renz

Branch Office

46 W. 55th St., New York 19, N. Y.
Phone: CIRCLE 5-4176

Vice-President.....Howard E. Sands
Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: Bridgeport 7701

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA

President.....E. E. Sylvestre
Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown, R.
W. Stafford, E. K. Pottle, Dr. A. R. Root,
Russell E. Neff, K. P. Torgerson
Secretary-Treasurer.....C. L. Greenwood
Media Director.....K. P. Torgerson
Time Buyer.....Philip Archer

Branch Office

625 Market St., San Francisco 5, Calif.
Exec-in-Charge.....H. R. Ohleyer
Phone: SUTter 1-6744

Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills, Midland National Bank.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440

ABP—ANPA—APA—NOAB—PPA—CCA

President.....Wallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents.....Gordon Taylor,
C. C. Stevens, J. J. Finn

Radio-TV Director.....Frank M. Baker
Space Buyer.....J. F. Brown

Radio Accounts: Anderson Co. (ANCO Wiper Blades and Arms), Cary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), American Technical Society (Books), Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Powder-one), Racine, Wis.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: CApiTal 7-7611

ANPA—PPA—ABP—AAAA—APA

President & Treas.....Harry I. Reingold
Art Director.....Harry Goodman
Production Manager.....Robert Curley
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer

Thomas J. Rowen
Mgr. Outdoor Dept.....Burt C. Riley, Jr.
Radio Account: Hampdon Brewing Co.

EMIL REINHARDT ADV. AGENCY

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408

ABP—ANPA—APA

President.....Emil Reinhardt

Advertising Agencies

WriterDave Lane
 Space Buyer.....Eleanor Shea Moreira
 Account Executives.....Joseph Connor,
 Roland Irving
 MerchandisingJames Prindiville
 Production Manager.....Edward O'Mara
Radio Accounts: Kilpatrick's Bakeries,
 Walter N. Boysen Co., Central Bank, San
 Francisco Brewing Co., Tuttle Cheese Co.

REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.
 Phone: PLaza 7-8030

ABP—ANPA—APA—CAN—PPA—SNPA
 PresidentJoseph Reiss
 Vice-PresidentHarold Reiss
 Sec.-Treas.....B. M. Reiss
 V.P. in Chg. of Plans.....Jules Freedman
Radio Accounts: Decorative Cabinet Corp.
 (E-Z-Do Closets and accessories), S. Klein
 (Retail Apparel), Princess House Closets
 (Closets & Accessories), Arthur Brown &
 Bro. (Art Supplies), Aristocrat Leather
 Products Co. (Inner Sanctum Billfolds),
 New York, N. Y.; Slater Electric & Mfg. Co.,
 Woodside, L. I.
TV Accounts: Decorative Cabinet Corp.
 (E-Z-Do Closets & Accessories), Princess
 House Closets (Closets & Accessories), Aris-
 tocrat Leather Products Co. (Inner Sanctum
 Billfolds), New York, N. Y.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
 Phone: WAverly 6157
 ABC

President.....Edward W. Reynolds
 Vice-President.....C. W. Reynolds
 Sec. & Treas.....Fred Banks
 Art Dept.....Garth Harber
 Production Manager.....John L. R. Russell
 Copy Chief.....N. Stuart Walton
 Radio Director.....G. E. Howard
 Radio Time Buyer.....Shirley Oakes
 Space Buyer.....Helen Anderson
 Account Executives.....C. Warren Reynolds,
 H. D. R. Newby, H. A. Davis, J. H. Mitchell
Branch Office
 Room 409, 1405 Pearl St., Montreal, Quebec
 Phone: LANcaster 3745
 Exec-in-Charge.....Allan S. Morrison

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: JU 6-5400
 AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA

President.....Fletcher D. Richards
 Vice-Presidents.....Eugene I. Harrington,
 Bradley A. Walker, M. J. Casey, J. S.
 Davidson, Radcliffe Romeyn, Trel Yocum
 Sec.-TreasDuane W. Beurmann
 Vice-Pres. & Media Dir.....E. A. Elliot

Art Director.....John Sidebotham
 Research-Mdsg. Direc.....William J. Shine
 Copy Chief.....John Williams
 Motion Picture Dir.....Kenneth Young
 V.P., Radio & TV Dir.....John S. Davidson
 Time Buyer.....George Pamental
 Radio & TV Copy.....S. J. Frolick
 Radio Writer.....Frank Taubes

Branch Offices

Lincoln Tower, 75 E. Wacker Drive
 Chicago 1, Ill.

Manager.....French L. Eason
 HARRINGTON & RICHARDS: Division of
 F. D. Richards, Inc.
 256 Sutter St., San Francisco, Calif.
 Exec-in-Charge.....Eugene Harrington
 5816 Wilshire Blvd., Los Angeles, Calif.
 Exec-in-Charge.....Eugene Harrington

Radio Accounts: Natl. Sugar Refining
 (Quaker Sugar), Mishawaka Rubber &
 Woolen Mfg. Co., Argus Cameras, U. S.
 Rubber Co. (U. S. Royal Tires, Fisk Tires,
 U. S. Keds, U. S. Gaytees, Koylon Mat-
 tresses), Eastern Air Lines, Dixon Crucible
 Co. (Ticonderoga Pencils), Durham-Enders
 Razor Corp. (Enders Razor), Foremost Dairy
 Products).

TV Accounts: U. S. Rubber Co. (U. S.
 Royal Tires, U. S. Keds, U. S. Gaytees),
 Eastern Air Lines, Atlanta-New York;
 Durham-Enders (Enders Razor), New York-New
 Haven; Foremost Dairy (Foremost Ice
 Cream), New York, N. Y.

M. EVANS RICHMOND ADV. AGENCY

1518 Walnut St., Philadelphia 2, Pa.
 Phone: PE 5-2334
 ABP

Pres. & Radio Time Buyer
 M. Evans Richmond
 Art Director.....R. Bowers
 Production Mgr.....D. Blaine
 Account Executive.....Robert E. Hammond

Branch Office

230 Boylston St., Boston 16, Mass.
 Exec-in-Charge.....Robert S. Richmond
 Yucca Vine Bldg., Hollywood, Calif.
 Exec-in-Charge.....Morey K. Reiss

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 Director.....Sally V. Woleven
Radio Accounts: Bank of Louisville, Bur-
 dorff Furniture Co., Cooke Chevrolet Co.,
 Cooke Pontiac Co., Commonwealth Life In-
 surance Co., Howel Furniture Co., Liberty
 National Bank & Trust Co., Monarch Auto
 Co., Hurry-Up-Broadway.

. . . Advertising Agencies . . .

LEE RINGER ADVERTISING

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 7-8131

AAAA-ABP-ANPA-APA-PPA
NAAN-SCAAA

Production Manager.....George Plagens
Art Director.....Richard Couron
Account Executive.....C. C. Wickstrom
Copy.....P. T. Lustig
Head Radio-TV Dept.....Lee Ringer

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.

Phone: MADison 6-2291

Owner.....John H. Riordan
Art Director.....Elsie Beck
Space & Time Buyer.....Shirley A. Smith
Account Executives.....B. P. Lowry,
F. C. McElligot, A. F. Banks

Radio Accounts: Calif. Flyers, Inc., Calif.,
Doyle Packing Co.

PHILIP RITTER CO., INC.

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

Phone: MURray Hill 7-6574

ANPA-PPA-AAAA-NOAB-ABP
Pres. & Copy Chief.....Philip Ritter III
Radio Account: Bel Paese Sales Co.

RITT'S ADVERTISING AGENCY

123 E. 6th St., Cincinnati 2, O.

Phone: DUNbar 0532

Owner.....Charles Rittenhouse
Radio and TV Account: The Schoenling
Brewing, Cincinnati 14, Ohio.

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

Owner.....Dan Rivkin
Radio Accounts: John Kohler (Clothing),
Ford Optical Co., Phila.; Royal Shoe Stores,
Philadelphia and suburbs; Spiro's Apparel,
Berg Bros. (Clothing), Richards Clothes,
Schulte Optical Co. (Optical), Philadelphia,
Pa.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MUtual 6293

ABP-ANPA-APA-PPA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....Larry Kraft
Production Manager.....T. H. Tomlin
Art Director.....Don Duhois
Media Dir.-Time Buyer.....R. C. Neuman

Branch Office

801 Kohl Bldg., San Francisco, Calif.

Radio Accounts: Federal Savings & Loan
Institute (Savings & Loan Assn.), So. Cali-
fornia Packard-Bell Co. (Radio & TV Re-
ceivers), Great Western Savings & Loan

Assn., Los Angeles; Bakersfield Savings &
Loan Assn.; Culver City Auto Dealers Assn.;
Wilshire Federal S. & L., Los Angeles; Loma
Linda Food Products (Ruskets, Oven-
Cooked Wheat, and 25 other food products),
Arlington; Pioneer Savings & Loan, Home
Building & Loan Assn., Cinch Products, Inc.
(Cake Mixes), Los Angeles; Pasadena Build-
ing & Loan Assn., Pasadena; California Fed-
eral (Savings & Loan), Western Federal S.
& L. Assn., Los Angeles.

TV Accounts: Pasadena Building & Loan
Assn., Pasadena; Loma Linda Food Co.,
Arlington; Cinch Products, Inc., Home
Building & Loan Assn., California Federal
S. & L. Assn., Packard-Bell Co., Pioneer
Savings & Loan Assn., Wilshire Federal S.
& L. Assn., Los Angeles, Calif.

ROCHE, WILLIAMS & CLEARY, INC.

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

Phone: RANdolph 6-9760

ABC-ANPA-APA-NOAB-PPA

President.....J. P. Roche
Treasurer.....D. J. Kelly
Vice-Presidents.....J. M. Cleary,
S. Weston, Lloyd Maxwell, J. V. Gilmour,
John Hayes Kelly, H. M. Collier, M. F.
Williamson, W. H. Savin, George Lyman
Radio Director.....Phil Stewart
Time Buyer.....N. J. Cavanaugh
Radio Accounts: Chicago, Milwaukee, St.
Paul & Pacific R. R. (The Milwaukee Road),
Chicago; Hardware Mutual Casualty Co.,
Stevens Point, Wis.; John Puhl Products
(Fleecy White Bleach, Little Boy Blue Blue-
ing), Revere Camera Co. (Revere Cameras
& Projector), National Trailways Bus Sys-
tem, Inc., Stewart & Ashby Coffee Co. (Stew-
arts Coffee), Chicago; The Studebaker Corp.,
South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co.,
Chicago; The Studebaker Corp., South Bend,
Ind.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.

Phone: MURray Hill 9-3850

ABP

Owner-Copy.....Allan Rock
Art Director.....Ken Saco
Space Buyer.....Sally Winston
Radio Manager.....Irwin Winehouse
Account Executive.....George M. Weinstein

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.

Phone: DEARBorn 2-0020

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 1004 Baltimore Ave., Kansas City 6, Mo.
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ROIZEN ADV. AGENCY, INC.

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 Asst. Production Mgr.....Frank Landau
 Personnel Dir. & Librarian..M. Loreen Flynn
 Radio Dir., TV Time & Space Buyer

David I. Levy, Robert F. Frank

Radio Accounts: Music House (Record and Musical Instrument stores), Pfeiffer's Food Products, Inc. (Salad dressings), Sattler's (Department Store), Studebaker Dealers Assn. (Cars and Trucks), Buffalo, N. Y.

TV Accounts: Sattler's, Pfeiffer's Food Products, Studebaker Dealers Assn., Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.

Phone: Plateau 4803

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 Radio Director.....Frank Starr
 Asst. to Radio Director.....S. B. Hayward
 137 Wellington St. W., Toronto, Can.

Vice-President & Radio Dir.....R. J. Avery
 Asst. to Radio Director.....J. A. Reynolds

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Montreal Shoe Stores (Footwear), Canada Packers Ltd. (Meats), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers, Tintex, Montreal; L. K. Liggett Co.

Ltd., Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto; Elizabeth Arden of Canada, Ltd., Grissol Bread Specialties Ltd. (Breadsticks); Necchi Sewing Machines (Canada) Ltd., Montreal; Boswell Brewery (Beer), Quebec, Can.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago Ill, Ill.

Phone: Superior 7-3486

ANPA-PPA-ABP-AFA

Owner.....Charles E. Rose
 Art Dir.....Norman Helford
 Space & Radio Time Buyers..William Perry,
 M. B. Cooper

Radio Accounts: Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Lombardo Wine Co., Nu-Dell Mfg. Co., Winkeweder & Ladd, Inc.

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.

Phone: TOWer 1-6171

Pres., Treas., Radio Dir.

William Ganson Rose
 Vice-Presidents.....Frank Pelton,
 L. C. Brown

Prod. Mgr.....Ina M. Peters

Branch Office

3719 Reading Rd., Cincinnati 29, O.

Manager.....L. C. Brown
Radio Accounts: Bailey Co., Cleveland Foundation, Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.

Phone: LUXemburg 2-3550

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 Production Manager.....John A. Boulle
 Art Director.....Andrew K. Nelsen
 Comptroller & Off. Mgr....H. J. Carmichael
 Account Executive.....Irl W. Rose 2nd,
 Vaughan C. Hannington, John A. Boulle
Radio Accounts: Public National Bank & Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.

Phone: Oregon 9-1926

Buyer.....Irving Rosen
 Production Mgr.....E. Wayne
Radio Accounts: Fur Dressers & Fur Dyers Assn., The Wenley Co., New York, N. Y.

ARTHUR ROSENBERG CO., INC.

570 7th Ave., New York 18, N. Y.

Phone: CHickering 4-4420

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Copy Chief.....Ruth Sloan
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Radio Accounts: Myer 1890 Beverages,
 Miner's Inc.

TV Accounts: Monarch-Saphin (Retail
 Store), New York.

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
 Los Angeles 48, Calif.
 Phone: BRadshaw 2-5608
 ABP—APA

Owner—Acct. Exec.....A. James Rouse
 Art Director.....John Fish
 Radio-TV Time Buyer.....Richard Freed
 Space Buyer.....Dorothy Bogert
 Bookkeeper.....Eleanor Dorfman
Radio Accounts: B.F.P. Enterprises
 (Toys); House of Fabrics (Fabrics), Los
 Angeles, Cal.

RUDER & FINN

152 E. 62nd St., New York, N. Y.
 Phone: TEmpleton 8-8650

Partners.....David Finn, William Ruder
 Copy Chief.....Jeanne M. Cornell

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
 Phone: BAker 4340

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 Prod. Mgr.....H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy.

LOWE RUNKLE CO.

1365 First Natl. Bldg., Okla. City 2, Okla.
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 Production Mgr.....Lois Rea
 Acct. Execs.: Harold Kranz, Lowe Runkle,
 Roger Pishny, Howard Neumann.

Dir. of Radio.....George L. Linn
 Dir. of TV.....Howard Neumann

Radio Accounts — Arkansas City Flour
 Mills (Flour), Arkansas City, Kans.; Cain's
 Coffee Co. (Coffee, Tea, Spices), Dryer,
 Clark & Dryer Oil (Motoroil, Gasoline),
 Dulaney's (Appliance Distributors), The
 Evans Co. (Furniture), Oklahoma City,
 Okla.; Johnson Dairy Co. (Milk, Butter, Ice
 Cream), Norman, Okla.; Kerr's, Inc. (Dept.
 Store), Liberty Natl. Bank (Banking Needs),
 Merit Mills, Inc. (Feeds), Okla. Operating
 Co. (Laundries), Oklahoma City, Okla.;
 Ridd Laboratories (Medicated Powders),
 Seattle, Wash.; Simpson Auto Co. (Fords &
 Service), Southwest Machinery Co. (Cater-
 pillar Tractors), Oklahoma City, Oklahoma
 City, Okla.

TV Accounts—Bell Clothing (Men's Cloth-
 ing), Oklahoma City, Okla.; Dulaney's (Ap-
 pliance Distributors), Oklahoma City &
 Tulsa, Okla.; Johnson Dairy Co. (Milk
 Products), Norman, Okla.; Kerr's, Inc.
 (Dept. Store, Shoes, Appliance), Kimber-
 lings, Inc. (Grocery & Market), Okla. Oper-
 ating Co. (Laundries), Plaza Court Music
 Co. (TV Sets & Pianos), Oklahoma City;
 Ridd Laboratories (Medicated Powers),
 Seattle, Wash.; Southwestern Bell Telephone
 (Public Relations), Hyde Drug Co. (Drugs.
 etc.), Oklahoma City.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
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360 North Michigan Ave., Chicago 1, Ill.
 Phone: FINancial 1833

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 Producer (TV-AM).....Frank Blotter
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Radio and TV Accounts: Adler Co., Allied Florists of Chicago, American Airlines, American Kitchens, American Safety Razor Corp., American Television Dealers and Mfrs., Baldwin Piano Co., Beltone Co., Burgess Batteries, Chrysler Corporation, Dodge Div., Consolidated Royal Chemists, Delaware, Lackawanna & Western Coal Co., Demert and Dougherty, Dodge Dealers Association of Boston, Chicago, Cincinnati, Cleveland, Columbus, Greater Detroit, Metropolitan New York, Los Angeles, Pittsburgh, St. Louis, Seattle, Toledo, Dr. Pepper Co., Edwards Coffee Co., Electric Auto-Lite Co. of Canada, Frankenmuth Brewing Co., Galveston-Houston Breweries, Garrett and Co., General Shoe Co., Goodall Co., Greisedieck Brothers Brewery, Gunther Brewing Co., Guthrie Biscuit Co., Hancock Oil Co., Hollywood Candy Co., Ken-L-Products, Div. of Quaker Oats Co., Krey Packing Co., Lever Brothers Co., Lever Brothers Ltd., Lewis-Howe Company, Thomas J. Lipton, Thomas J. Lipton, Ltd., Lucky Lager Brewing Co., Motorola, Inc., Arthur Murray School of Dancing, Pepsodent Company of Canada, Ltd., Pharma-Craft Co., Reddi-Wip Co., Red Top Brewing Co., Ritter Furniture Co., Morris B. Sachs, Safeway Stores, Sears Roebuck, Shakespeare Co., A. E. Staley Mfg. Co., Sterling Brewers, Tower Grove Bank and Trust Company, United Wallpaper Co., Vim Stores, Western Reddi-Wip Company, William Wrigley, Jr. Co.

LEWIS EDWIN RYAN

726 Jackson Place, N. L., Washington 6, D. C.
 Phone: Re. 7606-78

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 Copy Chief. Harry A. Lyles

Space Byr. & Radio Time Byr..

Laura D. Baker
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 Account Executives. J. Robert Corry,
 Robert Ames, John F. Hardie, Gordon
 Manchester, Wm. R. Doores

BEN SACKHEIM, INC.

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Phone: PLaza 9-5141

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 Production Manager. Hugh A. Gigante
 Fashion Promotion Director. Ruth Hammer
Radio-TV Dept.

Research Director. Sylvia Sackheim
 Assoc. Res. Dir. Robert E. Williams
 Radio & TV Time Buyer. Leonard H. Spring
 Account Executives. Jerome G. Hahn,
 Ezra Millstein, George B. Pampel, Glenda
 Sullivan, Lloyd G. Whitebrook, Herbert
 L. Steiner

Radio Accounts: The Autoyre Company (Kitchen and Bathroom Accessories), Oakville, Conn.; Amalgamated Clothing Workers of America, New York State Democratic Committee (Public Information), Peter Pan Foundations, Inc. ("Merry-Go-Round" Brassieres), Miss Swank, Inc. (Slips and Pajamas), New York, N. Y.

TV Accounts: Davega Stores Corp. (Retail Sporting Goods and Appliance Chain), New York State Democratic Committee (Public Information), New York, N. Y.

ST. GEORGES & KEYES, INC.

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

Phone: PLaza 5-1180

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 Vice-Pres.-Art Director. Alfred A. Anthony
 Production Manager. William Korcak
 Media Dir. James J. Freeman
 Publicity Director. John C. Gourlie

Branch Offices

2112 N. Charles St., Baltimore 18, Md.
 Manager Arthur Booth

Phone: Saratoga 3900

Radio Accounts: Benj. Moore & Co. (Paints), N. Y.; Bisciglia Bros., Wines, Fresno, Calif.; Davison Chemical Corp., Baltimore, Md.; Lawrence Laboratories (Sulfam Shampoo), Brooklyn, N. Y.

TV Accounts: Revere Copper and Brass (Revere Ware), Lawrence Laboratories, Bisciglia Bros. Wine Corp., Berk's-Lehigh Co-operative Fruit Growers, Inc.