



TELEPHONE NUMBERS IN NEW YORK



RADIO-TV DAILY Wisconsin 7-6336

Sales Management Lexington	2-1760
Sponsor MURRAY Hill	8-2772
Standard Rate & Data Service MURRAY Hill	9-6620
Television Age PLaza	1-1122
Television Magazine PLaza	3-9944
Tide PL	7-2800
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
United Press Associations MURRAY Hill	2-0400

Talent Agencies

Affiliated Artists PL	5-3990
Columbia Artists Management, Inc. Circle	7-6900
Consolidated Concerts Corp. Columbus	5-3580
General Artists Corp. Circle	7-7543
William McCaffrey Agency ELdorado	5-1076
Music Corp. of America PLaza	9-7500
Marjorie Morrow CHickering	4-0644
William Morris Agency, Inc. JUDson	6-5100
National Concert & Artists Corp. PLaza	9-6000
Robbins Bros. MURRAY Hill	7-2033
Shaw Artists Corp. MURRAY Hill	8-2230

Organizations, Unions and Government Agencies

Actors' Equity PLaza	7-7680
Advertising Federation of America Circle	6-2431
AAAA LEXington	2-7980
American Communications Assn. COrtland	7-1374
American Federation of Musicians PLaza	8-0600
AFTRA MURRAY Hill	7-1810
ASCAP MURRAY Hill	8-8800
AMP PLaza	9-8470
AWRT ELdorado	5-7281
Broadcast Music, Inc. PLaza	9-1500
Country-Western Music B'casters Assn. CO	5-3530
Federal Communications Comm. WATkins	4-1000
Federal Trade Commission COrtland	7-7100
Institute of Radio Engineers LE	5-5100
Music Publishers' Protective Association PLaza	1-1930
NAPA Circle	7-8194
NATAS JU	6-3833
Professional Music Men, Inc. COlumbus	5-7362
RAB MU	8-4020
SESAC, Inc. JU	6-3450
Song Writers' Protective Assn. Circle	6-2536
Station Representatives Assn. MURRAY Hill	5-4141
TvB MURRAY Hill	8-0215
Writer's Guild of America PLaza	7-3317

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service Circle	5-6873
Air Features JUDson	6-8500
Alton Alexander Productions LO	8-3100
American Institute Food Products JUDson	6-7600
Audio-Video Recording Co. PLaza	7-3091
Barry & Enright TEMpleton	2-8600
Basch Radio & TV Productions MURRAY Hill	2-8877
V. S. Becker Advtg. Service MURRAY Hill	2-0777
The Bruce Chapman Co. WISconsin	7-9244
Cinefacts, Inc. Circle	6-0951
Coastal Recording Co. Circle	6-3900
Frederic Damrau, M.D. PLaza	5-3638
Decca Records, Inc. COlumbus	5-2300
Roy DeGroot, Consultants, Inc. MURRAY Hill	7-6865
Empire Broadcasting Corp. PLaza	9-4500
Walt Frammer Prodn. OX	7-3322
Gole, Inc. PLaza	7-7100
General Artists Corp. Circle	7-7543
John E. Gibbs & Co. PLaza	7-5959
Harry S. Goodman Radio Productions PLaza	5-6131
Arthur Henley Productions PLaza	5-7145
Goodson-Todman Prodn. PL	1-0600
Hummert Radio Features JUDson	6-8500
Keystone Broadcasting System, Inc. PLaza	7-1460
Lang-Worth Feature Programs, Inc. JUDson	6-5700
Charles Michelson, Inc. PLaza	7-0695
William Morris Agency, Inc. JUDson	6-5100
Motion Picture Stages, Inc. PLaza	3-4840

Music Corp. of America PLaza	9-7500
Muzak Corp. ORchard	4-7400
NBC Radio Recording Div. Circle	7-8300
National Concert & Artists Corp. PLaza	9-6000
Project-O-Fax MU	7-1881
Pyramid Productions, Inc. PLaza	1-0430
Radio Artists Corp. MURRAY Hill	8-0940
Radio Features of America JUDson	2-5130
Reemack Enterprises, Inc. Circle	6-7300
Reeves Sound Studios, Inc. ORegon	9-3550
Rockhill Radio PLaza	9-7979
SESAC, Inc. JU	6-3450
K. R. Smith Rye, N. Y., RYE	7-1322
Richard Stark & Co. REgent	7-9608
Talent Associates PL	3-1030
Television Screen Productions, Inc. MURRAY Hill	2-8877
Transfilm, Inc. JUDson	2-1400
United Press Associations MURRAY Hill	2-0400
Thomas J. Valentino, Inc. Circle	6-4675
Chick Vincent Co. ELdorado	5-0734
Roger White Productions PLaza	5-3560
Wolf Productions PLaza	5-2050
World Broadcasting System, Inc. MURRAY Hill	8-4700
Wright, Wynn Associates PLaza	3-4417
Frederic W. Ziv Co., Inc. MURRAY Hill	8-4700

TV Film Producers-Distributors

ABC Film Syndication, Inc. LA	4-5050
M & A Alexander Productions TR	3-5115
Associated Artists Productions, Inc. MU	6-2323
Associated Program Service OR	4-7400
Atlantic Television Corp. JU	2-1287
Barnett International Forwarders CI	5-6080
Barry & Enright Productions, Inc. TE	2-8600
Bray Studios, Inc. CI	5-4582
British Information Services CI	6-5100
California National Productions, Inc. CI	7-8300
C & C Television Corp. PL	1-6800
CBS-TV Film Sales, Inc. PL	1-2345
Frank Cooper Associates PL	1-0725
Shamus Culhane Productions, Inc. MU	2-6812
Demby Productions, Inc. PL	9-2495
Phil Davis Musical Enterprises, Inc. CO	5-8148
Economee Television Programs MU	8-4700
Elliot-Unger-Elliott, Inc. JU	6-5582
Flamingo Films MU	8-4800
Fortune Features, Inc. LO	4-5592
Filmways, Inc. PL	7-1800
Fremantle Overseas Radio & Television MU	7-4344
W. J. German, Inc. LO	5-5978
Goldswan Productions, Inc. CI	7-3380
Harry S. Goodman Productions PL	5-6131
Guild Films Company, Inc. MU	8-5365
The Jam Handy Organization, Inc. JU	2-4060
Hollywood Television Service, Inc. JU	6-1700
Sandy Howard Productions JU	6-6610
Interstate TV Corporation MU	8-2545
Robert Lawrence Productions, Inc. JU	2-5242
MCA-TV PL	9-7500
MGM-TV JU	2-2000
Charles Michelson, Inc. PL	7-0695
Modern Teleservice, Inc. OX	7-2753
Motion Pictures for Television, Inc. PL	3-5600
Movietonews, Inc. CO	5-7200
MPO Productions, Inc. MU	8-7830
National Screen Service Corp. CI	6-5700
National Telefilm Associates, Inc. PL	7-2100
Official Films, Inc. PL	7-0100
Paramount Television Productions, Inc. BR	9-8700
Penthouse Sound Studios of V. J. Nola JU	6-0040
Reeves Sound Studios, Inc. OR	9-3550
RKO Television JU	6-5050
Hal Roach Studios CI	5-4135
Sarra, Inc. MU	8-0085
Walter Schwimmer, Inc. EL	5-4616
Screencraft Pictures, Inc. MU	7-5011
Screen Gems, Inc. PL	1-4432
Sound Masters, Inc. PL	7-6600
Sterling Television Co., Inc. ME	3-6300
Transfilm Incorporated JU	2-1400
Television Programs of America, Inc. PL	5-2100
Trans-Lux Television Corp. PL	1-3114-5
UPA Pictures, Inc. PL	8-1405
Universal Pictures Co., Inc., Television PL	9-8000
Van Praag Productions PL	7-2687
George Wallach Productions JU	6-2000
Ziv Television Programs MU	8-4700
Maurice H. Zouary TV Productions CI	6-4821-2

CHICAGO

Telephone Numbers

AM Radio Stations

WAAT	RAndolph	6-1932
WAIT	Franklin	2-0660
WBEE	NO	7-4124
WBMM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	DI	8-4440
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	Michigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	UN	4-4606
WEFM	STate	2-1357
WFMT	STate	2-5668
WSEL	ANdover	3-6767

TV Stations

WBMM-TV	WHitehall	4-6000
WBKN	ANdover	3-0800
WGN-TV	Michigan	2-7600
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
DuMont Television Network	SUperior	7-0100
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	WHitehall	4-6869
Hil F. Best Co.	STate	2-5096
John Blair & Co.	SUperior	7-8659
The Bolling Co.	WHitehall	3-2040
The Branham Co.	Central	6-5726
Broadcast Time Sales	STate	2-1405
Burke-Stuart	DEarborn	2-6685
Burn-Smith Co.	Central	6-4437
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElaware	7-1874
Gill-Perna, Inc.	Franklin	2-8665
Headley-Read Co.	Franklin	2-4686
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	Financial	6-6440
The Katz Agency	MOhawk	4-7150
Robt. S. Keller, Inc.	STate	2-5096
Joseph Hershey McGillvra, Inc.	STate	2-5282
Robert Meeker Associates, Inc.	Central	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7494
Peters, Griffin, Woodward, Inc.	Franklin	2-6373
Edward Petry & Co., Inc.	WHitehall	4-0011
Radio-TV Reps., Inc.	Financial	6-0982
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
Venard, Rintoul & McConnell	STate	2-5260
Walker Co.	ANdover	3-5771
Weed & Co.	WHitehall	4-3434
Adam Young, Inc.	Michigan	2-6190

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	Financial	6-1600
N. W. Ayer & Son, Inc.	ANdover	3-7111

BBDGO	SUperior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Bozell & Jacobs, Inc.	Central	6-0870
Leo Burnett Co., Inc.	Central	6-5959
Campbell-Ewald Co.	Central	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	Financial	6-4700
Doremus & Co.	Central	6-9132
Erwin Wasey, Ruthrauff & Ryan	Financial	6-1833
W. B. Doner & Co.	ANdover	3-7800
Foote, Cone & Belding	SUperior	7-4800
Frank, Clinton E., Inc.	WHitehall	4-5900
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Fuller & Smith & Ross	ANdover	3-5039
Goodkind, Joice & Morgan, Inc.	SUperior	7-6747
Gordon, Best, Co., Inc.	STate	2-5060
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	RFranklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	Central	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	Central	6-9438
Needham Louis Brorby, Inc.	WHitehall	4-3400
Olin & Bronner, Inc.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Preeba, Fellers & Presba, Inc.	Central	6-7683
L. W. Ramsey Co.	RFranklin	2-8153
Roche, Williams & Cleary	RAndolph	6-9760
R. Jack Scott	WHitehall	4-6886
Russel M. Seeds Co.	WHitehall	3-2133
Tatham-Laird, Inc.	HARRISon	7-3700
J. Walter Thompson Co.	MOHawk	4-6700
Wade Advertising Agency	STate	2-7369
Edward H. Weiss & Co.	Central	6-7252
Young & Rubicam	Financial	6-0750

Radio-TV Program Prods.

Columbia Records, Inc.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	Michigan	2-6015
L. S. Toogood Recording Co.	Central	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio & TV Productions	MOhawk	4-5757
Jules Power Prod.	DElaware	7-7422
Les Lear Productions Corp.	RAndolph	6-0905
Modern Recording Studio	Financial	6-4183
Morton Radio Productions, Inc.	Central	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
RCA Manufacturing Co.	WHitehall	4-4600
Walter Schwimmer Co.	Franklin	2-4392
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	ANdover	3-6520
Ziv Television Programs, Inc.	WH	4-1030

News Agencies and Ass'ns

Associated Press	STate	2-7700
International News Service	DE	2-0427
Press Associates, Inc.	SUperior	7-0907

RADIO-TV DAILY

United Press	Franklin	2-9000
City News Bureau	STate	2-8100
Community News	RAndolph	6-0002

TV Film Producers-Dist.

Walter Schwimmer, Inc.	FR	2-4392
Screencraft Pictures, Inc.	HA	7-9660
Television Programs of America, Inc.	DE	2-0123
UPA Pictures, Inc.	AN	3-7566
Van Praag Productions	WO	2-4896

WASHINGTON

Telephone Numbers

Federal Departments and Agencies

American National Red Cross.....	Republic	7-8300
Archives, National.....	Republic	7-7500
Business and Defense Services		
Administration.....	STerling	3-9200
Capitol, U. S. (Senate, House).....	CApitol	4-3121
Census, Bureau of The.....	LUdow	4-3000
Commerce, Department of.....	STerling	3-9200
Copyright Office, Library of Congress.....	STerling	3-0400
Court of Customs and Patent Appeals.....	NAtional	8-4696
Department of Defense.....	LIberty	5-6700
Air Force, Department of The.....	LIberty	5-6700
Army, Department of The.....	LIberty	5-6700
Navy, Department of The.....	LIberty	5-6700
Defense Mobilization, Office of.....	EXecutive	3-3300
Executive Mansion (White House).....	NAtional	8-1414
Federal Communications Commission.....	EXecutive	3-3620
Federal Trade Commission.....	EXecutive	3-6800
Government Printing Office.....	STerling	3-6840
Interior, Department of The.....	REpublic	7-1820
Justice, Department of.....	REpublic	7-8200
Labor, Department of.....	EXecutive	3-2420
National Labor Relations Board.....	STerling	3-7373
National Research Council.....	EXecutive	3-8100
Patent Office.....	STerling	3-9200
Post Office Department.....	STerling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives).....	CApitol	4-3121
State, Department of.....	REpublic	7-5600
Supreme Court of the United States.....	EXecutive	3-1640
United States Information Agency.....	REpublic	7-8340
U.S.M.C., AM-TV, Info. Div.....	LIberty	5-6700, Ext. 41056
White House.....	NAtional	8-1414

Non-Governmental

Clear Channel Broadcasting Service.....	EXecutive	3-0255
National Association of Broadcasters.....	DEcatur	2-9300
National Press Club.....	REpublic	7-2500
RADIO-TV DAILY.....	EXecutive	3-4808
Radio, Electronics-Television Manufacturers Association.....	NAtional	8-3902

Radio Corporation of America (Frequency Bureau and RCA Victor Div.).....	DIstrict	7-1260
Westinghouse Broadcasting Co.....	STerling	3-0901

AM Radio Stations

WARL.....	KEInore	6-9000
WEAM.....	JAckson	7-7100
WFAN.....	REpublic	7-8000
WFAX.....	JEfferson	2-0900
WGAY.....	JUniper	9-1050
WGMS.....	EXecutive	3-8676
WINX.....	POplar	2-4357
WMAL.....	KEllogg	7-1100
WOL.....	HObart	2-3700
WOOK.....	REpublic	7-8000
WPIK.....	OVerlook	3-3000
WRC.....	EMerson	2-4000
WTOP.....	EMerson	2-9300
WUST.....	HObart	2-0011
WWDC.....	TUckerman	2-7600

FM Radio Stations

WASH.....	DIstrict	7-1356
WBUZ.....	REdwood	6-8000
WGMS-FM.....	EXecutive	3-8676
WMAL-FM.....	KEllogg	7-1100
WRC-FM.....	ADams	4-5400
WTOP-FM.....	EMerson	2-9300
WWDC-FM.....	TUckerman	2-7600

Television Stations

WMAL-TV.....	KEllogg	7-1100
WRC-TV.....	EMerson	2-4000
WTOP-TV.....	EMerson	2-9300
WTTG.....	STerling	3-5300

News Services

Associated Press.....	DIstrict	7-1500
International News Service.....	NAtional	8-1733
United Press.....	EXecutive	3-3430

Networks

ABC.....	KEllogg	7-1100
CBS.....	EMerson	2-9300
MBS.....	STerling	3-3500
NBC.....	EMerson	2-4000

LOS ANGELES

Telephone Numbers

AM Radio Stations

KABC.....	NOrmandy	3-3311
KALI (Pasadena).....	RYan	1-7149
KBIG.....	HOllywood	3-3205
KBLA (North Hollywood).....	STate	7-3619
KDAY.....	HOllywood	1-9981
KFAC.....	WEbster	8-0161
KFI.....	DUnkirk	2-2121
KFOX (Long Beach).....	NEvada	6-7868
KFSG.....	DUnkirk	9-1141
KGIL (Sherman Oaks).....	STate	4-6291
KIEV (Glendale).....	CItrus	1-1133
KLAC.....	HOllywood	2-7271
KRKD.....	CApitol	5-4116
KFWB.....	HOllywood	3-5151
KGER (Long Beach).....	NEvada	6-4774
KGFI.....	HOllywood	4-0201
KMPC.....	HOllywood	9-5341
KNX.....	HOllywood	9-1212
KPOP.....	DUnkirk	8-2345

KPOL.....	WEbster	8-2345
KRKD.....	CApitol	5-4116
KWKW (Pasadena).....	RYan	1-6744
KXLA (Pasadena).....	RYan	1-6991

FM Radio Stations

KABC-FM.....	NOrmandy	3-3311
KBMS-FM (Glendale).....	CHapman	5-2090
KCBH.....	BR	2-7105
KFAC-FM.....	WEbster	8-0161
KFMU-FM.....	WEbster	8-5233
KFOX-FM.....	NEvada	6-7868
KGLA-FM.....	DUnkirk	5-9966
KHJ-FM.....	HOllywood	2-2133
KHOF-FM (Glendale).....	CHapman	5-5668
KMLA-FM.....	DUnkirk	2-8426
KNOB-FM (Long Beach).....	HEmlock	8-5519
KNX-FM.....	HOllywood	9-1212
KRHM-FM.....	HOllywood	7-5167
KUTE-FM.....	CItrus	4-1414

* * TELEPHONE NUMBERS IN LOS ANGELES * *

KRKD-FM HOLLYWOOD 5-2181
 KWKW-FM (Pasadena) RYan 1-6744

Television Stations

KABC-TV NORmandy 3-3311
 KCOP HOLLYWOOD 2-7311
 KHU-TV HOLLYWOOD 2-2133
 KRCA THORNwall 5-7000
 KNXT WEBster 8-3000
 KTLA HOLLYWOOD 9-3181
 KTTV HOLLYWOOD 2-7111

Networks

American Broadcasting Company NORmandy 3-3311
 Columbia Broadcasting System HOLLYWOOD 9-1212
 CBS-Radio HOLLYWOOD 9-1212
 CBS Television—Television City WEBster 8-3000
 Mutual-Don Lee Broadcasting System HOLLYWOOD 2-2133
 National Broadcasting Company THORNwall 5-7000

Station Representatives

American Jewish Broadcasting BRAdshaw 2-7931
 AM Radio Sales Co. HOLLYWOOD 5-0695
 Avery-Knodel, Inc. DUNkirk 5-6394
 Walter Biddick Co. RICHmond 8-6184
 Best, H. L. F. OLIVE 5-8326
 John Blair & Co. DUNkirk 7-1333
 Burke-Stuart HOLLYWOOD 3-7194
 Blair-TV, Inc. DUNkirk 1-3811
 CBS-TV Spot Sales WEBster 8-3000
 Bolling Company, Inc. BRAdshaw 2-0544
 The Bronham Co. WEBster 1-1551
 Broadcast Times Sales HOLLYWOOD 5-1755
 Burn-Smith Co., Inc. DUNkirk 2-3200
 CBS-Radio Spot Sales HOLLYWOOD 9-1212
 Cowling Charles HOLLYWOOD 5-2453
 Crawford, Fred E. DUNkirk 4-7352
 Forjoe & Co. OLIVE 5-7755
 Gilman, Nicoll & Ruthman DUNkirk 7-1325
 Gil-Perma, Inc. DUNkirk 7-4388
 W. S. Grant Co. HOLLYWOOD 3-7194
 H-R Representatives, Inc. HOLLYWOOD 2-6453
 Headley-Reed Co. HOLLYWOOD 4-7738
 Hollingbery, George P., Co. DUNkirk 5-2071
 The Katz Agency DUNkirk 5-6284
 King, Frank & Co. DUNkirk 5-6213
 McGavren-Quinn Co. HOLLYWOOD 4-6146
 Meeker Co. HOLLYWOOD 2-2351
 Tracy Moore HOLLYWOOD 2-2351
 NBC-KRCA Spot Sales THORNwall 5-7000
 Oakes, Harian G., Associates DUNkirk 2-3200
 Lee F. O'Connell Co. OLIVE 5-7597
 John Pearson Co. DUNkirk 5-5084
 Peters, Griffin, Woodward, Inc. HOLLYWOOD 9-1688
 Edward Petry Co. TUCKer 3171
 Rambeau, William G., Co. HOLLYWOOD 4-6017
 Paul H. Raymer HOLLYWOOD 2-2376
 Scott-Gunzendorfer Co. DUNkirk 8-4151
 Venard, Rintoul, McConnell DUNkirk 8-4151
 Video Views HOLLYWOOD 3-4179
 Walker Co. DUNkirk 2-3200
 Weed & Company HOLLYWOOD 2-6676
 Young, Adam J., Jr. HOLLYWOOD 2-2289

Advertising Agencies

Abbott Kimball Co. of Calif. DUNkirk 7-7305
 Action in Advertising DUNkirk 3-3114
 Ad Associates WEBster 3-7501
 Ad Larson NORmandie 4-6552
 Advertising Council, Inc. CRESTview 4-8039
 Advertising Engineers Corp. MUTual 5039
 Advertisers Production Agency RICHmond 9-7761
 Alber, R. H., Co. HOLLYWOOD 9-8273
 Allen, Dorsey & Hatfield, Inc. NORmandie 3-9343
 Allen & Marshall Adv. Agency DUNkirk 7-5163
 Allen, Martin, Co. WEBster 3-0734
 Allied Advertising Agencies HOLLYWOOD 2-0837
 Anderson-McConnell Adv. Agency WEBster 1-1761
 U. S. Anderson Co. WEBster 8-7812
 Arnold, Rupert Advertising DUNkirk 2-0896
 Atherton Advertising Agency OLIVE 3-2246
 Asch, A., Inc. DUNkirk 7-7600
 Associated Advertising Agency OLIVE 2-7690
 Atchison & Haden DUNkirk 5-7191
 ATN Service Adv. WEBster 8-4323
 Auto-Graph Ad Service REPUBLIC 4-1801
 Ayer, N. W., & Son, Inc. HOLLYWOOD 3-4871
 Baldwin, Ben, Adv. Agency HOLLYWOOD 2-0908
 Banning Co. DUNkirk 8-3456

Barnes Chase Co. DUNkirk 4-1193
 Baron, Richard, Co. HOLLYWOOD 2-5657
 Bates, Kirk O. MADison 9-1631
 Bates, Ted., & Co. HOLLYWOOD 9-2161
 BBDO HOLLYWOOD 2-6723
 Baus & Ross Co. DUNkirk 8-1107
 Bayard, Jere BRAdshaw 2-8716
 Beaumont & Hohman, Inc. HOLLYWOOD 2-5633
 Becker, Max, Advertising (Long Beach) HEMlock 6-5222
 Beckman, Hamilton & Associates OLIVE 3-0910
 Bejach, Leo, Adv. CRESTview 4-4555
 Belford, Ed, Agency POPlar 6-4334
 Bell Advertising PLEasant 3-2339
 Bennett, Harry, Adv. Agency DUNkirk 7-8371
 Bennett, Walter F., & Co. HOLLYWOOD 4-8291
 Benton & Bowles, Inc. HOLLYWOOD 4-9151
 Berghoff Associates, Inc. OLIVE 5-7536
 Besel Advertising AN 3-5121
 Bishop & Associates, Inc. HOLLYWOOD 2-1266
 Blades, Richard H. MUTual 2734
 Bloch's Advertising HOLLYWOOD 3-0647
 Blum's Direct Advertising DUNkirk 8-3441
 Bogerts, The HOLLYWOOD 3-6871
 Bowes, Chas. Adv. Co. DUNkirk 1-3881
 Boyd, John R. CLEVELand 6-8698
 Boylhart, Lovett & Deane DUNkirk 4-2161
 Bozell & Jacobs, Inc. BRAdshaw 2-2081
 Brand, Michael & Associates OLIVE 2-5212
 Brehme Ad Service (Glendale) CHAapman 5-1539
 Broadcasting Advertising BRAdshaw 2-4840
 Brooke, Smith, French & Dorrance of the Pacific Coast, Inc. MUTual 8154
 Brown, Byron H., & Assoc. OLYmpia 3-2320
 Buchanan & Co., Inc. OLIVE 5-8200
 Bull, Frank, & Co. HOLLYWOOD 5-4195
 Burnett, Leo, Co., Inc. HOLLYWOOD 4-7374
 Burtt, George Advertising HOLLYWOOD 5-1183
 Buss, R. H., Associates DUNkirk 5-4385
 Buxton, Erwin RYan 1-5541
 California Adv., Agency HOLLYWOOD 3-3189
 Calkins, Holden, Inc. WEBster 6-5145
 Calvert & Perry GRANite 2-9544
 Campbell-Ewald Co. HOLLYWOOD 9-2931
 Campbell-Mithun, Inc. HOLLYWOOD 2-0715
 Caples Co., The DUNkirk 7-4255
 Carlson, Milton Co. DUNkirk 8-9464
 Carson-Roberts Inc. BRAdshaw 2-8366
 Case, Roger T., Assoc. HEMlock 7-3503
 Castor & Assoc. OLEander 2-1315
 Chamberlin & Associates DUNkirk 7-6444
 Cheshire Advertising Associates HOLLYWOOD 9-4580
 Citizen Advertising Agency, Inc. VANDyke 2463
 Clark, Darwin H., Co. MADison 5-2441
 Classified Advertising Agency TRINity 9983
 Cloward Velma Advertising DUNkirk 4-2558
 Coast Advertising Associates TRINity 1269
 Columbia Pacific Advertising GARfield 3-1078
 Collard, Clark, Adv. Agency DUNkirk 7-3388
 Cole, Fischer & Rogow CRESTview 6-3195
 Cole, Val Advertising Agency CRESTview 5-8462
 Compton Advertising, Inc. OLIVE 5-6990
 Consolidated Adv. Directors CRESTview 6-4012
 Copy Cat Advertising STANley 7-4348
 Cormier, Ray, Adv. HOLLYWOOD 2-1217
 Cowell, Leslie B., Advertising STANley 7-5329
 Craig & Reid, Inc. HOLLYWOOD 4-8218
 Creative Advertising DUNkirk 8-0436
 Crist, Ken, Inc. NORmandie 1-1287
 Culbertson, Robert C. Adv. OLIVE 5-8514
 Culp, Earl R., Co. DUNkirk 2-8406
 Dancer-Fitzgerald-Sample, Inc. HOLLYWOOD 2-3256
 D'Arcy Adv. Co. DUNkirk 5-3171
 Cunningham & Walsh, Inc. OLIVE 2-5690, DUNkirk 8-2111
 Davidson, David, & Co. HOLLYWOOD 2-6523
 Davis & Blackwell, Inc. VICTORIA 9-2964
 Davis, Charlie, Advertising AXMINster 3-5508
 Dennis, Robert, Agency MADison 5-2183
 DeSantis Advertising Agency OLIVE 5-8770
 Dibble, Gordon H. CHAapman 5-2495
 Donald, Dick, Advertising DUNkirk 8-0555
 Doyle, Dane, Bernbach WEBster 8-3781
 Dozier, Eastman & Co. DUNkirk 5-6071
 Dreyfus Co. Adv. OLIVE 5-8255
 Durstine, Roy S., Inc. DUNkirk 8-3411
 Ebberts, Dan, Adv. Serv. UDLdo 7-9161
 Edwards, Adv. Agency, The OLIVE 5-7850
 Ehlerf, Grace MADison 6-2221
 Eisaman-Johns, Advertising CRESTview 1-5196
 Eisenberg, Ralph VANDyke 0439

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Elliott & Carbo Advertising	Dunkirk	5-6401	LaRoche, C. J., Advertising	HOLLYWOOD	9-3656
Enyart & Rose Advertising	OL	4-4070	Lafta & Co.	MADISON	6-3284
Erwin Wasey, & Co., Ltd.	WEBSTER	1-1211	Lawrence Co.	BRADSHAW	2-5820
Essig Co.	POPULAR	3-4365	Laws, Robert F.	RICHMOND	9-5317
Esty, William Co.	HOLLYWOOD	2-6301	Lee & Associates	WEBSTER	3-9349
Evers-Whyte Advertising	Dunkirk	2-2188	Lee, J. Richard	HOLLYWOOD	9-2721
Falkenhainer, Carl	BRADSHAW	2-0136	Lee, Robert E., & Associates	BRADSHAW	2-2450
Fallon & Co.	HOLLYWOOD	3-5683	Leni Advertising	HOLLYWOOD	4-0141
Fagan, O. K. Advertising Agcy.	VANDYKE	2192	Lennon & Newell	CRESTVIEW	1-7221
Farrar Advertising	GRANITE	8-3011	Lenz, J. M.	WE	6-1682
Fehlman, Warren P. Adv. Co.	OXNARD	4-5270	Lewin, Howard, Advertising	Dunkirk	8-8771
Fellows, John C., Co.	Dunkirk	4-3187	Lewis Advertising	HOLLYWOOD	5-9040
Flax-Bronston Co.	MADISON	6-7751	Lionel & Simons Advertising	HOLLYWOOD	2-7429
Foladare-Greer & Bock	HOLLYWOOD	9-8135	Little & Co.	Dunkirk	9-1267
Footo, Cone & Belding (Hollywood)	HOLLYWOOD	9-6265	Logan, Dudley L.	Dunkirk	2-8471
Footo, Cone & Belding (Los Angeles)	MADISON	9-3611	Lynn-Western, Inc.	WEBSTER	5-3040
Frank, Don Advertising (Anaheim)	KEYSTONE	5-6093	Mack Agency	HOLLYWOOD	2-6377
Frazier, Cornelius W.	MADISON	5-8392	Mack-Wharton Advertising	WEBSTER	8-5187
Freiburg, John, & Co.	NORMANDIE	3-2111	MacManus, John, & Adams	WEBSTER	3-8569
Fritz, Jimmy, & Associates	HOLLYWOOD	3-3251	Mann Advertising Co.	Dunkirk	2-1179
Gardner, H. M., & Assoc.	OLIVE	5-7620	Mannis, Samuel A.	HOLLYWOOD	4-7501
Gard, Dalbert & Associates	Dunkirk	8-8422	Marino Advertising Agency	HOLLYWOOD	3-5642
Gaynor, Colman, Prentis & Varley, Inc.	OL	5-8191	Markham Co.	Dunkirk	8-9495
Geissinger, W. B., & Co.	WEBSTER	3-7176	Martha's Adv. Service	MADISON	6-4897
Gelb & Morgan Advertising	STATE	6-5712	Marzo, Walter	SYRACUSE	6-2239
General Advertising Agency, Inc.	HOLLYWOOD	3-5128	Mathison & Associates	MUTUAL	2482
Gerstenkorn, Henry, Co.	Dunkirk	7-4285	Matthews, Anne D. (Pasadena)	SYCAMORE	9-6504
Gilbert & Benton	STANLEY	7-1848	Mayer, Henry, Cunningham & Walsh, Inc.	Dunkirk	8-2111
Gilbert, Martin, Agency	STATE	3-2900	Mayne, Charles H., Co.	OLIVE	3-0990
Gill Clifford Agency	OLIVE	5-8388	Mays & Co.	TRINITY	8534
Glosser-Gailey, Inc.	Dunkirk	4-2141	McCann-Erickson	Dunkirk	5-3301
Glenn Advertising, Inc.	WEBSTER	3-9369	McCarty Co., The	Dunkirk	5-4011
Goldstone-Tobias	OL	5-6010	McCreery, Walter, Co.	OL	2-4480
Gonda, Francis D., Adv. Agency	HOLLYWOOD	2-6017	McElligott, Ford C., & Associates	VANDIKE	4653
Goodman, Anderson, Advertising	WEBSTER	8-3993	McElroy Adv. Agcy.	RICHMOND	9-2047
Goodwin, Gary, Advertising	STANLEY	7-5567	McHugh Advertising Co.	BRADSHAW	2-0233
Graham, Clyde D.	Dunkirk	3-1266	McKee, Burns Adv.	HOLLYWOOD	7-4218
Grant, Will	Dunkirk	7-3361	McLain, W. R., & Associates	NORMANDIE	3-8200
Grant Advertising Agency	HOLLYWOOD	1-9231	McNeill & McCleery	Dunkirk	5-3921
Gray-Moore Agency	HOLLYWOOD	9-3751	Meany, Phillip J., Co., Adv.	MICHIGAN	3601
Greory, Willard G., & Co.	TRINITY	0531	Meltzer, Richard, Adv.	WEBSTER	8-2993
Grey Advertising	HOLLYWOOD	4-7347	Meyerhoff, Arthur, & Co.	OL	3-1633
Guerin-Johnstone-Jeffries Advertising	CLEVELAND	7-8271	Miner, Dan B., Co.	Dunkirk	8-3301
Guild, Bascom & Bonfigli	HOLLYWOOD	9-8217	Monsos, John S., Advertising	HOLLYWOOD	5-9084
Hadlock & Associates	HOLLYWOOD	2-6731	Mooge-Privett, Inc.	WEBSTER	6-7243
Harrington-Richards	WEBSTER	3-5577	Morgan, Raymond R., Co.	HOLLYWOOD	3-4194
Harvey, William W., Inc.	HOLLYWOOD	2-0874	Mottl & Siteman Advertising	OL	2-5095
Heintz & Co., Inc.	MADISON	9-3181	Mowinckel, E. K., Advertising	RICHMOND	7-0529
Hicks & Griest	Dunkirk	5-1721	Mullins, Earl, Advertising	Dunkirk	5-9088
Hill, Don	MI	5149	Nargi Advertising	VANDIKE	1647
Herbert E. Hill	Dunkirk	5-1971	National Advertising Associates	OL	5-6010
Hixson & Jorgenson, Inc.	Dunkirk	8-3121	National Federation of Advertising Agencies	OL	3-2320
Hoel, John D., Adv. Agency	RYAN	1-7131	Neale & Associates	OL	6-0500
Hollander, Welsh Advertising	Dunkirk	9-1171	Neave & North Advertising	HOLLYWOOD	2-6044
Honig-Cooper Co.	WEBSTER	8-2431	Neave, Ralph Advertising (Manhattan Beach)	FRONTIER	4-1609
House of Leads	PLEASANT	3-2226	Needham, Louis, & Brorby	CRESTVIEW	6-2073
Houston Advertising Service Co.	NORMANDIE	5-5886	Nelson Adv. Service	Dunkirk	7-8368
Hubley Adv. Agency	Dunkirk	2-2366	Newman, Ben Allah, Advertising Service	Dunkirk	9-6649
Hunter & Wilhite Advertising	HOLLYWOOD	4-4191	Newmark, Nelson, Advertising	MICHIGAN	1568
Huntington-Parmalee Advertising	BRADSHAW	2-8039	Norman Associates	AXMINSTER	2-2336
Hutchinson Advertising	HOLLYWOOD	2-4500	Norman, Craig & Kimmel	OL	2-7590
Irwin-Los Angeles	BRADSHAW	2-5455	North Advertising	OL	2-3840
Irwin, Howard, & Assoc.	Dunkirk	8-1219	Olen, David, Adv.	OLIVE	5-7290
Jaycraft Co.	THORNWALL	2-5310	Olympus Advertising	RAYMOND	3-4879
Jenner, Don, Advertising	Dunkirk	2-8321	Otis, Don, Advertising	HOLLYWOOD	2-6063
Jensen, Walter L., Advertising	Dunkirk	9-8355	Pardee Co., The	HOLLYWOOD	2-7306
Jelt Advertising	HOLLYWOOD	2-6635	Patch & Curtis Advertising (Long Beach)	HEMLOCK	3-4919
Johnson, J. Howard	MICHIGAN	8088	Patton, George Adv.	HOLLYWOOD	2-0841
Johnson & Lewis	WEBSTER	3-7536	Paul & Baum	OL	3-2110
Jones, Paul, & Associates	Dunkirk	1-3003	Pell, Ben, Advertising	VANDIKE	1557
Juneau, C. B.	OL	3-1770	Perrett Co., The	MUTUAL	2-388
Kaplan, Sara Jane, Advertising	WEBSTER	3-7531	Pflaum, Stanley, & Associates	OL	2-0332
Kaufman, Lon, Co.	Dunkirk	8-2775	Porter, Wesley H., Adv.	AXMINSTER	3-0400
Kaufman, Hans E., & Co.	HOLLYWOOD	3-3800	Productiva Advertising	AXMINSTER	1-322
Kay-Christopher Advertising	HOLLYWOOD	4-8101	Ramsey, Brown & Co.	HOLLYWOOD	3-6851
Keane, Raymond, Advertising	BRADSHAW	2-3548	Raymond, J. W., Advertising	Dunkirk	5-0331
Keene & Associates	MADISON	6-3291	Raymond, Larry, Co.	WEBSTER	6-8125
Keefer, Ray	ANGELES	1-6141	Robin Co., The	Dunkirk	3-3114
Kellogg, Edw. S.	Dunkirk	7-5213	Robin, Lee & Arnold	CRESTVIEW	4-5853
Kelso, M. H., & Co.	Dunkirk	2-2072	Robins, Jerome, Agencv	Dunkirk	8-0661
Kenyon & Eckhardt	HO	3-2101	Robinson, Elwood J., Adv.	MUTUAL	6293
Kennedy, Walker & Wooten	OL	2-0555	Roche-Erkhoff & Lee	OLIVE	5-7670
Killingsworth Co.	Dunkirk	5-6111	Rockett-Lauritzen	REPUBLIC	4-2106
Kirby, Dick, & Associates	VANDIKE	8334	Ross, Charles, Adv., Agency	HOLLYWOOD	2-1184
Kirkwood & Cole Advertising	OL	3-2917	Ross, Jon, Advertising	HOLLYWOOD	2-3378
Kliffen, Martin R., Co.	Dunkirk	7-8396	Ross, Clark	WEBSTER	4-5152
Kraft Advertising	Dunkirk	8-6262			
Kudruff Agency, Inc.	Dunkirk	2-1127			
Lance Advertising	CRESTVIEW	5-6158			
L'Ann Advertising	VANDIKE	4451			
Lansdale-Kellogg Advertising	Dunkirk	7-5213			

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Ross, Roy, Inc.	Hollywood	9-6263	Bob White Productions	WEBster	5-5398
Schnitzer, Bernard S.	WEBster	8-9159	Bonded TV Film Service, Inc.	OLDfield	4-7575
Scholtz Advertising	MADison	9-3181	Boyd, William, Productions, Inc.	CRestview	4-5248
Schurrer, Lou, Adv.	HOLLYwood	3-3800	Burrud, Bill, Productions	HOLLYwood	2-7111
Scott, M. B., Advertising	OL	5-6156	Cavalcade Television Programs	OL	4-4796
Sebrell, J. B., Adv. Agcy.	MADison	6-9397	Cheshire & Associates	HOLLYwood	9-4580
Seeds, Russel M., Co., Inc.	CRestview	4-7613	Consolidated TV Sales	CRestview	1-5133
Seros, George J., Advertising	OL	2-1793	Corradine, Tom J., & Associates	HOLLYwood	2-4448
Shane, Leonard, Agency	HOLLYwood	9-2258	Columbia Records, Inc.	OLeander	5-6733
Shay Advertising	HOLLYwood	4-1158	Commodore Productions	HOLLYwood	9-7502
Sheldon, Lisle Adv.	HOLLYwood	3-2366	Crosby, Bing, Enterprises	BRAdshaw	2-2771
Shelley, J. B., & Associates	DUnkirk	5-3301	Custom Recorders	STAnley	7-2577
Sherman & Pam.	HOLLYwood	5-7646	Dudley, Television Corp.	CRestview	1-7258
Shilling, Co., The	PRospect	3033	Electro-Vox Recording Studios	HOLLYwood	5-2189
Show Management	WEBster	8-0148	Fairbanks, Jerry, Inc.	HOLLYwood	2-1101
Sieck, Charles H.	GRAnite	3-3659	Five-Star Productions	HOLLYwood	3-4807
Simmons, Dean	WEBster	1-1311	General TV Enterprises, Inc.	HOLLYwood	2-5696
Smalley, Levitt & Smith	MUtual	5336	Gibson, Grace, Radio Prods.	HOLLYwood	9-4580
Speer Advertising Agency	Richmond	7-9626	G-N-P Records	HOLLYwood	4-8351
Spees Advertising Agency	DUnkirk	9-6933	Guedel, John, Radio Productions	WEBster	6-6291
Stahl, Charles N., Adv. Agency	HOLLYwood	2-7344	Hollywood Central Recording Studios, Inc.	HOLLYwood	3-2131
Stebbins, Barton A., Adv.	DUnkirk	8-8131	Johnson, Ed, Film Co.	HOLLYwood	2-5566
Stebbins, Hal, Inc.	Richmond	9-5317	MacGregor, C. P., Sound Studios	DUnkirk	4-4191
Steinlauf, Malcolm, & Co.	WEBster	3-7564	Marquis, Arnold, Prods.	OLympia	2-1262
Steller, Miller & Lester, Inc.	DUnkirk	7-5377	M-G-M Radio Attractions	TEAx	0-3311
Stevens, Bob, Advertising	BRAdshaw	2-5232	Music City	HOLLYwood	2-2181
Stiller, Rouse & Hunt Advertising	OL	5-8550	MCA-TV	POplar	6-3871
Stodel Advertising	VAndike	6344	Patin, Ray, Productions	HOLLYwood	2-1147
Straus, J. M., & Co.	DUnkirk	3-5072	RCA, Victor Division	RAYmond	3-6661
Stromberger, LaVane & McKenzie	DUnkirk	5-2211	Radio Recorders, Inc.	HOLLYwood	3-3282
Sudler Co.	BRAdshaw	2-3438	Reynolds, Stuart, Prod.	CRestview	4-7863
Sullivan, John L., Agency	WEBster	8-5571	Rockett, Frederick K., Co.	HOLLYwood	4-3183
Sawdon, Frank	HOLLYwood	4-7973	Rocket Pictures, Inc.	HOLLYwood	7-7131
Sullivan Stauffer Colwell & Bayles, Inc.	HOLLYwood	4-2119	Ross, Jack	HOLLYwood	9-4019
Swafford & Co.	BRAdshaw	2-2781	Rourke, Jack, Productions	HOLLYwood	3-7178
Taggart & Young	WEBster	3-8107	Screen Gams, Inc.	HOLLYwood	2-3111
Tatham-Laird, Inc.	HOLLYwood	1-9228	Snader Telescriptions Corp.	HOLLYwood	2-1261
Taylor Host, Inc.	CApitol	5-3208	Song Ads	HOLLYwood	5-6181
Thompson, J. Walter, Co.	OL	3-0300	Steffner, Wayne, Prods.	HOLLYwood	3-4173
Tilds & Cantz Advertising	HOLLYwood	2-1157	Studio & Artists Recorders	HOLLYwood	4-8241
Todd, Michael, Advertising	HOLLYwood	5-8036	Sutherland, John, Prods., Inc.	DUnkirk	8-5121
Tullis Co., Inc., The	HOLLYwood	2-6333	Telefilm, Inc.	HOLLYwood	9-7205
Tyler-Smith, T., Advertising	DUnkirk	7-5519	Telexip Corp.	HOLLYwood	4-7391
Uhl Service Advertising	WEBster	9-3075	TV Spots	HOLLYwood	5-5171
United Bench Advertising	AXminster	2-8107	Thomas Co., The	HOLLYwood	4-6564
U. S. Advertising Agency	HOLLYwood	2-1174	Tuchman, Harris, Productions	WEBster	6-7189
Universal Advertising Agency, Inc.	HOLLYwood	4-8218	Universal Recorders	HOLLYwood	9-8282
Van der Boom, Hunt, McNaughton, Inc.	DUnkirk	2-6203	Vitapix Corporation	CRestview	1-7191
Van-Scott, Inc.	DUnkirk	9-2300	WRS Recording Lab.	HOLLYwood	5-1454
Victor, A. J., Company	AXminster	4-7555	Western Recorders	HOLLYwood	3-6811
Vignolle & Powell	HOLLYwood	2-6388	Wilding Picture Prods. of Calif.	WEBster	8-0183
Vihlene Advertising	HOLLYwood	2-6821	World Broadcasting System	OLDfield	4-2800
Voorhees, P. W., Inc.	BRAdshaw	2-3726	Wright, Carter, Enterprises, Inc.	HOLLYwood	9-0944
Wade, Geoffrey, Adv. Agency	HOLLYwood	4-7457	Ziv, Frederic W., Co.	OLDfield	4-2800
Waldman, Harvey, & Associates	Richmond	7-5241	Ziv Television Programs, Inc.	OLDfield	4-2800
Walsh, Nellie L., Advertising	VAndike	9853			
Weatherwax-Spurgeon & Associates	TRinity	2633			
Webster, R. W., Adv.	MADison	9-2283			
Weinberg, Milton, Adv. Co.	OLive	3-2300			
Weiser, Marty, Co.	CRestview	4-8929			
Wessells, George M., Company	WEBster	6-7668			
West-Marquis, Inc.	MADison	9-2214			
Western Advertising Agency	WEBster	8-2681			
Westwood, Tom, Adv. Agcy.	CH	5-5051			
White Advertising	HOLLYwood	3-5694			
Whiteman, Richard	DUnkirk	5-2054			
Wilder, Alvin	WEBster	8-2781			
Williams, Dallas & Sons	HOLLYwood	2-6396			
Willis, Harry G., & Assoc.	CHApman	5-3325			
Wolfer-Douglas-Bennington, Inc.	CUMberland	3-6242			
Wood, Frank A.	WEBster	8-8540			
Wolf, Len, Co.	DUnkirk	8-2361			
World Advertising (Long Beach)	HEmlock	5-6094			
World Wide Want Ad Service	TRinity	9983			
Wynne-Alexander Advertising (Pasadena)	RYAN	1-2319			
Yambert, Ralph, Organization	HOLLYwood	2-6855			
Young, Marvin, Associates	HOLLYwood	2-2684			
Young, M. M., Adv.	HOLLYwood	2-2684			
Young & Rubicam	MADison	6-7641			

TV Film Producers-Dist.

M & A Alexander Productions	HO	4-7571
American National Studios, Inc.	OL	4-2800
George Bagnall & Associates	CR	1-5133
Frank Cooper Associates	CR	4-6321
Jack Denove Productions, Inc.	HO	4-8331
Desilu Productions, Inc.	HO	9-5981
Walt Disney Studio	TH	5-3141
Dougfair Corporation	OL	2-7490
Jerry Fairbanks Production	HO	2-1101
Family Theater, Inc.	HO	2-1317
Don Fedderson Productions	BR	2-8031
Filmcraft Productions	OL	3-2430
Filmaster Productions, Inc.	HO	2-7141
Four Star Films, Inc.	TE	0-2931
Gannaway Internation Corporation	PO	2-1156
Grantray-Lawrence Animation, Inc.	HO	9-7968
Gross-Krasne, Inc.	HO	9-8321
Hollywood Television Service, Inc.	PO	3-8807
Interstate TV Corporation	NO	2-9181
Mark VII, Ltd.	ST	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Corporation	HO	4-2141
McGowan Productions, Inc.	OL	4-0711
Medallion TV Enterprises, Inc.	HO	2-6635
Meridian Pictures	HO	7-5111
Carlton E. Morse Enterprises, Inc.	TH	5-7000
Paramount Television Productions, Inc.	HO	9-8700
Princeton Film Center, Inc.	CA	2-6282
Playhouse Pictures	HO	5-2192
Roland Reed TV Productions	HO	9-1628
Reva Productions, Inc.	PO	6-3871
Hal Roach Studios	VE	9-2311

Radio-TV Program Prods.

Advertisers' TV Program Service, Inc.	CRestview	6-7496
Aladdin TV Productions, Inc.	WEBster	3-9437
Alexander Film Co.	HOLLYwood	9-7396
Alexander, M & A, Productions, Inc.	HOLLYwood	4-3414
Alpha TV Productions, Inc.	OLDfield	4-2800
B & B Recording Studios	PLYmouth	6-0949

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Roy Rogers Productions	HO	7-5111
Screencraft Pictures, Inc.	HO	2-4448
Screen Gems, Inc.	HO	2-3111
Splendex Enterprises	CR	4-7266
Stage Five Productions, Inc.	HO	7-3111
Superman, Inc.	OL	4-8000
Swift-Chaplin Productions, Inc.	HO	2-0761
TCF Television Productions, Inc.	HO	2-6231
Television Programs of America, Inc.	HO	2-6525
Twentieth Century Fox Television Productions, Inc.	HO	2-6231
UPA Pictures, Inc.	TH	2-7171
Universal Pictures Co., Inc., Television	ST	7-1211
Van Praag Productions	HO	2-1141
Warner Bros. Pictures, Inc. TV Division	HO	9-1251

Artists Agencies

Ainsworth, Helen	CRestview	6-2062
Allied Casting	HOLLYWOOD	3-7124
Alvarado, Carlos	OL	2-0272
American Federation of Radio and Television Artists	HOLLYWOOD	4-5125
Armstrong-Deuser	CRestview	4-8135
Artique, Louis	CRestview	6-4652
Artists Associates Agency	HOLLYWOOD	4-4179
Artist Management Co.	CRestview	1-6111
Auer, Miles Bohm	HOLLYWOOD	2-6416
Auslander, Leland	OL	2-6939
Barnes, William, Agency	OL	2-9002
Barry, Vy, Agency	HOLLYWOOD	9-0989
Bender-Ward	OLYMPIA	2-1465
Bergerman, Stanley, & Co.	CRestview	6-9667
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	OL	5-6930
Brandies, Bob, Agency	HOLLYWOOD	5-6978
Brewis, Alex	OL	2-7020
Burr, Dorothy	HOLLYWOOD	4-8898
Business Administration Co.	CRestview	6-7071
Carr, Beverly	CRestview	4-8555
Charney, William B.	HOLLYWOOD	9-1131
Clouman-Barskin-Short	OL	2-5470
Collins & Associates	OL	6-3060
Columbia Artists Management	MADISON	6-2327
Condit Agency	HOLLYWOOD	2-6696
Connor, Allen	HOLLYWOOD	5-0834
Cooper, Frank, Associates	CRestview	5-4128
Cooper, Ray	CRestview	6-3103
Davis, Mary Webb	OL	5-6747
Demling, Gus	CRestview	1-2161
Doak, Virginia	BRADSHAW	2-6211
Donaldson Agency	OL	2-0355
Draewemer, Isabelle, Agency	HOLLYWOOD	4-1782
Drexel-Jameson Agency	CRestview	4-7551
Faber, Alice	CRestview	4-6763
Fame Agency	CRestview	5-5132
Famous Artists	CRestview	4-7433
Fidler, Adeline	CRestview	1-4746
Field, Marjorie, Artists	CRestview	6-8080
French, Hugh	CRestview	6-7766
Frings, Kurt	CRestview	1-6115
Frye, Clinton L.	HOLLYWOOD	9-4567
Galle, Paul	OL	2-4908
Garfield, Milton	CRestview	4-8631
Gertz, Mitchell	CRestview	4-5491
Gold, Sid	CRestview	4-7247
Goldstone, Jules	OL	2-6500
Goldstone, Tobias	CRestview	6-1071
Gordon-Molson	CRestview	1-6111
Gould, Billy	OL	6-1122
Green, Ivan	OL	2-4010
Gregory Asss.	OLeander	5-7538
Greshler, Abner	OL	2-3012
Griffith, Byron	HOLLYWOOD	7-2600
Grimae Agency	HOLLYWOOD	2-1133
Grossman, Milton M.	CRestview	4-8631
H. I. T. Agency	OL	2-7283
Halliburton, Jeanne	CRestview	5-5575
Hamilburg, Mitchell	OL	2-5160
Herdan-Sherrell	CRestview	1-5236
Hershon, Red, Agency	CRestview	4-6381
Herzbrun, Walter	OL	2-7210
Herzon, Hal	OL	2-5420
Hill Agency & Associates	CRestview	4-5991
Ingersoll, George, Agency	HOLLYWOOD	7-0862
Irwin, Lou	CRestview	1-7131
Jackson, Edith	HOLLYWOOD	7-0155
Jacobson, Harvey	CRestview	6-6251
Jacobson, Vernon	CRestview	5-2545
Jaffe Agency	CRestview	6-6121
Katz, Fred, Agency	CRestview	6-3189

Kaufman, Milton	OL	2-1359
Kingston, Al, Enterprises	CRestview	6-8538
Kohner, Paul	CRestview	1-5165
Kumin-Olenick Agency	CRestview	4-5221
Lance, Leon O.	CRestview	6-6014
Lauren, J. W., Agency	HOLLYWOOD	7-5087
Lazar, Irving	CRestview	5-6153
Leonetti, Caroline, Ltd.	HOLLYWOOD	2-2345
Leonard, Fred	HOLLYWOOD	4-7546
Lesser, Ted	Mutual	7356
Levee, Sid	CRestview	4-8631
Linder, Jack	HOLLYWOOD	4-8100
Leves, M. C.	CRestview	6-6285
Longenecker, Robt.	OLive	3-3770
McMillan, Hazel	CRestview	6-3603
MacQuarrie, Earl	CRestview	4-8919
Marx, Bert	CRestview	4-8555
McHugh, Jimmy, Jr.	CRestview	4-5167
Medford, Ben	CRestview	1-7021
Messinger, Lili	CRestview	5-8541
Meyers, Walter	CRestview	1-8161
Middleton, Wallace	OL	6-4460
Mishkin Agency	OLive	2-0944
Moore, Lola	CRestview	6-5401
Morris, William	CRestview	4-7451
MCA Artists	CRestview	6-2001
Oakley, Robert	CRestview	1-1345
Ochs, Al	HOLLYWOOD	9-6470
Oliver, Maurine	OL	2-6300
Omega Artists, Inc.	HOLLYWOOD	9-7187
Oriental Casting	CRestview	6-8475
Orsatti & Co.	CRestview	6-6241
Payton, Bob	OL	6-1880
Pearson, Ben	CRestview	4-5488
Pomeroy, Jack	HOLLYWOOD	9-6366
Powers-Stanley Agency	HOLLYWOOD	2-0791
Preminger, Ingo	OL	6-2360
Reeves, Mary	OL	2-2968
Rocomora, Wynn	OL	2-9710
Shauer, M. A.	CRestview	1-1103
Shaw, Glenn	OLive	5-6956
Sherman, Edward	CRestview	5-0186
Shiffrin, Williams	CRestview	4-7643
Short, Antrim	CRestview	5-4137
Shurr, Louis	CRestview	4-8111
Small, Paul	CRestview	4-5877
Smitzer, Lou-Fritschi, Al, Inc.	HOLLYWOOD	9-6271
Sniely, E. T.	CRestview	6-2041
Stempel, Frank	CRestview	4-8343
Stewart, Rosalie	CRestview	4-6123
Swanson, H. N.	CRestview	1-5115
Swoverland, Harold	OLive	6-0900
Thompson, D. H.	CRestview	1-2188
Ullman, George	CRestview	4-5238
Usher, Marge	CRestview	4-6161
Vitt, Angie	CRestview	6-4484
Wadsworth, J. B.	CRestview	6-0698
Wargin, Milan, Agency	HOLLYWOOD	3-0604
Weiner, Jack	CRestview	6-7081
Weintraub, Murry	CRestview	1-1137
Welch, Suev, Agency	HOLLYWOOD	4-2461
Wending, Chas.	CRestview	6-2348
White, Wm. B.	CRestview	4-6301
Wiley, Richard	OLive	2-5775
Wilkins, Paul	CRestview	1-6188
Willson, Henry	CRestview	4-7433
Winkler, Daniel M.	CRestview	1-7244
Woliver Agency	HOLLYWOOD	5-8888
Wookey, Betty, Agency	HOLLYWOOD	2-2301

Publications

Billboard Publishing Co.	HOLLYWOOD	9-5831
Broadcasting	HOLLYWOOD	3-3148
Film Daily, The	HOLLYWOOD	9-5358
Hollywood Reporter	HOLLYWOOD	4-7411
Media Agencies Clients	CRestview	4-6696
Radio & TV Exchange	HOLLYWOOD	4-0101
RADIO-TV DAILY	HOLLYWOOD	9-3951
Radio-Television Mirror	CRestview	6-6293
Sponsor	HOLLYWOOD	4-8089
TV Guide	HOLLYWOOD	5-2103
TV-Radio Life	HOLLYWOOD	4-9275
Variety	HOLLYWOOD	9-1141

Radio-TV Audience Surveys

American Research Bureau	Cumberlin	3-3749
Facts Consolidated	OLive	3-3114
Moffett Research Co.	HOLLYWOOD	3-5653
Pulse Pacific, Inc.	Webster	1-2412
Radio Audience Testing Bureau	OLympia	2-9936

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26 MEN

RUSSELL HAYDEN
Producer

New Strides Are Accomplished In the Battle for Equal Access



By **ROBERT D. SWEZEY**
Chairman
Freedom of
Information
Committee, NAB

WITHIN the past two years every basic premise upon which the press photographer and the broadcaster have been arbitrarily excluded from many of the courtrooms of America has been exploded with such devastating certainty and finality as to be perfectly plain to most discerning minds, unless, to be sure, there is preconceived determination to arrive at the same old result."

These are not the words of a newspaper man or a broadcaster. They were spoken by the Chief Justice of the Supreme Court of Colorado, the Honorable O. Otto Moore, who has held public hearings, taking testimony pro and con on Canon 35, and observed demonstrations of camera, radio and television equipment in operation. Although Colorado is the only state in which such a hearing has been held in the court of last resort, lawyers and judges in other states are also questioning the validity of Canon 35. The Texas Bar Association decided last October that so far as it was concerned, Canon 35 was outmoded, and accepted and approved the report of a committee chaired by Judge Spurgeon Bell of the Houston Court of Civil Appeals, which stated in part as follows:

"We feel that the control of trial coverage by various news media should be left in the trial courts. They have inherent power to exclude or control coverage in the proper case in the interest of justice . . . there is no need nor demand for the adoption of Canon 35 by the bar generally or the public and we recommend against its adoption."

The American Bar Association took extraordinary action in permitting representatives of the newspapers and broadcasting industry to appear before its House of Delegates meeting in Atlanta in February, to debate the proposed adoption of a restatement of Canon 35. The restatement accomplished nothing other than a slight rephrasing of the Canon, which still retained its arbitrary prohibition against the taking of newspaper photographs and the broadcasting by radio and television of court proceedings. The House of Delegates refrained from adopting the restatement and deferred any action with respect to it

until its August meeting. There is reason to hope that in its deferred consideration of Canon 35, the House of Delegates may be willing to recommend a serious joint effort of bar and media to test the effect of photographic and broadcasting coverage of court proceedings.

One of our principal deterrents in securing equal access to legislative hearings is the adamant refusal of Speaker Rayburn to permit radio and television coverage of House proceedings and committee hearings. Mr. Rayburn is a powerful man in a position of power, yet his opinion is not shared by many Congressmen. Representative Hugh Scott of Pennsylvania, speaking at our NAB meeting at Asheville, N. C., last September, said that broadcasting of debates from the House of Representatives is certainly going to be done at some future time, and should be given a trial now. He said further; and I quote:

"Although the Speaker of the House and the House Leadership took a dim view of my bill to permit the television and radio broadcasting of House debates, I continue to believe that my proposal has much merit. Granted that radio and television should be limited at least as a starter to coverage of matters of major national interest, I believe the level of debates would be improved because of more careful advance preparation before facing the critical eye of the camera."

I am reminded, in dealing with our freedom of information problems, of that marvelous statement of Reinhold Niebuhr: "God grant me the serenity to accept things I cannot change; courage to change things I can; and wisdom to know the difference." We know that there is not much we can do for the moment with some of our most determined opponents. But they will not be with us forever, and while they are, there are many of their associates who will listen to the logic and justice of our arguments.



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garine); Wesson Oil & Snowdrift Sales Co. (Wesson Oil); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The Nestle Co. (Nescafe Instant Coffee); Lever Bros. Co. (Spry, Lux Liquid Detergent); Calif. Prune & Apricot Growers Assn. (Sun-sweet Prunes); Colgate-Palmolive Co. (Palmolive Soap, Colgate Dental Cream, Colgate Brisk Toothpaste, Halo, Ajax, Vel, Fab); The S.O.S. Co. (S.O.S. Magic Scouring Pads); Pharmaco Co. (Feen-a-mint, Chooz, Medigum); Republican State Committee.

TV Accounts: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals, Instant Sanka Coffee); Diamond Crystal Salt Co.; The Coca-Cola Bottling Co.; Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Junior & Baby Foods); Dugan Brothers (Dugan's Breads & Cakes); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Boyle-Midway Co. (Aerowax, Wizard Wick, Wizard Aerosol, Easy-Off Oven Cleaner, Sani-Flush); Whitehall Pharmaceutical Co. (Anacin, Preparation H. Infra-Rub, Hill's Cold Tablets); Republican State Committee.

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SPOT RADIO MARKET VOLUMES

(Continued from page 117)

Markets Rank By Population	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1955	Natl. Spot Dollar Volume 1956	% of Increase or Decrease
49	Omaha	6	\$ 807,893	\$ 908,000	12.4
50	Jacksonville	7	310,747	285,000	— 8.7
51	Sacramento	5	491,104	548,000	11.6
52	Hartford	4	1,001,028	1,195,000	19.4
53	Syracuse	5	387,065	525,000	35.7
54	Wilkes-Barre	6	141,378	170,000	20.6
55	Knoxville	8	238,585	268,000	12.1
56	Nashville	7	690,881	817,000	18.2
57	Richmond	7	645,988	722,000	11.8
58	Wheeling	6	394,921	456,000	15.4
59	Flint	5	255,825	306,000	19.5
60	Charleston, W. Va.	7	192,683	220,000	14.0
61	Wilmington, Del.	4	115,797	184,000	58.6
62	Grand Rapids	6	338,526	379,000	11.8
63	Canton	2	NA	266,000	
64	Fresno	6	411,528	484,000	17.5
65	Salt Lake City	7	346,493	368,000	6.4
66	Harrisburg	5	220,248	246,000	11.8
67	Wichita	5	367,859	416,000	13.0
68	Tacoma	4	70,662	78,599	11.2
69	Tulsa	6	568,982	603,000	6.0
70	Johnstown	5	90,598	110,000	20.9
71	Utica-Rome	4	129,501	144,000	10.8
72	Peoria	5	285,003	336,000	17.9
73	Bridgeport	2	NA	NA	
74	Worcester	4	364,846	410,000	12.3
75	Duluth	6	211,580	215,000	1.4
76	El Paso	4	122,542	189,000	53.3
77	Chattanooga	6	229,183	183,000	— 20.
78	Mobile	6	129,987	145,000	11.5
79	New Haven	3	190,732	277,000	45.0
80	Davenport-Rock Island	5	261,346	289,000	10.7
81	Bakersfield	5	153,956	158,000	2.6
82	Spokane	6	394,675	488,000	23.5
83	Huntington	6	155,334	154,000	— 0.6
84	Scranton	6	214,461	236,000	10.3
85	Reading	3	109,969	127,000	15.5
86	Des Moines	6	1,249,623	1,357,000	8.6
87	Trenton	1	NA	NA	
88	Little Rock	5	201,904	214,000	5.9
89	Shreveport	7	475,114	454,000	— 4.4
90	Lancaster	2	NA	111,000	
91	South Bend	2	NA	159,000	
92	Augusta	5	107,861	102,000	— 5.6
93	Erie	3	84,482	119,829	41.8
94	Stockton	4	123,291	213,000	73.2
95	Stamford	2	NA	NA	
96	Beaumont	6	206,500	169,000	— 18.4
97	Tucson	6	127,437	68,000	— 46.5
98	Charlotte	6	848,753	903,000	6.4
99	Albuquerque	5	241,004	260,000	7.9
100	Baton Rouge	5	169,202	168,000	— 0.6
101	Ft. Wayne	4	403,347	435,000	7.9
102	Honolulu	7	375,500	421,000	12.0

The FCC did not include the figures for the owned and operated network radio stations in the 1955 report. They were included in the year 1956. All owned and operated stations of the networks are in the first 10 markets.

SOURCE: Station Representatives Association.

GAC-TV INC.

Affiliate of General Artists Corporation

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Beverly Hills

Chicago

Cincinnati

Dallas

Miami Beach

London

The Radio Spot Picture For 1958 Holds Upsurge in Latter Half



By Frank M.
HEADLEY
President
Station Representatives
Association

THE radio spot prospects for 1958 are excellent. Although it is true that spot billings have not shown a decided increase during the past month or two, I confidently expect a strong rally in the second half of 1958. The first six months will probably continue to run below last year's figures, but a strong upsurge in the latter half of the year will more than compensate for the slow start. It's my strong belief that spot radio in 1958 will be up ten per cent over 1957.

Although there is considerable talk of a business slowdown, consumer dollars are still plentiful. There's nothing the matter with business that more retail sales can't cure—and advertising has become the sole force for sales in the nation because of the decline of personal salesmanship.



During prior periods of business setback, advertising costs were among the first to be pared. During the present slowdown, advertising should be the last to be cut! We are now in an age of super-markets and self-service stores in all lines of business. The fact-to-face salesmanship has all but vanished. What is left? Radio, the medium that combines imagery transfer with strong personal sell is the one last and best retail salesman for any consumer product. Business men who want to move their products off the shelf must not only continue to use radio as before, but should actually increase their schedules in an effort to keep those consumer dollars flowing. Spot radio is particularly well suited for its role of priming the national economy because of its greater flexibility and greater adaptability to any advertiser's special problems. I can safely say that radio is the most economical, and along with TV most effective, advertising medium in the world today.



Spot radio is virtually the only medium which has generally held the line on rate increases. Radio rates have held fairly constant, although the actual value of radio time has sharply increased in the past several years. There are two reasons for this: 1) the sale of radio sets has steadily gone up; 2) tune-ins as reported by the various rating services has shown a consistent in-

crease. As a happy result of these two factors, the cost per commercial to the radio advertiser is constantly going down instead of increasing as it is in almost all of the other media.

Radio announcers and disc jockeys are becoming more and more sophisticated in the techniques of effectively delivering a commercial message. In even the smallest markets, radio talent have become true air salesmen, and take pains to learn the sales points of the products they advertise, and sometimes even the overall marketing strategy of the advertiser.

Radio will deliver the audiences, but agencies can better motivate their delivered listeners by devoting more time and effort to produce commercials with higher conversion efficiency—that is the conversion of audiences into customers. The key is creativity: the creative use of talent and effort to conceive and produce commercials which will utilize to the fullest the numerous advantages of audio presentation.

Not only are radio stations becoming more adept at getting maximum mileage out of the advertisers' commercials, but they have learned how to really get across the value of their facility as an advertising medium to local and regional merchants and manufacturers.



On the national scene as well, spot radio has entered the era of salesmanship. Good salesmanship has been important since the decline of the vast nationwide audiences several years ago, but never has it been so vital as in the present tighter economic situation. In today's increasingly competitive market, representative salesmen more than ever must be thoroughly familiar with *all* of radio's aspects—from programming to coverage of markets.

It is part of the salesman's job to get across points such as these to buyers of time—but his essential job is still to sell: aggressively, imaginatively, persistently — and harder than ever before.



SPOT RADIO MARKET VOLUME COMPARISONS, 1955-1956

The following is an analysis of dollar volume Spot Radio by markets for the years 1955-1956, showing percent of increase or decrease. Information contained herein was taken from official FCC Reports and SRDS:

Markets Rank By Popula- tion	Market	Stations Reporting \$25,000 or more Time Sales	Natl. Spot Dollar Volume 1955	Natl. Spot Dollar Volume 1956	% of Increase or Decrease
1	N. Y.-N.E. N. J.....	28	\$9,813,781	\$18,161,000	85.1
2	Chicago	23	4,706,755	9,826,000	108.8
3	Los Angeles	23	2,750,903	5,847,000	112.5
4	Philadelphia	19	3,934,499	5,045,000	28.2
5	Detroit	8	3,373,534	5,544,000	64.3
6	San Francisco	16	1,849,769	3,264,000	26.4
7	Boston	15	2,563,566	3,308,000	29.0
8	Pittsburgh	17	1,999,163	2,773,000	38.7
9	St. Louis	12	2,398,206	2,929,000	22.1
10	Washington	13	1,147,979	2,180,000	90.4
11	Cleveland	8	1,660,733	2,076,000	25.1
12	Baltimore	12	1,048,691	1,428,000	36.3
13	Minneapolis-St. Paul	8	1,543,521	2,058,000	33.3
14	Buffalo	10	1,186,576	1,508,000	27.0
15	Houston	11	1,283,952	1,489,000	16.0
16	Milwaukee	8	1,017,358	1,148,000	12.9
17	Cincinnati	8	2,727,063	2,553,000	— 6.4
18	Kansas City	9	1,501,002	1,864,000	24.2
19	Atlanta	10	1,137,899	1,479,000	30.0
20	San Diego	7	469,321	683,000	45.6
21	Dallas	7	1,004,396	1,320,000	31.5
22	New Orleans	11	905,672	1,112,000	22.7
23	Portland, Oregon	11	691,184	984,000	42.4
24	Seattle	10	912,331	1,257,000	37.8
25	Providence	9	581,465	813,000	39.0
26	Miami	10	631,829	745,000	17.9
27	Denver	11	841,905	1,231,000	46.2
28	Louisville	8	764,478	1,060,000	38.7
29	San Bernardino-Riverside ..	8	132,732	148,597	12.0
30	Indianapolis	5	866,004	1,111,000	28.3
31	Birmingham	10	596,474	624,000	4.7
32	Youngstown	5	313,646	377,000	20.1
33	San Antonio	9	928,432	1,011,000	8.9
34	Columbus, Ohio	5	727,481	979,000	34.7
35	Tampa-St. Petersburg	11	360,951	400,000	10.8
36	Albany, Schenectady, Troy..	7	904,057	1,117,000	23.6
37	Memphis	7	854,586	965,000	12.9
38	Dayton	3	321,982	376,000	16.8
39	Rochester	6	634,210	776,000	22.4
40	Norfolk	7	315,915	457,000	44.6
41	Ft. Worth	6	347,586	445,000	27.9
42	Phoenix	9	213,264	323,000	51.6
43	Akron	4	312,245	391,000	25.3
44	San Jose	5	72,844	90,136	23.8
45	Allentown-Bethlehem	6	181,942	271,000	48.9
46	Toledo	4	409,489	644,000	57.1
47	Springfield-Massachusetts ..	8	209,826	238,000	13.3
48	Oklahoma City	7	571,496	576,000	0.9

(Continued on page 119)



Ripley

TAILOR-MADE CLOTHES

the world's
biggest store for men*
is the world's
biggest headquarters
for showbusiness
wardrobes!

WORLD'S BIGGEST COLLECTION OF
FORMALS, SPORTSWEAR, SUITS AND COATS

Specializing in complete outfits for
BANDS ★ SHOWS ★ PRODUCTIONS

* **Ripley** *at Times Square*
BROADWAY AND 44th STREET

STORES THROUGHOUT NEW YORK, LONG ISLAND, NEW JERSEY AND PRINCIPAL CITIES

RADIO

BUSINESS



ADVERTISING AGENCIES

PERSONNEL LISTINGS

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**AGENCY TIMEBUYER
BIOGRAPHIES**

ANNUAL

1958



U.S. STEEL HOUR

*The Broadway
of TV*

CBS-TV

ALTERNATE WEDNESDAYS

"LIVE" FROM NEW YORK

Produced By THE THEATRE GUILD

Ingenuity Must Spark Small Agency In New TV Program Development



By **RANSOM P.
DUNNELL**

Vice President
Director of Radio-TV
Humphrey, Alley &
Richards, Inc.

FOR some advertisers and their agencies the year 1958 will mark the cancellation of a western or musical and hopeful launchings of new and (probably) similar type shows. However, I believe that group will be confined to a small nucleus of the biggest multi-million dollar budget clients. In the main, the business of Ingenuity will be a thriving one. Not only will we probably be faced with a certain leveling off of TV set purchases and increased three network competition, but the ever present and mounting pressure of competitive media as well. Also there will be a greater than ever push from that most competitive and revitalized medium . . . radio. Yes, television is going to have to battle hard to maintain its large "share of market" in 1958.

The battle will be just as hard fought and decisive for those of us representing moderate budget sized accounts as it will for the very largest advertisers and their agencies. For despite its generally expensive and often long term commitment aspects, the medium of television continues to fascinate nine out of ten advertisers. And this preoccupation holds true for even the smallest advertiser . . . regardless of whether or not he is actually using the medium. As a matter of fact, I have often found that the smaller the budget, the greater the interest. As a result, it is imperative that the moderate sized agencies keep as fully informed and ready to move, if not more so, than their larger contemporaries.

Before I changed over a while back from many years spent with larger agencies representing like accounts, I had heard and given lip service to the old saw of "the biggest agencies get the biggest attention and concessions from the networks and stations." Without any real thought or knowledge of its possible veracity I had accepted the statement almost completely. Now, with rare exception, I can honestly say that I have seen the myth exploded on many occasions. All of which is a small, but needed tribute to the networks and many stations. Because should the current soft spot in the economy grow any larger, the networks and the stations will need the smaller budget advertisers even more than they do now. These marketers, after all, frequently develop into important national advertisers

when their early activities in the medium are given proper and sufficient time and attention.

Our efforts then, as agency people, particularly in behalf of moderate budget clients, should be heavily imbued with an almost relentless determination to follow these principles:

First, to keep continually aware of *all* availabilities.

Second, to pursue the desired ones as though money, or budget, was of little concern.

Third, once a pattern or program is selected, to then reverse financial strategy so as to arrive at a basis of continual negotiation and counter proposal predicated on the importance of cost efficiency, frequency and coverage for the prospective client.

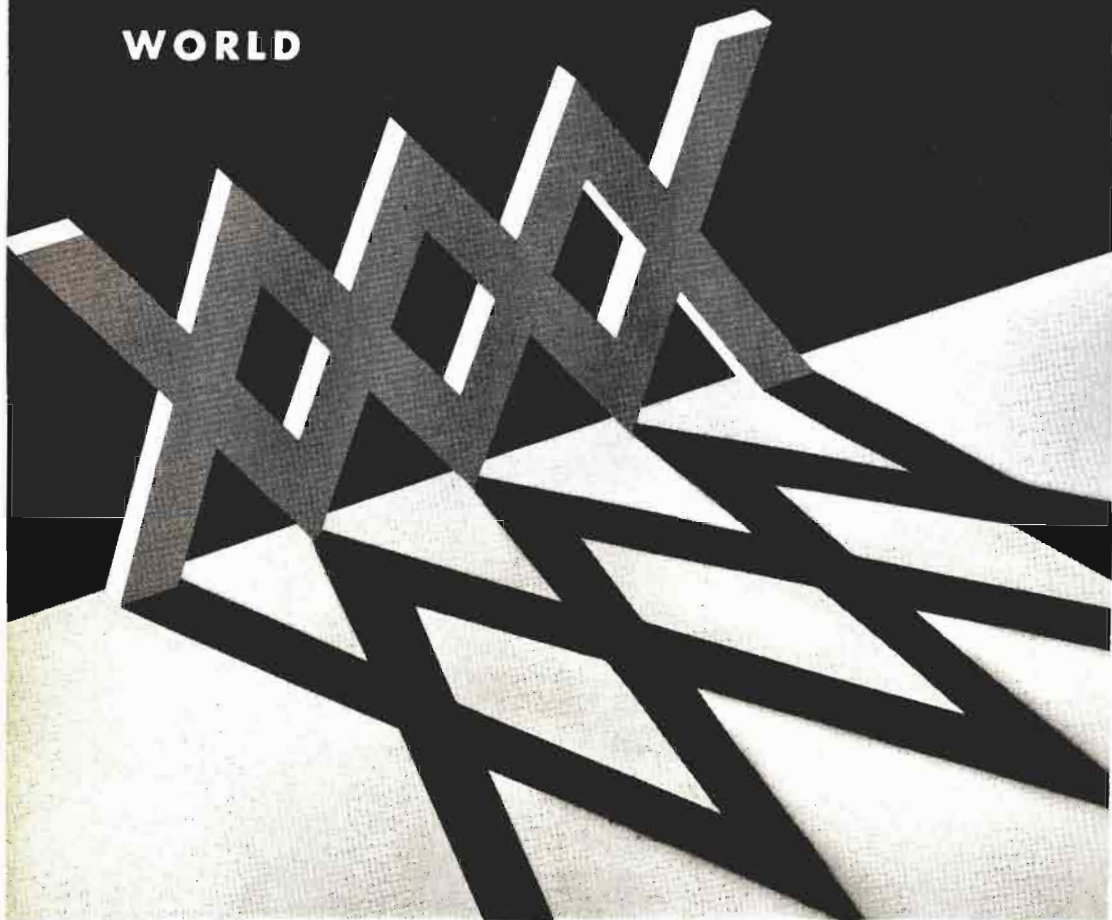
It all seems pretty basic and obvious, doesn't it? And yet there is evidence in almost any leading magazine or Sunday supplement today that speaks eloquently for the small advertiser who was treated like one on TV by his agency. Properly paraphrased a good motto for moderate budget television advertisers' agencies should read something like:

The smaller the budget, the greater the responsibility.

I also believe the role of the smaller agency in television today should be one of *doing it differently* wherever and whenever possible. Just because you don't have a four million dollar budget doesn't mean you should not and cannot continually seek new programming and scheduling patterns.

Only with constant determination and Ingenuity can we in agencies fully exploit this most dynamic medium. And, exploit it in terms of our clients' most prevalent interest . . . sales.

**SINCE
1898
THE
AGENCY
OF
THE
SHOW
WORLD**



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

"An Advertiser Looks At Radio" (And Documents Its Impact)



By JAMES J.
DELANEY

Advertising Manager
Sinclair Refining Co.

WHEN I mentioned to a friend that I was writing this article for the '58 Radio Annual, and told him the title I planned to use, he did a beautiful double-take.

"Look at radio?" he asked. "You mean television, don't you? Radio is something you *listen* to!"

That, I told him, is exactly why more and more advertisers today are taking a good long look at radio. People *listen* to radio, and when people listen, it's smart business to see that your advertising messages are among the things they listen to.

That's why in 1958 Sinclair is continuing its amazingly successful "quickie" spot-radio advertising program, broadcasting a very simple but highly effective message over 900 radio stations for a total of more than 10,000 spots each week, every week of the year.

I think I can safely believe that every one of you—in Sinclair's marketing territory, that is—has heard that message:

"Driving today? Remember to—

Drive with *care*—and buy Sinclair—Power-X Gasoline."

Now, why did we use that message, and why did we use it on radio?

Well, the first thing any advertising manager looks at is the sales problem advertising must help to solve. And again I can make a flat statement that *every* advertising manager is convinced that *his* problem is different.

Sinclair's is certainly different. First, Sinclair's marketing territory extends over 36 states and the District of Columbia. That's a lot of territory, and it calls for a lot of advertising to cover it effectively. And second, Sinclair's budget for advertising and sales promotion is limited. We advertise in plenty, yes, but our most aggressive competitors can out-spend us, and do, both absolutely and relatively. It's a tough problem.

Morey, Humm & Warwick, Sinclair's advertising agency, has worked with us extremely closely for many years, and has constantly examined and re-examined this puzzle of how to stretch our advertising money over a relatively large area. In this re-examination, radio was looked at again and again.

First: Is radio a "dying" medium? The answer is surprising: More sets are in use

today than ever before, and sales of new sets are increasing! Moreover, and most important to a gasoline advertiser, there are 37,500,000 radio sets in cars, in use! What better time and place to reach a customer for gasoline and oil?

Second: How can radio be used most effectively for Sinclair? Well, how about a program? Or one-minute spots? Or—how about some *new* way to use radio? This latter was explored. And we learned something: Many radio spots are too long-winded, packed with too many ideas, too confusing for the listener to retain. Psychologists say that it is far better to tell *one* sales point effectively than to shout a dozen, or a hundred, or a thousand.

Now, if *one* point will get your message across, why waste time (and your budget) in trying to get across a dozen points in each commercial?

Out of all this came a simple idea, the simple and effective phrase I have mentioned and you have all heard: "Driving today? Remember to—Drive with care, and buy Sinclair—Power-X Gasoline." A public service, your company name, your company's leading product, directed towards a particular audience (motorists) all in one simple twelve-word sentence. Air time, 5 or 6 seconds, even with a slowly speaking announcer.

We didn't jump in with both feet, even though we thought we had a winner. We air-tested our campaign in the Fall of '55, using WRCA in New York and WFAS in suburban White Plains. We scheduled 25 spots a week on each station.

The reaction was fast, and favorable. Then in January, 1956, we added five more New York stations, and three suburban, scheduling about 260 spots a week in the time slots most favorable to auto users: breakfast, driving to work and back, and on weekend afternoons when cars are used more for pleasure driving.

We are now using some 450 cities, with over 900 stations broadcasting our spots at the rate of better than 10,000 spots every week.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO

LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



Low-Cost TV

The thing to remember about TV costs is: it's not necessarily the cost-per-minute that counts. It's the cost-per-sale. Television may be costly. But it need not be expensive—if you've got good commercials.

The Top 100 National and Regional Spot Television Advertisers of 1957 And Estimated Expenditures

<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.....	\$25,916,840
2. Brown & Williamson Tob. Co....	12,988,920
3. Continental Baking Co.....	10,190,060
1. Sterling Drug, Inc.....	8,635,890
5. General Foods Corp.....	8,117,900
6. Colgate-Palmolive Co.....	7,739,080
7. Lever Brothers Co.....	7,612,980
8. Carter Products, Inc.....	6,995,260
9. Miles Laboratories, Inc.....	6,392,640
10. National Biscuit Co.....	5,822,320
11. Warner-Lambert Pharm. Co....	5,690,870
12. Morris, Philip, & Co.....	4,941,470
13. Hall, Robert, Clothes.....	1,923,930
14. International Latex Corp.....	4,722,660
15. Coca-Cola Co./Bottlers.....	4,207,890
16. Adell Chemical Co.....	4,109,800
17. Bulova Watch Co.....	4,050,400
18. Liggett & Myers Tob. Co.....	4,001,810
19. American Chiclet Co.....	3,726,800
20. American Home Products Corp..	3,589,630
21. Ford Motor Co.....	3,433,050
22. American Tobacco Co.....	3,145,930
23. Antel, Charles, Inc.....	3,036,630
21. Pepsi Cola Co./Bottlers.....	3,038,650
25. Lorillard, P., & Co.....	3,018,660
26. Shell Oil Co.....	2,993,100
27. Esso Standard Oil Co.....	2,983,060
28. Reynolds, R. J., Tob. Co.....	2,887,630
29. Kellogg Company.....	2,829,510
30. Anheuser-Busch, Inc.....	2,792,410
31. Food Mfgs., Inc.....	2,781,640
32. Nestle Co., Inc.....	2,530,320
33. Corn Products Refining Co.....	2,477,860
34. Block Drug Co.....	2,347,400
35. Factor, Max & Co.....	2,290,850
36. Avon Products, Inc.....	2,287,750
37. Falstaff Brewing Corp.....	2,196,180
38. Folger, J. A., & Co.....	2,194,020
39. Beech-Nut Life Savers, Inc....	2,180,520
40. Nehl Corp./Bottlers.....	2,154,430
41. Bristol-Myers Co.....	2,131,010
42. Texas Co., The.....	1,992,030
43. Wrigley, William, Jr., Co.....	1,968,000
44. Gillette Co.....	1,888,790
45. Ritchie, Harold, F., Inc.....	1,885,110
46. Ballantine, P., & Sons.....	1,814,930
47. Schlitz, Jos. E., Brew. Co.....	1,752,250
48. Marathon Corp.....	1,749,690
49. National Dairy Products.....	1,743,450
50. Seven-Up Co./Bottlers.....	1,712,270

<i>Advertiser</i>	<i>Estimated Expenditure</i>
51. Grove Laboratories, Inc.....	1,688,460
52. U. S. Borax & Chem. Corp.....	1,653,640
53. Heinz, H. J., Co.....	1,621,790
54. Wesson Oil & Snow Drift.....	1,618,070
55. Standard Oil Co. of Ind.....	1,597,460
56. Piel Bros., Inc.....	1,591,130
57. General Motors Corp.....	1,552,630
58. Pabst Brewing Co.....	1,480,060
59. M. J. B. Co.....	1,473,310
60. Peter Paul, Inc.....	1,458,710
61. Hamm, Theo., Brewing Co.....	1,453,340
62. Interstate Bakeries Corp.....	1,452,080
63. Seager, Helaine, Co.....	1,427,250
64. Burgermeister Brew. Corp.....	1,421,040
65. Minute Maid Corp.....	1,414,570
66. Hills Bros., Coffee, Inc.....	1,404,070
67. Phillips Petroleum Co.....	1,387,820
68. Standard Brands, Inc.....	1,308,750
69. Curley, Robert, Ltd.....	1,304,080
70. Milner Products Co.....	1,296,950
71. Glamorene, Inc.....	1,280,540
72. Tea Council of U. S. A., The...	1,280,080
73. American Bakeries Co.....	1,232,170
74. Carling Brewing Co., Inc.....	1,231,440
75. Maybelline Co.....	1,168,890
76. Pacific Tel. & Tel. Co.....	1,158,090
77. Socony Mobil Oil Co., Inc.....	1,139,720
78. Best Foods, Inc.....	1,124,940
79. Quaker Oats Co.....	1,123,470
80. United Vintners, Inc.....	1,113,880
81. Great A & P Tea Co.....	1,066,120
82. Plough, Inc.....	1,059,920
83. Ralston-Purina Co.....	1,059,010
84. General Cigar Co.....	1,056,760
85. Borden Co.....	1,019,160
86. Rayco Mfg. Co.....	1,037,940
87. Pepper, Dr., Co./Bottlers.....	1,031,720
88. Reily, Wm., B., & Co., Inc.....	1,025,840
89. Sardeau, Inc.....	1,023,340
90. Sunshine Biscuit Co.....	991,960
91. Safeway Stores, Inc.....	990,700
92. Pharmaceuticals, Inc.....	940,150
93. Ward Baking Co.....	939,110
94. Associated Products, Inc.....	919,230
95. Kroger Co.....	905,290
96. Procter Electric Co.....	902,410
97. General Mills, Inc.....	901,190
98. Langendorf United Bakeries....	891,260
99. Gold Seal Co.....	868,240
100. Simmons Co./Dealers.....	864,270

Source: TvB

Announcing Lever Brothers' great new TV-Radio Schedule

MONDAY

Ma Perkins, Romance of Helen Trent, Young Dr. Malone, House Party . . .
on radio, Monday through Friday

TUESDAY

The Eve Arden Show
8:30-9:00 p.m. EST,
CBS-TV Network

WEDNESDAY

Father Knows Best—starring Robert Young
8:30-9:00 p.m. EST, NBC-TV Network

Art Linkletter's House Party
2:30-3:00 p.m. EST, CBS-TV Network

The Price Is Right—with Bill Cullen
11:00-11:30 a.m. EST, NBC-TV Network

Truth or Consequences—emcee Bob Parker
11:30-Noon EST, NBC-TV Network

THURSDAY

The Lux Show, starring Rosemary Clooney
live from Hollywood—in color
10:00-10:30 p.m. EST, NBC-TV Network

FRIDAY

The Life of Riley
starring William Bendix
8:30-9:00 p.m. EST, NBC-TV Network

Garry Moore Show
10:00-11:30 a.m. EST, CBS-TV Network

Art Linkletter's House Party

Truth or Consequences

The Price Is Right

SATURDAY

Have Gun—Will Travel
starring Richard Boone
9:30-10:00 p.m. EST, CBS-TV Network

SUNDAY

Sorry! Our day of rest—
not a single Lever Brothers' TV or
radio show!

(Batteries), Philadelphia; Fels and Co. (Laundry Products), Philadelphia, Pa.; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio. Bachman Bakeries Corp. (Pretzels) Reading; Booth Bottling Co., Inc. (Beverages) Phila.; Capitol Prod. Corp. (Storm Doors & Windows) Mechanicsburg; Monroe Auto Equipment Co. (Shock Absorbers) Monroe, Mich.; Pennsalt Chemicals Corp. (Household Products) Phila.; A. C. Derby Co. (Meats) Phila.; Van Wagenen & Schickhaus Co. (Swift Div.) Meat, Kearny, N. J.

TV Accounts: Mrs. Paul's Kitchens, Inc., Philadelphia; Exide Automotive Div. (Batteries) Philadelphia; Campbell Chain Co., York, Pa.; Fels and Co.; Philadelphia; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio. Capitol Products Corp.

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
Phone: HOLlywood 9-8273

Exec. Vice-Pres.....Pauline Hagen
Secretary-Treas.Evelyn R. Jones
PromotionCy Jackson
Act. Exec.....Fred L. Allen

Radio Accounts: Gospel Broadcasting Assn., Los Angeles, Calif.; Unity School of Christianity, Lee's Summit, Mo.; Christian Science Radio Comm. of Los Angeles County (Lectures and Broadcasts), Los Angeles, Calif.; Christian Science Committee on Publications, Los Angeles, Calif.

TV Account: Christian Science Committee on Publications, Los Angeles, Calif.

**BARTON ALEXANDER
ADV. AGENCY**

2934 West Central Ave., Toledo, Ohio
Phone: GR 2-9027

President.....Barton Alexander
Radio-TV Coord.....Mary Hirons

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
Omaha 2, Neb.

Phone: Atlantic 4445

AAAA—ABP—ANPA—AFA—ABC

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R. H. Reynolds, Q. H. Moore, Helen C.
Moeller, Milton J. Stephan, Kermit Han-
sen, W. J. Newens

Dir. Radio-TV.....Milton J. Stephan
Asst. Dir. Radio-TV.....Don B. Amsden
Prod. Asst.....Jack L. Silver
Media Asst.....Jean Segelberg

Radio Accounts: Bernard Bros. (New & Used Cars); Carpenter Oil Co. (Gas, Oil, Automotive Prod.); Dundee Presbyterian Church; Evans Laundry, all Omaha; O. A. Cooper Co. (Livestock Feeds), Humboldt, Nebr.; Commercial Savings & Loan Assoc.; Fairmont Foods Co. (Dairy Prod., Frozen Foods); Farm Fertilizers; Gerelick Motors; Hayden House (Restaurant); T. H. Maenner Co. (Real Estate), all Omaha; Earl May Seed Co. (Crackers, Cookies), Omaha; Miller Chemical, Omaha; National Alfalfa (Al-

falfa Pellets), Kansas City; Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bread, Pastries), Omaha, Cedar Rapids, Davenport, Des Moines; Radio Engineering Inst.; Sidles Company (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank; Woodmen Accident Co. (Insurance), all Omaha.

TV Accounts: Commercial Savings & Loan Assoc., Omaha; O. A. Cooper Co. (Livestock Feeds), Humboldt, Nebr.; Evans Laundry; Fairmont Foods Co. (Dairy Prod., Frozen Foods); T. H. Maenner Co. (Real Estate); Merchants Biscuit Co. (Crackers, Cookies); Nebraska-Iowa Electrical Council; Omaha Public Power District (Public Utility), all Omaha; Paxton & Vierling Steel Co., Omaha, Sioux City; P. F. Petersen Baking Co. (Bread, Pastries), Omaha, Cedar Rapids, Davenport, Des Moines; Radio Engineering Inst.; Sidles Co. (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank, all Omaha; Western Land Roller (Farm Eqt.), Hastings, Nebr.

ALLIED ADVERTISING AGENCIES

4643 Beverly Blvd., Los Angeles 4, Calif.
HOLlywood 2-0837

President, Gen. Mgr.....W. Fehr Gardner
TreasurerMaxine Blankenship
Art Director.....Jack Robins
Account Exec.....Dick Gardner

Radio Accounts: Arden Farms (Dairy Products); Pavo de Grande, Inc. (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; Calif. Record Distributors, Pacific Hi-Fi House (Electronic Equipment), all Los Angeles, Calif.

TV Accounts: Gold Furniture Co.; Pridham Davis (Optometrist); Arden Farms (Dairy Products); Pavo de Grande (Turkeys); Dr. F. E. Campbell (Dental Services), West Pico Furniture Co., Bowles & Co. (Real Estate), all Los Angeles, Calif.

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.
Phone: MU 8-5800

AAAA

Chairman of the Bd...T. Hart Anderson, Jr.
President.....John A. Cairns
Exec. V.P.....Thomas Vohs
TreasurerAbraham Fisher
V.P., Ch., Creative Bd.....Ralph Tanner
V.P., Ch., Strategy Bd.....W. C. Wheeler
Vice Pres., Radio-TV.....Victor Seydel
R & TV Copy Head.....Ernest Chambers
ProducerDarby Nelson
R & TV Copy Head.....Ernest Chambers

Radio Accounts: Alderney Dairy, Newark, N. J.; Dow Corning (Silicones), Midland, Mich.; Dynel Div., Union Carbide (Fiber); Shavex (Aid to Electric Shaving); Natl. Home Furnishing Show, all New York; Acousticon (Hearing Aid), Jamaica, N. Y.; Asso. Bulb Growers of Holland, New York; C. H.

**“Give to the world
the best you have
...and the best will
come back to you.”**

I don't know the author,
I wish I might have written it.

But Queen For A Day
has been doing all right for nearly
thirteen years.

Ray Morgan

P.S.: Give us a jingle about the “Block-Buster.”
It's our newest—and great!



ADVERTISING AGENCIES



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TV Accounts: Henke & Pillot, Inc., (Chain Supermarkets); Rheem Mfg. Co. (Heaters, Air Conditioners, Ranges); Albert Berry (Cars); James Bute Co. (Paints), all Houston; Master Bronze Powder Co. (Paints), Hammond, Ind.; Arthur Murray (Dance Instruction), Houston; Nichols Mfg. Co. (Toy Guns), Jacksonville, Tex.; Bank of the

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Radio Accounts: Indiana Tempered Air, Inc. (Heating Prod.); Radio Equipment Co. (Appliances) all Indianapolis.

TV Accounts: Indiana Tempered Air, Inc.; Atkinson & Co. (Real Estate); Radio Equipment Co.; Indianapolis Nash.

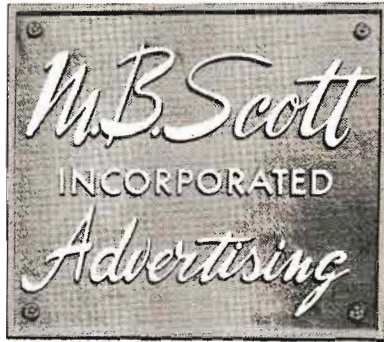
BEAUMONT, HELLER & SPERLING, INC.

6th & Walnut Sts., Reading, Pa.
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 Gen. Production Mgr.....H. Fetterhoff
 Publicity Director.....Alfred K. Walter
 Research Director.....Robert Beaumont
 Radio & TV Dir.....Dorothea Hassler

Radio Accounts: Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.; Reading Trust Co. (Banking).



8350 WILSHIRE BOULEVARD
BEVERLY HILLS, CALIFORNIA



ADVERTISING AGENCIES



TV Accounts: Curtis, Stephens, Embry Co., Inc. (Shoes); Polly-Betts Undies; Willson Sun Glasses; Fairy Silk Mills (Lingerie); Maier's Bakery, Reading, Pa.

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Phone: WAlnut 4-8317

Managing Director.....John M. Milne
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Phone: AVenue 8-9134

Manager.....Rupert Mee
 Pemberton, Freeman, Bennett & Milne Ltd.

7 Swallow St., London, W. 1, England

Phone: REgent 7521

Manager.....Graham Carmichael

Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Watches & Clocks), New York; British Overseas Airways Corp., New York; Percival Tours, Inc. (Transportation), New York.

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

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 1151 E. Memorial, Lakeland, Fla.

V.P., Branch Manager.....Harry Warren

Radio Accounts: American Express Co.; Association of American Railroads; General Foods Corp.; Procter & Gamble Co.; AVCO Manufacturing Co.; Pepperell Manufacturing Co.; Norwich Pharmacal Co.; Mutual Life Insurance Co. of N. Y.; Continental Oil Co.

TV Accounts: American Express Co.; General Foods Corp.; Procter & Gamble Co.; AVCO Manufacturing Co.; Pepperell Manufacturing Co.; Norwich Pharmacal Co.; Carlings Brewing Co., Inc.; Continental Oil Co.

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 Secretary.....Diane C. Berghoff
 Mgr., Radio-TV.....Barry Ziff
 Prod., Art Dir.....Per Henriksen
 Media, Publ.....Jeanne Shaeffer

Radio-TV Accounts: Alladin Plastics; Baby Line Furniture Corp.; California Maple (Wood Products), all Los Angeles; Stanley Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp. (Shutters); D. Feinmon & Co. (Brassieres); Woodruff Investment Co. (Industrial Factoring); Duplex Dispenser Co. (Food Dispensers); Modern Foods Alliance ("Food Tone" Mfg.), all Los Angeles; Navajo Furniture Industries (Juvenile Furniture Mfg.), Gallup, N. M.

Estimated Radio & TV Billings: \$190,000 plus.

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Natkin, Frank E. Duggan, Paul Hay.

V.P., Radio & TV.....Shepard Chartoc
SecretaryRichard Best
Radio. TV Time Buyer...Katherine Knight

Radio Accounts: Coyne Electrical School
(Trade School), Chicago; Milner Products
Co. (Pine-Sol, White Wave, Perma Starch,
Milner Household Cleaner & Gala Powder
Bleach), Jackson, Miss.; Helene Curtis Indus-
tries, Inc. (Suave, Men's Suave Creme
Shampoo, Beauty Shop Supplies & Equip-
ment), Chicago; General Finance Loan Co.,
Chicago; Maybelline Co., Chicago; Consoli-
dated Royal Chemical Corp.

TV Accounts: Florsheim Shoe Co., Chi-
cago; Helene Curtis Industries, Inc., Chicago;
Maybelline Co., Chicago; Milner Products
Co., Jackson, Miss.

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

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SecretaryG. B. Berju
Accounts: Eddie Fisher Music, Inc., New
York, N. Y.; Grossinger Hotel, Grossinger,
N. Y.

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Assoc. Art Director.....Milton Kimmel
Production Mgr.....Paul Kutner
Dir. of Publicity.....Jae Gewirtzman
Media Director.....Lee Frapkel
Research Director.....Ingram Ash
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Alfred Byra, Barbara E. Jones, A. L. Lesser,
Herbert J. Stiefel

Radio Accounts: Merkel, Inc. (Meat)
Jamaica, N. Y.; Temple Frosted Foods
(Chinese Foods) Brooklyn, N. Y.; L. B.
Darling Co. (Frozen Meats) Worcester,
Mass.; Barbizon (School of Modeling) New
York, N. Y.; Gold King (Frozen Shrimp)
Thunderbolt, Ga.; Warner Bros. (Movies)

TV Accounts: Gold King, Merkel, Inc.,
Barbizon, Temple Frosted Foods, Warner
Bros.

BEN B. BLISS COMPANY, INC.

The Penthouse, Times Tower, Times Square
New York 36, N. Y.

Phone: BRyant 9-5228
APA

President.....Ben B. Bliss
Radio Director.....S. Marsten
TV Consultant.....Sidney Morse
Art Dir.....John Craig
Prod. Mgr.....Myron Crespin
Media Dir.....Helen Glucroft
Copy Chief.....Gary Zucker

Radio Accounts: State of New York, Sara-
toga Springs Authority, (Geysir Sparkling
Water, Saratoga SPA Health Resort); East-
ern Wine Corp. (Chateau Martin Wine);
Schapiro Koshier Wine Co., (Koshier Wine);
Martin Beverages; William R. McCoo Co.,
Inc. (Falernum Almond Syrup); Du-Ev
Chemical Products Co. (Degreaser Deter-
gent); Ammo-Lan, Inc. (Bonnie Lanolin
Ammonia).

TV Accounts: Delca Fish Preservators, Inc.
(Delca Herring Tidbits); Eastern Wine
Corp. (Chateau Martin Wine); State of New
York (Saratoga Geysir Water); Delicia, Inc.
(Delicia Sugar Wafers).

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Phone: YUKon 2-2960

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Media, Research Dir.....R. S. Liptak
Media Buyer.....Virginia Pelton
Production Mgr.....Maida Rector

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Phone: 6-2156

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Accounts: Atomic Energy Div., American-
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Audio, Inc. (Home Music Systems, Tape Re-
corders); Ampex Corp. (Magnetic Tape Re-
corders, Accessories); Cutter Laboratories
(Pharmaceuticals); International Engineer-
ing Co., Inc.; Lenkurt Electric Co. (Elec-
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als); Sherman, Clay & Co. (Musical Instru-
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Radio Accounts: DeMontrond Buick; First City National Bank, Danburg's (Dry Goods & Appliances); Loew's State Theatre; South Main State Bank, Thad Felton Fords; Gulfgate Shopping City; Lack's (Variety Stores); Richardson Chevrolet, all Houston, Tex.

TV Accounts: DeMontrond Buick, First City National Bank, Loew's, Danburg's; Felton Fords; Gulfgate Shopping City; Richardson Chevrolet, all Houston, Tex.; Shiner Beer, Shiner, Tex.

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Radio Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Lucky Stores, Inc. (Super Markets), Oakland, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Scott Co. (Plumbing Heating & Ventilating Contractors), San Francisco, Calif.

TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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Treasurer.....Nathaniel J. Block
Art Dir.....Walter Nehin
Prod. Mgr.....William Cook
Copy Chief.....Richard Mabry

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Exec. V.-P., Gen. Mgr.....F. C. Miller
Radio-TV Dir.....Clair Gross

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Phone: MUtual 6027

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Phone: MUrray Hill 7-6210

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608 Second Ave., S., Minneapolis 2, Minn.
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Phone: BALtimore 1-4997

Manager.....Bert Bremson
340 North Rodeo Drive, Beverly Hills, Calif.
Phone: BRAdshaw 2-2081

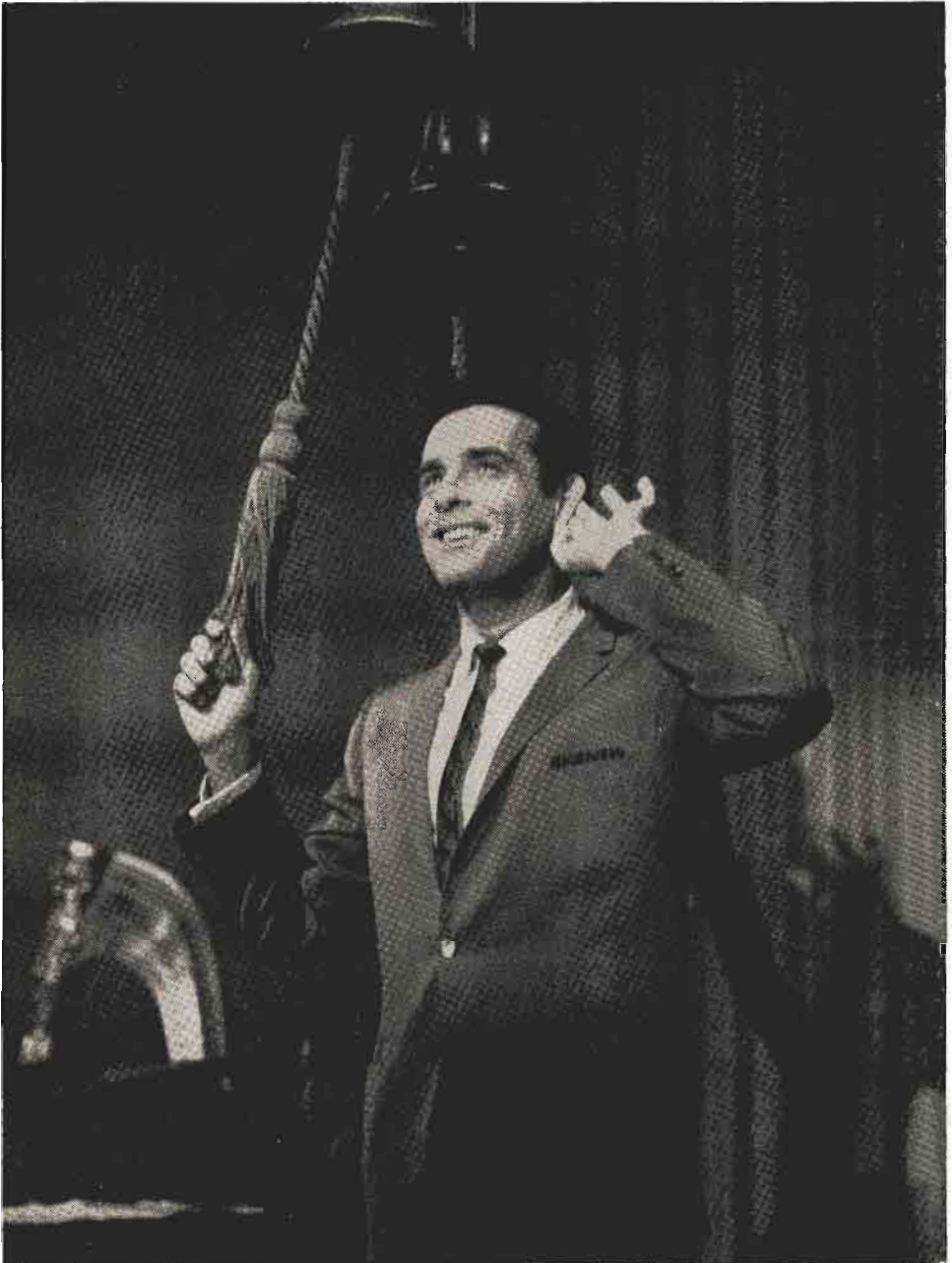
Manager.....Archie Jacobs
Radio & TV Accounts: Mutual of Omaha; Brandeis Store, Omaha; United Gas Corp., Houston; Storz Brewing Co., Omaha; Skinner Mfg. Co., Omaha.

ARTHUR BRAITSCH ADV.

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Secretary.....Roberta A. Rodgers
Time Buyer.....John A. Lorimer

Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Strand Theater,



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Weybosset Markets, White Pontiac Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).

TV Accounts: White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

J. CARSON BRANTLEY ADV. AGENCY

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TV Account: Carolina Bev. Corp. (Cheerwine), Isehour Brick & Tile, Banna Co., All Salisbury, N. C.

Estimated Radio Billings: \$100,000. Estimated TV Billings: \$25,000.

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310 Pine St., Green Bay, Wis. Phone: HEmlock 2-4650

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720 Fifth Ave., New York, N. Y.

Phone: Columbus 5-1004

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TV Accounts: AC Spark Plug Div., Gen. Motors Corp. (Spark Plugs Oil Filters, Fuel Pumps, etc.), Flint, Mich.; Oldsmobiles Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.; Harrison Radiator Div. (Radiators, defrosters, heaters, thermostats, car air conditioning systems, etc.), Lockport, N. Y.; Hyatt Bearing Div. (Hy-Roll Bearings, etc.)

Harrison, N. J.; New Departure Div. (Ball Bearings, bicycle coaster brakes, etc.) Bristol, Conn.; Saginaw Steering Gear Div. (Power and manual steering gears, etc.) Saginaw, Mich.

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Phone: OLYmpia 2-0810

Vice Pres..... Fred Keith
235 Montgomery Street, San Francisco
Phone: YUkon 6-2927

Vice Pres..... Ray Randall
Acct. Exec..... John McNeely

Radio Accounts: Reynolds Metals Co. (Farm Building Products, Aluminum Foil) New York, N. Y.; Air France (Airline) New York, N. Y.; United Artists Corp. (Motion Pictures) New York; Wilbur Clark's Desert Inn (Resort) Los Angeles; Paramount Pictures (Motion Pictures) Los Angeles.

TV Accounts: Reynolds Metals Co. (Aluminum) New York; United Paramount Theatres Corp.; Paramount Pictures, Los Angles, Calif.

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1680 N. Vine St., Hollywood 28, Calif.

Phone: HOllywood 4-7374

Manager..... Wendell Williams

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Phone: CA 7-1201

Acct. Exec.....Clyde Burleson

Radio Accounts: Alamo Carpet Co.; Great Western Loan & Trust Co. (Insurance); Groos National Bank; Hoffman-Hayman Coffee Co.; Houston Terrace (Homes); Jaffe Martin (Homes); Joe Kenny Insurance, all San Antonio; Mike Persia Chevrolet, Houston-San Antonio; The Quaker Oats Co., Chicago, Ill.; Studer's Inc. (Photography), San Antonio.

TV Accounts: Groos National Bank; Hoffmann-Tayman Coffee Co.; Jaffe Martin (Homes); Joe Kenny Insurance; La Vue Cosmetics, all San Antonio; Mike Persia Chevrolet, Houston-San Antonio; Russ and Company (Stocks & Bonds); Stowers Furniture Co. Studer's Inc. (Photography), all San Antonio.

Estimated Radio & TV Billings: \$432,000.

CO-ORDINATED ADV. CORP.

16 W. 46th St., New York 36, N. Y.

Phone: JUdson 2-2100

ABP

President.....Lester L. Wolff
 Exec. V.P., Treas., Time Byr. Irving Herz
 Vice Pres.....Arthur A. Peltz
 Vice President.....Louis DeNunzio
 Acct. Exec.....Morris M. Winer
 Mdisc. Dir.....Bud Crampton
 Office Mgr.....Jack Gracian

Radio Accounts: N. Dorman & Co. (Packaged Cheeses), New York; I. Rokeach & Sons, Inc. (Kosher Foods), Flushing, N. Y.; Sunrise Supermarkets Corp., Hicksville, N. Y.; Associated Food Stores, Jamaica, N. Y.; Pioneer Food Stores, Bronx, N. Y.; Swift & Co. (Packaged Meats), Chicago, N. Y.; Roselux Chemicals Co., Inc. (Starches & Bleaches), Brooklyn.

TV Accounts: General Baking Co., New York; Swift & Co., Chicago, N. Y.; Stouffers, Inc. (Frozen Foods), Cleveland, Ohio; I. Rokeach & Sons, Inc., Flushing, N. Y.; Roselux Chemical Co., Brooklyn; N. Dorman & Co., New York; Associated Food Stores, Jamaica, N. Y.; White Rock Beverages, Brooklyn.

COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.

Phone: RIttenhouse 6-7502

ABP—ANPA

Owner.....Eugene R. Tanz
 Office Manager.....Mrs. John Bilyi
 TV Director.....J. Kirkconnell
 Radio Bestg. Dir.....Paul Stern
 Art Director.....R. Rivers
 Radio Bestg. Dir.....Mrs. Mario Flamini

Radio Accounts: ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Brooks Clothing, Philadelphia; Badder & Snoko (Shoes) Philadelphia; Colonial Floor Covering, Philadelphia; Fox Petroleum Co. (Fuel Oil) Philadelphia; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Manchester Laundry, Philadelphia; Mort Co. (Hardware), Philadelphia; Sunset Beach (Amusement Park) Al-

monesson, N. J.; Tappins (Jewelry) Newark, N. J.; Day Stores (Clothing) New York, N. Y.; Viking Theatre, Philadelphia; Van Sciver Co. (Furniture) Philadelphia; Xcel Products Co. (Metal Storm Sash, Metal Awnings) Philadelphia; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.; Franklin Research Co. (Floor Wax), Philadelphia.

TV Accounts: Jim Brady Shoes, Philadelphia, Pa.; Export Import Clothing, Chester, Pa.; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Tappins Jewelry Stores, Newark, N. J.; Thornton-Fuller Co. (Automobiles) Philadelphia, Pa.; Viking Theatre, Philadelphia; Xcel Products Co., Philadelphia; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.

Estimated Radio & TV Billings: \$350,000.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.

Phone: OLYMPIA 5-6185

ABP—ANPA—AAAA—AFA

President.....J. Gorman Walsh
Sec.-Treas.....Kathleen A. Walsh
Vice Pres.....Ruth Craig
Account Executives.....J. Gorman Walsh
Kathleen A. Walsh, William H. Gordy,
George H. Straley

Radio, TV Time Buyers..J. Gorman Walsh,
Ralph R. Swann

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing) Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Security Trust Co., Wilmington, Del.; Group Hospital Service, Inc. (Blue Cross) Wilmington, Del.

Estimated Radio Billings: \$40,000.

THE CRANER-KRASSETT CO.

733 North Van Buren St., Milwaukee 2, Wis.

Phone: BRoadway 6-3500

AAAA—ABC—ABP—ANPA—AFA

President.....A. W. Seiler
Exec. Vice-President.....H. N. Pasteur
Exec. Vice-Pres.-Treas.....C. W. Faude
Secretary.....F. Aumuller
Vice-Pres. in Chg. Media.....L. H. Ness
Vice-Presidents.....H. Dyson, C. H. Brehm,
R. F. Timm, N. L. Telander

V.P., Radio-TV.....Roger W. LeGrand
Public Rel. Dir.....R. L. Christiansen
Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Execs.....K. Hegard,
J. Pritchard

Dir. of Marketing.....H. V. Swenson

Radio-TV Accounts: Blue Cross-Blue Shield; First Federal Savings & Loan Assn. of Wis.; First Wisconsin Nat'l Bank of Milwaukee, all Milwaukee; Frank's (Food), Racine, Wis.; Evinrude Motors Div. of Outboard Marine; Milwaukee Gas Co.; Wisconsin Telephone Co. all Milwaukee; A. O. Smith Corp. (Permaglas Water Heaters), Kankakee, Ill.

CROLLY ADV. AGENCY

42 E. Market St., Wilkes-Barre, Pa.

Phone: VALLEY 2-7191

ANPA

President.....Phil A. O'Neill
Vice President.....Thomas J. O'Neill

Accounts: Burschel Dairy Co., Scranton, Pa.; Jordan the Hatter (Men's Furnishings) Wilkes-Barre, Pa.; McLaughlin Funeral Service, Wilkes-Barre, Pa.; Nelson Brothers, Inc. (Upholstered Furnishings); Radio Stations WAZL, Hazleton, Pa.; WBRE, Wilkes-Barre, Pa.; WHLM, Bloomsburg, Pa.; WHOL, Allentown, Pa.; WIDE, Biddeford-Saco, Me.; WVDA, Boston, Mass.; Second National Bank, Wilkes-Barre, Pa.; TV Station WBRE-TV, Wilkes-Barre, Pa.; Vaughn's Bakery, Berwick, Pa.

CUNNINGHAM & WALSH, INC.

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

Phone: MURrav Hill 3-4900

AAAA—ANPA—ABP

Pres., Chmn. of Bd....John P. Cunningham
Sr. Exec. V.P.....Robert R. Newell
Senior V.P.'s.....George S. Fowler,
Herbert S. Fox, Carl R. Giegerich, Conklin
Mann, Newman F. McEvoy, William W.
Mulvey, William Revdel, Herbert Thwaite,
Fred H. Walsh, John S. Williams.

Sr. V.P., Secy.....Edward G. Comstock
Sr. V.P., Treas.....George A. Moran
V.P., Radio-TV.....Edward H. Mahoney
V.P., Crea. Gp. Head.....Joe McDonough
Exec. Producer.....William LaCava
Dir. Programming.....Jerome Feniger
Copy Supv.....Howard Doyle
Business Mgr.....Bernard Krause

Branch Offices

6 N. Michigan Ave., Chicago 2, Ill.

Phone: ANDover 3-3138

Exec. V.P.....Ivan Hill
Sr. V.P.....L. W. Scott
8721 Sunset Blvd., Hollywood 46, Calif.
Phone: OLYMPIA 2-5690

Manager.....William Peterson
2301 W. Third St., Los Angeles 57, Calif.
Phone: DUNKirk 8-2111

Exec. V.P.....Henry Mayers
Sr. V.P.....Sherman Slade
1660 Bush St., San Francisco 9, Calif.
Phone: PROspect 6-2600

Exec. V.P.....Franklin C. Wheeler
Sr. V.P., Gen. Mgr.....Jerome J. Cowen
Sr. V.P.....Robert Brisacher

Radio Accounts: Advisory Board for Promotion of Fresh California Bartlett Pears; American Cyanamid Co. (Farm & Home Div.); Bandini Fertilizer Co.; Beatrice Foods Co.; Canoga Park Savings & Loan; Chase Manhattan Bank; Colgate Palmolive Co. (Brisk, Super Suds); Contadina Foods (Tomato Paste & Whole Peeled Tomatoes); Crown Zellerbach (Zee Paper Products); Decca Records, Inc.; J. A. Folger & Co. (Coffee); Glendale Federal Savings & Loan; George W. Helme Co. (Snuff); Italian Line



(Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee, Inc. (Baked Goods); Muller Brothers; Narragansett Brewing Co.; New York News; Richmond Chase Co. (Hearts Delight & Diet Delight); Stokely Van Camp, Inc. (Pictsweet Frozen Foods); Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.

TV Accounts: American Cyanamid Co. (Farm & Home Div.); American Telephone & Telegraph (Yellow Pages); Beatrice Foods Co.; G. H. Beverage Corp. (Good Humor Soft Drinks); Brooklyn-Union Gas Co.; Chase Manhattan Bank; Colgate-Palmolive (Brisk); Crocker-Anglo National Bank; Crown Zellerbach Corp. (Chiffon Products); Eversharp, Inc.; J. A. Folger & Co. (Coffee); Hoffman Candy Co. (Cup-O-Gold Candy Bar); Italin Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee (Baked Goods); Narragansett Brewing Co.; New York News; George D. Roper (Gas Ranges); Sears, Roebuck & Co.; Smith Corona (Typewriters, Adding Machines); E. R. Squibb & Sons; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.

CURTIS ADVERTISING COMPANY

1 Park Ave., New York, N. Y.
Phone: PLaza 5-6333
ABP-APA

President.....Lawrence R. Curtis
Vice-President.....S. R. Coombs
Secy.-Treas.....Rose Berg
Art Director.....S. Kaufman
Prod. Mgr., Space Buyer....W. L. Gruen
Publicity Director.....I. Nichols
Radio-TV Dir.....L. R. Curtis
Copy Dir.....K. Groesbeck

Radio-TV Accounts: American Sponge & Chamois Co.; Apex Die Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories (Colorfilms); Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Gentry Magazine; Gotham Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Webb & Knapp, Inc.

DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.
Phone: ORegon 9-0600
AAAA-ANPA-ABC-ABP-AFA

Chmn. of Bd.....H. M. Dancer
President.....Clifford L. Fitzgerald
V.P., Sec'y, Gen. Mgr.....Fred T. Leighty
V.P., Treasurer.....W. F. Maughan
V.P., Radio-TV Dir.....J. J. Neale
V.P., Exec. Prod.....David O. Nyren

V.P., Radio-TV Comm.
Prod.....Norman Mathews
Business Mgr.....Herbert Berger

Branch Offices

221 N. La Salle Street, Chicago 1, Ill.
Phone: FI 6-4700

Exec. Vice-Pres.....F. Sewall Gardner
1680 N. Vine St., Hollywood 28, Cal.
Phone: HOLlywood 2-3256

V.P., Gen. Mgr.....Betty O'Hara
920 Russ Bldg., San Francisco, Cal.
Phone: DO 2-5107

V.P., Gen. Mgr.....Lawrence Dunham
200 St. Clair Ave. West, Toronto 7, Ontario
Phone WALnut 4-8425

V.P. & Mgr.....Gilbert Nunns
Radio-TV Accounts: Alliance Mfg. Co.; American Chiclé Co.; Carey Salt, Congoleum-Nairn; Falstaff Brewing Corp.; Family Circle; Fritos; Gen. Mills Co.; Sterling Drug, Inc.; U. S. Army and Organized Reserve Corp.; Ekco Products Co.; Nestle Co.; Best Foods; Peter Paul Co.; Pfaff Sewing Co.; Wine Growers Guild; Liggett & Myers Co.; Carter Products, Inc.; McKesson & Robbins, Inc.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CENTral 1-6700
AFA-AAAA-ABP-ANPA-ABC

President.....Harry W. Chesley, Jr.
Vice Pres.....Marvin D. McQueen
Mgr. Radio & TV Creative
Dept.....Robert E. Johnson

Mgr., Radio-TV Media Dept....Harry Renfro
Branch Offices

430 Park Ave., N. Y. 22, N. Y.
Phone: PLaza 8-2600

Chm. of Bd.....Robt. M. Ganger
Vice-President.....F. S. Ott
Terminal Tower Bldg., Cleveland 13, O.
Phone: TOWer 1-3911

Vice-President.....Stanley P. Seward
75 Bloor St. W., Toronto, Ontario, Can.
Phone: WALnut 1-3135

Vice-President.....G. P. Altenbernd
75 Eighth St. N.E., Atlanta 9, Ga.
Phone: TRinity 2-8815

Vice-President.....M. L. Boyd, Jr.
3540 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUNKirk 5-3171

Vice President.....Vern Eastman
Prudential Plaza, Chicago, Ill.
Phone: MICHigan 2-5332

Vice President.....W. C. Edwards
Mgr., Radio-TV Dept....Peter A. Cavallo, Jr.
Texas Nat'l Bank Bldg., Houston 2, Texas
Phone: CAPItol 4-9751

Vice-President.....J. Bob Wilson
Gibraltar Life Bldg., Dallas 1, Texas
Phone: RIVERSide 8-5817

Manager.....J. T. Dwyer
1125 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 1-7881

Manager.....J. C. Cowhey
Radio Accounts: Laclède Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.;



ADVERTISING AGENCIES



Gerber Products Co., Fremont, Mich.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Standard Oil Co. (Indiana), Chicago; Lance, Inc., Charlotte, N. C.; Houston Lighting & Power Co., Houston, Texas; Reardon Paint Co., St. Louis, Mo.; Patterson Sargent Paint Co., Cleveland, Ohio; Banquet Canning Co., St. Louis, Mo.; Brooks Foods, Inc., St. Louis, Mo.; Consolidated Foods Corp., Chicago; Doyle Packing Co., (Strongheart Dog Food) Chicago; Fedders-Quigan Corp. (Air Conditioners) N. Y. C.; Krey Packing Co. (Meat Products) St. Louis; Oak Farms Dairies, Dallas; Reddi-Wip, Inc. (Toppings) Los Angeles; St. Louis Globe-Democrat Publishing Co., St. Louis.

TV Accounts: Laclede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Standard Oil Co. (Indiana), Chicago; Houston Lighting & Power Co., Houston, Tex.; Reardon Paint Co., St. Louis, Mo.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Patterson-Sargent Paint Co.; Banquet Canning Co.; Brooks Foods, Inc.; Consolidated Foods Corp.; Doyle Packing Co.; Fedders-Quigan Corp.; Krey Packing Co. Oak Farm Dairies; Reddi-Wip, Inc.

HERSCHEL Z. DEUTSCH & CO., INC.

30 E. 60th St., New York 22, N. Y.
Phone: PLaza 3-1788
ABP-ANPA

PresidentHerschel Z. Deutsch
Secty.....M. A. Deutsch
Treas.Robert Stone
Media Director.....Madeleine Allison

Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.; Kilmer & Co., Inc. (Staze & Swamproot), Stamford, Conn.

TV Accounts: Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.

DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.
Phone: LOngacre 4-5900
ABP-APA-AAAA-ANPA-NBP

President.....Arnold R. Deutsch
Vice-President.....Van M. Evans
SecretaryHenry Geissenheimer
Art Dir.....Martin Schreiber
Research Dir.....Frank Coss

DITTMAN & KANE, INC.

225 S. 15th St., Philadelphia 2, Pa.
Phone: PE 5-1546
ANPA

Chairman.....H. M. Dittman
Pres., Treas., Radio-TV Dir....J. Jessie Kane

V.P., Acct. Exec.....Paul Kane
Sec'y., Copy Chief.....E. Horwitz
Art Dir.....Samuel Irving
Publicity Dir.....Phoebe Seigle

DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.
Phone: JUNiper 5-3193
ANPA-ABP

Acct. Execs.....Warwick Anderson,
George W. Emerson, D. Larry Barker, James
T. Richardson
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin
Art Director.....Joseph V. Rigby
Radio Accounts: Federal Chemical Co. (Fertilizer); Commonwealth Life Inc. Co.; First National Bank (also TV); Brown Hotel Co., all Louisville, Ky.

Estimated Radio & TV Billings: \$54,400.

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

530 Fifth Ave., New York 36, N. Y.
Phone: YUkon 6-6500

AAAA-ABC-ABP-ANPA-APA-NOAB
Chr. of the Bd.....Donald K. Clifford
Pres., Secy.....William E. Steers
Treasurer.....Nelson O. Argueso
Asst. Secy.....Marie L. Brennan
Vice Presidents.....Francis J. Doherty,
Joel F. Jacobs, Harry M. Ireland, William
E. Holden, Robert Hayes, John H. Owen,
James R. Frankenberg, Robert M. Curtis,
Martin Oeschner.

V.P., Creative Dir.....James F. Egan
V.P., Art Dir.....Robert E. Shaw
V.P., Publicity Dir.....Richard Fehr
V.P., Dir Pro-
fessional Div.....Dr. William T. Strauss
V.P., Dir. of Research...Lawrence J. Hubbard
V.P., Media Dir.....Donald H. Quinn
V.P., Dir. Radio-TV Programming,
ProductionHal James

V.P., Dir. Radio-TV
CommercialsHarry Bressler
V.P., Copy Superv.....Howard S. Foley
V.P., Production Mgr....William Stollowitz
V.P.'s.....John Rockwell, Phillip Brooks
Exec. Comm. Prod.....Robert Nathe
Radio-TV Time

Buyers...Robert Widholm, Samuel B. Vitt
Radio Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum, Regutol), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Ricciardi, Reid's, Horton's, Borden's Ice Cream); Fulham Bros. (4 Fishermen Frozen Fish Prods.)

TV Accounts: Bristol-Myers Co. Ipana, Vitalis, Mum, Mum Mist, Ammens, Theradan, Minit Rub), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum, Regutol, Feen-A-Mint, Chooz), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co.



(Ricciardi, Horton, Reid and Borden Ice Cream), New York, N. Y.; Fulham Bros. (4 Fishermen Frozen Fish Prods.)

RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.
Phone: MILton 3-1113

Pres.-Treas.....Ralph L. Dombrower, Sr.
V.P., Time Buyer..Ralph L. Dombrower, Jr.
Sec'y.....Malcolm B. Dombrower
Art Director.....Hobart Britton
Radio, TV Dir., Talent
Buyer.....T. Michaux Moody
Media Dir.....Janet Hanson

Branch Office

Woodward Bldg., 15th & H Sts., N.W.,
Washington, D. C.

Phone: REpublic 7-1420

ManagerPhilip Rosenfeld
Radio Accounts: Etchison Hat Co., Inc.,
Chesterfield Hat Corp.

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: COlumbus 5-2772

President.....E. J. Churchill
V.P., Chrmn. Plans Bd.....Wm. Schneider
Exec. V.P.....Walter Weir
Vice Pres.....Lewis F. Owen
Media Dir.....Daniel M. Gordon
Dir. Gen. TV & Radio.....Carl Rigrod,
John Held

TV-Radio Dept. Bus. Mgr.....Evelyn Jones

Branch Offices

258 Hurt Bldg., Atlanta 3, Ga.
Phone: MUrray Hill 8-5662

Vice-President.....H. L. Morrill
830 Merchandise Mart, Chicago 54, Ill.
Phone: SUperior 7-8969

PresidentArthur Grossman
3243 Wilshire Blvd., Los Angeles, Calif.

Phone: DUmkirk 1-2221

Exec. V.P., Gen. Mgr.....Richard C. Moses
1410 Stanley St., Suite 504, Montreal, Que.,
Canada

Phone: BElair 8614

Managing Dir.....Kenneth U. Lunny
Radio Accounts: N. Y. Herald-Tribune;
Burlington Mills, Inc. (Bur-Mil Cameo Hosiery);
N. Y. World-Telegram & Sun; River
Brand Rice Mills, Inc.; E. T. Babbitt, Inc.;
MGM Pictures), all New York; Scholl
Mfg. Co. (Foot Comfort Remedies), Chicago,
Ill.; Chemway Corp. (Lady Esther), Moun-
tain View, N. J.

TV Accounts: Burlington Mills, Inc. (Bur-
Mil Cameo Hosiery); N. Y. Herald-Tribune,
both New York; Scripto, Inc. (Pens & Pen-
cils), Atlanta, Ga.; Corn Products Refining
Co. (Bosco); E. F. Drew & Co., Inc. (Tri-Nut
Margarine), both New York; Chemway Corp.
(Lady Esther), Mountain View, N. J.; Norge
Corp. (Auto. Washers & Dryers), Chicago,
Ill.; National Presto Ind., Inc. (Electric
Housewares), Eau Claire, Wis.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOodward 5-7400

President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-PresidentFelix Hower
Sec'y.....Ben Goldstein
Media Buyers.....Donald E. Leonard,
Mrs. Ellen K. Dryer
Media Dept.....Arne K. Ramberg
Time Buyers.....Wilfred B. Doner,
Charles F. Rosen, Felix Hower, Julian A.
Grace, Ellen K. Dryer

Branch Offices

35 E. Wacker Dr., Chicago, Ill.
Phone: ANdover 3-7800

Vice Pres.....Marvin H. Frank
1324 W. Wisconsin, Milwaukee 3, Wis.
Phone: WEst 3-9315

Mgr.....Gil Bremeister
2225 N. Charles St., Baltimore 18, Md.
Phone: BElmont 5-1212

Vice Pres.....Herb Fried

Radio Accounts: Charlie's Olds-Cadillac;
Detroit Cramery (Sealtest Milk & Ice
Cream); The Detroit News; Federal Dept.
Stores; Hygrade Food Products (Meat &
Meat Products); Kessler Buick; Jerry Mc-
Carthy Chevrolet; Radio Distr. Co. (Norge
& Zenith Appliances); Rox Masonry Paint;
Manufacturers Nat'l Bank, all Detroit; Chi-
cago Retail Furniture Assn.; Gingiss Bros.,
Inc. (Formal Wear Rental); Gordon Buick
Co.; Kelley Paint Co.; Peter Pan Restau-
rants; Richards Drive-In Restaurants; Pe-
troleum Heat & Power; Plastone Co. (Turtle
Wax Auto Polish); Holsum Bread, all Chi-
cago, Ill.; Wisconsin Independent Oil Co.,
Milwaukee, Wis.; Coastal Foods, Phillips
Div. (Canner Vegetables & Soups); Family
Finance, both Baltimore, Md.; Holsum Pro-
ducts Co. (Food Processor), Ruby Chevrolet,
Inc., both Milwaukee, Wis.; Atlantic Brewing
Co.; Z. Frank, Inc. (Chevrolet Dealer); Wm.
A. Lewis Co. (Women's Clothier); Lincoln
Radio & TV, all Chicago, Ill.

TV Accounts: Charlie's Olds-Cadillac; Hy-
grade Food Products; Jerry McCarthy Chev-
rolet; Radio Distr. Co.; Manufacturers Nat'l
Bank, all Detroit; Coastal Foods (Phillips
Div.); Family Finance, both Baltimore, Md.;
Holsum Products Co.; Ruby Chevrolet, Inc.,
both Milwaukee, Wis.; Atlantic Brewing Co.;
Z. Frank, Inc.; Wm. A. Lewis Co.; Lincoln
Radio & TV; Petroleum Heat & Power; Hol-
sum Bread, all Chicago, Ill.; Wisconsin In-
dependent Oil Co., Milwaukee, Wis.

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOorth 4-0700

Chairman of Board.....Wm. H. Long, Jr.
Vice-Board Chairman...Walter H. Burnham
President.....Louis W. Munro
Exec. V.P.....George Erickson
Radio & TV Dir.....A. Hundley Griffith

Branch Offices

208 S. LaSalle St., Chicago 4, Ill.

Phone: **C**entral 6-9132V.P. & Res. Mgr.....Chas. C. Greene
60 Batterymarch St., Boston 10, Mass.Phone: **H**ubbard 2-5665Vice Pres. in Chge.....W. J. Sheehan
425 Bush St., San Francisco 9, Cal.Phone: **Y**ukon 2-4080V.P., Pacific Coast Mgr.....Ronald Brindley
1616 Walnut St., Philadelphia 3, Pa.Phone: **K**ingsley 5-0700

V.P. in Charge.....Philip Livingston

Radio Accounts: Chemical Corn Exchange Bank; Franklin Savings Bank; Bank of New York; Kidder Peabody & Co.; Calvin Bullock, Ltd.; Diamond Match Co. (Diamond Charcoal Briquets); Paine Webber, Jackson & Curtis; Shearson Hammill & Co., all New York; Waltham Savings & Loan Assn., Pastene Wine & Spirits Co. (Pastene Wine), Boston, Mass.

TV Accounts: Chemical Corn Exchange Bank; Diamond Match Co. (Matches, Diamond Charcoal Briquets); Calvin Bullock, Ltd.; Smith, Kline & French (Institutional); National Assn. of Insurance Agents, all New York.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: **H**ubbard 2-8050**ANPA—NBP**President.....John C. Dowd
Exec. V.P.Edward D. ParentRadio & TV Dir.....Joseph L. Tully
Space & Radio Time Buyer..Wm. Monaghan

Radio Accounts: Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Blacksmith Shop Patries (Bread), Rockport, Mass.; Elec. Light & Power Companies of N. E.; Merchants Acceptance Corp.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Cott Bottling Co. of R. I. (Soft Drinks); First National Stores (Food), Somerville, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc. (Luggage), West Warwick, R. I.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

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

Phone: **M**urray Hill 8-1275**APA—PPA—ABP—ANPA**

President.....John C. Dowd
Exec. Vice-Pres.....Edmund F. Johnstone
Controller.....John K. Dahme
V.P., Gen. Mgr.....Michael A. Raymond
V.P.Milton H. Raymond
Radio-TV Director.....William Lyons
Asst. to Radio-TV Dir.....Shirley Holdridge

Radio and TV Accounts: Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.; Cott Beverage Co. (Soft Drinks), New Haven, Conn.; Rapidol Dist. Corp. (Blensol), New York; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Wearever Pens & Pencils), N. Bergen, N. J.; Chas. Pfizer & Co. (Candettes, Bonadettes), Brooklyn, N. Y.; Revlon Products, Inc. (Sun Bath); Swanee Paper Corp., both New York.

DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.

Phone: **L**Ongacre 5-7878**AAAA—ABC—ABP—ANPA—AFA**

PresidentWilliam Bernbach
Exec. Vice Pres.....Ned Doyle
V.P., Gen. Mgr.....Maxwell Dane
Plans, TV Director.....Marvin Corwin
Time Buyers.....Jerry Sachs, Jan Stearns
Media Director.....Harry Parnas
Radio-TV Producer.....Don Trevor
Radio-TV Prod., Bus. Mgr.....Joan Walker

Branch Office

6399 Wilshire Blvd., Los Angeles, Calif.

Phone: **W**EHster 8-3781Vice President.....T. H. Factor
Media Dir., Space,

Time Buyer.....Claire Koren
Radio, TV Dir., Talent Buyer...Ben Norman
Radio-TV Prod.....Bob Gips

Radio Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Sons (Noodles, soups, etc.), Long Island City, N. Y.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On Drugs, Los Angeles, Calif.; B. T. Babbitt, Inc. (Glim); Barton's Candy, both New York; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

TV Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Son (Noodles, soups, etc.), Long Island City, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On-Drugs, Los Angeles, Calif.; B. T. Babbitt, Inc. (Glim), New York; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

Estimated Radio & TV Billings: \$7,000,000.

ROY S. DURSTINE, INC.

655 Madison Ave., New York 21, N. Y.

Phone: TE 8-4600

AAAA—ABC—ANPA

President.....Roy S. Durstine
 Exec. V.P.....C. W. MacKay
 Vice-President.....Jack Kaduson
 Prod. Mgr.....Fred Otto
 Head Art Dir.....Harvey A. Spooner
 Assoc. Art Dir.....J. Burton Stevens
 Radio-TV Time Buyer.....Dorothy Barnett
 Media Dir.....Thomas Jennings
 Account Executives.....E. Bresett,
 J. Roth, F. Dyson, R. Durstine, Robert
 Neuser

Branch Offices

3440 Wilshire Blvd., Los Angeles, Calif.

Phone: DUnkirk 8-3411

Vice Pres.....William D. Sloan
 Production.....Gertrude H. Lieblich
 1736 Stockton St., San Francisco, Calif.
 Phone: EXbrook 7-0456

Vice Pres.....Robert Whitehead
 V.P., Dir. of Marketing.....Niel Heard

Radio Accounts: Alemite Co. of Northern Calif. (Motor Oil), San Francisco, Calif.; Ambassador Hotel, Los Angeles, Calif.; White Rock Co. (Dietonic Beverages) Los Angeles, Calif.; Lady's Choice Foods (Canned Foods), San Francisco, Calif.; Roman Meal Co. (Cereal & Muffin Mix), San Francisco, Calif.; Mason, Au & Magenheimer (Mason Mints & Dots), New York.

TV Accounts: Wine Advisory Board of California, San Francisco; Alemite Co. of Northern California, San Francisco; White Rock Co. (Dietonic Beverages), Los Angeles, Calif.; Lady's Choice Foods, Inc., San Francisco; Roman Meal Co., San Francisco; Mason, Au & Magenheimer, New York.

EDELSTEIN-NELSON ADV. AGENCY, INC.

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

Phone: ANover 3-3867, DEarborn 2-5976

ABP—APA

President.....Edward Edelstein
 Art Dir.....Raymond Raufeisen

ELLINGTON & CO., INC.

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

Phone: MUrray Hill 7-4300

ANPA—APA—NOAB—PPA—ABC

Chairman.....Jesse T. Ellington
 President.....Chauncy C. Landon
 Exec. Vice Pres.....William A. Bartel
 Vice Presidents.....Charles
 Marshall, Miss Van Davis, Hugh Lewis,
 Howard Rigby, Geraldine Reed Hodgson,
 Ella Howard, Terence McGrath, Joseph
 Hochreiter, James Kelly

Treas. & Secy.....Edward Lloyd
 V.P., Dir. Radio & TV.....A. Burke Crotty
 Media Dir.....Dan Kane
 Crea. Supv., Radio-TV.....Harry Bailey

Radio Accounts: Celanese Corporation of

America (Yarns, Fabrics, Plastics), New York, N. Y.; Cunard Steamship Lines; Cities Service Oil Co.; Spring Mills (Sheets); Vick Chemical Corp. (Sofskin); Houbigant (Perfumes & Cosmetics), all New York; Ambassador & Sherman Hotels; Manger Hotel Chain; Cabin Crafts, Inc. (Floor Coverings); Ceribelli & Co. (Brioschi Anti-Acid).

TV Accounts: Celanese Corp. of America (Yarns, fabrics, plastics); Cunard Steamship Lines; Cities Service Oil Co.; Springs Mills; Vick Chemical Corp.; Houbigant, all New York; Cabin Crafts (Floor Coverings); Heritage Furnit.

ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.

Phone: CL 6780

ABP—APA—ANPA—NOAB

NBP—CONA—CAB

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

Acct. Execs.....Michael F. Ellis, Jr.,
 Maxwell E. Ellis, Seymour Goodman, Karl
 Manhardt

Radio Director.....Beatrice Haniford

TV Director.....Wilma Buchman

Art Dir.....James Howes

Prod. Mgr.....Richard Joseph

Branch Offices

77 York St. W., Toronto, Ont.

Phone: Wa 9902

Manager.....Al May
 738 Valley Way, Niagara Falls, Ont., Canada
 Phone: ELgin 4-4015

Exec.....George McLean
 65 East 55th St., New York 22, N. Y.

Phone: PLaza 1-2323

President.....Curt J. Mann
 Hav-Nash & Assoc.

137 Chestnut St., Rochester, N. Y.

Phone: BAKer 8610

Manager.....Hav Nash, Jr.
 14 Baywater, Ottawa, Ont.

Manager.....Gordon Fairburn

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.

Washington 6, D. C.

Phone: STerling 3-2222

ABC-ANPA

President.....Robert J. Enders

Exec. V.P.....Howard A. Enders

Vice-President.....Rudy Vallee

Sec.-Treas.....Melvin Alan Bank

Art Director.....Fred Waller

V.P., Motion Picture Div....Robt. L. Friend

Publicity Dir.....Sylvia Edlen

Production Manager.....Stanley S. Base

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

711 Third Ave., New York 17, N. Y.

Phone: OXFord 7-4500

AAAA—ABC—ABP—ANPA

President.....David B. Williams

Chmn. of Board.....Robert M. Watson

Chrmn. Finance Comm.: Howard D. Williams
 Exec. V.P. & Mgr. Jere Patterson
 V.P., Dir. of Media Harry Way
 V.P., Radio-TV Dir. Rollo W. Hunter
 Media Group Supvs. William Hunter,
 Anthony Gee
 Head Time Buyer Vincent De Luca

Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.
 Phone: FInancial 6-1833

Chrmn. Exec. Comm. Roswell W. Metzger
 Exec. V.P. Haakon B. Groseth
 Exec. V.P. Lorry R. Northrup
 V.P., Gen. Mgr. Frederick J. Wachter
 V.P., Radio-TV George B. Anderson
 Radio-TV Dir. Elliott M. Moore
 V.P., Media John L. Gwynn
 5045 Wilshire Blvd., Los Angeles 36, Calif.
 Phone: WEbster 1-1211

Exec. V.P., Pac. Coast

Mgr. Emmett C. McCaughey
 V.P., Media & Res. Dir. Roger M. Johnson
 V.P., Radio-TV Dir. Robert L. Redd
 Time Buyer, Dir. Charles Helfrich
 Carew Tower, Cincinnati 2, Ohio
 Phone: GARfield 1-5800

V.P., Mgr. John L. Magro
 Suite 515, Adolphus Tower, Dallas 2, Texas
 Phone: Rlverside 1-6453

Manager Alex Pappas
 Suite 307, Old Nat'l Ins. Bldg., Houston 4,
 Texas
 Phone: JACkson 4-7531

V.P., Mgr. T. F. Keady
 3 Penn Center, Philadelphia 2, Pa.
 Phone: LOcust 4-3551

Exec. V.P. James B. Briggs
 V.P., Gen. Mgr. I. Orrin Spellman
 2650 University Ave., St. Paul 14, Minn.
 Phone: MlDway 5-7711

Manager Wm. M. Amundson
 235 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 2-4616

V.P., Mgr. Frank A. Helton
 610 Church St., Toronto 5, Ont., Canada
 Phone: WALnut 1-5187

V.P., Man. Dir. Ralph L. Lawson
 840 Nat'l Press Bldg., Washington 4, D. C.
 Phone: EXecutive 3-6730

V.P., Mgr. Donald J. Wilkins

Radio Accounts: Albers Milling Co. (Cereals, Dog Foods, Cat Food), Los Angeles; Allied Florist Assoc. of Illinois, Chicago; Angostura-Wuppermann Corp. (Angostura Bitters), New York; Apparatus Distributors, Inc. (General Electric Distr.), Brooklyn; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; The Baldwin Piano Co. (Pianos & Organs), Cincinnati; The Barbasol Co., Indianapolis; Caloric Appliance Corp. (Gas Appliances), Philadelphia; Campana Sales Co. (Aids-Vitamin & Mineral Candy, Italian Balm Hand Lotion), Batavia, Ill.; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; Consolidated Cigar Sales Co., Inc. (Dutch Masters), New York; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland,

Md.; First National Bank of St. Paul, Minn.; Frito Co. of Cleveland (Fritos, Chee-tos, Ta-tos), Barberton, Ohio; Frito Co., Western Div. (Fritos, Chee-tos, Ta-tos), Los Angeles; Frito New York, Inc. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels, Pop Corn Pak), Mamaroneck, N. Y.; Frito Tri-State Corp. (Fritos, Chee-tos, Baken-ets), Philadelphia; General Electric Co., Air Conditioning Div., Bloomfield, N. J.; General Development Corp. (Real Estate Development), Miami, Fla.; General Electric Supply Co., Houston, Tex.; Janney, Semple Hill & Co. (Paints, Hardware), Minneapolis; Kenton Pharmacal Co. (Sal-Fayne), Covington, Ky.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield), St. Paul; Pacific Finance Corp., Los Angeles; Safeway Stores, Inc., Fairfax Baking Co. (Breads), San Francisco; Serta Associates, Inc. (Mattresses & ation (Sioux Bee Honey & Honey Bread), Sioux City, Iowa; A. E. Staley Mfg. Co., Ind'l Box Springs), Chicago; Sioux Honey Assoc. Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Strawbridge & Clothier (Department Store), Philadelphia; Texas State Optical Co., Houston; Edward K. Tryon Co. (Hardware Wholesaler), Philadelphia; U. S. Air Force (Recruiting), Washington, D. C.; Waxed Paper Merchandising Council, Inc., Chicago; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles; Wm. Wrigley, Jr. Co. (Doublemint Gum), Chicago.

TV Accounts: Albers Milling Co. (Cereals, Dog Foods, Cat Food), Los Angeles; Apparatus Distributors, Inc. (General Electric Distr., Brooklyn; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; The Baldwin Piano Co. (Pianos & Organs), Cincinnati; The Barbasol Co., Indianapolis; Brown & Williamson (Du Maurier Cigarettes), Louisville, Ky.; Caloric Appliance Corp. (Gas Appliances), Philadelphia; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; Consolidated Cigar Sales Co., Inc. (Dutch Masters), New York; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; Emery Industries, Inc. (Sanitone Dry Cleaning Process, Industrial Chemicals & Plasticizers), Cincinnati; Frito Co. of Cleveland (Fritos, Chee-tos, Ta-tos), Barberton, Ohio; Frito Co.; Western Div. (Fritos, Chee-tos, Ta-tos), Los Angeles; Frito New York, Inc. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels, Pop Corn Pak), Mamaroneck, N. Y.; Frito Tri-State Corp. (Fritos, Chee-tos, Baken-ets), Philadelphia; General Electric Co., Air Conditioning Div., Bloomfield, N. J.; General Development Corp. (Real Estate Development), Miami, Fla.; General Electric Supply Co., Houston, Tex.; Gulf States Utilities Co., Houston, Tex.; In-



stant Milk Co. (Carnation Instant Milk, Carnation Instant Chocolate Drink), Los Angeles; Janney, Semple Hill & Co. (Paints, Hardware), Minneapolis; "Jenny" Mop Div., Personal Products Corp. (Disposable Toilet Cleaners), Milltown, N. J.; Keesbey & Mattison Co. (Asbestos Products), Ambler, Pa.; Kenton Pharmaceutical Co. (Sal-Fayne), Covington, Ky.; Lawn-Boy (Rotary Powered Mowers), Lamar, Mo.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Merck & Co., Chemical Div. (Animal Health Products, Feed Ingredients), Rahway, N. J.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield), St. Paul; Minnesota Mining & Mfg. Co., Graphic Products Div. (Scotchlite Reflective Sheeting, 3-M Photo-Offset Printing Products; Duplicating Products Div., Thermo-Fax Copying Products), St. Paul; Rootes Motors, Inc. (Hillman, Rover, Sunbeam & Humber Automobiles), Long Island City, N. Y.; Safeway Stores, Inc., Fairfax Baking Co. (Breads), San Francisco; Simon Mattress Mfg. Co. (Serta Mattress, Furniture), San Francisco; Simple Simon Frozen Foods (Frozen Dessert & Meat Pies, Cream Pies, Cakes, Cookie Rolls), Los Angeles; A. E. Staley Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Strawbridge & Clothier (Department Store), Philadelphia; Texas State Optical Co., Houston; Toastmaster Div., McGraw-Edison Co., Elgin, Ill.; U. S. Air Force (Recruiting), Washington, D. C.; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles.

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York 17, N. Y.
Phone: OXFord 7-1600
AAAA—ANPA—APA

President.....James J. Houlahan
Exec. V.P.....G. I. Chatfield
V.P., Asst. to Pres...Dr. Wallach H. Wulfeck
Treasurer.....E. H. Cummings
V.P., TV Dir.....Mitchell Johnson
V.P. Chg. TV Commercial.....Joseph Forest
V.P. & Secy.....John Peace
Radio Time Buyer.....Richard Grahl

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
Phone: HOLlywood 2-6305

TV Comm. Prod.-Dir.....Arnold J. Wester
Radio Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" antifreeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Pacquin, Inc. (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

TV Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" antifreeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Pacquin, Inc.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

ETTINGER ADVERTISING AGENCY INC.

320 Fifth Ave., New York, N. Y.
Phone: PE 6-0930
ABP—NBP

President.....Joel H. Ettinger
Vice-Pres.Audrey Ettinger
Art Dir.....Martin Stein
Copy Chief.....Bill Stearns
Media, Space Buyer.....Seth Diamond
Television Dir.....Michael Lippert
Research Dir.....Cy C. Chaiken

Accounts: Brook's Men's Shops; Carolina Paper Mills; Exeter Hosiery Mills; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Worklon Inc.

EVANS-WORK ADV. AGENCY

624 E. Capitol Ave., Springfield, Ill.
Phone: 2-8868

President.....Clarence R. Evans
Secy.-Treas.John Robert Work
Art Director.....Thomas M. Costa

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.
Phone: 2-6109
ABP—APA

President, Radio-TV Dir...John T. Farquhar
Vice-President.....Ted R. Darvoe
Vice-President.....Robert F. MacFarland
Treasurer.....Jay C. Anderson

Radio Accounts: Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Rome Savings Bank, Rome; C. A. Durr Packing Co., Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Utica Brewing Co., Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.; Sunshine Dairies, Inc., Utica, N. Y.; Enchanted Forest (Travel Attraction), Old Forge, N. Y.

Estimated Radio Billings: \$30,000.

TV Accounts: Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.

Estimated TV Billings: \$25,000.

FEIGENBAUM & WERMEN ADVERTISING AGENCY, INC.

1922 Spruce St., Philadelphia 3, Pa.
Phone: LOcust 7-1466

President.....Harry Feigenbaum
Exec. Vice Pres.....David Wermen
Radio-TV Dir. Time Buyer...Morton Yanow
Director Graphic Arts.....Allen Greenfield
Art Director.....Edward Schorr
Production Manager.....Marvin Wermen
Research Director.....Paul Feigenbaum
Radio-TV Copy Supv.....Betty Silberman



Acct. Execs.....Harry Feigenbaum, David Wermen, Leonard Schorr, Jay Beneman

Radio Accounts: Yankee Maid Meat Products; Kings Wine; Professional Laundry Foundation; Midwest Laundry Foundation; Lou Block Motors; Sears-Roebuck; Royalist Cigars; Pioneer Industries, Inc. (Men's Accessories); Phillis Cigars; White Sewing Machine.

TV Accounts: Blumenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Midwest Laundry Foundation; Yankee Maid Meat Products.

COURTLAND D. FERGUSON, INC.

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

Phone: NAtional 8-7713

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Art Director.....Gilbert Meekins
Time Buyer.....Nan Hannum

Radio Accounts: Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Transfer & Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Baltimore.

TV Accounts: Smith's Transfer & Storage Co., Washington, D. C.; Mrs. Keane's Beefsteaks (Frozen), Washington, D. C., Virginia and New England; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia.

LAWRENCE FERTIG & CO., INC.

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

Phone: MURray Hill 9-7100

ABP-ANPA-APA-NBP

President-TreasurerLawrence Fertig
Sec'y, Vice-President.....Philip Lukin
Media Director.....Miss Selma Grosswirth
Art Directors...Tony Palazzo, Stanley Dusek
Production Manager.....Joseph Cesare

Accounts: DeKuyper, John, & Son Inc., Jersey City, N. J.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

ROBERT G. FIELDS & CO.

1100 Sudekum Bldg., Nashville 3, Tenn.

Phone: AL 6-1977

ABP

President, Treas.....Robert G. Fields
SecretaryCarolyn Gregg
Account Executive.....R. L. Fields

Radio Accounts: Jacobs Packing Co. (Meats); Blood Bank Foundation (Plasma); Spring Hill Cemetery (Burial Plots); St. Bernard Coal Co. (Coal and Building Supplies); Farrar Furniture Stores, all Nashville, Tenn.

TV Accounts: Nashville Bank & Trust Co.; Jacobs Packing Co. (Meats); Farrar Furniture Stores, all Nashville, Tenn.

FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.

Phone: HEnderson 2-8200

ANPA

Pres., TV Dir.....Michael A. Fiore
V.P., Radio Dir.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Media Research Dir.....Bernice Effinger
Merch. Dir.....John Critelli
Acct. Executives.....B. E. Geise, William Prusan, William Bloomer, A. Bryant

Radio & TV Accounts: Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Ambesol Co. (Antiseptic), Newark, N. J. (Radio only); Sardeau, Inc. (Sardo), N. Y. C.; Lane & Young, Inc. (Office Eq.), Newark, N. J.

Estimated Radio & TV Billings: \$960,000.

M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 26, Ill.

Phone: CEntral 6-6226

Owner, Rcct. Exec.....Jack L. Fisher, Sr. Co-Owner,

Acct. Exec.....Jack L. (Bud) Fisher, Jr.
Bus. Mgr., Acc. Exec...Robert A. Weiner
TV Time Buyer.....Helene Heinz
Copy Chief.....Alan Fishburn
Art Director.....Harry Miller
Publicity Director.....Herb Carlin
Radio Time Buyer.....Donna Stuart

Radio Accounts: Allied Artists Pictures (Motion Pictures); Sittler Bros. (Horse-radish); Bell Savings & Loan Assn. (Institutional); Jensen Movers; Charles Keeshin, Inc. (Poultry); Concrete Products, Inc. (Paint); National Foundation for Infantile Paralysis (Charity); North American Mushroom, all Chicago, Ill.; Anderson Loan Assn. (Institutional), Anderson, Ind.; Universal-International Pictures (Selected Areas), New York & Chicago; Beauti-Vue Products (Bamboo & Woven Wood), Chicago.

TV Accounts: Bell Savings & Loan Assn., Chicago; Tam O' Shanter Country Club, (Golf Touranments), Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; Oncrete Products (Paint); North American Mushroom; Beauti-Vue Products (Bamboo & Woven Wood), Chicago.

FITZGERALD ADVEHTISING AGENCY

Lee Circle Building, New Orleans 13, La.

Phone: TULane 3131

AAAA-ABC-ABP

Officers.....Joe L. Killeen, Jos. H. Epstein, Roy M. Schwarz, Leonard Gessner, E. W. Rector Wooten, Warren G. Posey, Donald Halsey, Harley B. Howcott, Robert Carley
Radio-TV Dir.....William Thomas
Assistant Director.....E. Boyd Seghers, Jr.
Radio-TV Time Buyer..Mrs. Marie O'Meara
Radio-TV Time Buyer.....Margaret Stair



ADVERTISING AGENCIES



Radio Accounts: Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; H. G. Hills Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Soco and Crustene Shortening), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La.; McIlhenney Co. (Tabasco Sauce), Avery Island, La.; Nat Buring Packing Co., Inc. ("King Cotton" Brand Packaged Meats), New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godehaux Sugars, Inc. (Sugar), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La. Alabama-Georgia Syrup Co. (Alaga Syrup), Mont., Ala.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.; Maison Blanche Dept. store, New Orleans; Austex Foods, Inc. (Canned Meats), Austin, Tex.; Pioneer Flour Mills, San Antonio, Tex.; Jack's Cooky Co., Baton Rouge, La.; Nat Buring Packing Co., Inc. ("King Cotton" Packaged Meats), New Orleans, La.

HAROLD E. FLINT & ASSOCIATES

615 Second Ave. No., Fargo, N. D.

Phone: 5-5333

ABP

President.....Harold E. Flint
 Secretary.....Richard Rosenthal
 Treasurer.....Lee A. Holland
 Prod. Dir.....Donald R. Nelson

Radio Accounts: Chamber of Commerce; Fargo Farm Equipment, both Fargo, N. D.; Melrose Mfg. Co. (Farm Implements), Gwinner, N. D.; Merchants National Bank; Red River Valley Fair (Agricultural Fair), both Fargo, N. D.; Otter Tail Power Co., Fergus Falls, Minn.

Estimated Radio Billings: \$9,530.

TV Accounts: C & M, Inc. (Farm Implements), Fargo, N. D.; Erskine Sales Corp. (Farm Implements), Erskine, Minn.; Fargo Foundry Co. (Agricultural Sprayer); Greater North Dakota Assn. (PR and Industrial), both Fargo, N. D.; Melroe Mfg. Co. (Farm Implements), Gwinner, N. D.; North Dakota Farmers Union (Institutional), Jamestown, N. D.; North Dakota Hospital Service Assn. (Blue Cross), Fargo, N. D.; Otter Tail Power Co., Fergus Falls, Minn.

Estimated TV Billings: \$45,950.

FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.

Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley

Radio Accounts: I. J. Fox, Inc. (Retail

Furrier), Nokes-Findlay Wallpaper & Paint Co., Cleveland; Stanley Furniture Co. (Furniture & Appliances), Cleveland.

RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-6302

AAAA-ABC-ABP-ANPA-NOAB

President.....Charles H. Eyles
 Senior V.P., Sec'y, Treas.....Lee E. Hood
 Exec. V.P.....A. Edward Morgan
 V.P.-Media Director.....Wesley Winning
 V.P., Copy Dir.....Frank J. Corkery
 Vice Presidents.....Frank M. Knight, Jr.,
 Earle Steiert, Russell Gray, Jr.

Time Buyer.....Alice Mooney

Radio Accounts: Abbotts Dairies, Inc., Philadelphia; Baltimore & Ohio Railroad (Passenger Div.), Baltimore; Beneficial Saving Fund; Bornot, Inc. (Cleaners); Louis Burk Co. (Meat Packers), all Philadelphia; Delaware Steeplechase & Race Assn. (Delaware Park), Wilmington, Del.; Freihofer Baking Co., Philadelphia; R. T. French Co. (Atlantis Sales Co., Pet Foods Div.), Rochester, N. Y.; Harford County Fair Assn. (Bel Air Races), Bel Air, Md.; Inter-County Hospitalization, Inc.; Reading Railroad (Passenger Service), both Philadelphia; Mrs. Smith's Pie Co., Pottstown, Pa.; Russell Spruance Co. (Bread & Biscuit Mix); John Wanamaker, both Philadelphia.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Pottstown, Pa.; Freihofer Baking Co.; Spruance Co. (Bread & Biscuit Mix); John Wanamaker, all Philadelphia.

FOOTE, CONE & BELDING

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

Phone: MUrray Hill 8-5000

ANPA-AAAA-ABP-PPA-APA

NOAB-OAAA

Chmn., Bd. of Directors...Robert F. Carney
 President.....Rolland W. Taylor
 Sr. V.P.....Frank E. Delano
 Sr. V.P.....Elwood Whitney
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 eries, Inc., Brooklyn; S. A. Schronbrunn &
 Co., Inc. (Savarin Coffee), New York; Sun-
 kist Growers, Inc., Los Angeles; Tidewater
 Oil Co., San Francisco; Trans World Air-
 lines, Inc., New York.
 TV Accounts: Armour and Company
 (Chiffon Flakes, Liquid Chiffon, Dial Sham-
 poo, Dial Soap), Chicago; Clairol, Inc., New
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Dearborn, Mich.; General Foods Corp., Chi-
 cago; Hallmark Cards, Inc., Kansas City,
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 sues, Kleenex Table Napkins), Neenah,
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 rine, Pepsodent Tooth Paste), New York;
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TV Accounts: Adler Shoes for Men,
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 roni Co. (macaroni products), Denver;
 Central Bank & Trust Co. (banking), Den-
 ver; Associated Grocers of Colo. (groceries),
 Denver; Colorado Potato Flake Co. (potato
 chips), Denver; Toner's, Inc. (peanut but-
 ter), Denver.

TV Accounts: Beatrice Foods (dairy prod-
 ucts), Denver; Central Bank & Trust Co.
 (banking), Denver; Zefer Products (salad
 dressings), Denver; American Beauty Maca-
 roni Co. (macaroni products), Denver;
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Radio Accounts: Agalite-Bronson Co.
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 American Upholstering Co. (Furniture Mfg.),
 Oakland, Calif.; Biggie Furniture Stores,
 Richmond, Calif.; Betty Elizabeth Shampoo
 (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Co. (Marine Switches), Oakland,
 Calif.; Davi Miracle Foam (Rug & Uphol-
 stery Cleaners), Oakland, Calif.; Elemin
 Supreme Formula (Vitamins), Berkeley,
 Calif.; E-Z Mincer (Household Item), Oak-
 land, Calif.; Carter Lumber Co. (Redwood
 Green Houses, etc.), Oakland, Calif.; Fruit-
 vale Merchants Assn. (Shopping Area), East
 Oakland, Calif.; Fox Oakland Theatres;
 Grimsbaw Nurseries (Dwarf Trees), Hay-
 ward, Calif.; Mica-Seal Mfg. Co. (Water-
 proofing Paints), Berkeley, Calif.; Intl. Typo-
 graphical Union No. 597, Martinez, Calif.;
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 crete), Oakland, Calif.; Oakland Police &
 Firemen (Campaigns); Roto-Rooter of Bay
 Area, Oakland, Calif.; Elysee Cosmetic Co.,
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Eq.), Oakland, Calif.; Murphy Buick Co.,
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TV Accounts: Biggie Furniture Stores,
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 Oakland; Bell Smoked Fish Co. (Tarabell
 Brands), San Francisco; Davi Miracle Foam
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 tel (Night Club & Restaurant), Oakland;
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 Space-A-Rang (Children's Toy), San Leand-
 ro, Calif.; Fruitvale Merchants Assn. (Shop-
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 Co.; C-D-R Rotors (TV Antenna Rotors);
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 Stores, all New York.

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 tains — Draperies); Levolor Lorentzen, Inc.;
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 Angeles; Valley Ford (Autos), Burbank,
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 Daniel's Markets, Valley Ford, Pasadena



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TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Boston, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Boston Nash Dealers (Automobile Service), Boston, Mass.

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TV Accounts: Pet Milk Co. (Pet Evaporated Milk, Instant Pet Nonfat Dry Milk, Pet-Ritz Frozen Pies); Monsanto Chemical Co.; First National Bank; Procter & Gamble; Barton Manufacturing Co.; Eli Lilly Co.; Union Electric Co.; Anheuser-Busch, Inc. (Busch Bavarian Beer); St. Louis Independent Packing Co.; Ralston Purina Co.; Wahash Railroad; Southwestern Bell Telephone Co., all St. Louis, Mo.

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 matic Switch Co., Orange, N. J.; B. G. Corp.,
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 ton, N. Y.; Fairchild Engine & Airplane
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 Sons, Glasgow, Scotland; McGraw-Hill Pub-
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 Tulsa; State Federal Savings & Loan Associ-
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 cuit Co. (crackers and cookies), Fort Smith,
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 & batteries), Tulsa, Oklahoma City; Mit-
 chell Mfgr. Co. (Auto Seats), Ft. Smith, Ark.;
 Sand Springs Farms (turkeys and eggs), Sand
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 Laboratories, Inc. (Vigo Dog & Cat Food),
 Sand Springs, Okla.; Comet Moving & Stor-
 age Co. (moving and storage), Tulsa; Com-
 munity Finance Corporation (loans).

TV Accounts: Tom P. McDermott, Inc.
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 Tulsa; State Federal Savings & Loan Assn.
 (savings & loans), Tulsa; Wortz Biscuit Co.
 (crackers and cookies), Fort Smith, Ark.;
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 ny Maid Linoleums, Tilemasters, & Versa
 Tile), New York, N. Y.; Davis Handkerchief



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TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Segro Milk Products Co., Union Pacific Railroad, First Security Banks.

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Radio Accounts: Allis-Chalmers Tractor Group. (Farm Tractors & Equipment), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

TV Accounts: Allis-Chalmers Tractor Group (Farm Tractors & Equipment). Milwaukee, Wis.

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Phone: WE 3-9369

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Phone: KE 2-3606

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TV Accounts: Lonne Star Brewing Co.; Fort Worth Nat'l Bank; Republic Nat'l Bank; Fort Worth Macaroni Co.; Groos Nat'l Bank; Turbiville Motors (Automobiles), San Antonio; Jordan Motors (Automobiles), San Antonio; Greater Houston Lincoln-Mercury; 7-11 Stores.

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1 No. LaSalle St., Chicago 2, Ill.

Phone: ANdover 3-2890

Vice-President.....Richard H. Hobbs
 251 Kearny St., San Francisco 8, Calif.

Phone: YUkon 6-0920

Vice-President.....M. M. Craig Spitz
 P. O. Box 8676, Fernandez Juncos Station,
 Santurce, P. R.

Phone: San Juan 2-0780

Manager.....Andrew N. Vladimir
Radio and TV Accounts: Lutheran Laymen's League, St. Louis, Mo.; Japan Canned Crabmeat Sales Co.; International Tuna Fish Assn.; Japan External Trade Recovery Organization (Imported Canned Mandarin Oranges), all Tokyo.



ADVERTISING AGENCIES



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Vice President.....Dade Ellison
Production Manager.....Myron Stewart
Media Director.....Louise Adams

GRAND & WADSWORTH, INC.

120 E. 56th St., New York 22, N. Y.
Phone: PLaza 5-4082

ANPA—APA—ABP—NBP

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Vice Presidents.....Wm. Eichhorn, Wm.
Walker
Sec'y. Media Dir.....Blanche Jampol

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919 North Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-6500

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Vice-Presidents.....Valeria T. Feely,
Carl M. Post, W. R. Watson
Secretary.....Mary Waller Gram
V.P. & Art Dir.....Loren G. Moore
V.P., Research Dir.....Kay Sheldon
V.P., Comptroller.....John G. Copeland
Media Director.....Reginald L. Dellow
Dir. Bus. Analysis.....Glen E. Shears
Time Supervisor.....Dene Voigt
Radio & TV Dir. (Chicago).....Jeanne Ruzek
Production Mgr.....Harry White
Chicago Art Dir.....Calvin Merrick
V.P. Personnel.....Donald C. Turner

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711 Third Ave., New York 17, N. Y.
Phone: OXford 7-5800

V.P. Chg. N. Y. Office.....Paul L. Bradley
29th Floor, Guardian Bldg., Detroit 26, Mich.

Phone: WOODwood 3-9400

Exec. V.P.....Lawrence McIntosh
2003 Davis Bldg., Dallas 2, Tex.

Phone: RIVERSide 1-3251

V.P. Chg. Dallas Office.....Jack Edwards
Hulman Bldg., Dayton 2, Ohio

Phone: MICHigan 7644

V.P., Chg. Davton Office.....V. P. Black
American Bank Bldg., Portland, Ore.

Phone: CA 2-9609

Mgr. & Acct. Exec.....John A. Gisey
One Nob Hi'l Circle, San Francisco 5, Calif.

Phone: SUtter 1-8424

V.P. Chg. San Fran. Off.....R. B. England
13th St. at Second Ave., S.W., Miami 36, Fla.

Phone: FRanklin 3-6611

V.P. Chg. Caribbean Oper.....John A. Dey
Taft Bldg., Hollywood 28, Calif.

Phone: HO 1-9231

V.P. Chg. Hollywood Off.....John M. Cody
Accounts: Airtemp Div. of Chrysler Corp.;

American Weekly; Campana Sales Co.; Cent-
livre Brewing Corp.; Drake Hotel; Dr. Pep-
per; Kalamazoo Vegetable Parchment; War-
ren Petroleum Co.; M. Pier Co.; Clark Div.

Beatrice Foods Co.; Detroit Bank; Electric
Autolite; Iodent Chemical Co.; Plymouth
Div., Chrysler Corp. (TV); Florida Power
& Light; Florida Avocado & Lime Comm.;
Nassau Development Board; Comet Rice
Co.; Coppertone Sales Corp.; Park & Til-
ford; Florist Telegraph Delivery Assoc.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.
Phone: WALnut 2-4808

ANPA—ABP—ABC—AAAA—APA
NBP—NOAB—BPA

Partner.....Jerome B. Gray
Partner-TV Dir.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers,
Russell K. Carter, William B. Edwards,
Atherton Seeley, David B. Arnold, Thelma
Beresin, Franklin P. Jones, Granville Wor-
rell, Albert R. Bochroch

Radio-TV Dept.....Walter M. Erickson
Production Mgr.....Alex Irvine
Media Director.....David B. Arnold

Radio Accounts: The M. A. Hanna Com-
pany (Coal), Philadelphia, Pa.; Philadel-
phia Saving Fund Society (Banking Ser-
vices), Philadelphia, Pa.; American Chemi-
cal Paint Co. (Plant Foods), Ambler,
Pa.; Diamond State Telephone Company
(Services); Delaware; Lee Tire & Rubber
Co. (Tires), Conshohocken; Charles Mar-
chand Co. (Hair Rinses), N. Y., N. Y.;
Vogel-Ritt (Termite & Pest Control), Phil-
adelphia.

TV Accounts: Fidelity-Philadelphia Trust
Co. (Banking Services), Philadelphia, Pa.;
Philadelphia Saving Fund Society (Banking
Services), Philadelphia, Pa.; American
Chemical Paint Co. (Plant Foods), Ambler,
Pa.; The Bell Telephone Co. of Penna. (Ser-
vices), Philadelphia; Diamond State Tele-
phone Co. (Services), Delaware; Charles
Marchand Company (Hair Rinses), N. Y. C.;
Philadelphia; Lee Tire & Rubber Co.
(Tires).

MONROE GREENTHAL CO., INC.

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

Phone: PLaza 9-8640

President.....Monroe W. Greenthal
V.P., Creative Dir.....David E. Diener
Radio & TV Dir.....Harvey Schulman
V.P., Media Dir.....Herh Hausner
Art Directors.....Oscar Krauss, Otto Luthe-
Copy Chief.....Dave Dember
Art Director.....Otto Luthe-

Radio Accounts: Gimbel's; RKO The-
atres; Buena Vista (Walt Disney Film
Distr.); A. M. Kidder & Co. (Stockholders);
Stanley Warner Corp. (Cinerama); United
Artists Corp.; Walter Reade (Odditorium,
Theatres & Restaurants).

Estimated Radio Billings: \$500,000.

TV Accounts: Efanbee Doll Corp.; Dis-
tributors Corp. of America; RKO Theatres;
United Artists Corp.

Estimated TV Billings: \$300,000.



ADVERTISING AGENCIES



GREY ADVERTISING AGENCY, INC.

430 Park Ave., New York 22, N. Y.

Phone: PLaza 1-3500

AAAA-ABP-ANPA-APA-NOAB-PPA
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Valenstein

President.....Arthur C. Fatt
Exec. V.P., Acct. Sup.....Herbert D. Strauss
V.P. & Radio-TV Dir...Alfred L. Hollender
V.P., Radio-TV.....Hal Davis
V.P., Mgr. Prod.....Ralph Froelich
V.P. Media Dir.....E. L. Deckinger
V.P., Radio-TV Copy

Chief.....Robert Kirchbaum
V.P., Adm. Art Dir.....Guy Oring
V.P., Acct. Supvs.: Ralph Axthelm, Leroy
Block, B. I. Brownold, Samuel Dalsimer,
Theo. Kaufman, Joseph Lorin, Edward
Meyer, David Rand, Edmund R. Richer,
Jules Singer, Jerome Stolzoff, John A.
Kuneau, Richard J. Martell.

Radio Accounts: Esquire, Inc. (Coronet
Magazine); Union Pharmaceutical Corp.
(Inhiston); Anson, Inc. (Anson Men's Jew-
elry); Associated Products, Inc. (Deodor-
ant Pads); Mennen Co. (Mennen Baby Pro-
ducts, Quinsana); Radio Corp. of America
(RCA Victor Records); Gruen Watch Co.;
Block Drug's Poligrip & Polident; National
Broadcasting Co.

TV Accounts: Anson, Inc. (Jewelry); As-
sociated Products, Inc. (Deodorant Pads &
Pipes); Esquire, Inc. (Coronet Magazine);
Krueger Brewing Company, Inc. (Beer &
Ale); The Mennen Company (Quinsana
Foot Powder & Mennen Baby Products);
Prince Gardner (Wallets); Campbell Soup
Co. (Campbell Kids); Jean R. Graef, Inc.
(Girard Perregaux Watches); Phillips-Jones
Corp.; Radio Corp. of America; Gruen
Watch Co.; Block Drug's Poligrip & Poli-
dent; National Broadcasting Co.; RCA Vic-
tor Records.

GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13, O.

Phone: TOWer 1-3232

AAAA-ABP-ANPA-APA
NOAB-SNPA

President.....Kenneth W. Akers
Chairman.....Kenneth W. Akers
President.....Charles Farran
Secretary-Treas.....John F. Davis
Media Dir.....T. R. Meredith
Dir. of Radio & TV.....Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail
Food Chain), Cleveland, O.; The Erie Rail-
road Co. (Passenger Service), Cleveland, O.;
Youngstown Sheet & Tube (Steel), Youngs-
town, O.; Jenney Mfg. Co. (Gasoline &
Oil), Boston, Mass.; Society for Savings
(Banking Service), Cleveland; B. F. Good-
rich Co. (Tire Division), Akron, Ohio; Cock-
shutt Farm Equipment Co., Bellevue, Ohio.

TV Accounts: Fisher Bros. Co. (Retail
Food Chain), Cleveland; Society for Savings
(Banking Service), Cleveland; Jenney Mfg.
Co. (Gasoline & Oil), Boston, Mass.; The

B. F. Goodrich Co. (Tires, Drugs, etc.). Ak-
ron, Ohio; Nickles Bakery.

JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.

Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
V.P., Gen. Mgr.....Erwin B. Needles
Vice Pres.....Sidney Silverman

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.

Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
Vice Pres.....Norman Vinitzsky
Radio Accounts: Authorized TV (Televi-
sion Service); Downtown Chevrolet; Margo
Kraft (Toys), all Minneapolis; Midway
Chevrolet, St. Paul; O. B. Thompson Elec-
tric; Orrin Thompson Construction Co.,
both Minneapolis.

TV Accounts: Bowlerama, Inc. (Bowling);
Downtown Chevrolet; Margo Kraft (Toys),
all Minneapolis-St. Paul; Midway Chevrolet,
St. Paul; Orrin Thompson Construction Co.;
Minnesota Bowling Proprietors Assn., both
Minneapolis.

GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.

Phone: YUKon 2-6040

AAAA-ABC-ABP-ANPA

President.....Walter Guild
Bd. Chrmn.....David Bascom
Exec. V.P.....Dante Bonfigli
V.P., Gen. Mgr.....Gilbert Burton
V.P., Secy-Treas.....W. I. Hoffnine, Jr.
V.P., Media Dir.....Rod Macdonald
V.P., Dir. Copy-TV Depts. . .Courtenay Moon
V.P., Creative Dept.....Alex Anderson

Branch Offices

515 Madison Ave., New York, N. Y.

Phone: PLaza 1-3979

Acct. Exec.....Hank Buccello
Dir. Network Rel.....Reggie Schuebel
1750 N. Vine Capitol Tower,
Hollywood 28, Calif.

Phone: HO 9-8217

Program Director.....Dave Fulmer
Radio and TV Accounts: Ralston Purina
Co., St. Louis, Mo.; The Best Foods, Inc.
(NUCOA), New York; Skippy Peanut But-
ter, Alameda, Calif.; Breast-O'-Chicken Tuna,
Inc., San Diego, Calif.; Heidelberg Brewing
Co., Tacoma, Wash.; Max Factor & Co. (Sof-
Set & Dri-Mist), Los Angeles; Mother's Cake
& Cookie Co., Oakland, Calif.; Mary Ellen's
Distrs. (Jams & Jellies), Berkeley, Calif.;
Clougherty Packing Co. (Farmer John Meat
Products), Vernon, Calif.

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave., New York 21, N. Y.

Phone: TEmpleton 8-1717

ABP-ANPA-ABC

Chairman.....Lawrence C. Gumbinner



ADVERTISING AGENCIES



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 V.P., Radio-TV Dir.....Paul G. Gumbinner
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 Associate Counsel.....L. S. Goldsmith
 VP in Chg Prod.....Herman Kornblum
 V.P. in Chg. Art.....Hershel Bramson
 Vice President.....Graeme Macleod
 Vice President.....Summer Wyman

Radio Accounts: American Tobacco Co. (Filter Tip Tareyton Cigarettes, Roi-Tan Cigars), New York; Bercut-Richards Packing Co. (Sacramento Tomato Juice), Sacramento, Calif.; Block Drug Co. (Rem Cough Medicine, Omega Oil, Minipoo), Jersey City, N. J.; Browne Vintners Co., Inc. (Cherry Kijafa Wine), New York; Chap Stick Co. (Chap Stick Lip Balm, Chap-ans Hand Cream) Lynchburg, Va.; Kolmer-Marcus (Men's Clothing), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Stick), New York.

TV Accounts: American Tobacco Co. (Filter Tip Tareyton Cigarettes), New York; Block Drug Co. (Rem, Rem Rub, Minipoo), Jersey City, N. J.; Bourjois, Inc. (Evening in Paris Toiletries), New York; Monarch Wine Co., Inc. (Manischewitz Wine), Brooklyn, N. Y.; Porter Cable Machine Co. (Portable Electric Tools), Syracuse, N. Y.; Q-Tips, Inc. (Sterilized Cotton Swabs), New York; Sutton Cosmetics, Inc. (Deodorant Sticks), New York.

GUNN-MEARS ADVERTISING AGENCY CORP.

Times Tower, N. Y. 36, N. Y.
 Phone: BRyant 9-2900
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 V.P.....John J. Crimmins
 Sec'y & Treas.....Virginia Mears
 Art Dir.....Sidney Nemirov
 Production Mgr.....Louis Fillipo
 Acct. Executives.....William P. Gunn,
 John J. Crimmins, John A. Finneran, Dennis Sullivan, Sadye Curtis, Lillian Mor-decai.

Accounts: Dobbs Truss Co.; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; Popular Priced Resorts Assn.; Romweber Furniture Co.; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zephar Mills, Inc.

JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y.
 Phone: FRanklin 2-0492
 NYCPA

Partners..John L. Halpin, Marion G. Halpin
 Copy Chief.....S. P. Levine

Radio Accounts: Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.; Alvord Glove Co., Mayfield, N. Y.

TV Accounts: Cobleskill Agricultural Soc.,

Cobleskill, N. Y.; Schenectady Savings & Loan Assn.

HANSON, CLEM T., CO.

1409 - 15th St., Moline, Ill.
 Phone: 2-3022
 ABP-NBP-APA

Owner, Acct. Exec.Clem T. Hanson
 Prod. Mgr., Acct. Exec. W. R. Lievens

Accounts: Allen-Klapp Co. (Newspaper Representatives) Chicago; American Magnetics Co. (Magnetic Separators) Moline, Ill.; Anthes Force Oiler Co. (Truck Safety Equipment) Ft. Madison, Ia.; Baker's Dairy, Moline, Ill.; Blackhawk Films (Home Movie Films) Davenport, Ia.; Eastin Pictures, (Educational Films) Davenport, Ia.; H-O-N Co., The (Office Equipment), Muscatine, Ia.; Holst-Kakert Co. (Carpet Cleaning) Moline, Ill.; Lofgren Distributing Co. (Radio and TV) Moline, Ill.; Moline Accessories Corp. (Elevator Parts) Moline, Ill.; Moline Iron Works (Castings) Moline, Ill.; Prime-Mover Co. (Materials Handling Equipment) Muscatine, Ia.; Rock Island Argus (Newspaper) Rock Island, Ill.; Stampings, Inc. (Bottled Gas Housings) Davenport, Ia.; Uptown National Bank, Moline, Ill.; Van Vooren Products (Welding Equipment) East Moline, Ill.; Veterans Information Service, Moline, Ill.; Station WHBF AM-FM-TV, Rock Island, Ill.; Warsaw Brewing Corp., Warsaw, Ill.; Z-F Co. (Grease-seal and Underground Pumping Stations) Moline, Ill.

RALPH A. HART, ADVERTISING

113 So. 21st St., Philadelphia 3, Pa.
 Phone: PENnypacker 5-8477

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 Art Dir.....Leon Greenfield
 Prod. Mgr.....Theodore Barkus
 Copy Chief.....Murray Firestone
 Media Dir.....Vivian Friedman
 Acct. Execs.....R. Hart,
 T. Barkus, M. Firestone, M. Schwartz

HART-CONWAY CO., INC.

Triangle Bldg., Rochester 14, N. Y.
 Phone: LOcast 3520
 ANPA-ABP-APA-NBP

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 Exec. Vice-President.....Joseph Brown
 Vice President.....John P. Street
 Vice-President.....E. Ward Phillips
 Secretary.....John M. Nixon
 Account Execs.....H. L. Hart,
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 J. M. Nixon, E. W. Phillips, Peter B. Whit-combe, Charles R. Milne
 Production Manager...James V. Mannhardt
 Comptroller.....A. L. Kearns
 Art Dir.....Arthur Sinclair

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Har-



ADVERTISING AGENCIES



ness Racing Track), Batavia, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Columbia Savings & Loan (Savings Bank), Rochester, N. Y.; Webco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

GEORGE H. HARTMAN CO.

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

Phone: ANdover 3-0130

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V. P., Gen. Mgr.John T. Holloway
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William H. Aaron, Robert S. Cole
V.P., Art Dir.....Alfred Festen
Secretary.....George H. Hartman, Jr.
Treasurer.....Frank R. Hartman
Copy Chief.....Thomas Whitehead
Media Dir., Radio-TV Time
Buyer.....Virginia Caldwell
Production Mgr.....Philip Navigato
Radio & TV Director.....John D. Berg
Radio & TV Talent Buyer.....Jack Leonard

Branch Office

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

Phone: MURray Hill 9-8637

Radio-TV Dir.....John Berg

THE F. H. HAYHURST CO. LIMITED

7 King St. E., Toronto, Ontario, Canada

Phone: EMpire 6-0731

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....N. L. Drynan
Director.....D. J. Leonard
Radio-TV Director.....R. D. Amos
Asst. Dir.....C. M. Harrison
Timeburyer.....E. Brown
Radio Prod.....S. Hannah

Branch Office

1510 Drummond St., Montreal, Que.

Phone: HARbour 0255

Radio-TV Sup.....Mrs. D. Mathieu
Manager.....J. B. Leupold

Radio Accounts: Acousticon-Dictograph Co.; Elizabeth Arden of Canada Ltd.; Best Foods (Canadian) Ltd. (Rit Dyes, Nucoa Margarine); British Motor Corp. (Austin, Morris Cars); Canada Permanent Trust, all Toronto; Canadian Cannery Ltd.; Wagstaffe Ltd. (Jellies, Jams, Pickles), both Hamilton; Dack Corp. (Shoes), Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; G. T. Fulford Ltd. (Baby's Own Tablets, French); General Steel Wares Ltd.; Heintzman & Co. Ltd., all Toronto; Walter M. Lowney Co. Ltd., Montreal; MacFeeters Creamery Ltd. (Golden Bar Cheese, Honey Butter), Toronto; Montreal Gazette, Montreal; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Can. Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Scholl Mfg. Co. Ltd. (Zino-Pads), Toronto; Scotch Anthracite Coal Co. Ltd., Montreal; Pioneer Feed Co. Ltd.; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer, Listerine); E. Griffith Hughes Ltd. (Rennies Tablets); John A. Huston Co. Ltd. (Dolcin), all Toronto.

TV Accounts: Canadian Cannery Ltd., Hamilton; Carling Breweries Ltd., Brading Div., Toronto; R. D. Fleck & Co. Ltd. (Minibrix, Slinky Toys), Tillsonburg; Nestle (Canada) Ltd. (Nescafe, Nestea); Procter & Gamble Co. of Canada, Ltd. (Camay); Province of Ontario (Dept. Travel & Publicity), all Toronto; St. Lawrence Starch Co. Ltd. (Bee Hive Corn Syrup), Port Credit; Smith-Corona (Canada) Ltd.; Toronto Real Estate Board, both Toronto; Visking Ltd., Lindsay; Parker Pen Co. Ltd.; Warner-Lambert (Canada) Ltd. (Bromo-Seltzer); Loblaw Groceterias, all Toronto.

HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.

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

Phone: CIRCLE 7-7660

President.....Mort Heineman
Ch. of Bd., Sec. & Treas.....M. J. Kleinfeld
Vice Presidents.....Julius Joseph Jr.,
Joseph Shaw
Radio-TV Time Buyer.....Alice Ross
Radio-TV Prod.....Allen Black

Branch Office

532 N. Cherokee Ave., Los Angeles, Calif.
Phone: HOLlywood 3-8892

Manager.....Howard Blake

Radio Accounts: Coty, Inc. (Cosmetics), New York City; Roosevelt Raceway, Westbury, N. Y.; (Rad, Inc. (Crystal White Bleach), New York.

TV Accounts: Coty, Inc., Roosevelt Raceway; Rad, Inc. (Crystal White Bleach).



ADVERTISING AGENCIES



HERALD ADVERTISING AGENCY, INC.

441 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman
V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss
Acct. Executives.....M. J. Middleman,
S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times.

AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 1-2710

AAAA-ABP-ANPA-ABC

Pres., Acc't. Exec.....Al Herr
Vice-President.....John Rock
Radio and TV Dir.....Pat Kocian

Radio Accounts: Cudahy Bros. Co. (Meat Packer), Cudahy, Wis.; Ace Foods, Inc. (Restaurant & Caterers); John Graf Co. (Beverages); Keller's Beverage Center; King Braeger Chevrolet Co.; Milwaukee Florists Assn.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Marine Nat'l Exch. Bank; Pate Oil Co.; Sealtest Dairy Div.; Sealtest Ice Cream Div.; Spic & Span Dry Cleaners, all Milwaukee.

Estimated Radio Billing: \$65,000.

TV Accounts: Economics Laboratory, Inc. (Detergent, etc.), New York; Cudahy Bros. Co. (Meat Packer); Marine Nat'l Exch. Bank; Pate Oil Co.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Spic & Span Dry Cleaners, all Milwaukee.

Estimated TV Billing: \$115,000.

HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 7-5600

ABP-ANPA

President.....Charles V. Skoog, Jr.
Exec. Vice Pres.....Harry L. Hicks, Jr.
V.P., Secretary.....Harold Breitner
V.P., Treasurer.....K. A. Hamilton
V.P., Dir., Radio-TV.Theodore J. Grunewald
Pub. Rel. Dir.....Irving S. Kogan
Time Buyer.....Vincent J. Daraio,

Radio Accounts: Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), Long Island City, N. Y.; Sandura Co. (Sandran Floor Covering), Philadelphia; Stahl-Meyer, Inc. (Ferris Ham & Bacon, Cheezdogs), New York; The Taylor-Reed Corp. (Q-T Instant Frosting), Glenbrook, Conn.

TV Accounts: Blessings, Inc. (Disposable Diapers), New York; Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Sandura Co. (Sandran Floor Covering), Philadelphia, Pa.; The Taylor-Reed Corp. (Cocoa Marsh, Q-T

Instant Frosting), Glenbrook, Conn.; Walter H. Johnson Candy Co. (Power House Candy Bars), Chicago, Ill.

HILL & KNOWLTON, INC.

150 E. 42nd St., New York 17, N. Y.
Phone: OXFord 7-5600

ANPA

Chairman.....John W. Hill
President.....Bert C. Goss
Sec., Treas.Harry S. Cooper
Art DirectorM. Richard Kaufmann

Branch Office

1000 Vermont Ave., N. W.
Washington 5, D. C.

Phone: STerling 3-0270

Vice President.....Avery McBee

HILTON & RIGGIO, INC.

4 West 58th St., New York 19, N. Y.
Phone: PLaza 1-3900

ANPA-NBP-NOAB

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Exec. V.P.....Robert L. Haag
Vice PresidentsJames Williamson,
John G. Jones, F. I. Calners

Art Director.....Jabez Williams
Time Buyer.....Maria Carayas
Production ManagerDaniel Casey

Accounts: Bjelland, Chr., Co., Inc., New York City; Chess, Mary, Inc. (Cosmetics), New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; National Yeast Corp., Belleville, N. J.; Parfums Evyvan, New York City; Vermouth Industries of America, Inc., New York City.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580

ABP-ANPA-APA-AAAN-AAAA

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Treasurer.....Myron Eastwood, Jr.
Vice-PresidentWm. Van N. Washburn
Exec. Vice-President.....Langley C. Keyes

Production Mgr.....A. S. Murdy, Jr.
Art Director.....Donald E. Clark
Copy Director.....Daryl Bach

Accounts: Carter's Ink Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; Radio Station WHDH, Boston; Swift & Co.; LaTouraine Coffee Co., Boston; New England Bakery, Pawtucket, R. I.; WHDH-TV, Boston.

HONIG-COOPER & MINER

1275 Columbus Ave., San Francisco 11, Calif.
Phone: OR 3-4469

AAAA-ABC-ABP-ANPA

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Sr. V.P.....John C. Morse
Sr. V.P.....Warren Kraft, Sr.
Sec.-Treas.....John W. Davis
1st V.P.....Fred Glauser

Vice-Presidents Eric Be'lingall,
Ted Krough, Robert Haumesser, I. M.
Greer, Hildred Sanders, Richard Glover,
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6399 Wilshire Blvd., Los Angeles, Calif.

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Radio Accounts: Langendorf United Bakeries (Butternut Bread); Italian Swiss Colony (Wines); Wells Fargo Bank; Denalan Co. (Dental Plate Cleaners); Yellow Cab Co., all San Francisco; Clorox Co., Oakland, Calif.

TV Accounts: The Clorox Co.; C & H Sugar Refining Corp.; Langendorf United Bakeries (Butternut Bread); S & W Fine Foods, Inc.; Italian Swiss Colony (Wines); Star-Kist Foods, Inc. (Tuna Products); Avonset Co. (Qwip); Leslie Salt Co., all San Francisco; Gambarelli & Davitto (C & D Vermouth & Wines), New York.

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TV Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap); Nestle Co. (Nescafe Instant Coffee); Whitehall (Dristan); Heublein (Maypo Cereal, Maltex Cereal); J. P. Stevens (Fibre Glass Product).

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TV Accounts: American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester,

N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn., (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

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TV Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore; Eastern Venetian Blind Co., Baltimore; Eastern Venetian Blind Co., Baltimore; Gibbs & Co., Inc. (Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Radio Station WITH, Baltimore, Md.; WLEE, Richmond, Va.; WWDC, Washington, D. C.; WXEX-TV, Richmond-Petersburg, Va.

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TV Accounts: Tylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.

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Financial 6-4020

V.P., Mgr.....Robert Burton
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TV Accounts: Same as above with the exception of Quaker State; Chase Bank.

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8 E. Long St., Columbus 5, Ohio
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Radio Accounts: Braun Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleve-



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Television Accounts: Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Hope Natural Gas Co.; United Fuel Gas Co.; Westinghouse Bestg. Co.

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TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.; Bond Clothes, New York.

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TV Accounts: Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; J. J. Newberry (Variety Store), Economy Finance Co. (Loans), all Phoenix, Ariz.

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TV Accounts: Gem City Savings Assn., The Rike-Kumler Co., Good Housekeeping Shop, Gem City Ice Cream Co., WHIO-TV, Biltmore Hotel, F. N. Johnson Co., all Dayton, Ohio.

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Accounts: Admiral Travel Service; Alexander Young Distilling Co., American Friends Service Committee; Art Alliance; Atlas Import & Export Co.; Buten, M., & Sons; Co.; Chaim Solomon Cemetery; Distillers Warehousing Co.; Frankford Grocers; Goldban Pharmacal Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Junto (Adult Education School); King David Cemetery; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co. Inc.; Mifflin Chemical Co.; National Mental Health Foundation, Inc.; Oleen Shampoo Co.; Olive Products Co.; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Reed, William A. Co.; Shaffer Food Stores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stonhard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

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 Phone: TEmple 4-2379

Mgr.....A. M. Hughey

Radio Accounts: Jesse Jones Sausage Co. (Meat Products) Raleigh, N. C. & Danville, Va.; Maola Milk & Ice Co. (Dairy Products) New Bern, N. C.; M & J Finance Corp. (Auto Finance) Offices in N. C. & S. C.; Roberson's BIG Beverages (Soft Drinks) Washington, N. C.; Southern Appliances, Inc. (Major Ap-

pliances) Charlotte, N. C.; Station WRAL-TV, Raleigh, N. C.; Tall Fashions (Ladies Ready-to-Wear Chain) Washington, D. C.; Pilot Life Insurance Co. (Multiple-Line Insurance) Greensboro, N. C.; Textile Workers Union of America (Trades Union) New York, N. Y.

TV Accounts: Jesse Jones Sausage Co. (Meat Products) Raleigh, N. C. & Danville, Va.; Jewel Box Associates (Jewelry Store Chain), Greensboro, N. C.; Maola Milk & Ice Cream Co. (Dairy Products) New Bern, N. C.; American Hardware & Equip. Co. (Hardware & Housewares) Charlotte, N. C.; Carolina Power & Light Co. (Public Utilities) Raleigh & Asheville, N. C.; Belk's Department Stores (Department Store Ass'n.) Charlotte, N. C.; Thomas & Howard (Food Products) Charleston, S. C.; Blue Magic, Inc. (Easy Monday Starch) Bryn Mawr, Pa.; United Dairies (Dairy Products) Gastonia, Shelby, Statesville, Concord, N. C.; Chimney Rock Park (Attraction) Chimney Rock, N. C.; Southern Appliances, Inc. (Major Appliances) Charlotte, N. C.; Eckerd's Drugs, Inc. (Drug Store Chain) Charlotte, N. C.; Walker-Martin (Major Appliances) Raleigh, N. C.; J. I. Case Co. (Farm Machinery) Charlotte, N. C.; York Drug Co. (Kennedy's Mixture) York, S. C.; Suburban Rulane Gas Co. (Public Utilities) Charlotte, N. C.; North Carolina Dairy Products Ass'n. (Trade Ass'n.) Raleigh, N. C.; Marnat Packing Co. (Big Time Dog Food) Bennettsville, S. C.; Virginia Plastics & Chemical Co. (Handiflex mops) Roanoke, Va.; Old World Formulas, Inc. (Grecian Formula No. 16) Chicago; North Carolina Food Dealers Ass'n. (Trade Ass'n.) Charlotte, N. C.; Pilot Insurance Co., Greensboro, N. C.; Tussy Cosmetics, Regional, (Tussy Cosmetics) New York, N. Y.; Tall Fashions (Ladies Wear) Washington, D. C.; Roberson's BIG Beverages (Soft Drinks) Washington, N. C.; Geer Drug Co. (Drug Products) Spartanburg, S. C.

EDWARD KLETTER ASSOCIATES, INC.

515 Madison Ave., New York 22, N. Y.
 Phone: PLaza 1-1990

President.....Edward Kletter
 Exec. Vice Pres.....Daniel Potter
 Director.....William C. Keenan
 Dir. Marketing & Research....Philip Agisim
 Print Media Dir.....Thomas A. Doyle
 Art, Production Dir.....Sydney Reich
 Art Manager.....Erno Slovak
 Production Mgr.....Jay Stuart
 Accounting Mgr.....Florence Shapin
 Publicity.....Pearl Sheridan
 Creative Prod., Dir., Live TV Commercials
 Charles M. Boland

Radio-TV Director.....Don Blauhut
 Radio-TV Manager...Alvin L. Hollander, Jr.
 TV Film Director.....Lloyd Durant
 Radio-TV Media Dir.....Herbert Gruber
 Time Buyer.....Ruth M. Bayer
 Talent Buyer.....Helen O. Lawin



ADVERTISING AGENCIES



Accounts: Federated Supply Corp., New York, N. Y.; Harrison Co., Long Island City, N. Y.; Hook Drugs, Inc., Indianapolis, Ind.; Journal of Lifetime Living Publ. Corp., New York, N. Y.; Liggett Drug Co., New York, N. Y.; Pharmaceuticals, Inc., Newark, N. J.; Serutan Co., Newark, N. J.; Sun Drug Co., Inc., Pittsburgh, Pa.

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.

Murray Hill 2-6600

ABP—ANPA—APA—NOAB—NBP

Pres. & Treas. Albert E. Koehl
 Vice-Pres. & Sec. A. A. Landis
 Vice-Presidents John R. Landan,
 Russell C. Rowan
 Space Buyer A. Lasity

KRUPNICK & ASSOCIATES, INC.

508 North Grand Ave., St. Louis 3, Mo.

Phone: Jefferson 3-1723

ABP—ANPA—APA

President Sam Krupnick
 Exec. V.P. Tom Connelly
 V. P., Creative Dir. Raymond Armbruster
 Secretary-Treasurer Edgar Kluge
 Media Mgr. Fred Wuellner

KUDNER AGENCY, INC.

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

Phone: MU 8-6700

ABP—ANPA—APA—NBP—AAAA

ABC—NOAB

President C. M. Rohrabough
 Exec. V.P., Treas. Charles R. Hook, Jr.
 Exec. V.P., Copy Chief. William J. Griffin, Jr.
 Exec. V.P. Vincent Aiello
 Sr. V.P., Exec. Art Dir. Paul Newman
 V.P. & Copy Chief. Amedee J. Cole
 Vice-Presidents S. R. Kudner, William A.
 McDonough, James F. Black, Andrew Did-
 dell, Roger S. Harrison.
 V.P., Radio-TV Donald Gibbs
 V.P., Secy. J. W. Millard
 Asst. Sec'y, Controller. H. R. Titman
 V.P., Pub. Rel. Dir. F. C. Armstrong, Jr.
 Asst. Dir. Media (Time) John Marsich

Branch Offices

New Center Bldg., Detroit, Mich.

Phone: Trinity 5-5315

Exec. Rep. John H. Sheldon

681 Market St., San Francisco 5, Calif.

Phone: GARfield 1-5433

Representative. J. H. Hornell

40 E. First St., Dayton 1, Ohio

Phone: HEMlock 2-811

Exec-in-Charge. Thomas J. Pritchard

3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 2-1127

Representative. Maurice Garrett

Sheraton Bldg., 711 14th St.

N. W. Washington 5, D. C.

Phone: NAtional 8-5506

Exec-in-Charge. Mrs. Ida Getty

TV Accounts: General Motors Corp.; The Goodyear Tire & Rubber Co., Inc.; Frigidaire Div., Dayton, Ohio.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 18, Md.

Phone: TUXedo 9-1485

President. I. Harold Kuff
 Vice-President. Harry Feldstein
 Art Director. Stan Mossman
 Media Director. Dorothy Schwarz

Accounts: Auto Clinic; Foster Bros. Mfg. Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klein; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Schenuit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

KUTTNER & KUTTNER, INC.

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

Phone: SUPerior 7-7940

ANPA

President. Harold E. Kuttner
 Vice Pres. F. S. Kuttner
 Exec. V.P., Sec., Treas. C. D. Kuttner
 V.P., Media Dir. S. C. Kuttner
 Copy Chief. Martin Maller
 Art Directors. Forest Lightle, Jane Smith
 Radio TV Director. Norbert Leeb

Branch Office

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

Phone: JUDson 6-2358

V.P. Saul Korshak

Radio Accounts: American Community Bldrs. (Home Builders) Park Forest, Ill.; Kimball Hill (Home Builders) Rolling Meadows, Ill.; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Shoppers World (Disconnt Dept. Store) Chicago; Fidelity Builders (Home Builders) Arlington Heights, Ill.; Ironite (Distributor) Chicago.

TV Accounts: Community Builders (Home Builders & Remodelers) Skokie, Ill.; Capitol Dairy, Chicago; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Ironite (Automatic Ironer Distributor).

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.

Phone: 5-1571

ANPA—ABP

President. Avron Spiro

Secy-Treas. M. M. Shurman

Radio-TV Time Buyers. Mrs. L. Simmons,
Martin Hollinger

Production Manager. Mrs. M. Ross

Publicity Director. Al R. Capley

Art Director. Leonard Crook

Acct. Executives. David Davidson.

Mrs. L. Cunningham, Jane Zussman,
Courtney Shurman, Avron Spiro, Jr.

Radio Accounts: Plough Inc.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

TV Accounts: Plough Inc., Memphis;
 Union Planters Nat'l Bank, Memphis, Tenn.



LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.

Phone: MUrray Hill 8-6464

ANPA—APA—NBP—NOAB

V.P., TV-Radio Dir.....John Bates
 V.P., Copy Chief.....Richard Bridgman
 V.P., Acct. Supv.....G. Douglas Morris
Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co.; Lambert-Hudnut Div. of Warner-Lambert Pharmaceutical Co.; Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co.

LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.

Phone: JUdson 6-0588

OwnerErberto Landi
 Media Dir.....Rose Peters Gatto
 Publicity Dir.....Rose George

Radio Accounts: Aiello Dairy Farms Co. (Italian Dairy Products) Brooklyn, N. Y.; Alba Drug Products (Vitamin Capsules) New York City; Geo. A. Hormel & Co. (Meat Products-Italian Field) Austin, Minn.; Ferrara Conf. Co. (Italian Candy & Pastries) New York City; Etna Importing Co. (Ciclopi Wine) Bronx, N. Y.; Corona Products (Coffee) South Ozone Park, N. Y.; Tolibia Cheese Corp., Fond-du-lac, Wis.; Aequalina Mfg. Co. (Washing Liquids, Bleach, Starch, Blue) Brooklyn, N. Y.; Fontana Hollywood Corp. (Wines) New York, N. Y.; Italian Drug Imp. Co., New York, N. Y.; Istituto Farmacoterapico Italiano, Rome, Italy.

TV Accounts: Geo. A. Hormel & Co., Alba Drug Products, Aiello Dairy Farms Co., E. Fucini & Co. (Italian Bitters) New York City; Fontana Hollywood Corp., Tolibia Cheese Corp., Italian Drug Importing Co., New York City.

PHILIP J. LANE ADVERTISING

110 E. End Ave., New York 17, N. Y.

Phone: RE 7-5577

Owner, Acct. Exec.....Philip J. Lane

LANG, FISHER & STASHOWER, INC.

1010 Euclid Bldg., Cleveland 15, O.

Phone: PRospect 1-0300

President.....H. Jack Lang
 V.P.-Treasurer.....Fred P. Stashower
 Vice-Pres. & Sec.....Alvin B. Fisher
 Vice President.....Martin J. Cohn
 Manager.....John D. Cremer
 Asst. Mgr.....David J. Stashower
 Prod. Mgr.....John L. Rose
 Asst. Prod. Mgr.....Edward T. Noll
 Chief Time Buyer &

Field Service Mgr.....Garry C. McKelvey
 Asst. Time Buyer.....Helen T. Dwyer

Radio Accounts: Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Cloth-

ing); Union Savings & Loan Co., Yellow Cab Co., all Cleveland, Ohio; Stouffer's Frozen Foods, Cleveland, Ohio; Sugardale Provision Co., Canton, Ohio; Cleveland Indians Baseball Co.

TV Accounts: Carling Brewing Co. (Black Label Beer); Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing), all Cleveland, Ohio; Sugardale Provision Co. (Meats) Canton, Ohio; Cleveland Indians Baseball Co.; Stouffer's Frozen Foods; Union Savings & Loan Co.

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

247 Park Ave. New York 17 N. Y.

Phone: PLaza 5-7711

ANPA—AAA—NBP—APA—NOAB—ABP
 Ch. Exec. Bd. Treas.....Chester J. LaRoche
 Ch. of Board.....James D. Webb
 President.....F. Kenneth Beirn
 V.P. Copy.....Crane Haussamen
 V.P. Art.....Folke Lidbeck
 V.P. Radio-TV.....Tom Lewis
 V.P. Research.....David E. Robinson
 Asst. Secy. Medio Dir.....C. R. LaRoche
 Mgr. TV Prodn.....Jay Bottomley
 Mgr. Timebuying.....Humboldt Greig

Branch Office

6269 Selma Ave. Hollywood 28 Calif.

Phone: HOLlywood 9-3656

Vice Pres.....Arthur White

Radio Accounts: Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; Lovell & Covel Co. (Candy Cupboard Chocolates), Cambridge, Mass.; New England Confectionery Co. (Necco Candies), Cambridge, Mass.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; United States Tobacco Co., New York.

TV Accounts: Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; Revlon, Inc., New York; Warner Bros. Co. (Foundation Garments, etc.), Bridgeport, Conn.

LEECH ADVERTISING CO.

615 Hanna Bldg., Cleveland 15, Ohio

Phone: TOWer 1-2065

Pres., Treas.....Edward P. Leech
 Vice Pres.....deJane Dreher
 Account Exec.....Harold N. May

Accounts: Akron Products (House Jacks), Seville, Ohio; Components Corp. (Hi-Fi Turntables), Denville, N. J.; Conrac, Inc. (Fleetwood Custom Television), Glendora, Calif.; Custom Classics (Hi-Fi Dealer), Cleveland; Embro Mfg. Co. (Wire Houseware & Garden Products), Canton, Ohio; Gilcher Lumber Co., Akron, Ohio; Lobl Mfg. Co. (Wearever Heating Pads), Middleboro, Mass.; Miller Studios, Inc. (Wall

Plaques), New Philadelphia, Ohio; Modern Display Equipment Co., Cleveland; E. L. Mustee & Sons (Laundry Trays), Cleveland; NEA Service, Inc., Cleveland; Neal Bear Corp., W. Richfield, Ohio; Plakie Toys, Inc., Youngstown, Ohio; San Hygiene Furniture Mfg. Co., Akron, Ohio; Selby Industries (Movie Theater Screens), Akron, Ohio.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500
ANPA—APA—NOAB

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Space Buyer.....E. V. Righter

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 9-7470

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts
435 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-9511

Gen. Mgr.....Herschel M. Brown
Radio Accounts: Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

TV Accounts: Sylvan Seal Milk Co. (Milk), Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5400
ANPA—APA—NBP—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
Exec. Vice-Pres.....Thomas C. Butcher
Sr. Vice-Pres., Management Acct.

Supvr.Walter M. Swertfager
Sr. V.P., Exec. Art Dir.....Richard Mancini
Sr. V.P., Radio-TV Dir...Nicholas E. Keesely
Sr. V.P., Acct. Supvs.....Gordon D. Cates,
Thomas H. Lane, Henry W. Lowe, L. E.
Miller, C. L. Smith, Jackson Taylor

V.P., Secy.-Treas.....John D. Speirs
V.P., Media Dir.....Anthony DePierro
Sr. V.P., Mdse. Dir Clifford W. Davis
Sr. V.P., Mgr. Prod. Dept...Michael J. Madar
V.P., Mgr. Service Dept.....Myles E. Baker
Sr. V.P., Dir. of

Research.....Christopher A. Sante
V.P., Radio-TV Business
Mgr.....Francis C. Barton, Jr.
V.P., Comm. Prod.....Anthony J. Pan

Branch Offices

308 N. Rodeo Drive, Beverly Hills, Calif.
Radio Accounts: American Airlines, Inc.; Benrus Watch Co.; Chicopee Mills, Inc.; Colgate-Palmolive Co.; Dromedary Div. of National Biscuit Co., all New York; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; McCormick & Co., Inc.; Baltimore; Stokely-Van Camp, Inc., Indianapolis.

TV Accounts: American Gas Assn., Inc., New York; Armstrong Rubber Co., West

Haven, Conn.; Benrus Watch Co.; Chicopee Mills, Inc., Colgate-Palmolive Co., all New York; Emerson Drug Co., Div. of Warner-Lambert Pharmaceutical Co., Baltimore; Gunther Brewing Co., Baltimore; P. Lorillard Co., Inc., New York; Stokely-Van Camp, Inc., Indianapolis.

LESCARBOURA ADVERTISING, INC.

Croton-on-Hudson, N. Y.
Phone: CRoton 1-3444

Pres.....Austin C. Lescarboursa
V.P., Treas.....Stanley A. Lescarboursa
Secretary.....Fred P. Donati

Radio Accounts: Aerovox Corporation
New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Resistors), Technical Appliance Corp. (TV Antennas), Sherburne, N. Y..

TV Accounts: Allan B. Dumont Labs (Cathode Ray Tubes), Clifton, N. J.

**LEWIN, WILLIAMS & SAYLOR
INCORPORATED**

130 E. 59th St., New York 22, N. Y.
Phone: MUrray Hill 8-6200
AAAA—ABP—ANPA—APA—NBP
NOAB—CAAN

Board Chairman.....A. W. Lewin
President.....Sidney Matthew Weiss
Sr. V.P.....W. T. Pollock
Treasurer.....D. J. Connolly
Secretary.....W. D. Kennedy
Sr. Vice Presidents.....J. P. Brodie,
A. Green, A. Kaplan

Radio-TV Dir.....Michael Winter

Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.
Phone: MI 3-3200

V.P.Leonard Newsteder
V.P.Albert Kornfeld

Radio Accounts: Costa Ice Cream Co., Newark, N. J.; Forstner, Inc. (Jewelry) Irvington, N. J.; Norman M. Morris Corp. (Omega Watches), New York, N. Y.; Linguaphone Institute (Linguaphone), New York, N. Y.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
Phone: JA 4-8032

AAAA—ABC—ANPA—ABP—AFA

Partners & Acct. Execs.....C. K. Liller,
W. W. Neal, John K. Outley, Jr., Howard
Axelberg

Media Dir.....Pamela A. Tabberer
Public Relations.....Richard Hodges
Mgr. Copy Dept.....C. L. Shields
Account Executives.....Paul Patterson,
Clay Scofield

Time Buyers.....Mary Jean Meadows,
Bobbie Kemp, Patricia Clark, Sherry
Phillips

Branch Offices

595 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-6120

ManagerHelen Gordon
Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta;



ADVERTISING AGENCIES



Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut (Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem; Alabama Flour Mills; Armour Fertilizer Works; H. G. Hastings Seed Co.; H. W. Lay & Co. (Pot. Chips); Ashcraft-Wilkson (Fertilizer); Bank of Ga.; Pomona Products (Pimentos); G. E. Corp. (Portable Appliance Div.).

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Gold Kist Peanut Co. (Ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Brock Candy Co., Atlanta; Colonial Stores, Inc.; Armour Fertilizer Works; Pomona Products.

Estimated Radio & TV Billings: \$1,000,000.

LIONEL & SIMONS, INC.

6425 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 2-7429

PresidentLionel Fink
 Vice President.....J. L. Simons
 Art Director David Blower
 Art SupervisorPaul Lee
 Copy Chief Rita Burton
 Sr. Acct. Exec..... Robert Reese
 Office Mgr.....Jacqueline Rose

Radio Accounts: Empire Furniture Co., Los Angeles, Calif.; Allied Furniture Co., Los Angeles, Calif.; Barry's Jewelers, Cal-Bilt Upholstery Co., Los Angeles; Hudson's Jewelers, Los Angeles.

TV Accounts: CalBilt Upholstering Prods., Los Angeles; Hudson's Jewelers, Los Angeles; Ed-Len Rug Cleaners, South Gate, Calif.; Orne (Sun Tan Lotion) Hollywood, Calif.

LIVINGSTON & ASSOCIATES

218 E. Ontario St., Chicago 11, Ill.

Phone: WHITeHALL 3-1755

PresidentFred Livingston
 Vice President.....Paul Faltysek
 Treasurer Sherry Thorne
 Account ExecutivesWilliam J. O'Brien,
 Annette Shapiro.

W. E. LONG CO.

(Independent Bakers' Cooperative)

188 W. Randolph St., Chicago 1, Ill.

Phone: RANDOLPH 6-4606

PresidentC. Frank Summy, Jr.
 Gen. Mgr.....E. E. Hanson
 Advtg. Dir.....Wm. Goodman
 Dir. of Radio & TV.....David R. Hayes
 Asst. Dir.....John Pesich

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Mrs. Boehme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wisc.; Cotton Bros. Baking Co.,

Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wisc.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGough Bakeries Corp., Birmingham, Ala.; Nickles Bakery, Navarre, Ohio; Silver Loaf Baking Co., Spokane, Wash.; Franco-Superior Baking Co., San Diego, Calif.; Old Homestead Baking Co., Denver, Colo.; Star Baking Co., Colorado Springs, Colo.

TV Accounts: McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; Phoenix Holsum Bakery, Phoenix, Ariz.

Estimated Radio & TV Billings: \$450,000.

LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.

Phone: TRINITY 2-9694

AAAA-ABP-ANPA

Partners.....Robert C. Lowe, Jr., John H. Stevens

Vice President.....Jules Clyde Gerding
 Art Director.....J. D. Hawkins
 Production Mgr.....O. L. Shelley
 Media Director.....Audrey Jones

Radio Accounts: White Provision Co. (Cold Cuts, Wieners, Sausage); Roman Cleanser Co. (Bleach), both Atlanta, Ga.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

TV Accounts: Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; White Provision Co.; Georgia Power Co. (Appliances); Robinson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

Estimated Radio-TV Billings: \$87,000.

LUCKOFF & WAYBURN, INC.

320 W. Lafayette Blvd., Detroit 26, Mich.

Phone: WOODWARD 2-0707

ABP-ANPA-APA-NBP

President, Treas.....Louis H. Luckoff
 Exec. V.P.....Leon S. Wayburn
 SecretaryRobert Goldfarb
 Time Buyer.....Alan E. Luckoff
 Media Dir.....Edith Rose
 TV Time Buyer.....Donald DeCook
 Radio-TV Time Buyer.....Edward Allen

Radio Accounts: State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Detroit Times, all Detroit, Mich.

TV Accounts: State Sample Dept. Store, Detroit Times, Meyer Jewelry Co., Gordon-Chapman (Grenadier Mattress); Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Koolvent Awnings, all Detroit.



EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: ANdover 3-1888
AAAA-ABP-ANPA-APA-ABC
NOAB-ABC

Chairman, Treas.....Earle Ludgin
President.....Vincent R. Blisa
Exec. V.P., Art Dir.....John H. Willmarth
V.P.'s, Acct. Execs.....Fred Klein, Kenneth
Mason, Clifford Schaible, J. E. Chapman,
George Rink, Ralph Whiting.
V.P., Radio-TV Dir.....Jane Daly
Head Time Buyer.....Ruth Babick
Radio Accounts: Rit Products Corp., The
Best Foods, Inc., W. F. McLaughlin & Co.
TV Accounts: The Best Foods, Inc., W. F.
McLaughlin & Co., Rit Products Corp., (All
Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: VALley 2-7182-3
ABP-ANPA-APA-NBP-NOAB

Owner, Acct. Exec.....S. C. B. Lynn
Creative Dir.....Donald A. Smith
Copy Chief.....W. E. Skrinak
Radio-TV &
Media Dir.....W. P. McLaughlin
Radio Accounts: Wise Potato Chip Co.
(Potato Chips), Berwick; Quinlan Pretzel
Co. (Pretzels), Reading; Purvin Dairy Co.
(Milk), Wilkes-Barre, Pa.; Kingston Cake
Co. (Blue Ribbon Cake), Kingston, Pa.
TV Accounts: Wise Potato Chip Co. (Po-
tato Chips), Berwick; Quinlan Pretzel Co.
(Pretzels), Reading, Pa.; Kingston Cake Co.
(Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa
Phone: EMpire 4-2451

AAAA-ABP-ANPA-APA-NOAB-NBP
President.....W. D. Lyon
Vice President.....R. B. Creswell
Acct. Execs.....R. P. Zirbel, R. H. Schubert
Media Dir.....R. P. Ames
Radio & Time Buyer.....Eileen Burns
Branch Office

373 Orpheum Electric Bldg., Sioux City, Ia.
Phone: 5-4428

Manager.....H. Don Carlos
Radio-TV Dir.....Robert D. Colburn
Radio Accounts: Ames Inross (Hybrid
Chicks), Des Moines, Iowa; Crescent Elec-
tric Supply Co. (Electrical Appliances &
Supplies), Dubuque, Iowa; First National
Bank, Sioux City, Iowa; Guaranty Bank &
Trust Co., Cedar Rapids, Iowa; Home Town
Dairies, Iowa City, Iowa; Iowa Dairy
Industry Commission, Des Moines, Iowa;
Rockford Brick & Tile Co., Rockton, Iowa;
Kay Dee Feed Co. (Farm Feeds) Le Mars,
Iowa; Wells Blue Bunny Co. (Dairy) Le-
Mars; Kent Feed Co. (Farm Feeds) Musca-
tine, Iowa; United Hagie Hybrids (Hybrid
Seed Corn), Des Moines, Iowa.

TV Accounts: Cownie-Williges (Furriers),
Sioux City, Iowa; First National Bank, Sioux

City, Iowa; Home Town Dairies, Iowa City,
Iowa; Kent Feed Co. (Farm Feeds) Musca-
tine, Iowa; Tolerton-Warfield (Food Broker-
age) Sioux City, Iowa; John B. Turner Co.
(Morticians), Cedar Rapids, Iowa; Wells
Blue Bunny (Dairy), LeMars, Iowa; Whink
Products (Household Aids), Eldora, Iowa.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360
ANPA-ABP-AAAA-ABC

Chairman.....Hays McFarland
President.....A. E. Aveyard
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