

Needham, Louis & Brorby.....	Plaza	7-0333
Norman Craig & Kummel.....	Plaza	1-0900
Product Services.....	Murray Hill	7-0204
Sullivan, Stauffer, Colwell & Bayles.....	Murray Hill	8-1600
Tatham-Laird.....	Plaza	2-1110
J. Walter Thompson Co.....	Murray Hill	6-7000
Wade Adv., Inc.....	Oxford	7-9261
Warwick & Legler, Inc.....	Plaza	1-4700
Weiss & Geller, Inc.....	Plaza	3-4070
Young & Rubicam, Inc.....	Murray Hill	9-5000

Publications

Advertising Age.....	YUkon	6-5050
Billboard, The.....	Plaza	7-2800
Broadcasting.....	Plaza	5-8354
Editor & Publisher.....	BRyant	9-3052
Film Daily.....	BRyant	9-7117
Printers' Ink.....	Murray Hill	8-7500

**RADIO-TELEVISION DAILY
Wisconsin 7-6336**

Sales Management.....	YUkon	6-4800
Sponsor.....	Murray Hill	8-2772
Standard Rate & Data Service.....	Murray Hill	9-6620
Television Age.....	Plaza	1-1122
Television Magazine.....	Plaza	3-9944
Variety.....	JUdson	2-2700

News Associations

Associated Press.....	Plaza	7-1111
Press Association, Inc.....	Plaza	7-1111
Radio Press International.....	Plaza	2-0650
Reuters.....	BRyant	9-8558
United Press International.....	Murray Hill	2-0400
World Wire Info. Serv.....	OREgon	9-7240

Talent Agencies

Columbia Artists Management, Inc.....	Circle	7-6900
General Artists Corp.....	Circle	7-7543
William McCaffrey Agency.....	ELDorado	5-1076
William Morris Agency, Inc.....	JUdson	6-5100
Music Corp. of America.....	PLaza	9-7500
National Artists Corp.....	PLaza	9-6000
TV Artists Corp.....	PLaza	3-2153

**Organizations, Unions and
Government Agencies**

AAAA.....	LEXington	2-7980
Actors' Equity.....	Plaza	7-7660
Advertising Federation of America.....	TEmpleton	8-0325
AFTRA.....	Murray Hill	7-1810
American Communications Assn.....	CORtland	7-1374
American Federation of Musicians.....	PLaza	8-0600
ASCAP.....	Murray Hill	8-8800
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	5-0200
Professional Music Men, Inc.....	COLUMbus	5-7362
RAB.....	MU	8-4020
SESAC, Inc.....	JU	6-3450
Station Representatives Assn.....	YUkon	6-9390
TvB.....	PLaza	7-9420
Writer's Guild of America.....	PLaza	7-3317

**Radio-TV Programs and
Transcription Cos.**

Basch Radio & TV Productions.....	Murray Hill	2-8877
V. S. Becker Productions.....	Murray Hill	2-0777
The Bruce Chapman Co.....	Wisconsin	7-9244
Columbia Record Prod. Service.....	Circle	5-7300
Frederic Damrau, M.D.....	YUkon	6-9484

Decca Records, Inc.....	Plaza	2-1600
Empire Broadcasting Corp.....	YUkon	6-5700
Walt Framar Prods.....	OX	7-3322
General Artists Corp.....	Circle	7-7543
Harry S. Goodman Productions.....	Plaza	5-6131
Arthur Henley Productions.....	Plaza	5-7145
Goodson-Todman Prods.....	PL	1-0600
Gotham Recording Corp.....	JU	6-5577
Henry Jaffe Ent.....	CI	5-240G
Victor Kayfetz Prod.....	CI	5-4830
Lang-Worth Feature Programs, Inc.....	JUdson	6-5700
Charles Michelson, Inc.....	Plaza	7-0695
William Morris Agency, Inc.....	JUdson	6-5100
Muzak Corp.....	OREgon	4-7400
NBC Radio Recording Div.....	Circle	7-8300
Project-O-Fex.....	MU	7-1881
Pyramid Productions, Inc.....	JUdson	6-7040
Reemack Enterprises, Inc.....	Circle	6-7300
Reeves Sound Studios, Inc.....	OREgon	9-3550
Rockhill Prod., Inc.....	Plaza	9-7979
SESAC, Inc.....	JU	6-3450
Talent Associates.....	PL	3-1030
Television Screen Productions, Inc.....	Murray Hill	2-8877
Thomas J. Valentino, Inc.....	Circle	6-4675
Wolf Productions.....	Plaza	5-2050
Ziv-United Artists, Inc.....	Murray Hill	8-4700

**TV Film Producers
Distributors**

ABC Films, Inc.....	LA	4-5050
M & A Alexander Productions.....	Plaza	5-5266
Atlantic Television Corp.....	JU	2-1287
Banner Films, Inc.....	PL	5-4811
Bray Studios, Inc.....	CI	5-4582
British Information Services.....	CI	6-5100
California National Productions, Inc.....	CI	7-8300
CBS Films.....	PL	1-2345
Commonwealth Film-TV.....	CI	5-6465
Frank Cooper Associates.....	PL	1-0725
Domby Productions, Inc.....	PL	9-2495
Economee Television Programs.....	MU	8-4700
Flamingo Films.....	JU	6-7040
Fortune Features, Inc.....	LO	4-5592
Fremantle International.....	MU	7-4343
Galaxy Attractions.....	PL	1-0330
W. J. German, Inc.....	LO	5-5978
Harry S. Goodman Productions.....	PL	5-6131
The Jam Handy Organization, Inc.....	JU	2-4060
Hollywood Television Service, Inc.....	JU	6-1700
Independent TV Corp.....	PL	5-2100
Intercontinental TV.....	MU	2-3404
Interstate TV Corporation.....	PLaza	7-3070
Jayark Film Corp.....	MU	8-2636
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.....	JUdson	2-7300
Official Films, Inc.....	PL	7-0100
Paramount Television Productions, Inc.....	BR	9-8700
Reeves Sound Studios, Inc.....	OR	9-3550
Hal Roach Studios.....	CI	5-4135
Sarra, Inc.....	MU	8-0085
Walter Schwimmer, Inc.....	EL	5-4616
Bernard L. Schubert.....	MU	8-0940
Screen Gems, Inc.....	PL	1-4432
Show Corp. of America.....	PLaza	9-6840
Sound Masters, Inc.....	PL	7-6600
Sterling Television Co., Inc.....	MU	3-6300
Transfilm Incorporated.....	JU	2-1400
Trans-Lux Television Corp.....	Plaza	1-3110
Twentieth Century-Fox.....	CO	5-3320
United Artists Assoc.....	Murray Hill	7-7800
UPA Pictures, Inc.....	Murray Hill	1-0400
Universal Pictures Co., Inc., Television.....	PL	9-8000
Warner Bros. TV.....	CI	6-1000
Van Praag Productions.....	PL	7-2687
Ziv-United Artists, Inc.....	MU	8-4700
Maurice H. Zouary TV Productions.....	JU	2-6185

Chicago Telephone Numbers

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	Franklin	2-0660
WBEE	RAndolph	6-6842
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
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	MOrooe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WSBC	MOrooe	6-9060
WSEL	RAndolph	6-9735

FM Radio Stations

WEAW	KEystona	9-6090
WEFM	STate	2-1357
WENR-FM	ANdover	3-0800
WFMT	STate	2-5668
WKFM	RAndolph	6-2141

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	MIchigan	2-7600
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbo Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-8900
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	WHitehall	4-6869
John Blair & Co.	SUperior	7-2300
The Bolling Co.	WHitehall	3-2040
The Branham Co.	CEntral	6-5726
Broadcast Time Sales	STate	2-1405
Burn-Smith Co.	CEntrol	6-4437
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-8196
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	DElaware	7-3504
Forjoe TV, Inc.	DElaware	7-3504
Gill-Perno, Inc.	FINancial	6-9393
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	FINancial	6-6440
The Kotz Agency	MOhawk	4-7150
Robt. S. Keller, Inc.	STate	2-5096
Keystone Bcstg. System, Inc.	STate	2-8900
Daren F. McGavren Co.	FR	2-6498
Meeke Co., Inc.	CEntral	6-1742
NBC Spot Sales	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 Reprs., Inc.	FINancial	6-0982
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
Storer Television Sales	CEntral	6-9950

Venard, Rintoul & McConnell	STate	2-5260
Walker-Rawalt Co.	ANdover	3-5771
Weed & Co.	WHitehall	4-3434
Adam Young, Inc.	MIchigan	2-6190

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson	FINancial	6-1600
N. W. Ayer & Son, Inc.	ANdover	3-7111
BBDO	SUperior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Gordon Best, Co., Inc.	STate	2-5060
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
W. B. Doner & Co.	ANdover	3-7800
Doremus & Co.	CEntral	6-9132
Erwin Wasey, Ruthrauff & Ryan	FINancial	6-1833
Foote, Cone & Belding	SUperior	7-4800
Frank, Clinton E., Inc.	WHitehall	4-5900
Fuller & Smith & Ross	ANdover	3-5039
Grant Advertising, Inc.	SUperior	7-6500
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	9-3700
Arthur Meyerhoff & Co.	DElaware	7-7860
Needham, Louis & Brorby, Inc.	WHitehall	4-3400
L. W. Romsey Co.	FRanklin	2-8155
Roche, Rickerd & Cleary, Inc.	RAndolph	6-9760
Tatham-Laird, Inc.	HARRISON	7-3700
J. Walter Thompson Co.	MOhawk	4-6700
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
Jewell Radio & TV Productions	MOhawk	4-5757
Jules Power Prod.	ANdover	3-1422
Lcs Lear Productions Corp.	RAndolph	6-0905
William Morris Agency	WHitehall	3-1744
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Walter Schwimmer Co.	FRanklin	2-4392
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	ANdover	3-6520
L. S. Toogood Recording Co.	CEntral	6-5275
Ziv United Artists, Inc.	WH	4-1030

News Agencies and Assus.

Associated Press	STate	2-7700
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RADIO-TELEVISION DAILY DEarborn 2-6757

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

TV Film Producers-Dist.

Walter Schwimmer, Inc.	FR	2-4392
Television Programs of America, Inc.	WH	4-4767
UPA Pictures, Inc.	WHitehall	4-0196

Washington Telephone Numbers

Federal Departments and Agencies

American National Red Cross	REpublic	7-8300
Archives, National	WO	3-1130
Business and Defense Services Administration	STERling	3-9200
Capitol, U. S. (Senate, House)	CAPitol	4-3121
Census, Bureau of The	RE	5-2000
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	EXecutive	3-3111
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

Non-Government

Clear Channel Broadcasting Service	EXecutive	3-0255
Electronic Industries Association	NATional	8-3902
National Association of Broadcasters	DEcatur	2-9300
National Press Club	REpublic	7-2500
RADIO-TV DAILY	EX	3-4808
Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	DIstrict	7-9680
Westinghouse Broadcasting Co.	STERling	3-0903

AM Radio Stations

WARL	KENmore	6-9000
WEAM	JACKson	7-7100
WFAN	REpublic	7-8000
WFAX	JEfferson	2-1220
WGAY	WHitehall	6-1050
WGMS	EXecutive	3-8676
WINX	REpublic	7-8000
WMAL	KEllogg	7-1100
WOL	HObart	2-3900
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-FM	DIstrict	7-1356
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WRC-FM	EMerson	2-4000
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	AD	4-5400
United Press International	EXecutive	3-3430

Networks

ABC	REpublic	7-6013
CBS	EMerson	2-9300
MBS	CO	5-6363
NBC	EMerson	2-4000

Los Angeles Telephone Numbers

AM Radio Stations

KABC	NOrmandy	3-3311
KALI (Pasadena)	MURray	1-7148
KBIG	HOLlywood	3-3205
KBLA (North Hollywood)	TRiangle	7-3619
KDAY	HOLlywood	1-9981
KFAC	WEbster	8-0161
KFI	DUnkirk	2-2121
KFOX (Long Beach)	HEmlock	6-7281
KFSG	DUnkirk	9-1141
KFWB	HOLlywood	3-5151
KBBS	DUnkirk	8-2345
KGER (Long Beach)	NEvada	6-4774
KGFJ	HOLlywood	4-0201
KGIL (Sherman Oaks)	STate	5-8631
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	HOLlywood	2-7271

KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KPOL	WEbster	8-2345
KRRD	CAPitol	5-4116
KWKW (Pasadena)	MURray	1-6744
KXLA (Pasadena)	MURray	1-6991

FM Radio Stations

KABC-FM	NOrmandy	3-3311
KBIQ-FM	HOLlywood	3-3205
KBMS-FM (Glendale)	CHapman	5-2090
KCBH	BR	2-7105
KFAC-FM	WEbster	8-0161
KFMU-FM	WEbster	8-5233
KFOX-FM	SPruce	5-2068
KGLA-FM	DUnkirk	5-9966
KHJ-FM	HOLlywood	2-2133

LOS ANGELES TELEPHONE NUMBERS

KHOF-FM (Glendale)	CHapman	5-7575
KMLA-FM	DUnkirk	2-8426
KNQB-FM (Long Beach)	HOLLYWOOD	7-0454
KNX-FM	HOLLYWOOD	9-1212
KRHM-FM	DUnkirk	5-7421
KUTE-FM	CLitrus	4-1414
KRKD-FM	CApitol	5-4116
KWKW-FM (Pasadena)	MURray	1-6744

Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLLYWOOD	2-7311
KHJ-TV	HOLLYWOOD	2-2133
KRCA	THornwall	5-7000
KNXT	HOLLYWOOD	9-1212
KTLA	HOLLYWOOD	9-3181
KTTV	HOLLYWOOD	2-7111

National Networks

American Broadcasting Company	NOrmandy	3-3311
Columbia Broadcasting System	HOLLYWOOD	9-1212
CBS Television—Television City	OLive	1-2345
Mutual Broadcasting System	HOLLYWOOD	2-2133
National Broadcasting Company	THornwall	5-7000

Station Representatives

AM Radio Sales Co.	HOLLYWOOD	5-0695
Avery-Knoel, Inc.	DUnkirk	5-6394
Walter Biddick Co.	Richmond	9-8800
John Blair & Co.	DUnkirk	7-1333
Blair-TV, Inc.	DUnkirk	1-3811
Bolling Company, Inc.	HOLLYWOOD	2-6471
The Branham Co.	WEbster	3-6365
Broadcast Times Sales	HOLLYWOOD	5-1755
CBS-Radio Spot Sales	HOLLYWOOD	9-1212
CBS-TV Spot Sales	OLive	1-2345
Forjoe & Co.	OL	5-7755
Gill-Perna, Inc.	DUnkirk	7-4388
W. S. Grant Co.	HOLLYWOOD	3-7194
H-R Representatives, Inc.	HOLLYWOOD	2-6453
Harrington, Righter & Parsons, Inc.	DUnkirk	5-4275
Hollingbery, George P., Co.	DUnkirk	5-2071
Intercontinental Service Ltd.	HOLLYWOOD	2-2289
Katz Agency, The	DUnkirk	5-6284
Daren F. McGavren Co., Inc.	HOLLYWOOD	4-7331
Meeker Co.	HOLLYWOOD	2-6501
Tracy Moore	HOLLYWOOD	2-2351
NBC-KRCA Spot Sales	THornwall	5-7000
Oakes, Harlan G., Associates	DUnkirk	2-0880
Lee F. O'Connell Co.	OLeander	5-7597
John Pearson Co.	DUnkirk	5-5084
Peters, Griffin, Woodward, Inc.	HOLLYWOOD	9-1688
Edward Petry Co.	DUnkirk	8-1143
Paul H. Raymer	HOLLYWOOD	2-2376
Scott, Duncan & Co.	DUnkirk	8-4151
Television Adv. Reps.	HOLLYWOOD	6-1144
Venard, Rintoul, McConnell	DUnkirk	8-4151
Video Views	HOLLYWOOD	3-4179
Weed & Company	HOLLYWOOD	2-6676
Young, Adam J., Inc.	HOLLYWOOD	2-2289

Advertising Agencies

Action in Advertising	DUnkirk	3-3114
Ad Larson	NOrmandie	4-6552
Adams & Keyes, Inc.	WEbster	8-3781
Admasters	UPton	0-2660
Advertising Council, Inc.	HOLLYWOOD	2-0988
Advertising Engineers Corp.	MAdison	8-5039
Alber, R. H., Co.	HOLLYWOOD	9-8273
Allen, Dorsey & Hatfield, Inc.	NOrmandie	3-9343
Allen & Marshall Adv., Agncy.	OLive	3-1770
Allen, Martin, Co.	OLive	3-2020
Allied Advertising Agencies	HOLLYWOOD	2-0837
Anderson-McConnell Adv. Agency	HOLLYWOOD	3-4154
U. S. Anderson Co.	OLdfield	4-0250
Arkwright Advertising Co. Inc.	HOLLYWOOD	4-3129
Armstrong, Fenton & Vinson, Inc.	MURray	1-6041
Arnold, Rupert Advertising	DUnkirk	2-0896
Asch, A., Inc.	DUnkirk	7-7600
Associated Advertising Agency	OL	2-7690
Associated Broadcast Adv. Co.	WEbster	6-5564
Atherton Magge, Privett, Inc.	OLive	3-9870

Ayer, N. W., & Son, Inc.	HOLLYWOOD	3-4181
Barnes Chase Co.	HUbbard	2-1690
Bates, Ted., & Co.	OLympia	5-9081
BBDO	HOLLYWOOD	6-1641
Baus & Ross Co.	DUnkirk	8-1107
Bayard, Jere	OLdfield	5-9355
Becker, Max, Advertising	GArfield	3-5484
Beaumont & Hahman	MAdison	2-2986
Bjajach, Leo, Adv.	GRanite	2-2240
Belford, Ed, Agency	BRadshaw	2-8493
Bell Advertising	HOLLYWOOD	6-2421
Bennett, Walter F., & Co.	HOLLYWOOD	4-8291
Benton & Bowles, Inc.	HOLLYWOOD	4-9151
Berghoff Associates, Inc.	OLive	5-7536
Bishop & Associates, Inc.	OLive	1-2560
Blades, Richard H.	MAdison	9-2866
Bloch's Advertising	HOLLYWOOD	3-0647
Blum's Direct Advertising	DUnkirk	8-3441
Bogerts, The	HOLLYWOOD	3-6871
Bowes, Chas. Adv. Co.	Richmond	7-0543
Boyd, John R.	LUDlow	9-1644
Boylhart, Lovett & Deane	HUntly	2-0740
Bozell & Jacobs, Inc.	DUnkirk	9-1277
Brehme Ad Service (Glendale)	CHapman	5-1539
Broadcasting Advertising	BRadshaw	2-4840
Brother, D. P., & Co.	DUnkirk	5-8288
Brown, Byron H., & Assoc.	OLympia	3-2320
Bull, Frank, & Co.	HOLLYWOOD	5-4195
Burnett, Leo, Co., Inc.	HOLLYWOOD	4-7374
Buss, R. H., Associates	DUnkirk	5-4385
Buxton Adv. Agency	MURray	1-4993
Campbell-Ewald Co.	DUnkirk	9-1334
Campbell-Mithun, Inc.	HOLLYWOOD	2-0715
Caples Co., The	DUnkirk	7-4255
Carlson, Milton Co.	DUnkirk	8-9464
Carson-Roberts Inc.	BRadshaw	2-8366
Caste, Roger T., Assoc.	HEmlock	7-3503
Castor & Assoc.	OLeander	2-1315
Chamberlin & Associates	DUnkirk	7-6444
Citizen Advertising Agency, Inc.	MAdison	2-2463
Coward Velma Advertising	DUnkirk	4-2558
Coast Advertising Associates	DUnkirk	7-7373
Colc, Fischer & Rogow	BRadshaw	2-3351
Coleman-Parr Advertising	OLive	3-7030
Collard, Clark, Adv. Agency	DUnkirk	7-3388
Compton Advertising, Inc.	OL	3-0100
Consolidated Adv. Directors	OLive	5-6484
Copy Cat Advertising	TRiangle	7-4348
Cowell, Leslie B., Advertising	TRiangle	7-5329
Craig & Reid, Inc.	HOLLYWOOD	4-8218
Creative Advertising	WEbster	1-3255
Crist, Ken, Inc.	NOrmandie	1-1287
Culbertson & Babcock	OLympia	5-6790
Culp, Earl R., Co.	DUnkirk	2-8406
Cunningham & Walsh, Inc.	DUnkirk	8-0591
Curtis Advertising Co.	HOLLYWOOD	3-2377
Dancer-Fitzgerald-Sample, Inc.	HOLLYWOOD	2-3256
D'Arcy Adv. Co.	DUnkirk	5-3171
Delman, Allen & Assoc.	OLive	3-2110
Davidson, David, & Co.	HOLLYWOOD	2-7753
Davis & Blockwell, Inc.	VIctoria	9-2964
Davis, Charlie, Advertising	AXminster	3-5508
DeSantis Advertising Agency	NEvada	6-6515
Dibble, Gordon H.	CHapman	5-2495
Doherty, Clifford, Steers & Shenfield	OLeancr	5-8950
Dolson Advertising Agency	LOrain	9-5111
Donahue & Coe	DUnkirk	1-2271
Donald, Dick, Advertising	DUnkirk	8-2371
Doyle, Dane, Bernbach	OLive	3-8080
Dozier, Eastman & Co.	DUnkirk	5-6071
Dreyfus Co., Adv.	OLive	5-8255
Dunas, E. C., Advertising	OLive	6-4100
Durstine, Roy S., Inc.	DUnkirk	8-3411
Ebberts, Dan, Adv. Serv.	LUDlow	7-9161
Edelstein, Irwin L. & Assoc.	OLdfield	6-6200
Ehler, Grace	MAdison	6-2222
Eisaman-Johns, Advertising	HOLLYWOOD	4-7265
Eisenberg, Ralph	MAdison	2-0439
Elliott, Neil M., Advertising	DUnkirk	7-7301
Enyart & Rose Advertising	HOLLYWOOD	6-1176
Erwin Wasey, Ruthrauff & Ryan, Inc.	WEbster	1-1211
Essig Co.	POplar	3-4365
Esty, William Co.	HOLLYWOOD	2-6301
Fagan, O. K. Advertising Agcy.	MAdison	2-2192
Falkenhainer, Carl	BRadshaw	2-0136
Fallon, Bringham, Moon, Inc.	HOLLYWOOD	4-0171
Farrar Advertising	GRanite	8-3011
Fehlman, Warren P., Adv. Co.	OXbow	8-8168

LOS ANGELES TELEPHONE NUMBERS

Fellows, John C., Co.	Murray	1-6404	McCreery, Walter, Co.	OL	2-4480
Flax-Bronston Co.	Richmond	9-4497	McElitgott, Ford C., & Associates	MA	4-4622
Fletcher Richards, Calkins & Holden	Hollywood	6-1311	McElroy Adv. Agcy.	Dunkirk	1-3045
Foiaaare, maury & Assoc.	Hollywood	9-8132	McHugb Advertising Co.	BR	2-0233
Foote, Cone & Belding (Hollywood)	HOLLYWOOD	9-6265	McKee, Burns Adv.	HOLLYWOOD	7-4218
Foote, Cone & Belding (Los Angeles)	MA	9-3611	McLain, W. R., & Associates	NO	8-2029
Forestral, R. J. Co.	WEBSTER	5-1211	McNeill & McCleery	Dunkirk	5-7341
Frank, Albert-Guenther Law	WEBSTER	3-7595	M-E Productions	Dunkirk	5-3302
Frank, Don Advertising (Anaheim)	KEYSTONE	5-6093	Meany, Phillip J., Co., Adv.	Dunkirk	5-4181
Frazier Adv. Agency	MA	5-8392	Meltzler, Richard, Adv.	WEBSTER	8-2993
Fritz, Jimmy, & Associates	HOLLYWOOD	3-3251	Minns, Richard L.	CRESTVIEW	1-7207
Fuller, Smith & Ross, Inc.	Dunkirk	5-2211	Morgan Company, The	TRIANGLE	3-2694
Gage, Booth & West, Inc.	OLIVE	3-1770	Morgan, Raymond R., Co.	HOLLYWOOD	6-1311
Gard, Dalbert & Associates	Dunkirk	8-8422	Mottl & Siteman Advertising	OL	2-5095
Gardner Advertising Co.	HOLLYWOOD	9-2719	Mowinckel, E. K., Advertising	Richmond	7-0529
Gaynor, Ducas, Inc.	OL	5-8191	Mullins, Earl, Advertising	Dunkirk	5-9088
Geissinger, W. B., & Co.	OLIVE	1-3510	Nargi Advertising	MA	2-1647
General Advertising Agency, Inc.	HOLLYWOOD	3-5128	National Advertising Associates	Dunkirk	7-4388
Gerth, Brown Clark & Elkus	OLIVE	3-2320	National Federation of Advertising	OL	3-2320
Gilbert & Benton	TRIANGLE	7-3105	Neale & Associates	OL	6-0500
Gilbert, Martin, Agency	TRIANGLE	3-4532	Needham, Louis, & Brorby	CRESTVIEW	6-2073
Gill Clifford Agency	OLIVE	5-8388	Nelson Adv. Service	BRADSHAW	2-0261
Glasser-Gailey, Inc.	MA	9-3501	Newman, Ben Allah, Advertising	Dunkirk	9-6649
Glenn Advertising, Inc.	OL	3-9030	Newmark, Nelson, Advertising	MA	4-1568
Gold Mike Agency	OLEANDER	5-6811	North Advertising	OL	2-3770
Gonda, Francis D., Adv. Agency	HOLLYWOOD	2-1322	Olen, David, Adv.	OLIVE	5-7290
Goodman Organization	Oldfield	6-6200	Pacific Advertising Service	Richmond	9-3802
Graham, Clyde D.	Dunkirk	3-1266	Packard, Jack Advertising	CHAMMAN	5-5591
Grant, Will	Dunkirk	7-3361	Pardee Co., The	HOLLYWOOD	2-7306
Grant Advertising Agency	HOLLYWOOD	1-9231	Patton, George Adv.	HOLLYWOOD	2-0841
Gray-Moore Agency	HOLLYWOOD	9-3591	Paul & Baum	OL	3-2110
Greer, Norman Co.	OL	7-0648	Pell, Ben, Advertising	MA	2-1557
Gregory, Willard G., & Co.	MA	7-0531	Perrett Co., The	HUBBARD	2-8303
Grey Advertising	BRADSHAW	2-9821	Porter & Associates	WEBSTER	6-5564
Guerin-Johnstone-Jeffries Advertising	CLINTON	7-7573	Porter, Wesley H., Adv.	AXMINSTER	3-0400
Guild, Bascom & Bonfigli	HOLLYWOOD	9-8217	Productive Advertising	AXMINSTER	1-1322
Hadlock & Associates	HOLLYWOOD	2-6731	Ramsey, Brown & Co.	HOLLYWOOD	3-6851
Heintz & Co., Inc.	MA	9-3181	Raymond, J. W., Advertising	MA	4-2244
Hill, Don	MA	4-9936	Raymond, Larry, Co.	WEBSTER	6-8125
Hixson & Jorgenson, Inc.	Dunkirk	8-3121	Reach, McClinton & Co., Inc.	OLIVE	3-9610
Hoel, John D., Adv. Agency	Murray	1-7131	Robin, Lee & Arnold	CRESTVIEW	4-5853
Hollander, Welsh Advertising	Dunkirk	9-1171	Robins, Jerome, Agency	Dunkirk	8-0661
Honig-Cooper Co.	Dunkirk	8-3301	Roche-Eckhoff & Lee	OLIVE	5-7670
House of Leads	NEVADA	6-4471	Rockett-Lauritzen	REPUBLIC	4-2106
Houston Advertising Service Co.	NORMANDIE	5-5886	Ross, Charles, Adv., Agency	HOLLYWOOD	7-8898
Hunter & Wilhite Advertising	WEBSTER	3-7353	Ross, Roy, Inc.	HOLLYWOOD	9-6263
Hutchinson Advertising	HOLLYWOOD	2-4500	Saussy, Walker Advertising	HOLLYWOOD	3-5161
Irwin, Howard, & Assoc.	Dunkirk	8-1219	Sawdon, Frank	HOLLYWOOD	4-7579
Jay, Clarence L. Industrial Adv.	NORMANDIE	4-7131	Schurrer, Lou, Adv.	HOLLYWOOD	3-3800
Jaycraft Co.	Thornwall	2-5310	Scott, M. B., Advertising	OL	3-5330
Jenner, Don, Advertising	Dunkirk	2-8321	Sebrell, J. B., Adv. Agcy.	MA	6-9397
Jeff Advertising	HOLLYWOOD	2-6635	Seros, George J., Advertising	CRESTVIEW	6-4723
Johnson & Lewis	HOLLYWOOD	5-7105	Shane, Leonard, Agency	HOLLYWOOD	9-2258
Jones, Paul, & Associates	Dunkirk	1-3003	Shaw, John W., Advertising	WEBSTER	8-2675
Kaplan, Sara Jane, Advertising	OLIVE	3-6057	Shay Advertising	HOLLYWOOD	4-1158
Kaufman, Lon, Co.	Dunkirk	8-2725	Sheldon, Lisle Adv.	HOLLYWOOD	3-2366
Kaufman, Hans E., & Co.	HOLLYWOOD	3-3800	Simmons, Dean	WEBSTER	1-1311
Key-Christopher Advertising	WEBSTER	9-3147	Smalley & Smith	HOLLYWOOD	6-2404
Keane, Raymond, Advertising	OLIVE	3-8650	Speer Advertising Agency	Richmond	7-9626
Keene & Associates	OLIVE	3-7420	Spees Advertising Agency	Dunkirk	9-6933
Keillog, Edw. S.	Dunkirk	7-5213	Stahl, Charles N., Adv. Agency	HOLLYWOOD	2-7344
Kelso, M. H., & Co.	Dunkirk	2-2072	Stebbins, Barton A., Adv.	Dunkirk	8-8131
Kenyon & Eckhardt	HO	9-9044	Stebbins, Hal, Inc.	Richmond	9-5317
Kennedy, Walker, Inc.	OLEANDER	5-8750	Steinlauf, Malcolm, & Co.	WEBSTER	3-7564
Keyes, Madden & Jones	HOLLYWOOD	9-3974	Steller, Miller & Lester, Inc.	Dunkirk	7-5377
Lance Advertising	WEBSTER	6-6184	Stiller, Hunt Advertising	BRADSHAW	2-0204
LaRoche, C. J., Advertising	HOLLYWOOD	9-3656	Stodel Advertising	MA	2-1193
Lawrence Co.	BRADSHAW	2-5820	Straus, J. M., & Co.	OLYMPIA	5-7691
Lee & Associates	OLIVE	1-2090	Stromberger, LaVane & McKenzie	Dunkirk	5-2211
Lee, J. Richard	HOLLYWOOD	9-2721	Sudler Co.	BRADSHAW	2-7438
Lee, Robert E., & Associates	HOLLYWOOD	6-1188	Sullivan Stauffer Colwell & Bayles	HOLLYWOOD	4-2119
Leni Advertising	HOLLYWOOD	9-1082	Swafford & Co.	Oldfield	5-9690
Lennon & Newell	CRESTVIEW	1-7221	Taggart & Young	WEBSTER	3-8108
Lewin, Howard, Advertising	Dunkirk	8-7156	Tatham-Laird, Inc.	HOLLYWOOD	1-9228
Lewis Advertising	HOLLYWOOD	5-9040	Taylor Host, Inc.	CAPITOL	5-3208
Little & Co.	Dunkirk	9-1267	Thompson, J. Walter, Co.	OL	3-0300
Logan, Dudley L.	Dunkirk	2-8471	Thompson-McDonald	HOLLYWOOD	2-7249
Lynn-Western, Inc.	WEBSTER	5-1234	Tilds & Cantz Advertising	OLEANDER	5-9270
Mack Agency	HOLLYWOOD	2-6377	Todd, Michael, Advertising	HOLLYWOOD	5-8036
MacManus, John, & Adams	OLIVE	3-6130	Tullis Co., Inc., The	HOLLYWOOD	2-6333
Mann Advertising Co.	Dunkirk	2-1179	Tyler-Smith, T., Advertising	Dunkirk	7-5519
Mannis, Samuel A.	HOLLYWOOD	4-7501	United Bench Advertising	AXMINSTER	2-8107
Martha's Adv. Service	MA	6-4897	Universal Advertising Agency, Inc.	HOLLYWOOD	4-8218
Mathison & Associates	HU	2-1870	Van der Boom, Hunt, McNaughton	WEBSTER	8-2001
Mayne, Charles H., Co.	Dunkirk	5-0138	Vanderhurst Adv.	HOLLYWOOD	7-9191
Mays & Co.	MA	7-8534	Van-Scott, Inc.	Dunkirk	9-2300
McCann-Erickson	Dunkirk	5-3301	Victor, A. J., Company	AXMINSTER	4-7555
McCarty Co., The	Dunkirk	5-4011	Voorhees, P. W., Inc.	HOLLYWOOD	6-1181

LOS ANGELES TELEPHONE NUMBERS

Wade, Adv. Agency	Hollywood	6-1631
Walsh, Nellie L., Advertising	MA	2-9853
Warwick & Legler, Inc.	OL	3-0130
Weatherwax-Spurgeon & Associates	MA	7-2633
Webster, R. W., Adv.	MADison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiss, Edward H., & Co.	OLive	3-8360
Welsh, Hollander & Coleman Adv.	DUnkirk	9-1171
Westwood, Tom, Adv. Agcy.	CH	5-5051
Whiteman, Richard	DUnkirk	5-2054
Wilder, Alvin	REpublic	4-2186
Williams, Dallas & Sons	HOLLYwood	2-6396
Willis, Harry G., & Assoc.	CHapman	5-5533
Winan & Co., Paul	RIchmond	7-5189
Wolfer-Douglas-Bennington, Inc.	CUmberland	3-6242
Wolf, Len, Co.	DUnkirk	8-2361
World Advertising (Long Beach)	HEmlock	5-6094
World Wide Want Ad Service	MADison	7-9983
Wynne-Alexander Advertising	MURray	2-2319
Young, Marvin, Associates	HOLLYwood	2-2684
Young & Rubicam	HO	2-7181

Radio-TV Program Prods.

Aladdin Enterprises	HOLLYwood	2-6686
Alexander, M & A, Productions	HOLLYwood	4-7571
Burrud, Bill, Productions	HOLLYwood	3-8181
Cavalcade Television Programs	OL	4-4144
Consolidated Film Industries	HOLLYwood	9-1441
Corradine, Tom J., & Associates	HOLLYwood	2-4448
Commodore Productions	HOLLYwood	9-7502
Crosby, Bing, Enterprises	BRadshaw	2-2771
Fairbanks, Jerry, Inc.	HOLLYwood	2-1101
Guedel, John, Radio Productions	OLive	3-8000
Hollywood Central Recording	HOLLYwood	3-2131
MacGregor, C. P., Sound Studios	DUnkirk	4-4191
MCA-TV	BRadshaw	2-3211
Patin, Ray, Productions	HOLLYwood	2-1147
RCA, Victor Division	RAYmond	3-6661
Radio Recorders, Inc.	HOLLYwood	3-3282
Reynolds, Stuart, Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	HOLLYwood	4-3183
Rocket Pictures, Inc.	HOLLYwood	7-7131
Ross, Jack	HOLLYwood	9-4019
Rourke, Jack, Productions	HOLLYwood	3-7178
Screen Gems, Inc.	HOLLYwood	2-3111
Steffner, Wayne, Prods.	HOLLYwood	3-4173
Studio & Artists Recorders	HOLLYwood	4-8241
Sutherland, John, Prods., Inc.	DUnkirk	8-5121
Telefilm, Inc.	HOLLYwood	9-7205
Telex Corp.	HOLLYwood	4-7391
TV Spots	HOLLYwood	5-5171
Tuchman, Harris, Productions	WEbster	6-7189
Universal Recorders	HOLLYwood	9-8282
Western Recorders	HOLLYwood	3-6811
Wilding Business Commu.	WEbster	8-0183
World Broadcasting System	OLdfied	4-2800
Wright, Carter, Enterprises, Inc.	HOLLYwood	9-0944
Ziv-United Artists	OLdfield	4-2800

TV Film Producers-Dist.

M & A Alexander Productions	HO	4-3414
George Bagnall & Associates	OL	2-8050
Bonded TV Film Service, Inc.	OLd	4-7575
California National Prod.	TH	5-7000
Frank Cooper Associates	CR	4-5971
Jack Denove Productions, Inc.	HO	4-8331
Desilu Productions, Inc.	HO	9-5911
Walt Disney Productions	VI	9-3411
Dougfair Corporation	HO	5-6164
Jerry Fairbanks Production	HO	2-1101
Family Theater, Inc.	HO	2-1317
Don Feddersen Productions	HO	2-0821
Filmcraft Productions	OL	3-2430
Filmaster Productions, Inc.	HO	4-6122
Flying A Prod.	HO	9-1475
Four Star Films, Inc.	HO	2-6231
Hollywood Television Service, Inc.	PO	3-8411
Independent Television Corp.	HO	2-6525
Interstate TV Corporation	NO	7-9181
Mark VII, Ltd.	TR	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Productions	HO	4-2141
Medallion TV Enterprises, Inc.	HO	2-6635

Paramount Television Productions, Inc.	HO	9-3181
Playhouse Pictures	HO	5-2193
Roland Reed Productions	HO	9-1628
Revue Productions, Inc.	TR	7-1211
Hal Roach Studios	TE	0-3361
Ross-Danzig Productions	HO	2-0761
Screen Gems, Inc.	HO	2-3111
Stage Five Productions, Inc.	HO	7-3111
Swift-Chaplin Productions, Inc.	HO	2-0761
TCF Television Productions, Inc.	HO	2-6231
Twentieth Century Fox Television	HO	2-6231
UPA Pictures, Inc.	TH	2-7171
Universal Pictures Co., Inc., Television	TR	7-1211
Van Praag Productions	DU	1-3819
Warner Bros. Pictures, Inc. TV Division	HO	9-1251

Artists Agencies

Alexander, Alex Agency	CRestview	1-6101
Allied Casting	HOLLYwood	3-7124
Alvarado, Carlos	OL	2-0272
American Federation of TV-Radio	HOLLYwood	4-5123
Armstrong-Deuser-McHugh, Jr.	CRestview	4-0881
Ashley-Steiner Corporation	CRestview	4-8511
Artigue, Louis	CRestview	6-2488
Associated Booking Corp.	OLive	2-9940
Auer, Miles Bohm	HOLLYwood	2-6416
Barnes, William, Agency	BRadshaw	2-8221
Barry, Vy, Agency	HOLLYwood	9-2127
Barskin Agency, The	OL	2-5470
Bell, Marcella Agency	CRestview	6-0012
Bender, David	OLympia	2-1465
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	HO	4-3060
Brandies, Bob, Agency	POplar	2-4872
Brewis, Alex	OL	2-5470
Carson-Stempel	CRestview	4-8343
Cinema Artists Agency	OLive	2-7074
Cloutman-Barskin-Short	CRestview	4-6833
Columbia Artists Management	HOLLYwood	2-6623
Condit Agency	HO	4-9233
Connor, Allen	HOLLYwood	5-0834
Cooper, Frank, Associates	CRestview	4-5971
Cooper, Ray	CRestview	6-9769
Cumber, Lil Attractions Agency	AXminster	3-6159
Davis, Mary Webb	OL	5-6747
Dawn, Wilma Agency	HOLLYwood	5-7438
Donaldson Agency	OL	2-0355
Famous Artists	CRestview	4-7433
Flaire Agency, The	OL	6-3060
Frings, Kurt	CRestview	4-8881
Garfield, Milton	CRestview	1-7227
Gefsky, Harold L.	CRestview	4-7801
General Artists Corporation	BR	2-0973
Gertz, Mitchell	CRestview	4-5491
Gold, Herb	CRestview	4-8171
Gold, Sid	CRestview	4-7247
Goldstone, Tobias	CRestview	6-1071
Gould, Billy	OL	6-1122
Green, Ivan	OL	2-4010
Greshler, Abner	OLdfield	4-5960
Griffith, Byron	HOLLYwood	7-2600
Grossman, Milton M.	CRestview	4-8631
Halliburton, Jeanne	POplar	9-2947
Halsey, Reece Agency	OLive	2-2409
Hamilburg, Mitchell	CRestview	4-9311
Herdan-Sherrell	CRestview	1-5236
Herzbrun, Walter	OL	2-7210
Herzon, Kendall	CRestview	4-8107
Ingersoll, George, Agency	HOLLYwood	7-0862
Irwin, Lou	CRestview	1-7131
Jackson, Edith	HOLLYwood	7-0155
Jaffee Agency	OLympia	7-2710
Kaufman, Milton	CR	5-5028
Kingston, Al, Enterprises	CRestview	6-8538
Kohner, Paul	CRestview	1-5165
Kumin-Olenick Agency	CRestview	4-7281
Lance, Leon O.	OL	7-1060
Lauren, J. W., Agency	OL	6-4070
Lazar, Irving	CRestview	5-6153
Leonard, Fred	HOLLYwood	4-7546
Levee, Sid	CRestview	4-8631
Langenecker, Robt.	OLive	3-7770
MacQuarrie, Earl	CRestview	4-8919
Manuel, Alvin G. Agency	CRestview	4-5288
Marion, Paul Agency	OL	2-9540
Marx, Bert	CRestview	4-8555

Medford, Ben	CRestview	1-7021
Meyers, Walter	CRestview	1-8161
Middleton-Chiles Agency, Inc.	OL	6-4460
Mishkin Agency	OLive	2-0944
Moore, Lola	CRestview	6-5401
Morris, William	BRadshaw	2-4111
MCA Artists	CRestview	4-7711
Ochs, Al	HOLLYWOOD	9-6470
Oliver, Maurine	OL	7-1250
Omega Artists, Inc.	OLympia	5-7212
Payton, Bob	OL	6-1880
Pearson, Ben	CRestview	4-5488
Pomeroy, Jack	HOLLYWOOD	9-6366
Preminger-Stuart	OL	6-2360
Rogers & Rush	CRestview	4-6841
Rosen, Jerry, Agency	BRadshaw	2-2345
Ryan, Frank	CRestview	1-4627
Saphier, James L., Agency	CRestview	1-7231
Schuller, William Agency	CRestview	4-6949
Schwartz Agency	OLive	3-0400
Screen Children's Guild Agency	HOLLYWOOD	9-6231
Shauer, M. A.	CRestview	1-1103
Shaw, Glenn	OLive	5-6956
Shiple, Howard Agency	CRestview	6-6251
Shurr, Louis	CRestview	4-8111
Sindell Agency	CRestview	4-8181
Small, Paul	BRadshaw	2-0496
Snitzer, Lou-Fritschi, Al, Inc.	HOLLYWOOD	9-6271
Somlyo, E. T.	CRestview	6-2041
Stempel, Frank	CRestview	4-8343
Stewart, Rosalie	CRestview	4-6123
Swanson, H. N.	OL	2-5385
Swoverland, Harold	OLive	6-0900
Talent Inc.	HOLLYWOOD	2-0913
Thompson, Lionel B.	CRestview	1-2188

Ullman, George	CRestview	4-5238
Wadsworth, J. B.	CRestview	6-0698
Weiner, Jack	OLympia	2-1140
Weintraub, Murry	OLive	2-3971
Westwood Artists Agency	CRestview	5-1608
Wilkins, Paul	CRestview	1-6188
Willson, Henry	OLdfield	2-7452
World Artists Management Agency	CRestview	1-7294
Warmser, Jack, Agency	HOLLYWOOD	4-8138
Zimmerman, Herman Agency	CRestview	6-0266

Publications

Billboard, The	HOLLYWOOD	9-5831
Broadcasting Magazine	HOLLYWOOD	3-3148
Film Daily, The	HOLLYWOOD	9-5358
Hollywood Reporter	HOLLYWOOD	4-7411
Media Agencies Clients	OL	7-1440

**RADIO-TELEVISION DAILY
HOLLYWOOD 9-3951**

See-Hear	HOLLYWOOD	9-2707
Sponsor	HOLLYWOOD	4-8089
TV Guide	HOLLYWOOD	5-2103
TV-Radio Mirror	EXmont	7-8640
Variety	HOLLYWOOD	9-1141

Radio-TV Audience Surveys

American Research Bureau	HOLLYWOOD	9-1683
Facts Consolidated	OLive	3-3114
Moffett Research Co.	HOLLYWOOD	3-5653
National Audience Board	CR	1-8141
Pulse, Inc.	OL	3-7733

FOR PERSONNEL AND LOCAL
ADDRESSES OF ABOVE FIRMS

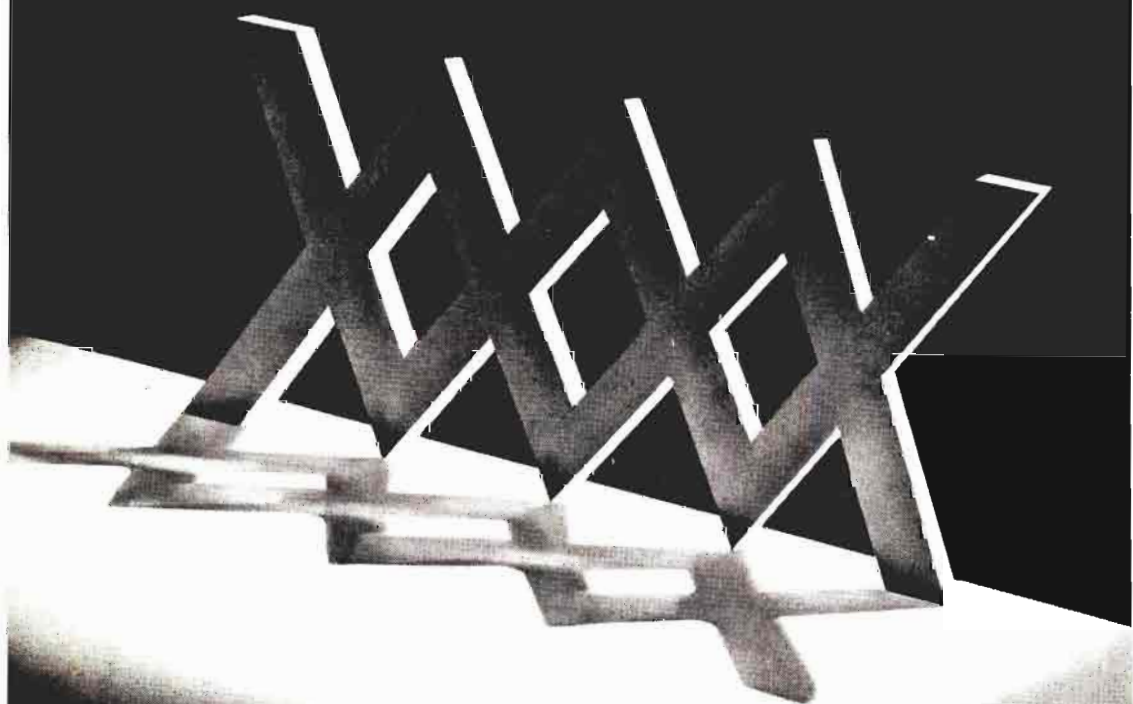
SEE

EDITORIAL INDEX (PAGE 7)

UNDER CATEGORIES SUCH AS

AM STATIONS, TV STATIONS,
STATION REPRESENTATIVES, ETC.

SINCE 1898 THE AGENCY OF THE SHOW WORLD



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1961

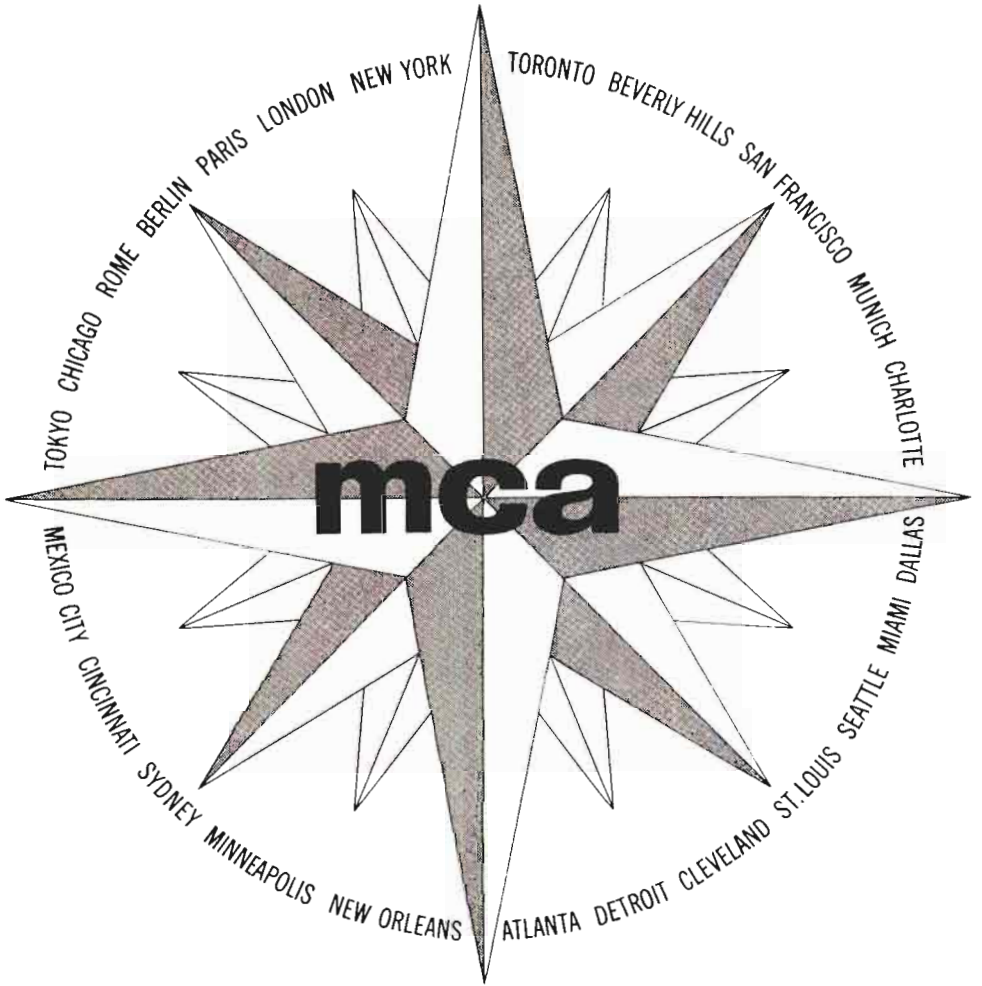
**ADVERTISING
AGENCIES**



**EXECUTIVE PERSONNEL
ACCOUNT EXECUTIVES
BRANCH OFFICES**

CANADIAN AGENCIES

TIME BUYER BIOGRAPHIES



Estimated Gross Time Expenditures Of Network Television Advertisers

— BY PRODUCT CLASSIFICATION —

GROSS TIME COSTS ONLY

	<i>Jan.-Dec. 1960</i>	<i>Jan.-Dec. 1959</i>	<i>% Change</i>
Agriculture & Farming.....	\$ 1,957,972	\$ 1,809,137	+ 8.2
Apparel, Footwear & Accessories...	9,322,623	7,221,250	+ 29.1
Automotive, Automotive Accessories & Equipment	55,117,617	46,709,247	+ 18.0
Beer, Wine	8,147,196	6,715,256	+ 21.3
Building Materials, Equipment & Fixtures	2,192,297	3,380,407	— 35.1
Confectionery & Soft Drinks.....	14,901,505	12,982,938	+ 14.8
Consumer Services	3,863,817	3,441,788	+ 12.3
Drugs & Remedies.....	84,706,199	74,950,528	+ 13.0
Entertainment & Amusement.....	914,103	383,278	+ 138.5
Food & Food Products.....	114,745,780	113,099,511	+ 1.5
Freight, Industrial & Agricultural Development	403,740	404,807	— .3
Gasoline, Lubricants & Other Fuels..	15,584,878	9,830,669	+ 58.5
Horticulture	371,250	249,608	+ 48.7
Household Equipment & Supplies...	30,742,512	30,112,185	+ 2.1
Household Furnishings	5,796,304	4,025,729	+ 44.0
Industrial Materials	22,889,140	20,980,307	+ 9.1
Insurance	12,381,622	10,270,755	+ 20.6
Jewelry, Optical Goods and Cameras	13,904,040	13,966,553	— .4
Office Equipment, Stationery and Writing Supplies	3,917,436	4,615,765	— 15.1
Political	2,501,857	—	inf.
Publishing & Media.....	2,242,022	26,593	+ 8,330.9
Radio, TV Sets, Phonographs, Musical Instruments, Accessories..	5,340,214	5,373,926	— .6
Retail or Direct by Mail.....	124,126	—	inf.
Smoking Materials	76,902,164	75,009,215	+ 2.5
Soaps, Cleansers & Polishes.....	69,493,945	67,140,302	+ 3.5
Sporting Goods & Toys.....	3,208,980	2,999,564	+ 7.0
Toiletries & Toilet Goods.....	111,096,951	102,311,526	+ 8.6
Travel, Hotels & Resorts.....	765,173	1,125,861	— 3.2
Miscellaneous	8,835,606	8,174,825	+ 8.1
Total	\$682,371,069	\$627,311,530	+ 8.8

Source: TVB LNA-BAR.

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New Broadcasting Frontiers Offer Unlimited Challenge

By NEWTON N. MINOW
Chairman, Federal Communications Commission



BROADCASTING has yet to realize its full potential. Intelligent communications via the air waves is a most integral part of the new American frontier. What better time is there for the industry to arrive at a point where full potential will begin to be realized by the broadcasters themselves. Sights must be set on a higher programming level.

All this does not mean that drastic revisions or complete shakeups in the business or in the FCC table of organizations itself are about to take place. It means that we, the broadcasters, must work harder.

To criticize current policies is one method of determining just what is to be done. Broadcasters must give the public more credit for their fundamental intelligence. The American people are eager for growth, intellectual growth in the mass media. We must approach our audience with the basic idea that they are able to hold an interest in a higher type format.

The FCC has both the duty and the power to insist that broadcasting give the public more in the way of programming than it has in the past. It is quite apparent that although some broadcasters do not meet the responsibility in an industry that is most responsible, there are still large numbers of influential communicators who are eager to do something. Many employed in the industry at very high pay scales have requested to work with the FCC in its demand for better "on the air" policy. A decrease in their wage scale would make no difference to these outstanding individuals providing constructive motivation could become a reality. As long as there is an interest there is no doubt that tremendous strides can be made.

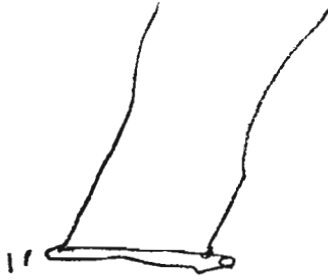
Ratings are perhaps one of the greatest handicaps in the industry. Something is wrong with the various services so widely used. If a station offers nothing but "Western Thrillers" for two or three years due to favorable ratings it is understandable that such a station may have serious problems when it applies for renewal. There is going to be a much closer scrutiny of promise versus performance.

Increased monitoring of individual stations will be another vital factor. Stations must begin to measure up to a fresh quality with decent intelligent content. Encouragement of an operation of permanent pay television to compete with free TV in line with broader tests of this new medium, will be stressed.

Carefully planned and conscientious broadcasters will realize that the development of local shows and local talent is most important. Some broadcasters may be surprised to learn that controversy or discussion of top national or governmental issues is a very marketable commodity despite those who are afraid of it and want to stick to a program of brief headlines.

The presidential debates certainly indicated that the medium of television was being used to its highest capacity. Everyone was given an equal chance to participate fully in the democratic process. These debates clearly indicate that public service broadcasting can be a provocative commentary or discussion of events of the day rather than just dry lecturing by some college professor.

The new frontier in broadcasting offers a stimulating challenge to men and women dedicated to public service and the media of mass communications.



**Never promise more
than you can perform**

—PUBLILIUS SYRUS

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 Media Director.....Daniel Sullivan

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 Phone: PLaza 1-5630

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 Director.....Bernard Rubinstein
 Copy Chief.....David M. Hausdorff

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 ANPA

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 Radio-TV Time Buyer.....Alan Bobbe
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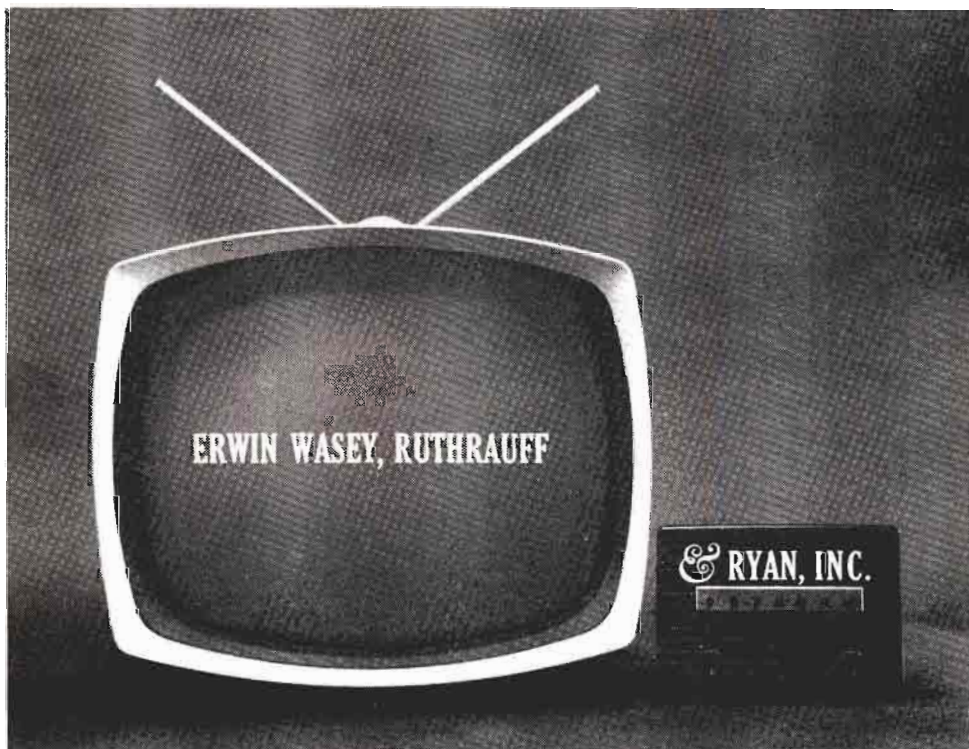
Partners.....Murry E. Cohen, Irving H.
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 Media Director.....Sylvester J. Bernstein

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 Vice President.....Kenneth Hill
 Secretary.....Robert C. Marley
 Treasurer.....Ann E. Ferngren
 Radio-TV Dept. Head.....Dixon Harper
Time Buyer and Accounts: Mrs. Joan Lindell
*Interntl. Harvester, Pfister Assoc., Mur-
 phy Products Co., Morton Chemical, Illinois
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Estimated Radio Billings: \$810,000.
Estimated TV Billings: \$419,000.



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V.P., Manager.....Harry C. Graybill
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 Phone: Honolululu 50-3681

Manager.....James P. Smith
Estimated Radio Billings: \$16,000,000.
Estimated TV Billings: \$41,000,000.

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Geo. F. Swartz, Robt. K. McCabe
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Publicity Director.....Kenneth S. Johnson
Time Buyer & Accounts: Edward C. Jones;
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Phil Franklin
Radio-TV Dir.....Glenn W. Michel
Art Director.....Warren Molentin
Copy Chief.....Burl Stiff

Time Buyers & Accounts: Glenn Michel;
Caliente R. C. Greyhound Club, Home Fed.
Savings, University City, El Cortez Hotel,
Chevrolet Dealers, Skyline Hills, Stardust
Motor Hotel; Beverly Sholtz; San Diego Gas
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V.P., Prod., Radio & TV. Herbert Gunter
V.P., Bus. Mgr., Radio & TV. H. J. Saz
V.P., Dir. Network Rel. John E. Kucera
V.P., New Prog. Dev. John N. Calley
V.P., TV Creat. Co-ord. Zachary Schwartz
Asst. V.P., Comm. Film Prod. W. E. Watts
V.P.'s & Assoc. Media Dirs. William T.
Kammerer, William J. Kennedy, Winston
W. Kirchert, Martin J. Murphy

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Phone: LAngham 3070
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790 Bay St., Toronto 1, Ont.
Phone: EMpire 6-2811
Pres., Dir. W. H. Reid
3405 Addington Ave., Montreal, Can.
Phone: HUnter 1-0344
V.P. in Chg. J. H. Randle
Estimated Radio Billings: \$3,000,000.
Estimated TV Billings: \$102,000,000.

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Robert L. Foreman
V.P.'s. Clayton Huff, Herb Maneloveg,
Wm. J. O'Donnell, James R. Schule, Alan
M. Ward, Harry Olsen
V.P., Mgr. Radio-TV. Herminio Traviesas
V.P., Radio-TV Prog. & Plan. George Polk
Talent & Cast. Nan Marquand
Programming. Steve Kaplan, Bill Brown
Sports Tom Villante
Radio Dir. William Hoffman
Live Prod., Tape, Clsd. Circuit. Al Cantwell
Radio Production. Tom Anderson
V.P., Film Prod. Bernie Haber
V.P., TV Art. Larry Berger
Radio-TV Bus. Mgr. Ed Marshall
Network & Spot Co-ord. Dick McKeever
V.P., Pub. Rel. Ralph Major
Time Buyers. Tom Breckenridge,
Ted Brew, Hal Davis, Art Dunne, Tom
Hill, Hope Martinez, Jackie Moore, Mal
Murray, John Neilan, Jim North, Bob
Perlstein, Al Randall, Walt Reinecke, Mary
Shapiro, Ann Slattery, Jack Smith, Dick
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 V.P. in Chg.....R. J. Stefan
 5820 Wilshire Blvd., Los Angeles 36, Calif.
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 V.P. in Chg.....W. M. Starkey
 N. W. Bank Bldg., Minneapolis 2, Minn.
 Phone: FEderal 8-8401
 V.P. in Chg.....B. Chaney
 Grant Building, Pittsburgh 19, Pa.
 Phone: GRant 1-9900
 V.P. in Chg.....B. E. Vaughan

120 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 7-1122
 V.P. in Chg.....J. G. Motheral
 White-Henry-Stuart Bldg., Seattle 1, Wash.
 Phone: MAin 3-5500
 Manager.....W. G. Fitzsimons
 205 Harrison St., Syracuse 2, N. Y.
 Phone: HArrison 2-5319
 Manager.....Mrs. Helen Conn
 Dominion Sq. Bldg., Montreal 2, Can.
 Phone: UNiversity 8-2655
 V.P. in Chg.....W. S. Mowat
 2 Carlton St., Toronto 2, Ont.
 Phone: EMpire 3-9461
 V.P. in Chg.....M. Hicks
 Canada Trust Bldg., Windsor, Ont.
 Phone: CLearwater 2-7757
 Manager.....J. F. Newby
Estimated Radio Billings: \$16,500,000.
Estimated TV Billings: \$75,000,000.

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 ALAN TRIPP, INC.**

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 Phone: KLingsley 5-7870
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 Pub. Rel. Dir.....Lloyd N. Newman
 Prod. Mgr.....Harold J. Gribbin
 Time Buyer.....Mrs. Stella Porter

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 V.P.'s.....R. A. Kline,
 N. H. Jimmy, J. H. Funk, K. W. Bailey
 Gen. Production Mgr.....H. Fetterhoff
 Publicity Director.....Alfred K. Walter
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 Phone TEmple 4-8903

Mgr.....John Mayo
 1416 E. Morehead St., Charlotte, N. C.
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Exec. V.P.....Forrest L. Collier

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 ABP—ANPA

President.....Victor A. Bennett
 V.P., Radio-TV Dir.....Edward D. Kahn
 V.P., Mdse. Dir.....Robert L. Hoenshel
 V.P., Art Dir.....Robert Kane
 Copy Chief.....Raymond Browne
 Art Director.....Ralph Adamson
 Public Rel. Dir.....Leonard L. Davis, Jr.
 Media Director.....H. Edward Lehman
 Space Buyer.....Herbert W. Thorne
 Production Mgr.....Vincent Polito
 Traffic Manager.....Harry Goldenberg

Branch Offices

1001 Connecticut Ave., N.W., Wash. 5, D. C.
 Phone: METropolitan 8-5982

Mgr. Dir.....Paul L. Courtney
 1629 Russ Bldg., 235 Montgomery St.,
 San Francisco, Calif.
 Phone: YUKon 4-0875

Mgr. Dir.....M. M. Craig Spitz
 31 Ave du Prince Heritier, Brussels 15,
 Belgium
 Phone Brussels 34, 34, 80

Mgr. Dir.....William N. Owens, Jr.
 Pemberton, Freeman, Bennett & Milne Ltd.
 550 Church St., Toronto 5, Ont., Canada
 Phone: WALnut 4-8317

Managing Director.....John M. Milne
 Pemberton, Freeman, Bennett & Milne Ltd.
 1410 Stanley St., Montreal, P.Q., Canada
 Phone: AVenue 8-9134

Manager.....Rupert Mee
 Pemberton, Freeman, Bennett & Milne, Ltd.
 67 Marine Square, Port-of-Spain, Trinidad
 Phone: 5087

Managing Director.....E. A. Davey

BENNETT ASSOCIATES, LTD.

113 Park Lane, London, W. 1, England
 Phone: Hyde Park 1946

V.P., Mgr. Dir.....Lawrence V. Fairhall

BENTON & BOWLES, INC.

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

Phone: JU 2-6200
 AAAA—ANPA—APA—ABC

Pres., Ch. Exec.....Robert E. Lusk
 Chair. of Exec. Comm. Atherton W. Hobler
 Chair. of Board.....William R. Baker, Jr.
 Vice Bd. Chrmn.....H. O. Pattison, Jr.
 Exec. V.P.'s.....Alan Sidman, William Hesse
 Sr. V.P. Adm.....Charles A. Pooler
 Sr. V.P., Plans Bd. Chmn.....L. T. Steele
 Sr. V.P., Plans Bd. Mem.....Geo. Chatfield
 V.P., Finance, Controller.....W. W. Vickery
 Treas., Ass't Sec'y.....Ralph Neuman
 Secretary.....A. M. Gilbert
 Vice President.....Kenneth McAllister
 V.P., Radio-TV & Media.....Lee Rich
 V.P., Dir. Radio-TV Pgmng.....Grant Tinker
 V.P., TV Comm. Prod. Mgr.....Ray Lind
 V.P., Copy Chief.....Victor Bloede
 V.P. Chg. Research.....Richard F. Casey
 V.P. Merch. Dir.....Austin Johnson
 V.P. Personnel.....Frank W. Noetting
 V.P. Chg. Print Prod. & Art.....Austin Thomas

Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 4-9151

Vice President.....Albert Kaye
 1151 E. Memorial Blvd., Lakeland, Fla.
 Phone: MUnial 7-0631

Vice President.....Harry E. Warren
 197 Knightsbridge (Lambe & Robinson)
 London SW 7, England
 Phone: KEnington 1444

Chairman.....Kenneth S. Robinson
 Managing Director.....John Cuff
 67 Avenue des Champs-Elysees, Paris 8E,
 France

Phone: ELYsees 92-75

Jacques Hirsh

7 Avenue de l'Astronomie, Brussels, Belgium
 Phone: 18.50.00
 Geo. Beaumont

Estimated Radio Billings: \$115,000.

Estimated TV Billings: \$71,800,000.

BERGHOFF ASSOCIATES, INC.

511 No. La Cienega Blvd., Los Angeles,
 Calif.

Phone: OLYmpia 2-2850

ABP—ANPA—ABC

Pres., Bd. Chmn.,
 Exec. Media Dir.....Jerry Berghoff
 Vice Pres., Sec.....Frances H. Berghoff
 V.P., Treasurer.....Diane C. Berghoff
 V.P., Radio-TV Time Buyer.....Marold Ross
 V.P., Radio-TV Dir.....Rick Lazaar
 Pub. Rel. Dir.....Don Oddesky
Time Buyers & Accounts: J. Berghoff, M.
 Ross, R. Lazaar: Aladdin Plastics, Baby Line
 Furniture Mfg., Bob Sorenson Chevrolet, D.
 Feinmon & Co., Max Factor, Filon Plastics,
 Foreign Div., Playlore Inc., Duplex Straw
 Dispenser Co., Stanley Chevrolet.

BERMINGHAM, CASTLEMAN & PIERCE, INC

234 East 46th St., New York 17, N. Y.

Phone: YUKon 6-8220

AAAA—NOAB—ANPA—APA—NBP

President.....Arch Bermingham
 Vice President.....Porter F. Leach

ADVERTISING AGENCIES

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone: STate 2-5060

Board Chairman.....Gordon Best
President.....Carl Post
V.P.'s.....Anthony Hebel, Frank Morr,
Richard Best
Mgr., Radio-TV Dept.....Helen Wood
Time Buyer.....Jan Van Eekeren

BLACKSTONE-STEINER CO., INC.

221 West 57th St., New York 19, N. Y.
Phone: CIrcle 6-0910

President.....Jack Steiner
Prod. Mgr.....H. Dobrin

BLAINE-THOMPSON CO., INC.

234 West 44th St., New York 36, N. Y.
Phone: LO 4-0800

ANPA—APA—ABC—NOAB—NBP

President.....Albert Lee Lesser
V.P.'s.....Fred Golden, Philip Solomon,
Ingram Ash
Controller.....P. F. Tuttle
Production Mgr.....Paul Kutner
Dir. of Publicity.....George Fenmore
Media Director.....Lee Frankel

BEN B. BLISS COMPANY, INC.

574 Fifth Ave., New York, N. Y.
Phone: BRyant 9-5228

APA

President.....Ben B. Bliss

BOLAND ASSOCIATES

755 Sansome St., San Francisco 11, Calif.
Phone: YUKon 2-2960

ABP

President.....Barry W. Boland
V.P.....Foreman R. Thompson
Dir. of Staff Sys.....William G. Morrisey
Sec'y.....Frances Scott
Treas.....John Ebner
Exec. Art Dir.....Paul Turley
Media Buyer.....Constance Carter
Production Mgr.....Robt. Schiller
V.P., Tech. Acct. Super.....W. Lawson Jones

Branch Office

Boland Associates

1060 Bishop St., Honolulu, Hawaii
Phone: 5-8436

President.....B. W. Boland
Exec. V.P.....Foreman Thompson

BOONE & CUMMINGS

3003 Louisiana, Houston 6, Tex.
Phone: JACkson 8-5577

Partners.....Malcolm Cummings,
Graham Boone, Jr.
Radio-TV Director.....Mrs. Lauri Reese
Art Dir., Prod. Mgr.....Woods Robinson

BOTSFORD, CONSTANTINE & GARDNER, INC.

400 S.W. 6th Ave., Portland 4, Ore.
Phone: CApitol 8-9541

AAAA—ANPA—ABP

Bd. Chairman.....David Botsford, Jr.

President.....Joe Maguire
Exec. Vice Pres.....Jack Buker
Sr. VP's.....C.P. Constantine, Ray Andrews,
Stanley Swanberg

V.P.'s.....John Ashbaugh, Doug Murray, Tom
Hallman, Bill Orthman, Dean Lierle, Bob
Root, Hal Walker, Jerry Huff, Nat Bender,
Peter Day

Sec.-Treas.....Karl Bender
Radio-TV Dir., Seattle.....Tom Blosl
Radio-TV Dir., Portland.....Marilyn Lees
Radio-TV Dir., San Fran.....Eddie Curtiss

Time Buyers & Accounts: Tom Blosl; Me-
Kales Service Stations, Olympia Brewing Co.,
Pacific Northern Airlines; Marilyn Lees:
Blue Cross of Ore., Pacific Trailways, Kubla
Khan Chinese Foods; Eddie Curtiss: Filice &
Perrelli Canning Co., Japan Air Lines, Nulaid
Farmers Assn., Sego Milk.

Branch Offices

1400 Tower Bldg., Seattle 1, Wash.

Phone: MAIn 3-2384

President.....Joseph Maguire
Sr. V.P.....C. P. Constantine
417 Market St., San Francisco 5, Calif.

Phone: EXbrook 2-7565

Ch. of Bd.....David M. Botsford, Jr.
V.P.....Harold M. Walker
(Chirurg & Cairns)

130 E. 59th St., New York, N. Y.

Phone: MUrray Hill 8-5800

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

BOWMAN, BLOCK & FATIN, INC.

Rand Bldg., Buffalo 3, N. Y.

Phone WA 0137

President.....Albert A. Bowman
Vice Pres.....N. V. Fatin
Treasurer.....Nathaniel J. Block
Radio-TV Dir.....Richard Mabry

BOZELL & JACOBS, INC.

510 Electric Bldg., Omaha 2, Nebraska
Phone: 312-8030

AAAA—ABP—ANPA—APA—NOAB—NBP
Pres.....Morris E. Jacobs
Exec. V.P., Gen. Mgr.....F. C. Miller
Radio-TV Dir.....Clair Gross
V.P., Copy Ch.....Henrietta Kieser

Production Manager.....Sands F. Woodbridge

Branch Offices

205 N. LaSalle St., Chicago 1, Ill.

Phone: CEntral 6-0870

Pres. & Manager.....Nathan E. Jacobs
V.P., Radio-TV Dir.....P. Rouda
1308 Tower Building, Seattle 1, Wash.

Phone: MUtual 2-6027

V.-P. & Manager.....R. H. Wensberg
230 Park Ave., New York 17, N. Y.

Phone: MUrray Hill 6-4700

President.....Donald D. Hoover
V.P., Radio-TV.....H. Fair
1133 Pillsbury Bldg., Minneapolis 2, Minn.

Phone: FEderal 9-8621

V.-P. & Manager.....Sam Kaufman
Radio-TV Dir., Time Buyer.....W. King

402 Fairfield Bldg., Shreveport, La.

Phone: 42-36124

V.P., Manager.....Walter T. Pfeiffer
 2122 Welch St., Houston 19, Texas
 Phone: JACKSON 9-4981

V.-P. & Manager.....Carlton Storey
 501 Sheraton Bldg., Washington, D. C.
 Phone: STerling 3-2406

V.P. & Mgr.....Don Underwood
 15 Lewis St., Hartford, Conn.
 Phone: JA 5-1233

V.P., Manager.....Herb Obermeyer
 1016 Baltimore Building, Kansas City 5, Mo.
 Phone: BALtimore 1-4997

V.P., Manager.....Bert Bremson
 3921 Wilshire Blvd., Los Angeles, Calif.
 Phone: DUnkirk 9-1277

V.P., Manager.....Vincent R. Fowler
 1803 N. Meridian, Indianapolis, Ind.
 Phone: WALnut 3-4524

V.P., Manager.....Chas. A. Gallup
 Radio-TV Dir.....R. Hall
 307 Benson Bldg., Sioux City, Iowa
 Phone: 5-8968

V.P. & Mgr.....M. Bolstein

ARTHUR BRAITSCH ADV.

15 Westminster St., Providence 3, R. I.
 Phone: DE 1-4115
 ABP—ANPA—APA—NBP

Radio Director.....Arthur Braitsch
 Time Buyer.....John A. Lorimer
Estimated Radio Billings: \$120,000
Estimated TV Billings: \$15,000.

J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.
 Phone: 900

Pres.-Radio Dir.....J. Carson Brantley
 Treasurer.....A. R. Monroe

A. R. BRASCH & SONS, ADV.

10234 Fenkell, Detroit 38, Mich.
 Phone: UNiversity 4-0245

Partners.....David & Miles Brasch
R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.
 Phone: HEMlock 2-4650
 ABP—APA—ANPA

President.....R. C. Breth
 Vice-President.....Victor G. Geisler
 Secretary.....A. W. August

BRINLEY ADVERTISING AGENCY

4602 Cedar Street, Bellaire 101, Texas
 Phone: MADison 3-8686
 ABP—SNPA—APA—NBP

General Manager.....J. F. Brinley
 Sec., Treas.....V. H. Brinley

D. P. BROTHER & CO.

General Motors Bldg., Detroit 2, Mich.
 Phone: TRinity 2-8250
 AAAA—ANPA—ABP
 ABC—NOAB—APA

Board Chairman.....D. P. Brother
 President.....Kenneth G. Manuel
 Sr. V.P.'s.....V. W. Canever, V. Corradi,
 S. Moyer, F. E. Egan
 V.P.—Radio & TV Dir.....R. F. Reynolds

Vice Presidents...A. C. Cochrane, Jr., L. R. Mange, D. W. Walton, Walker Graham, R. F. Reynolds, David Wines, David B. Rank, R. L. Wolfe, L. E. Dean, John J. Remillet, Jr., C. Watts Wacker

Secretary-Treas.....C. J. Rudesill
 Acct. Supvs.....V. W. Canever, S. Moyer
 Account Executives.....I. W. Beaton, T. R. Boyd, S. C. Brown, V. Corradi, J. C. Barbusack, R. H. Iliff, T. W. Jipson, W. N. Lewton, T. H. Reid, H. P. Richardson, David Wines.

V.P., Media Director.....C. Watts Wacker
 V.P., Art Director.....L. R. Mange
 Publicity Director.....W. H. Adams
 V.P., Creat. Dir.....David B. Rank
 Mdse. Dir.....J. R. Hendrickson

Branch Offices

3540 Wilshire, Los Angeles, Cal.
 Phone: DUnkirk 5-8288

West Coast V.P. & Mgr...A. C. Cochrane, Jr.
 West Coast P.R. Dir.....T. H. Moriarty
 720 Fifth Ave., New York, N. Y.
 Phone: COLumbus 5-1004

Manager.....F. E. Egan

BROWN, E. H. ADV. AGENCY

20 N. Wacker Dr., Chicago 6, Ill.
 Phone: FRanklin 2-9494

ABP—ANPA—APA—NBP—NOAB

Owner.....E. H. Brown
 Consultant.....Irving R. Allen
 Production Mgr.....D. E. Meintzer
 Media Buyer.....Eleanor Noble

THE CHARLES BRUNELLE CO.

37 Lewis Street, Hartford 3, Conn.
 Phone: JACKSON 7-0726

President.....Charles Brunelle
 Vice-President.....H. W. Knettell
 Production Manager.....J. C. Vanek

BUCHANAN-THOMAS INC.

5010 Underwood Ave., Omaha 32, Nebr.
 Phone: GLendale 6793
 ABP—ANPA—APA—NBP

President, Creative Dir.....Robert E. Savage
 Consultant.....C. Buchanan, L. Thomas
 Copy Head.....R. R. Foster
 Production Manager.....Marge Seaberg
 Art Director.....Hoimer Frohardt

BUNTIN & ASSOC., INC.

Penthouse, James Robertson Hotel
 Nashville 3, Tenn.
 Phone: ALpine 4-8737
 SNPA—APA

President.....Sinclair Butin
 V.P., Dir. Pub. Rel.....William A. Buntin
 V.P.'s, Thomas C. Buntin, James Noel Brown
 Sec.-Treas.....Miss Olean Holloway

LEO BURNETT COMPANY, INC.

Prudential Plaza, Chicago 1, Ill.
 Phone: CEntral 6-5959
 AAAA—ABP—ANPA—NOAB

Chairman of Board.....Leo Burnett
 Chmn. Exec. Comm.....Richard N. Heath
 President.....W. T. Young, Jr.

ADVERTISING AGENCIES

Senior V.P. DeWitt O'Kieffe
 Exec. V.P.'s Draper Daniels,
 Jos. M. Greeley, Phillip Schaff, Jr.
 V.P., B'cstg. Prod. Div. Lee Bland
 V.P., B'cstg. Business Div. David Dole
 V.P., Radio-TV Dept. Edw. M. Thiele
 V.P., Chg. TV. Comm. Don Tennant
 V.P., TV Film Copy Supvr. Nelson Winkless
 V.P., Copy Director. John Matthews
 V.P., Research Director. John Coulson

Branch Offices

477 Madison Ave., New York 22, N. Y.
 Phone: PL 9-5959

V.P., Mgr. Prog. Dept. W. Melvaine
 1680 N. Vine St., Hollywood 28, Calif.
 Phone: HOLlywood 4-7374

V.P. Hollywood Wendell Williams
 Buhl Bldg., Detroit 26, Mich.
 Phone: WOODward 1-5959

Manager W. Zippler
 Estimated Radio Billings: \$1,200,000.
 Estimated TV Billings: \$66,500,000.

AD BUSCH, INC.

425 Franklin St., Buffalo 2, N. Y.
 Phone: GARfield 3504

Pres. Addison F. Busch
 V.P. Edmund J. Felt
 Sec.-Treas. Florence O. Gandillot
 TV Dir. David N. Getman
 Time Buyers. Robert W. Calhoun,
 June W. Kreutzer

BYER & BOWMAN ADVERTISING AGENCY, INC.

66 So. 6th St., Columbus 15, O.
 Phone: CA 1-7751

ABP—ANPA—APA—NBP—NOAB—AAA
 Bd. Chairman. Herbert Byer
 Pres. Gus K. Bowman
 Exec. VP. Joel M. Burghalter
 Treas. Joseph P. Hughes
 Sec. Gus K. Bowman, Jr.
 VP, Creat. Dir. William Arter
 VP, TV Dir. S. Neal Hallock
 VP's. Herbert Wise, Leo A. McPherson
 VP, Pub. Rel. Dir. Nicholas Popa
 Prod. Mgr. & Art Dir. Harold Graham
 Time Buyer. John Metzger

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
 Phone: HANcock 6-7600

AAAA—ANPA

Board Chairman Harold Cabot
 President Edward F. Chase
 Sr. V.P. William H. Ganick
 Exec. V.P. James I. Summers
 V.P.'s. Joseph R. Wallace, Eugene R.
 MacArthur, Harold Cabot, Jr.
 Radio-TV Dir. H. Cabot, Jr.
 Best Media Dir. Gene del Bianco

CALDWELL, LARKIN & SIDENER- VAN RIPER, INC.

Merchants Bank Bldg., Indianapolis 4, Ind.
 Phone: MELrose 2-6501
 APB—ANPA—APA—NBP

Board Chairman Guernsey Van Riper
 President Howard C. Caldwell
 Exec. V.P. Storey M. Larkin
 Radio-TV Dir. Chas. Golling

J. M. CAMP & COMPANY

222 E. Willow, Wheaton, Ill.
 Phone: MONTrose 8-3000
 ANPA

President John M. Camp
 Account Spvrs. Grace R. Jordan
 Secretary Ruth S. Camp
 Time Buyers & Accounts: Marilyn F.
 Cook; Missions Televised, New Testament
 Lights, Voice of Revival, The Evangel Hour,
 Joyce Johnson; Radio Bible Class, Grace R.
 Jordan; Back to the Bible.

Branch Offices

15 E. 45th St., New York 17, N. Y.
 Phone: MURray Hill 6-6188

Exec-in-Chg. David L. Carlson
 2565 Melville Dr., San Marino, Calif.
 Phone: CUMberland 3-5943

Exec-in-Chg. Con L. Robinson

CAMPBELL, EMERY, HAUGHEY & LUTKINS

8 Newbury St., Boston, Mass.

President, Media Dir. David R. Lutkins
 V.P. Copy Ch. Edgar R. Emery
 V.P. Art Dir. George P. Campbell
 V.P. William J. Haughey

CAMPBELLEWALD COMPANY

General Motors Bldg., Detroit 2, Mich.
 Phone: TRinity 2-6200

AAAA—ANPA—NOAB—APA—ABP

Chairman of Board Henry G. Little
 President Thomas B. Adams
 Vice-Chmn. Bd., Sr. V.P. J. J. Hartigan
 Chmn. of Exec. Comm., Sr. V.P. L. R.
 Nelson
 Exec. V.P.'s. Colin Campbell,
 Clarence Hatch, Jr.
 Sr. V.P.'s. Edward A. Schirmer, John H.
 Forshew, K. Jones

Treasurer H. P. Cook
 Secy. & Personnel Dir. S. J. Rozema
 Comptroller & Asst. Treas. E. M. Talbert
 Vice-Presidents Halsey Davidson,
 George W. Davis, W. P. Stewart, W. H.
 Gage, Jr., W. W. Selover, J. L. Thornhill,
 C. C. Bennett, Jr., V. R. Bliss

V.-P., Radio & TV Dir. P. L. McHugh
 V.P., Media Dir. Carl Georgi, Jr.
 V.P., Copy Director. Walter B. Booth
 V.P., Art Director. James N. Hastings
 V.P. Radio-TV Acct. Super. H. L. Lucas

Branch Offices

488 Madison Ave., New York 22, N. Y.
 Phone: MURray Hill 8-3400

V.-P. and Mgr. Frank W. Townshend
 Radio & TV Dept. A. J. Miranda III
 230 N. Michigan Avenue, Chicago 1, Ill.
 Phone: CENTral 6-1946

V.P. and Mgr. V. R. Bliss
 1717 N. Highland Ave., Hollywood 28, Cal.
 Phone: HOLlywood 9-2931

V.P., West Coast Mgr....Richard C. Francis
 V.P., Radio-TV.....Richard L. Eastland
 235 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 2-0145

V.P. and Mgr.....T. Milburn Johnston
 11 Pryor St., S.W., Atlanta 3, Ga.
 Phone: JACKson 4-3858

Manager.....Arthur T. Dulhaimé
 1625 Eye St., N.W., Washington 6, D. C.
 Phone: REpublic 7-0015

Manager.....L. Amos
 Bryan & Bullington Sts., Dallas 1, Texas
 Phone: RIVERSide 2-6889

Manager.....Lorne T. Denton
 4010 Washington Ave., Kansas City 11, Mo.
 Phone: JEFFERson 1-5601

Manager.....Robert K. Albright
 441 Vine St., Cincinnati 2, Ohio
 Phone: MAIn 1-0500

Manager.....D. A. LaFerte
 1700 Broadway, Denver 2, Colo.
 Phone: KEystone 4-4281

Manager.....Richard H. Katerndahl
Estimated Radio & TV Billings: \$33,250,000.

CAMPBELL-MITHUN, INC.

1300 Northwestern Bank Bldg.,
 Minneapolis 2, Minn.
 Phone: FEderal 9-7383

AAAA-ABP-ANPA-APA-NBP-NOAB
 Board Chairman.....Ray O. Mithun
 President.....Albert R. Whitman
 Asst. to President.....Eugene A. Peterson
 Exec. V.P.....Norman F. Best
 Vice-Presidents.....Kenneth D. Ruble
 B. E. Howard, R. L. Forrest, Arnold C.
 Aslakson, E. W. Burke, B. Oakley Bidwell,
 A. H. Lund, Charles R. Strotz, W. H. Case,
 K. R. Oelschlager

Media Director.....Harry M. Johnson
 Production Dept. Mgr.....Glenn Adair
 Radio-TV Bus. Mgr.....Richard L. Stevens
 Secretary.....E. Brugette Flynn
 Treasurer.....Beatrice N. Sandquist
 TV Creative Supervisors.....G. F. Park,
 J. Roddy, G. Zimbelman
 Best. Co-ord.....R. F. Berg, G. M. Hill
 Time Buyers....B. G. Leighton, R. O. Marti,
 F. P. Rolfes, M. Paul

Branch Offices

913 Palmolive Bldg., Chicago 11, Ill.
 Phone: DElaware 7-7553

Exec. V.P.....Lee A. Terrill
 1213 Hollywood Taft Bldg.
 Hollywood 28, Cal.
 Phone: HOLLYwood 2-0715

V.P., Gen. Mgr.....Paul E. Morgan
 517 Munsey Bldg., Baltimore, Md.
 Phone: MU 5-0158

Manager.....R. I. Preston
Estimated Radio Billings: \$5,500,000.
Estimated TV Billings: \$16,000,000.

CASMIER ADVERTISING CO., INC.

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

ABP-APA

Pres., Treas.....Marvin Casmir
 Copy Ch., Radio Dir.....Nancy B. Wooten
 Art Dir.....William E. Burgess

CAYTON, INC.

9 East 40th St., New York 16, N. Y.
 Phone: LExington 2-1711
 ABP-ANPA-APA-NBP

President.....William D'Arcy Cayton
 Secretary.....D. R. Roberts
 Art Director.....Bob Lee
 Media Dir.....Hy Crandall
 Radio-TV Time Buyer.....Lydia Crespo
 Creative Director.....Fred Ladd
 Publicity Director.....F. Butler

NELSON CHESMAN ADVERTISING

240 East 11th Street, Chattanooga 2, Tenn.
 Phone: AMherst 6-0021
 ABP-SNPA

Pres.....Richard H. Leiper
 Secy.-Treas.....John Goss
 Time Buyers....Vann Campbell, R. Leiper,
 Guy L. Smith III, Ted Brosseau, Frank
 Brosseau, Bruce Spencer

Branch Offices

710 Walnut St., Knoxville, Tenn.
 Phone: 3-6189

Chief Exec.....Guy L. Smith III

CHIRURG & CAIRNS, INC.

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

AAAA-ANPA-ABP-PPA-NBP-APA
 Bd. Chairman.....John A. Cairns
 President.....Wallace L. Shephardson
 Exec. V.P.....Thomas R. Vohs
 Asst. Treas.....Harold E. Lester
 Radio & TV Dir.....Channing M. Hadlock
 V.P., Media Dir.....Murray Thomas
 Assoc. Media Dir.....Charles S. Patterson
 Creative Director.....William Callender
 Art Director.....Harold Florian
 Time Buyer.....Jeanne M. Tregre

Branch Offices

824 Bolyston St., Chestnut Hill (Boston)
 67, Mass.

Phone: REgent 4-1055

Vice Chmn. of Bd.....James T. Chirurg
 V.P., Gen. Mgr.....T. Scott Costello
 Time Buyer.....Ruth Gaeta

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
 Phone: LOcust 3-0236

ANPA

President.....Alice V. Clements
 V.P. & Copy Chief.....Elizabeth M. Zindel
 V.P. & Acct. Exec.....Robert H. Smith
 V.P., Art Dir.....Stanley F. Squire
 Treas., Dir. of TV.....David S. Roberts
 Secy. & Space Buyer.....Katherine E. King
 Time Buyer.....Alvin L. King

COHEN & ALESHIRE, INC.

41 East 42nd St., N. Y. 17, N. Y.
 Phone: OX 7-0660

AAAA-ABC-ABP-ANPA-NBP
 Chairman.....Harry B. Cohen

ADVERTISING AGENCIES

President Edward Aleshire
 Exec. V.P. Francis X. Brady
 V.P., Sec'y Harry B. Cohen, Jr.
 V.P., Prod. Mgr. Oscar Fileppo
 Dir., TV-Radio Robert Wahl
 Dir., Best. Media. Beth Black
 Time Buyer Robert Turner

COHON, HERBERT W., CO., INC.

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

Phone: OXford 7-9277

APA—ABP—ANPA

Pres., Media Dir. Herbert W. Cohon
 V.P., Art Dir. Irving M. Cohon
 Acct. Execs. H. W. Cohon, I. M. Cohon,
 W. A. Schmitt

COLE, FISCHER & ROGOW, INC.

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

Phone: PLaza 1-1780

Chairman of the Board M. R. Cole
 President L. Esmond
 Vice-President A. Moss
 Radio-TV Time Buyer Jackson Dube

COMPTON ADVERTISING, INC.

625 Madison Ave., N. Y. 22, N. Y.

Phone: PLaza 4-1100

AAAA—ABC—ANPA—APA—NBP

NOAB—ABP

Bd. Chrmn., Dir. Robert D. Holbrook
 President, Director Barton A. Cummings
 Exec. V. Pres., Dir. Allen F. Flouton
 Exec. V. Pres., Dir. Jack P. Rees
 Sr. V.P.'s, Dir. Henry R. Bankart, Bruce
 A. Baker, Williard J. Heggen, Anderson F.
 Hewitt, E. Dean Landis, Wilson A. Shelton
 Sr. V.P., Dir. Henry A. Haines
 Sec., Asst. Treas. Charles J. Gizerian
 V.P., Research Dir. Edward Battey
 V.P., TV Commercials. Frank Braund
 Head Time Buyer Graban Hay
 Radio-TV Traffic Mgr. Maria Sutherland
 V.P. & Dir. Radio-TV

Programming Lewis H. Titterton
 V.P. & Dir. of Media Frank B. Kemp
 Vice President Carvel Nelson

Branch Offices

200 S. Michigan Ave., Chicago 4, Ill.

Phone: HArrison 7-9822

Sr. V.P., Mgr. E. Dean Landis
 6505 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-0100

V.P., Manager Alvin Kabaker
 703 Market St., San Francisco, Calif.

Phone: GArfield 1-4854

V.P., Manager Richard E. Goebel
Estimated Radio Billings: \$1,700,000.
Estimated TV Billings: \$47,500,000.

COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.

Phone: TT 5-6187

Partners Henry W. Comstock,
 H. Earl Close
 Exec. Dir. Radio-TV Everett L. Thompson
 Ass't. Dir., TV-Radio H. C. Schellenberg

ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.

Phone: MURray Hill 2-5645

President Robert S. Conahay
 Exec. V.P. Edward J. Gardner
 Secretary Robert Conahay III
 V.P. & Copy Chief Frank Denman
 Market Research Norman Skinner
 Production Mgr. John S. Wassmer
 Media Dir., Space &
 Time Buyer Marie Hughes
 Art Director Achille Pelizzari

THE CONDON COMPANY

Perkins Bldg., 11th & A Sts., Tacoma 2, Wash.

Phone: MArket 7-8155

ABP—ANPA—APA—AAAA—NOAB

Partners ... Victor Kaufman, Harold C. Dixon
 Art Dir. Daniel J. Snope
 Production Mgr. Mildred Nelson

CONROY ADVERTISING, INC.

519 Busby Drive., San Antonio 9, Tex.

Phone: TAYlor 4-7211

AAAA—ABP—ANPA—NPA—SNPA

President Thomas F. Conroy
 Vice Pres. Mrs. Thomas F. Conroy
 Media Director Mary Kay Irwin
 Art Director Bob Colman

CO-ORDINATED MARKETING AGENCY, INC.

575 Lexington Ave., N. Y. C. 22

Phone: PL 2-1700

ABP

Bd. Chmn., Pres., TV Prod. Lester L. Wolff
 Exec. V.P., Prod., Time Byr. Irving Herz
 V.P. Morris M. Winer
 V.P., Radio-TV Dir. Arthur A. Peltz
 Assoc. Prod. Walter Reed

COX & TANZ ADVERTISING

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

Phone: LOcust 3-7502

Owner Eugene R. Tanz
 TV Director J. Kirkconnell
 Continuity Director Paul Stern
 Art Director R. Rivers
 Prod. Mgr., Media Dir. R. D. DiCarlo

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.

Phone: OLYmpia 5-6185

ABP—ANPA—APA—NBP

President J. Gorman Walsh
 Sec. Treas. Kathleen A. Walsh
 Vice Pres. Ruth Craig
 Account Executives. J. Gorman Walsh,
 Kathleen A. Walsh
 Media Buyers Ralph R. Swann, B. Bell

THE CRAMER-KRASSELL CO.

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

Phone: BRoadway 6-3500

President A. W. Seiler
 Exec. Vice-President H. N. Pasteur
 Exec. Vice-Pres. Treas. C. W. Faude
 Vice-Pres., Sec. L. H. Ness

ADVERTISING AGENCIES

Vice-Presidents.....H. Dyson, C. H. Brehm,
R. F. Timm, R. L. Christiansen, M. A. Lem-
kuhl, D. V. Malec, D. G. Mithem, R. B.
Skeen, G. Soldatos, G. L. Staudt, T. J. Wing
V.P., Radio-TV.....Roger W. LeGrand
Radio Time Buyer.....Loretta Mahar
V.P., Dir. of Research.....H. V. Swenson
Production Manager.....H. J. Fink
Art Director.....A. H. Bierman

CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 3-4900

AAAA—ANPA—ABP—AFA—ANA

Bd. Chmn.....J. P. Cunningham
President.....Robert R. Newell
Sr. Exec. V.P.....William W. Mulvey
Sr. V.P., Chn. Ex. Comm.....C. R. Giegerich
Senior V.P.'s.....C. W. Nichols, Jr.,
Herbert S. Fox, J. D. Nelson, Jr., Conklin
Mann, Newman F. McEvoy, E. H. Calhoun,
Herbert Thwaite, A. C. Chevins, Shelton
Weeks, Howard Johnson
Sr. V.P., Secy.....Edward G. Comstock
Sr. V.P., Treas.....George A. McMoran
V.P., Radio-TV.....Wm. Templeton
V.P., Dir. Comm. Prod.....William LaCava
V.P., Dir. Programming.....Jerome Feniger
Business Manager.....Edward F. Moore

Branch Offices

6 N. Michigan Ave., Chicago 2, Ill.
Phone: ANdover 3-3138

Exec. V.P.....Ivan Hill
3424 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 8-0591

V.P., Manager.....Reg. W. Twigg
1660 Bush St., San Francisco 9, Calif.
Phone: PRospect 6-2600

Exec. V.P.....Robert Dailey
Senior V.P.....Robert Brisacher
706 Melrose Bldg., Houston 2, Tex.
Phone: CApital 8-6143

Manager.....Thos. F. Graham
Estimated Radio & TV Billings: \$23,000,-
000.

CURTIS ADVERTISING COMPANY

1 Park Ave., New York, N. Y.
Phone: LE 2-3544

APA

President.....Lawrence R. Curtis
Vice-President.....R. D. Nathan
Secy.-Treas.....Rose Berg
Art Director.....Max Kerr
Publicity Director.....I. Nichols
Radio-TV Dir.....Dave Nathan

DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.
Phone: OREGon 9-0600

AAAA—ANPA—ABC—AFA

President.....Clifford L. Fitzgerald
Exec. V.P.....Chester T. Birch
Admin. V.P., Secy.....Fred T. Leighty
V.P., Treas.....W. F. Maughan
V.P., Radio-TV Dir.....J. J. Neale

V.P., Prog. Prod.....David O. Nyren
V.P., Radio-TV Comm.
Prod.....Norman Mathews
Sr. V.P.'s.....L. O. Brown, S. J. Hamilton,
G. H. Johnson, G. G. Tormey.

Branch Offices

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

Sr. 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 4, 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 Nunn
333 W. 1st St., Dayton 2, O.
Phone: BALdwin 6-2492

Admin. Mgr.....Thomas Pritchard
Estimated Radio Billings: \$10,000,000.
Estimated TV Billings: \$55,000,000.

DANIEL & CHARLES, INC.

185 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 6-7288

ANPA—APA—PPA

Ch. of Bd.....Charles Goldschmidt
President.....Daniel S. Karsch
V.P., Radio-TV Prod.....Lincoln Diamant
Time Buyers.....Tory Jacobs, Bernie Gut-
mann, Doris Gould, Isabelle Stannard

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntal 1-6700

AFA—AAAA—ABP—ANPA—ABC

President.....Harry W. Chesley, Jr.
Vice Pres.....Marvin D. McQueen
V.P., Mgr. Radio-TV.....Harry K. Renfro
V.P., Mgr. Radio-TV.....R. E. Johnson
V.P., Treas.....E. D. Cronk
V.P., Art Dir.....Gene M. Kowall

Branch Offices

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

Chm. of Bd.....Robt. M. Ganger
V.P., Mgr.....J. Y. Brown
55 Public Sq., Cleveland 13, O.
Phone: TOWer 1-3911

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

Vice-President, Mgr.....J. Payne
75 Eighth St. N.E., Atlanta 9, Ga.
Phone: TR 5-0611

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.....R. Young
Time Buyer.....D. Henry
Texas Nat'l Bank Bldg., Houston 2, Texas

ADVERTISING AGENCIES

Phone: CApitol 4-9751
 Vice-President.....J. Bob Wilson
 2772 4th Ave., San Diego 3, Calif.
 V.P. & Mgr.....G. E. Vinson
 Time Buyer.....Valentine Caldwell
Estimated Radio & TV Billings: \$26,500,000

DAVIS-HARRISON-SIMMONDS

11032 Magnolia Blvd., No. Hollywood, Calif.
 Phone: TRiangle 7-5358
 President.....Don L. Davis
 V.P.'s.....M. S. Davis, R. Vaughn,
 S. Sloane, B. Hurless
 Radio-TV Dir.....Dawnelle M. Davis

THE IRVING DAVIS ADV. AGENCY

151 West 51st St., New York 19, N. Y.
 Phone: CRele 7-1870
 APA-ABP
 Owner.....Irving Davis

DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.
 Phone: LOnacre 4-5900
 ABP-AAAA-ANPA
 President.....A. R. Deutsch
 V.P.....V. M. Evans
 Research Dir.....F. Coss

DITTMAN & KANE, INC. ADV.

225 S. 15th St., Philadelphia 2, Pa.
 Phone: PE 5-1546
 Pres. & Treas.....Jessie Kane Gimbel
 Vice President.....Paul Kane
 Secretary.....Emanuel Horwitz
 Art Dir.....Richard K. Collins
 Radio-TV Dir.....Phoebe J. Dorfman

DOE-ANDERSON ADV. AGENCY

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

President, Treas.....W. Anderson
 V.P.....Larry Barker
 Sec., Media Buyer.....Miss G. P. Wagner
Time Buyer & Accounts: Miss G. P. Wagner; Federal Chemical Co., Pratt Labs, GE, Community Relations, Hannah Motors Co.
Estimated Radio Billings: \$41,000,
Estimated TV Billings: \$52,000.

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

530 Fifth Ave., New York 36, N. Y.
 Phone: YUkon 6-6500
 AAAA-ABC-ABP-ANPA
 Chr. of the Bd.....Donald K. Clifford
 Pres.....William E. Steers
 Treasurer.....Robert P. Clark
 V.P. & Sec.....Wm. E. Holden
 Sr. V.P.'s.....James F. Egan, Harry M. Ireland
 V.P., Chg. TV-Radio
 Prog. & Prod.....Stanley J. Quinn
 V.P., Sr. Comm. Producer.....Russell Ford
 V.P.'s.....Francis J. Doherty, Stever Aubrey,
 Michael Barnett, Jack Benoze, Philip

Brooks, R. Richard Carens, Alfred J. Carter, Robert M. Curtis, Robert C. Doherty, Robert Dolobowsky, Francis X. Dowd, Richard Fehr, Robert C. Finnie, Howard S. Foley, Harold P. Gerhardt, Lawrence J. Hubbard, Eugene Hulshizer, Robert C. Kelly, Henry L. Musser, Kenneth W. Price, Donald H. Quinn, Gail Raphael, John R. Rockwell, Sheldon Sosna, William Stollowitz, Robert E. Timmerman, Dean G. Van Nest, Samuel B. Vitt, William Wall, Charles A. Winchester, Thaine A. Youst.

Time Buyers & Accounts: Robert Widholm; Grove Labs; Cigar Institute of America; Sonotone Corp.; Kimberly-Clark; Bristol-Myers; Standard Triumph Motor Co.; John Paton, Inc. Don H. Miller; Better Vision Institute, Borden Co.; Bristol-Myers, Stuart Eckert; Chunky Chocolate Corp.; Northam Warren Corp.; C. F. Mueller; Noxzema Chemical; Bristol-Myers; Geo. Wiedemann Brewing; Richard Olsen; Jackson Brewing Co. Louis Bullock; Chemway; Eastman Chemical; Roche Labs; Borden Co.; Shulton.

Branch Office

8731 Sunset Blvd., Hollywood 46, Calif.
 Phone: OLeander 5-8950
 Mgr.....Ernest Ricea
Estimated Radio Billings: \$2,000,000,
Estimated TV Billings: \$14,800,000.

RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., 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 & 11 Sts., N.W.,
 Washington, D. C.
 Phone: REpublic 7-1420
 Manager.....Philip Rosenfeld

DONAHUE & COE, INC.

1271 Ave. of Amer., New York 20, N. Y.
 Phone: CRele 5-1000
 ABP-ANPA

Chm. of Board.....Edward J. Churchill
 President.....Donald E. West
 Ch. Exec. Comm.....Walter Weir
 V.P. Chg. Media.....Gerald T. Arthur
 V.P. TV-Radio Dept.....Carl Rigrod
 Bus. Mgr. TV-Radio.....Evelyn Lee Jones
 Media Dept. Mgr.....Gordon Vanderwarker
 Time Buyers.....Marie Coleman, Harry Durando, Peter Dalton, Stuart Kaufman, Cliff Greenspan.

Branch Offices

3243 Wilshire Blvd., Los Angeles, Calif.
 Phone: DUNkirk 1-2221

ADVERTISING AGENCIES

Exec. V.P., Gen. Mgr. Richard C. Moses
1010 St. Catherine St., W. Montreal 2, Que.
Phone: UN 6-8851

Managing Dir. Wilfred J. LaVigne
Estimated Radio-TV Billings: \$9,500,000.

DONALL & HARMAN INC.

488 Madison Ave., New York 22, N. Y.
Phone: JUDson 2-6016

Pres., Treas. Elihu E. Harris
V.P. Warren Steibel
Copy Dept. Mgr. Elise Alberts
Media Director Florence Schwartz
Promotion Dir. F. Gagliano

W. B. DONER & COMPANY

Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOODward 5-7400
AAAA—ANPA—ANA

President W. B. Doner
V.P., Dir. Charles E. Rosen
V.P.'s Felix Hower, Herbert Fried,
Sanford Hirschberg

Treasurer Julian A. Grace
Secretary Ben Goldstein
Radio-TV Dir.'s Milford Kostman, Edward
Trahan

Time Buyers Ellen Dryer, Robert Smith,
Emanuel Klein, Michael Fabian, Freida
Weiss, Jody Cunningham, Bonnie Rogers,
Gil Savitzky

Branch Offices

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

President Marvin H. Frank
2225 N. Charles St., Baltimore 18, Md.
Phone: BElmont 5-1212

Vice Pres. Herb Fried
Lewis Tower Bldg., Philadelphia 2, Pa.
Phone: PEnnypacker 5-6804

Exec. V.P. Murray Firestone
400 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-0900

President Sidney Garfield
Estimated Radio Billings: \$6,000,000
Estimated TV Billings: \$10,000,000

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-0700
ABP—ANPA

Chairman of Board Wm. H. Long, Jr.
Vice-Board Chairman Walter H. Burnham
President Louis W. Munro
V.P., Secy., Treas. Richard E. Williams
V.P., Prod. Mgr. Dewey B. Holland
Exec. V.P. George Erickson
Radio & TV Dir. Vincent H. Coryell, Jr.

Branch Offices

203 S. LaSalle St., Chicago 4, Ill.
Phone: CEntral 6-9132

V.P. & Res. Mgr. Chas. C. Greene
60 Battery March St., Boston 10, Mass.
Phone: HUbbard 2-5665

Vice Pres. in Chg. W. J. Sheehan
125 Bush St., San Francisco 8, Calif.
Phone: YUKon 2-4080

V.P., Pacific Coast Mgr. Ronald Brindley

DOREMUS-ESHLEMAN CO.

1616 Walnut St., Philadelphia 3, Pa.
Phone: KINGSley 5-0700

V.P., Gen. Mgr. E. Howard York, III
Vice Presidents L. H. Greenhouse,
P. Livingston, James Spillan
Media Dir. Benjamin Busch
Publicity Dir. John Skelly

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Masa.
Phone: HUbbard 2-8050
ANPA—NBP

President John C. Dowd
Exec. Asst. to Pres. Linus Travers
Exec. V.P., Secy. Edward D. Parent
V.P.'s T. Frank Duffy,
J. F. Neary, J. N. McKenzie, Will A. Davenport

Radio & TV Dir. Joseph L. Tully
Space Radio Time Buyer,

Media Dir. Wm. Monaghan

DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.
Phone: LONgacre 4-1234
AAAA—ABC—ABP—ANPA—AFA

President William Bernbach
Exec. Vice Pres. Ned Doyle
V.P., Gen. Mgr. Maxwell Dane
V.P. Ted H. Factor
V.P., Art Director Robert Gage
V.P.'s Edward Russell, Joseph R. Daly
Plans, Director, V.P. Marvin Corwin
Time Buyers Charlotte Corbett, Nat Rind,
Gerard Gilard, Jeane Jaffe

Media Director Albert Petcavage
Radio-TV Director Don Trevor
TV Producers E. Hartman, J. Walker
Dir., Radio-TV Pgms. J. Egan

Branch Offices

6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-8080

Vice President T. H. Factor
Media Dir., Space,
Time Buyer J. Sachs
Radio-TV Prod. Bob Gips
20 N. Wacker Dr., Chicago, Ill.
Phone: FI 6-8860

V.P. Fred Klein
Estimated Radio & TV Billings: \$16,500,000.

DURAND ADVERTISING, INC.

19 West 44th St., New York 36, N. Y.
Phone: YU 6-2777

President Louis C. Goldman
Vice Pres. Irv Clare
Secretary Vincent Russo Jr.
Time Buyers Vince Zito, Lou Goldman

ROY S. DURSTINE, INC.

655 Madison Ave., New York 21, N. Y.
Phone: TE 8-4600
AAAA—ABC—ANPA

President, Treas. Roy S. Durstine
Secretary Virginia G. Durstine
Asst. Treas. Mae E. Madden
1714 Stockton St., San Francisco, Calif.
Phone: EXbrook 7-0456

ADVERTISING AGENCIES

Bd. Chmn. Roy S. Durstine
 President Niel Heard
 V.P. & Treas. John Emmart
 V.P. & Sec. A. F. Becker

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 N. Wabash Ave., Chicago 1, Ill.
 Phone: DEarborn 2-5976
 ABP—APA

President Edward Edelstein
 Secretary Laura Edelstein
 Art Dir. Robert Savlin
 Prod. Mgr., Radio Mary Brown
 Copy Chief Henry Hyett

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
 Co-Chairman Chauncey L. Landon
 President William A. Bartel
 Adm'n. V.P. J. C. Hochreiter
 V.P., Radio-TV Dir. A. Burke Crotty
 Vice Presidents Charles
 Marshall, Hugh Lewis, Howard Rigby, Ter-
 ence McGrath, Ernest Byfield, Jr., Henry
 Covington, Franklyn Dyson, Davis Snow
 Treas. Edward Lloyd
 Radio-TV Time Buyer Daniel Kane

ELLIS ADVERTISING CO.

Hotel Statler-Hilton, Buffalo 2, N. Y.
 Phone: CL 6780

ABP—APA—ANPA—NOAB—NBP

Partners Michael F. Ellis,
 Jerome R. Ellis

Acct. Execs. Michael F. Ellis, Jr.,
 Maxwell E. Ellis, Seymour Goodman, Karl
 Manhardt
 Radio Director Barbara Blinderman
 TV Director Beatrice Haniford
 Art Dir. James Howes
 Prod. Mgr. Richard Joseph
 Controller Sanford Satuloff

Branch Offices

65 East 55th St., New York 22, N. Y.
 Phone: PLaza 1-2323

President Curt J. Mann

EMBRY, TALLY, INC.

150 S.E. Third Ave., Miami 32, Fla.
 Phone: FRanklin 1-3621

ANPA—SNPA

President T. H. Embry
 V.P., Creative Dir. Gifford Thayer
 Radio-TV Dir. Jack Buckholtz

EMERY ADVERTISING CORP.

1201 St. Paul St., Baltimore 2, Md.
 Phone: PLaza 2-2393

ANPA—APA—NBP

President Herbert C. Schuckle
 Exec. V.P. M. E. Busch
 V.P., Radio-TV Marshall Hawks

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

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

Phone: OXford 7-4500

AAAA—ABP—ANPA

President David B. Williams
 Chmn. Fin. Comm. Howard D. Williams
 Exec. V.P. & Sec. James B. Briggs
 Exec. V.P. & Gen. Mgr. Harry D. Way
 V.P. & Treas. K. J. Worland
 V.P., Int. Dept. Dir. John D. Hayes
 V.P. & Radio-TV Dir. Rollo W. Hunter
 V.P. & Research Dir. Robert Aledort
 Pub. Rel., Pub. Dir. Phillips Fewsmith
 Controller R. J. Passanant
 Asst. Sec. Norman Lewis
 Exec. Art Dir. Louis DiJoseph
 Copy Chief Gerald Miller
 Media Dir. M. Richfield
 Media Grp. Super. William M. Hunter
 Head Time Buyer Richard Bunbury
 Sales Prom. Dir. R. M. Fishel
 Prod. Mgr. George Cisneros
 Traffic Mgr. Andrew F. Kops
 Librarian Mary Wilson
 Acct. Execs. Frederick J. Burghard;
 Thomas E. Barnett; Robt. I. David; John
 E. Hogan, V.P.; John M. Keavey, V.P.;
 Arthur H. Laurence; Wm. Campbell; Basil
 W. Matthews, V.P.; W. Roger Cooper;
 P. W. Grover; J. Preston Selvage, Jr.; Wm.
 C. Stakenburg; H. Summer Sternberg;
 Albert Tilt III, V.P.; Herbert A. Thomp-
 son; Peter G. White, Joseph H. Buchanan;
 Anthony L. Carrafiello; Jerry Juliano;
 Gary J. Korn; John A. L. Mann; Richard
 E. Marsh; Joseph W. Nash; G. C. Wiswell;
 Albert Wilson; Granville Worrell, III,
 V.P.; John S. Budd

Branch Offices

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

Exec. Comm. Chmn., Central Div.
 Gen. Mgr. Roswell W. Metzger
 Exec. V.P.s. Wm. D. Watson, B. Groseth
 Vice President Lorry R. Northrup
 V.P., Radio-TV Dir. George B. Anderson
 V.P., Media John L. Gwynn
 V.P., Ch. Time Buyer Holly Shively
 5045 Wilshire Blvd., Los Angeles 36, Calif.
 Phone: WEbster 1-1211
 Exec. V.P., W. Div. Gen.

Mgr. Emmett C. McGaughey
 V.P. & Res. Dir. Roger M. Johnson
 V.P., Radio-TV Dir. Robert L. Redd
 Radio-TV Prod. Dir. Edwin T. Morgan
 Suite 515, Adolphus Tower, Dallas 2, Texas
 Phone: RIverside 1-6453

V.P., Mgr. Alex G. Pappas
 Suite 307, Old Nat'l Ins. Bldg., Houston 4,
 Texas
 Phone: JACKson 4-7531

V.P., Mgr. T. F. Keady
 Radio-TV Time Buyer Mary K. Mansell
 3 Penn Center, Philadelphia 2, Pa.
 Phone: LOcust 4-3551

V.P., Mgr. Horace D. Nalle
 Radio-TV Time Buyer Joan M. Donahue
 Porter Bldg., Pittsburgh 19, Pa.
 Phone: GRant 1-4451

ADVERTISING AGENCIES

Sr. V.P., Gen. Mgr. . . . Frederick R. Etchen, Jr.
 Radio-TV Dir. Yale M. Shafer
 IBM Bldg., 690 N. Robert St.
 St. Paul 1, Minn.

Phone: CApital 7-7501

Sr. V.P., Mgr. James A. Walker
 140 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 2-4616

V.P., Mgr. Frank A. Helton
International Offices:

30 Eastbourne Terrace, London W 2, Eng.
 Man. Dir. Walter Graebner
 4 Archibold Terrace, Jesmond,
 Newcastle-on-Tyne, England

Man. Charles Fullerton
 90 Sveavagen, Stockholm, Sweden

Pres. Hans Stenbeck
 610 Church St., Toronto 5, Ont., Canada

V.P. Edward Karthaus
 Ashfield House, 402 Sauchiehall St.,
 Glasgow C2, Scotland

Man. J. H. Weir

Estimated Radio Billings: \$5,400,000.

Estimated TV Billings: \$14,500,000.

WILLIAM ESTY COMPANY, INC.

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

Phone: OXford 7-1600

AAAA—ANPA—APA

Board Chairman James J. Houlihan
 President J. Peace

Vice Bd. Chmn. Dr. Wallach H. Wulfeck
 Sr. V.P. Wil P. Booth

Treasurer E. H. Cummings
 V.P., TV Dir. Mitchell Johnson

V.P. Chg. TV, Radio
 Commercial Joseph Forest

V.P., Media Dir. Mark F. Byrne
 Time Buyers R. Grall, H. Simpson

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-6301

V.P., W. Cst. Mgr. Arnold J. Webster

Estimated Radio Billings: \$16,500,000.

Estimated TV Billings: \$42,000,000.

ETTINGER ADVERTISING AGENCY INC.

16 E. 41st St., N. Y.

Phone: LE 2-0750

ABP—NBP

President Joel H. Ettinger

Vice-Pres. Audrey Ettinger

Prod. Mgr. C. MacDonald

Television Dir. Michael Lippert

EVANS, WORK & COSTA

ADV. AGENCY, INC.

624 E. Capitol Ave., Springfield, Ill.

Phone: LAkeside 2-8868

President Clarence R. Evans

Secy.-Treas. John Robert Work

V.P., Art Dir. Thomas M. Costa

FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.

Phone: 2-6109

ARI

President, Radio-TV Dir. . . John T. Farquhar

Vice-President Ted R. Darvoe

Vice-President Robert F. MacFarland

Treasurer Jay C. Anderson

Secretary Roger H. Williams

Media Director Eleanor Crimmins

Prod. Mgr. Kermit LaFave

W. E. FEATHERSTONE ADV.

AGENCY

504 Beneficial Life Bldg.

Salt Lake City 1, Utah

Phone: EMpire 3-2655

Owner, Mgr. W. E. Featherstone

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,

Washington, D. C.

Phone: NAtional 8-7713

President Courtland D. Ferguson

Secy.-Treas. Lucille Pierce Ferguson

Art Director Gilbert Meekins

Time Buyer Mrs. Nan Hannum

LAWRENCE FERTIG & CO., INC.

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

Phone: MUrray Hill 9-7100

ABP—ANPA—APA—NBP

President-Treasurer Lawrence Fertig

Exec. V.P. Philip Lukin

V.P.'s Henry Bretzfeld, Robert E. Wolfe

Media Director Miss Selma Grosswirth

Art Director Stanley Dusek

Production Manager Geo. Barrett

ROBERT G. FIELDS & CO.

715 Sudekum Bldg., Nashville 3, Tenn.

Phone: AL 6-1977

ABP

President, Treas. Robert G. Fields

Vice President R. L. Fields

WM. F. FINN & ASSOC.

423 S. Broadway, Tyler, Texas

Phone: LYric 2-0876

AAAA—ABP

Owner William F. Finn

Treas., Prod. Mgr. Jean C. Boucher

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 Director John Critelli

M. M. FISHER ASSOCIATES

79 W. Monroe St., Chicago 3, Ill.

Phone: CEutral 6-6226

President, Treas. Jack L. Fisher, Jr.

Vice. Pres., Sec. Ben R. Migdow

V.P., Mdsg. Dir. E. J. Lewinski

Time Buyer Donna Stuart

FITZGERALD ADVERTISING

AGENCY

Lee Circle Building, New Orleans 13, La.

Phone: TULane 3131

President Joseph L. Killeen

Exec. V.P. Joseph Epstein, Sr.

V.P., Chmn. of Plans Bd. . . . Roy M. Schwarz

ADVERTISING AGENCIES

V.P., Dir. Client Service... Warren G. Posy
 V.P., Exec. Art Dir.... E. W. Rector Wootton
 V.P.'s Robert Carley,
 Donald H. Halsey
 AM & TV Dir..... W. Collins-
 Treasurer..... Lee R. O'Pry
 Best. Media Dir..... A. Davis
 Asst. Best. Media Dir..... B. Seghers

FLADELL, HARRIS ADV. INC.

352 West 56th Street, New York 19, N. Y.
 Phone: JUdson 6-1140
 Partner-TV Dir..... L. A. Harris
 Partner-Creative Dir..... E. Fladell

JAMES R. FLANAGAN ADV.

475 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 3-1882
 President..... James R. Flanagan
 Vice Pres..... Robert Flanagan

HAROLD E. FLINT & ASSOCIATES

69 Broadway, Fargo, N. Dak.
 Phone AD 5-5333
 ABP—NBP—APA
 President..... Harold E. Flint
 Secretary, V.P..... Richard Rosenthal
 Treasurer, V.P..... Lee A. Holland
 Art Dir..... Donald R. Nelson
 Production Mgr..... Ray Stromswald
 Account Executive..... Van Olsen

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..... Earle Steiert,
 Russell Gray, Jr.
 Radio-TV Director..... Alice Mooney
 Art Director..... William F. Hope

FOOTE, CONE & BELDING

247 Park Avenue, New York 17, N. Y.
 Phone: YUkon 6-8000
 ANPA—AAAA—ABP
 Chmn., Bd. of Directors... Robert F. Carney
 President..... Rolland W. Taylor
 Ch. Exec. Comm..... Fairfax M. Cone
 Sr. V.P., Finance Sec..... A. E. Rood
 V.P., Natl. Best. Dir..... John B. Simpson
 V.P., Best. Dir., N. Y..... Roger Pryor
 V.P., Dir. Media & Time Buyer..... Frank
 Cromer

Branch Offices

155 E. Superior Street, Chicago 11, Ill.
 Phone: SUperior 7-4800
 Sr. V.P., Mgr..... Charles S. Winston, Jr.
 V.P., Dir. Media & Time Buyer.. Edward M.
 Stern
 900 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MADison 9-3611
 V.P., Mgr..... Louis E. Scott

V.P., Dir. of Media & Time Buyers... Gene
 Duckwall
 235 Montgomery St., San Francisco 4, Calif.
 Phone: SUtter 1-2355

V.P., Gen. Mgr..... W. C. Matthews
 1717 N. Highland Ave., Hollywood, Calif.
 Phone: HOLLYwood 9-6265

Dir., Hlwyd. Best. Svcs..... John Lyman
 806 Main St., Houston 2, Texas
 Phone: CApitol 8-0395

V.P., Mgr..... Ed. H. Badger
 10 St. Mary St., Toronto 5, Ont., Can.
 Phone: WALnut 5-5961

Managing Dir..... Richard B. Bradshaw
 1255 Phillips Sq., Montreal 2, Can.
 Phone: VICTor 2-8781

Manager..... Robert L. Simpson
 Avenida Insurgentes, Sur 102, Mexico City 6,
 Mexico
 Phone: 11-97-13

Pres., Gen. Mgr., Latin Div... P. Martin Kiek
 82 Baker St., London W. 1, England
 Phone: WEIbeck 4126

Chmn. & Mng. Dir..... Brian F. MacCabe
 Kleiner Hirschgraben 16, Frankfurt am Main,
 Germany
 Phone: 28-211

Manager..... Don Cunningham
 Estimated Radio Billings: \$7,000,000.
 Estimated TV Billings: \$56,500,000.

FORD & CO.

1839 Line Ave., Shreveport 24, La.
 Phone: 423-0351
 APA—ABP

Pres., Owner..... Oliver J. Ford, Jr.
**ALBERT FRANK-GUENTHER LAW
 INC.**

131 Cedar St., New York 6, N. Y.
 Phone: COrtland 7-5060
 ABP—ANPA—APA—NOAB—NBP—ABC
 Bd. Chairman..... Howard W. Calkins
 President..... John V. McAdams
 Sr. Vice-Pres..... Victor J. Cevasco
 Exec. Vice-Pres..... Richard A. Cullinan
 Vice-Pres. & Treas..... S. A. Speake
 Vice-Pres. & Sec..... E. G. McAdie
 Vice-Presidents..... Frank D. Cruikshank,
 Howard C. Allen

V.P., Radio & TV..... Robert W. Day
 Manager, Radio-TV..... Lawrence Butner
 Radio-TV Prod..... Brooks Clift
 Radio-TV Traffic..... Robert Gordon
 Time Buyer..... Marilyn Schiel

FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.
 Phone: WHItEhall 4-5900
 AAAA—ABC—ABP—ANPA
 AFA—ANA

President..... Clinton E. Frank
 V.P., Radio-TV Dir..... Buckingham Gunn
 Treas..... Carroll Cheyerie
 V.P. & Mkt. Dir..... G. B. Kreer
 V.P.'s..... Philip E. Bash, Hill Blackett, Jr.,
 Perry L. Braud, Herbert K. Butz, M. W.
 Grinstead, Louis E. Schueler
 Media Dir..... A. S. Trude, Jr.

ADVERTISING AGENCIES

Art Director.....L. Rubenstein
 Pub. Dir.....Frazier Nounnan
 TV Dir.....D. Kee-lar
 TV Dir.....Donald H. Wallace
 Time Buyers.....Camille Muscarella
 Ruth Babick, M. A. Crisafulli

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

Manager.....Robert G. Nye
 285 Madison Ave., New York 16, N. Y.
 Phone: MU 5-3141

Manager.....Jack Miller

FRANKEL, JONES, CO.

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

ABP—ANPA

President.....Jones B. Frankel
 Prod. Mgr.....Richard A. Tajbl

FREDERICK-CLINTON CO., INC.

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

ABP—ANPA—APA—PPA

Pres., Treas., Radio-TV Dir.,
 Time Buyer.....H. S. Rieff
 V.P., Art Director.....Edward Gambole

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
 Phone: ALpine 5-2048

AAAA—ANPA—ABP—PPA—NBP—APA

President.....C. J. Freiburger
 Vice President.....Anne Freiburger
 Robertson
 Sec'y & Treas.....Fern Oakley
 Prod. Mgr.....Leon E. Simpson

AD FRIED & ASSOCIATES

160 Santa Clara Ave., Oakland 10, Calif.
 Phone: OLYmpic 4-3773

AFA—NBP—NCAAA—WSAAA

Owner, Radio & TV Dir.....Ad Fried
 Radio & TV Time Buyer.....Madge Cussen
 Music Dir. & Librarian.....Elaine Fried
 TV Art Dir.....Kay Baehrach
 Prod. Dir.....Allison Clark

FRIEND-REISS ADVERTISING, INC.

167 E. 56th St., New York, N. Y.
 Phone: PLaza 2-2600

Chmn., Treasurer.....B. M. Reiss
 Vice-Chmn., Secy.....Harold Reiss
 Pres., Dir., Radio-TV.....Lee Friend

JIMMY FRITZ & ASSOCIATES

1680 N. Vine St., Hollywood 28, Calif.
 Phone: HO 3-3251

ANPA

Bd. Chmn.....Jimmy Fritz
 Account Executive.....H. A. Helm
 Radio-TV Dir.....Jane Griffin
 Time Buyer & Accounts: Marion Vaughn:
 McDaniel's Markets, Central Nebraska Pack-
 ing, General Meats, Presto Foods, Standard
 Fisheries, Golden Gate Salami Co., Pal Prod-
 ucts, Weher Noodle Co., Northland Foods,
 Whipped Butter.

Branch Offices

161 E. Erie, Chicago, Ill.
 Phone: MI 2-5458

Exec-in-Chg.....Eddie Fritz

L. W. FROHLICH & CO., INC.

34 East 51st St., New York 22, N. Y.
 Phone: PLaza 9-1900

President.....L. W. Frohlich
 Exec. V.P.....Julian Farren
 V.P. & Treas.....Charles E. Lewis
 V.P. & Chrmn Plans Bd.....A. Greenberg
 V.P.....V. Edward Dent
 Radio & TV Film Dir.....N. Brant

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
 Phone: LIberty 2-6140

ANPA—APA—ABP—NBP

President, Treasurer.....Karl M. Frost
 Vice Presidents.....Florence A. Dondero,
 Raymond E. McLaughlin, H. E. Bessom,
 H. P. Newcomb

Radio-TV Time Buyer... V. M. Fairweather

FULLER & SMITH & ROSS, INC.

666 Fifth Ave., New York 19, N. Y.
 Phone: JUdson 2-9000

AAAA—ABP—ANPA

President.....R. E. Allen
 V.P. & Mgr.....R. W. Nicholson
 Sr. V.P. Radio-TV.....A. E. Duram
 Sr. V.P. Admin.....C. M. Skade
 V.P., Creat. Dir., Radio-TV... P. S. Cardozo
 V.P., West Coast Network Prog.....David
 Mathews
 V.P., Mgr., Radio-TV Dept... E. H. Mahoney
 Secretary.....E. M. Ruppe

Branch Offices

55 Public Square, Cleveland 13, O.
 Phone: CHerry 6-6700

V.P., Mgr.....K. C. Tuttle
 105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5039

V.P. & Mgr.....D. H. Echols
 244 Pine St., San Francisco, Calif.

Phone: YUkon 6-5955

V.P. & Mgr.....John Leahy
 211 Oliver Ave., Pittsburgh 22, Pa.

Phone: GRant 1-9565

V.P. & Mgr.....G. A. Welch
 3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 5-2211

V.P. & Mgr.....C. N. La Vene
 909 Dan Waggoner Bldg., Ft. Worth, Tex.

Phone: EDison 2-2201

V.P. & Mgr.....S. Schlenther
 68 Knightsbridge, London S.W. 1, Eng.

Phone: Kensington 8111

Mgr.....Sidney Horniblow
Estimated Radio Billings: \$2,600,000.
Estimated TV Billings: \$11,100,000.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.
 Phone: PLaza 7-7393

ABP

Pres., Radio Time Buyer... Norman Furman

ADVERTISING AGENCIES

Vice-President.....Irving J. Gottlieb
Ch. Exec. Comm. Radio-TV Head...Nat Roth
Time Buyers & Accounts: Nat Roth; AFL-
CIO, Office Temporaries, Bustelo Coffee, The
Sire Plan, Betty Lamb; Caltrol, John Morgan;
Valencia Bakery, Ganeles-Lenger Wines.

GALLAND ADVERTISING

18 E. 48th St., New York 17, N. Y.
Phone: PLaza 5-9141

President.....Harry J. Galland
V.P., Media Dir.....Martin Gross

GARDNER ADV. CO.

915 Olive St., St. Louis 1, Mo.
Phone: CE 1-3200
ABP—ANPA—APA

Vice Chairman.....John A. H. Rehm
Branch Office
370 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 9-2424

V.P., Gen. Mgr.....D. C. Porteous

GAYNOR & DUCAS, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-5750
ANPA—ABP—NBP

President.....Paul Gaynor
Exec. Vice Pres.....John J. Ducas
Senior V.P.....R. Woodfridge
Production Manager.....J. Mulligan

Branch Office

291 S. La Cienega, Beverly Hills, Calif.
Phone: OLeander 5-8191

Senior V.P.....A. V. Cline
V.P., Pub. Rel.....Hal Tolley
V.P., Adv.....Norm Church
Media Buyer.....Miss Gerry Segal

CHAS. A. GEIGER & ASSOC., INC.

666 N.W. 50th St., Miami, Fla.
Phone: PLaza 1-1730
APA—ABP—SNPA

Chairman.....D. G. Bash
V.P., Radio-TV Dir.....Robert Lack

GERTH, BROWN, CLARK & ELKUS OF SACRAMENTO, INC.

1722 J St., Sacramento, Calif.
Phone: GILbert 2-2956
ABC

Pres., Radio Media Dir.....Ralph K. Clark
Exec. V.P., Creative Dir.....Fred Elkus, Jr.
V.P., TV Dir.....Albert Hellenthal

THE GETSCHAL CO., INC.

342 Madison Ave., New York, N. Y.
Phone: MU 7-2200

President.....Budd Getchal
Production Manager.....Gerry Gilbert
Art Director.....Leonard Steinberg
TV Prod. Mgr.....Lee Polk

Estimated Radio Billings: \$300,000.
Estimated TV Billings: \$60,000.

GEYER, MOREY, MADDEN & BALLARD, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-3300
AAAA—ABP—ANPA

Board Chairman.....Sylvester M. Morey
President.....Sam M. Ballard
Chmn. Exec. Comm.....B. B. Geyer
Exec. V.P.....Richard J. Farricker
Exec. V.P.....R. N. Hartsing
Admin. V.P.....John T. McHugh
Radio-TV Prod. Mgr.....LeRoy Emmerich
Radio TV Bus. Mgr.....D. P. McGuinn
Secretary.....William G. Carmody
Treasurer.....John R. Kunz
Assoc. Dir., Bestg. Media...Elizabeth Powell
Time Buyers & Accounts: Werner R. Kutsche (N.Y.); Babbitt, Sinclair, Richfield, Irish Internl. Airlines, Doyle Packing Co., Feathercombs, Lehn & Fink, Kelvinator; Roeland J. van Emmerik; American Motors; Mary Ann Mirda (Chicago); American Shows, Arrivals, Ltd., Cicero Federal Savings & Loan, Ill. Central R.R., Ill. Tollway, Union Pacific R.R.; Bernita Gottsch (Omaha); Neb. Savings & Loan, Sun Valley, Union Pacific R.R.; Anna M. Records (Los Angeles); Union Pacific R.R.; Ed Hughes (Portland); Union Pacific R.R.

Branch Offices

301 E. Kingsley Dr., Los Angeles, Calif.
Phone: DUnkirk 7-4255

Vice Pres.....M. E. Welborn
216 E. Ontario St., Chicago 11, Ill.
Phone: SUperior 7-6016

Vice Pres.....D. J. Powers
1504 Dodge St., Omaha 2, Neb.
Phone: 3-12-7795

Vice Pres.....L. M. Branch
2130 S. W. Fifth Ave., Portland 1, Ore.
Phone: CApitol 6-2981

Vice Pres.....R. J. Livingston
931 Third Nat'l Bldg., Dayton 2, Ohio
Phone: BAldwin 8-4145

Vice Pres.....E. C. Frost
14250 Plymouth Rd., Detroit 32, Mich.
Phone: WEbster 3-5520

V.P.'s...Daniel A. Packard, John F. Henry, Jr.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: LUther 7-2444

ABP—ANPA—SNPA—APA—NOAB
President, Treas.....J. Burr Gibbons
Vice President.....John B. Gibbons
Secretary.....Viola Neese
Radio Directors...J. Gibbons, J. K. Teague

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 7-7896

President.....Charles J. Basch, III
Vice-President.....Leo Berman
Treasurer.....Clarence Schmidt
Sec'y., Radio-TV Dir.,

Time Buyer.....Frances Scott
Radio-TV Div.....Roald Dawson

GILL, CLIFFORD AGENCY

8701 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLeander 5-8388

President, Copy Ch.....Clifford Gill
V.P. Media Dir.....Dorothy R. Gill

GILLHAM ADVERTISING AGENCY, INC.

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

Phone: DAVis 8-0281
ABP—ANPA—ANA

President.....M. C. Nelson
Senior Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President.....Wendell J. Ashton
Vice President.....J. Y. Tipton
V.P., Dir. Radio-TV.....Heber C. Wolsey
Secretary.....Richard H. Ogaard
Art Director.....Clair Lindgren
Prod. Mgr.....J. R. Furner
Space Buyer.....Esther Cook
Radio-TV Acct. Exec.....Arthur W. Atack

Time Buyers & Accounts: Robert F. Rohlfing: Royal Baking Co., Union Pacific R.R., General Electric, Heber G. Wolsey: Utah Oil Refining Co., Pet Dairy (Sego Milk), Utah Power & Light Co., Purity Biscuit Co., Amer. Dairy Assoc. of Utah, Arthur W. Atack: Cloverleaf Dairy, First Security Bank, Fisher Brewing Co., Petty Ford Co., 1st Federal Savings & Loan.

BERT S. GITTINS ADVERTISING, INC.

739 N. Broadway, Milwaukee 2, Wis.
Phone: BR 6-5934

ABP—ANPA—NOAB—NBP—APA

President.....Bert S. Gittins
Prod. Dir.....Stewart Carlson
Best. Media.....Esther Block
Copy Dir.....Harold Nelson

GLENN ADVERTISING INC.

620 Republic Nat'l. Bank, Dallas, Tex.
Phone: RI 1-9851
ANPA—ABP—AAAA

Ch. of Board.....Ward M. Wilcox
President.....John H. Stewart
V.P.'s.....Duke Burgess, Liener Temerlin

Branch Offices

301 E. 5th, Fort Worth 2, Tex.

Vice President.....Merle Bell
1101 Majestic Bldg., San Antonio, Tex.
Phone: CAPItol 7-2369

Vice President.....J. Schlichenmaier
2625 Richmond Ave., Houston, Texas
Phone: JA 3-4714

Manager.....Robert S. Heller
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-9369

Manager.....Raymond Prochnow
Suite B, Southwest Natl. Bldg., El Paso, Tex.
Phone: KE 2-3606

Manager.....I. E. Carson
218 Bayview Bld. Fort Lauderdale, Fla.
Phone: LOgan 4-5419

Mgr.....R. M. Richards
651 Skirbin Tower, Okla. City, Okla.
Phone: CENTral 6-8582

Mgr.....J. S. Bell

MAX GOLDBERG ADV. AGENCY

613 E & C Bldg., Denver 2, Colorado
Phone: CHerry 4-5533
ANPA—APA

President.....Max Goldberg
Pub. Rel. Dir.....Alberta Pike
Acct. Execs.....Connie Gordon, Guy Calleo

GOODMAN ORGANIZATION

8350 Santa Monica Blvd., Los Angeles 46, Cal.
Phone: OLdfield 6-6200

Pres., Treas.....Mort Goodman
Radio-TV Dir.....David Horowitz
Art Dir.....S. Brown
Media Dir.....Claire Moses

GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.
Phone: OXFord 7-4300

ABP—AFA—ANPA—AAAA

Chairman of Bd.....Irwin A. Vladimir
Vice-Chmn. of Bd.....G. Ellsworth Harris
Chmn. Excc. Comm...Duncan D. Sutphen, Jr.
President, Dir.....Arthur A. Kron
Vice-Presidents.....Robert F. Kendall,
Daniel C. Kaufherr, Richard H. Hobbs,
C. G. Rourke, Frank Birdsall, Evelyn Ring-
rose, William V. Rieglane, Rufus Choate,
A. N. Vladimir, A. L. Beyea

Media Dir.....Robert J. Rieglane
Secretary.....Chester A. Priest
Dir. Radio & Television.....Sally Allen
Dir. Pub. Relations.....Kay Long
Dir. Research.....Margaret E. Stark

Branch Offices

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.....Frank Birdsall
P. O. Box 8676, Fernandez Juncos Station,
Santurce, P. R.
Phone: San Juan 2-0780

V.P., Mgr.....Tom Clark

GOTTHELF & WEIL, INC.

47 W. Huron St., Buffalo 2, N. Y.
Phone: MA 6755
ANPA

President.....Henry J. Weil
Secy., Treas.....Stephen Gotthelf
V.P., TV Dir.....Peter King

GRANT ADVERTISING, INC.

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

ANPA—APA—ABP—SNPA—NOB

Board Chairman.....Will C. Grant
Exec. V.P. Int'l.....Fred Spence
Vice-Presidents..Carl M. Post, W. R. Watson
Secretary.....Mary Waller Grant
V.P., Research Dir.....Kay Sheldon
V.P., Comptroller.....R. Runtz
V.P., Media Dir.....Reginald L. Dellow
Radio & TV Dir. (Chicago).....Gail Light
Production Mgr.....Harry White

ADVERTISING AGENCIES

Branch Offices

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

President.....E. W. Plowe
V.P. TV.....R. C. Mack
29th Floor, Guardian Bldg., Detroit 26, Mich.
Phone: WOODward 3-9400

Manager.....M. Menard
2003 Davis Bldg., Dallas 2, Tex.
Phone: RI 1-3231

V.P. Chg. Dallas Office.....Joe K. Hughes
405 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-6275

V.P. Chg. San. Fran. Off.....Alfred Ducato
801 2nd Ave., Seattle, Wash.
Phone: MAin 4-3232

V.P. Chg. Seattle Office.....Wm. Burke
13th St. at Second Ave., S.W., Miami 36, Fla.
Phone: FRanklin 3-6611

V.P. Chg. Caribbean Oper.....John A. Dey
1111 Wilshire Blvd., Los Angeles, Calif.
Phone: HU 2-2050

Exec. V.P.....E. J. Robinson
250 Park Sq. Bldg., Boston, Mass.
Phone: HU 2-7950

Exec. V.P.....J. N. Clifford
Estimated Radio Billings: \$2,700,000.
Estimated TV Billings: \$12,500,000.

GRAY & ROGERS

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

ANPA -ABP-ABC-AAAA--APA
NBP--NOAB

Partner.....Jerome B. Gray
Partner-TV Spysr.....Edmund H. Rogers
Partner-Copy Chief.....Robert W. Graham
Partners.....Sherman G. Landers,
Russell K. Carter, William B. Edwards,
Atherton Secley, David B. Arnold, Thelma
Gray, Granville Worrell, Albert R. Boeh-
roch, William Kinney, Henry R. Hallowell
Radio-TV Prod. Dir.....Chester R. Cooper
Prog. & Mgmt. Dir.....Walter M. Erickson
Production Mgr.....Alex Irvine
Media Director.....James S. Reifsnnyder
Time Buyers.....Ed Papazian,
Charlotte Baumann

744 Broad St., Newark, N. J.
Phone: MAcket 3-7345

Manager.....Richard N. Gulick
Estimated Radio Billings: \$898,000.
Estimated TV Billings: \$1,273,000.

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
Media Dir.....N. Trel
Copy Chief.....Dave Dember
Prod. Mgr.....Joseph Bogiano
Art Director.....Otto Luther
Assoc. Art Dirs.....Ed Brodtkin,
Lew Clayman, Robert Cohen

GREGORY-GIEZENDANNER COMPANY

P. O. Box 6278, Houston 6, Texas
Phone: JACkson 6-1071

Partners.....Lloyd Gregory,
Chas. J. Giezendanner, Jr.
Production Manager.....L. Chesnar
TV Time Buyer.....Annette Kercheval
Publicity Director.....Maudeen Marks

GREY ADVERTISING, INC.

430 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3500

AAAA-ABC-AFA-NOAB

Bd. Chrmn., Head Exec. Comm...Lawrence
Valenstein

President-Treas.Arthur C. Fatt
Exec. V.P.....Herbert D. Strauss
Exec. V.P., Chg.

Radio-TV Dept.....Alfred L. Hollender
V.P., Chg. Pmgg.....William F. Craig
V.P., Chg. Network Rel.....Eugene Accas
V.P., Chg. Comm. Prod.....Jack Davis
V.P., Media Dir.....E. L. Deckinger
Secretary.....Edmond R. Richer
Time Buyers.....Helen Wilbur, Allen
Reed, Marie Sotito, Ken Kearns, Dorothy
Houghcy, Theresa Ann Gannon, Lenore
Hauptman, Joe Schackner

Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestview 4-8401

Vice-Pres.....Robert D. Wolfe
Vice-Pres.Robert Dwyer
235 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1695

Manager.....L. V. Bernardini
1908 Sherbrooke St., Montreal, P.Q., Can.
Phone: WEllington 7-9521

Vice. Pres.Peter Golick
Estimated Radio Billings: \$7,700,000
Estimated TV Billings: \$26,200,000

GRISWOLD-ESHLEMAN CO.

55 Public Sq., Cleveland 13, O.
Phone: TOWer 1-3232

AAAA-ABP-ANPA

Board Chairman.....John F. Davis
PresidentCharles Farran
V.P.'s.....Robert L. Baumgardner,
L. R. Canfield, V. C. Kenney, E. M. Marker,
E. C. Powers

TV, Radio, Films Dir.....Ralph A. Borzi
Production Manager.....Frank J. Stastny
Media Buyers.....H. Lott, R. Augustine,
M. Ructer

Art Director.....Wm. Root

CHARLES ANTHONY GROSS ADV. AGENCY INC.

901 N.E. Second Ave., Miami 32, Fla.
Phone: FRanklin 1-8571

Pres., Treas.....Charles A. Gross
V.P., Copy Chief.....Spencer Hill
Secy., Media Dir.....Elinor Esser
Art Director.....Nat Machtey
Publicity Director.....Gene Wood

ADVERTISING AGENCIES

JULIAN GROSS & ASSOCIATES, INC.

709 Main St., Hartford 3, Conn. Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
Vice President.....James J. Long
Radio-TV Prod. Mgr.....Beverly J. Krefl
Sec.....Mildred R. Kayser
Time Buyers.....J. Gross, J. J. Long, B. J. Krefl

GRUBB ADVERTISING, INC.

111 N. Market St., Champaign, Ill. Phone: FLEetwood 6-3766
ABC--ABP--ANPA--AFA

President.....Robert F. Grubb
V.P., Best. Act.....Dale R. Arvidson
Radio-TV Sprsr.....Robert E. Smith
Secretary.....F. E. Wilder
Asst. Treasurer.....Virginia P. Weinman
Time Buyers.....J. J. Dombrowske, Janann Duffy

Branch Offices

1221 Locust, St. Louis, Mo. Phone: CL 1-2104

Manager.....John A. LoBuono
416 Merchants Bank Bldg., Indianapolis, Ind. Phone: ME 2-1336

Manager.....J. C. Crosbie
Estimated Radio Billings: \$250,000
Estimated TV Billings: \$1,000,000.

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn. Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
Time Buyer.....Norman Vinitsky

GUILD, BASCOM & BONFIGLI, INC.

222 Columbus Ave., San Francisco 11, Calif. Phone: YUkon 2-8400
AAAA--ABP--ANPA

President.....Walter Guild
Bd. Chrmn.....David Bascom
Exec. V.P.....Dante Bonfigli
General Manager.....Ben Franklin
V.P., Best. Prod. Head.....Alexander Anderson
V.P.'s.....Maxwell Arnold, Ernest J. Hodges, Rod MacDonald

TV Creative Dir.....David Fulmer
TV Opera. & Radio Prod. Dir.....Chet Rhodes
Production Mgr.....Fred Wight
Treasurer.....John H. Rolfs
Time Buyers.....Marcelee Sanders

Branch Offices

515 Madison Ave., New York, N. Y. Phone: PLaza 1-3979

V.P., Office Mgr.....Hank Buccello
V.P., Dir. Network Rel.....Reggie Schuebel
1750 N. Vine St., Hollywood 28, Calif. Phone: HO 9-8217

Office Mgr., TV Bus. Mgr.....George Allen
TV Comm. Prod.....Don Lindquist
Dir. of TV Pgmg.....Sam Pierce
603 Stewart St., Seattle 1, Wash. Phone MAIn 4-3711

Office Mgr.....Angus Woodbury

GULF STATE ADVERTISING AGENCY, INC.

2714 Danville, Houston, 5, Texas Phone: JACkson 6-2111

President, Time Buyer.....Adie Marks
V.P., Treas.....Seymour Cohen
Production Manager.....Jo Mackenzie
Radio-TV Dir., Time Buyer.....Paula Reece
Radio-TV Prod.....Maggie Denney

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
President.....Milton Goodman
V.P., Radio-TV Dir.....Paul G. Gumbinner
Exec. V.P.....Morton Freund
VP in Chg Prod.....Herman Kornblum
V.P. in Chg. Art.....Hershel Bramson
Vice President.....Graeme MacLeod
Vice President.....Sunner Wyman
Media Dir.....Henry J. Katz
TV Creat. Dir.....M. Sasanoff
Time Buyers.....S. B. Gasman, J. Murphy, A. Wasserman, A. Sessions, G. Sessions

GUTMAN ADVERTISING CO.

Peoples Federal Bldg., Wheeling, W. Va. Phone: CEdar 3-1700
ANPA

President.....D. Milton Kutman
Sec. Treas.....Phyllis Kalany
Prod. Mgr.....D. M. Gutman, Jr.

JOHN L. HALPIN, ADVERTISING

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

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....A. M. Fowler
Production.....P. Bianchi
Art Director.....A. H. Hitchins

HANSON, CLEM T., CO.

1411 - 15th St., Moline, Ill. Phone: 2-3022
ABP--NBP--APA

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

RALPH A. HART, ADVERTISING

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

President.....Ralph A. Hart
Art Dir.....Leon Greenfield
Prod. Mgr.....Theodore Barkus
Copy Chief.....Murray Firestone
Media Dir.....Vivian Friedman

HART-CONWAY CO., INC.

335 Main St. East, Rochester 14, N. Y. Phone: LOcust 2-3520

ANPA--ABP--AAAA--ABC--AFA
Pres., Treas.....H. Lyman Hart
Sr. Vice-President.....Harold E. Kennedy

ADVERTISING AGENCIES

Exec. Vice-President Joseph Brown
 Vice President..... John P. Street
 Vice-President..... E. Ward Phillips
 Secretary..... John M. Nixon
 Production Manager... James V. Mannhardt
 Comptroller Mrs. A. L. Kearns

GEORGE H. HARTMAN CO.

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

Phone: ANdover 3-0130

ABP—ANPA

President..... George H. Hartman
 Exec. V. P. Rowland Laughlin
 V. P., Gen. Mgr. John T. Holloway
 Vice Pres. Thomas Kivlan, David R. Coey,
 William H. Aaron, Robert S. Cole
 V.P., Art Dir. Alfred Festen
 Secretary George H. Hartman, Jr.
 Production Mgr. Philip Navigato
 V.P., Radio & TV Director... John D. Berg
 Radio & TV Dir.-Prod. Jack Leonard
 Time Buyers Gloria McNamee,
 Audrey Thorelius

Branch Office

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

Phone: MUrray Hill 9-8637

Branch Office Mgr. John Berg

HATHAWAY & ASSOCIATES, INC.

200 Rookery Bldg., Evansville 5, Ind.

Phone: HA 4-2494

ABP

President..... Marvin J. Lockyear
 V.P., Sec.-Treas. Logan H. Miller

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.'s..... H. J. Scandrett, N. L. Drynan
 V.P., Chmn. Plans Bd. D. J. Leonard
 Radio-TV Director, V.P. R. D. Amos
 Media Mgr. B. J. Keelor
 Production Mgr. C. A. Kellow

Branch Office

1420 Sherbrooke St. W., Montreal, Que.

Phone: VI 5-0251

Manager..... R. W. Matthews

HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 9-3181

AAAA—ANPA—ABP

President..... Robert P. Heintz
 Radio-TV Dir. Kenneth Higgins
 Media Director..... Kay Ostrander

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

AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.

Phone: Broadway 1-2710

ABP—ANPA—AAAA

President, Chmn. Al J. Herr
 Vice-President..... John Rock
 V.P., Radio-TV..... Pat Kocian
 Production..... Gene M. Wrobel
 Media Research..... Howard Klatt

HICKS & GREIST, INC.

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

Phone: MUrray Hill 7-5600

ABP—ANPA—ANA

Ch. of Board..... E. Harold Greist
 President..... Charles V. Skoog, Jr.
 Ch. Exec. Comm. Thomas J. Maloney
 Exec. Vice Pres. Harry L. Hicks, Jr.
 Sr. V.P., Radio-

TV Dir. Thodore J. Grunewald
 V.P., Treasurer..... K. A. Hamilton
 Exec. Producer..... Richard Reindel
Time Buyers & Accounts: Mort Reiner;
 Endicott-Johnson, Taylor-Reed Corp., Stahl-
 Meyer, Inc., Pez-Haas, Inc., Walter L. John-
 son Candy Co., Williams Furniture, Jos.
 Dixon Crucible Co.; Leonard Soglio; V. La
 Rosa & Sons, Inc., Sandura Co., Dixie Cup,
 Sessions Clock Co., J. L. Prescott, Milton
 Bradley, Princeville Packing.

Branch Offices

420 Boylston St., Boston 16, Mass.

Phone: KENmore 6-1207

President Robert F. O'Brien
 20 N. Wacker Dr., Chicago, Ill.

Phone: DEarborn 2-7069

Midwestern Rep. Don Carrell

Estimated Radio Billings: \$700,000

Estimated TV Billings: \$6,500,000

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
 Vice President..... Harry S. Cooper
 Art Director M. Richard Kaufmann

Branch Office

1000 16th St., N. W., Washington 6, D. C.

Phone: STerling 3-0270

Vice President..... Avery McBea

THE HILL ASSOCIATES, INC.

Society Hill Bldg., Philadelphia 6, Pa.

Phone: MArket 7-0800

President Benjamin J. Katz
 Time Buyer..... Philip B. Winson

HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.

Phone: COmmonwealth 6-7515

ABP—ANPA

President..... Paul Provandie
 Treasurer..... Myron L. Eastwood
 Exec. Vice-President..... Langley C. Keyes
 Senior Vice President..... Thomas J. Bowen
 Vice Presidents..... William Van N. Wash-
 burn, Edward W. Quinn, R. F. Barbour

ADVERTISING AGENCIES

V.P., Art Dir.....Donald E. Clark
 V.P., Creat. Dir.....Leo A. Harrington
 Production Mgr.....John Patterson
 Assoc. Art Dir.....George F. Wilson
 Radio-TV Dir.....Richard Lombardi
 Media Dir.....Rosemary Rohmer
 Account Execs..... Paul H. Provandie,
 Myron L. Eastwood, Thomas J. Bowen,
 Langley C. Keyes, William Van N. Wash-
 burn, Edward W. Quinn, Ruleffe F. Bar-
 bour, John P. Hoag, Jr., William B. Low-
 ther

HONIG-COOPER & HARRINGTON

1275 Columbus Ave., San Francisco 11, Calif.
 Phone: OR 3-4469
 AAAAA—ABC—ABP—ANPA

PresidentLouis Honig
 Bd. Chmn.....Eugene I. Harrington
 First V.P., Art Dir.....Fred Glauser
 Secy.-Treas.....John W. Davis
 Radio-TV Buyer.....Clarice McCreary
 Radio-TV Prod. Dir.....George Watson
Branch Offices

304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUnkirk 8-3301

Exec. V.P., Mgr.....Sherman R. Slade
Estimated Radio Billings: \$1,000,000.
Estimated TV Billings: \$4,000,000.

HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.
 Phone: DIamond 5-8115
 ABP—ANPA—APA—SNPA—AFA

President.....C. B. Houck
 Vice President.....William B. Houck
 Vice President.....William F. Downs
 Art Director, V.P.....Edwin R. Weady
 Production Mgr.....Herb Weaver
 Research Media.....Jeannette G. Thorne
 Radio-TV Director.....John R. Clement

CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-2000

ANPA—APA—NBP—ABC—NOAB—AAAA
 President.....Everett W. Hoyt
 Chairman of Bd.....Winthrop Hoyt
 Vice Presidents.....A. W. Fargo,
 R. H. Dingwall, E. T. Nettleton, Richard
 G. Pratt, James R. Roberts, H. L. Roth,
 H. J. Stiefel, T. S. Watson, Jr.

V.P., Sec.....James R. Roberts
 Treasurer.....F. J. Becker
 Dir. Radio-TV.....Thomas A. Lee, Jr.
 Asst. to Pres.....Jack R. McCormack
 Asst. to Bd. Chmn.....Charles B. H. Parker
 V.P., Research.....Peter H. Nicholas
 V.P., Media Rel.....C. B. Donovan
 V.P., Prod. Mgr.....N. S. Lampert
 Radio-TV Time Buyer.....D. H. Humm

HUME, SMITH, MICKELBERRY, INC.

126 S.E. Second St., Miami, Florida
 Phone: FRanklin 9-8453
 ANPA

PresidentDavid Hume
 Vice President.....Wm. Mickelberry
 Radio-TV Director.....F. Gillom

HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.
 Phone: CEntral 6-5429

AAAA—APA—ANPA—SNPA
 Pres., Treas.....Warren A. Humphrey
 V.P.'s.....Mitchell L. Williamson,
 Ellis G. Gibson

Secretary.....E. A. Hartman
 Production Manager.....Alyce Robnett
 Radio-TV Director.....H. C. Childs
 Art Director.....Don Loewen

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
 Phone: HAmlington 6-1160

President, Treas.....Frank M. Hutchins
 V.P.'sWilliam F. Lacey, John P.
 McCarthy, A. R. Tomkinson, B.J. Peters
 V.P. & Sec.....Homer C. Scheck
 Time Buyers & Acct. Execs....Robert Burns,
 Margaret H. Carl, John Doud, James L.
 Gould, Frank M. Hutchins, William F.
 Lacey, Margaret Nugent, Wm. D. O'Toole,
 Wilson Royer, Homer C. Scheck, Ray M.
 Small, A. Russell Tomkinson, Harry Watts,
 Bob A. Wolf, William Wygant

Branch Office
 33-35 Hayden St., Toronto, Ont., Canada
 Phone: KIngsdale 6661
 ManagerWilliam Bounsall

JASTER & ASSOCIATES

637 Broad St., Beloit, Wisc.
 Phone: EMerson 2-8822

APA—ABP
 OwnerJack Jaster

JOHNSTON, FRANK B. ADV., INC.

117 Liberty St., New York 6, N. Y.
 Phone: BArlay 7-3337
 APA—ANPA

PresidentF. B. Johnston
 Secy.Wesley Edson

JONES & HANGER, INC.

612 W. 47th St., Kansas City 12, Mo.
 Phone: JE 1-2365
 ANPA—APA—ABP

President.....M. Frank Jones
 V.P., Treas.....R. C. Hanger

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
 Phone: GArlfield 1-2300
 AAAAA—NOAB—APA—PPA—NBP
 ABP—ANPA

President.....C. M. Robertson, Jr.
 Vice-President.....Stanley A. Willer
 Vice-President.....James M. Nelson
 V.P., Art.....Robert T. Hayes
 Space Buyer.....Maurice Oshry
 Prod. Mgr.....A. J. Lemperly
 Time Buyer.....Eula Reggin

ROSS JOURNEY & ASSOCIATES

178 Social Hall Ave., Salt Lake City, Utah
 Phone: EM 3-6758
 APA

ADVERTISING AGENCIES

Partner, Gen. Mgr. Miss Ross Journey
 Partner, Sr. Acct. Ex. A. H. Garrigues
 TV Production John D. Rose
 Time Buyers Miss Ross Journey, A. H.
 Garrigues, W. J. Brennan, Robert N. Rose

KAL, EHRLICH & MERRICK, INC.

2141 Wisconsin Ave. N.W. Wash. 7, D. C.
 Phone: FEderal 7-5500
 Chmn. of Board Norman C. Kal
 President Harry L. Merrick
 Exec. V. P. Alvin Q. Ehrlich
 Sr. V. P. William B. Mullett
 V. P., Secretary Bernard R. Linkins
 V. P.'s Philip Berne, Frederick M. Harris,
 R. Edward Hotze, William G. Roberts,
 Joseph Weinstein
 Radio-TV Dir. David P. Thomas
 Public Rel. Dir. Florenz Hinz
 Radio-TV Time Buyer Nella Manes

KAMENY ASSOCIATES, INC.

2 West 45th St., New York 36, N. Y.
 Phone: ONford 7-4840
 APA—ANPA—ABP
 Ch., Creative Dir. Seymour Kameny
 President, Acct. Supvr. Nat Kameny
 Exec. V. P., Adse. Dir. Ray Solomon
 Sales Prom. Dir. William Ruben
 Research, Media Dir. Ruth Rose
 Radio-TV Director Vernon Delston
 Copy Chief Fred Newman
 Art Director Gil Laufman
 Production Manager William Egan

LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.
 Phone: PLaza 1-4120
 ANPA—ABP
 Chairman Robert H. Schaffer
 President Lawrence Kane
 V. P., Mlsg. Dir. Eugene J. Cohn
 V. P., Copy Dir. Marvin D. Rielwald
 Art Director Murray Stein
 Media Director S. Bresler
 Pub. Rel. Dir. Herbert Kaufman

THE KAPLAN AGENCY, INC.

(Div. of Mogul Williams & Saylor, Inc.)
 625 Madison Ave., New York 22, N. Y.
 Phone: TEmpleton 8-7100
 Chmn. of Board Emil Mogul
 Sr. V. P. Alvin Kaplan
 Exec. V. P. Sidney M. Weiss

KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON, INC.

575 Lexington Ave., New York 22, N. Y.
 Phone: PLaza 1-1400
 ABP—ANPA
 Chairman H. Kastor Kahn
 Chmn. Exec. Comm. W. S. Chesley
 President Peter Hilton
 Chmn. Plans Bd. J. William Atherton
 Exec. Vice Pres. L. G. Whitebrook
 V. P., Media Dir. Jack B. Peters
 Radio, TV Dir. Jules Bundgus
 Radio-TV Prod. J. P. Atherton

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
 Phone: CEntral 6-5331
 ABC—ANPA—APA—NOAB
 President A. G. Kastor
 V. P. & Gen. Mgr. Marvin Harms
 Vice Presidents John T. Urice,
 Dean Snow, W. O. Yocum
 V. P. & Copy Chief Ashley Belbin
 Media Dir. Harvey Mann
 V. P., Radio-TV James H. West

THE BENJAMIN KATZ AGENCY

116 S. 7th St., Phila. 6, Pa.
 Phone: MAket 7-0802
 Owner Benjamin J. Katz

JOSEPH KATZ CO. OF NEW YORK

Amoro Bldg., 555 Fifth Ave., New York, N. Y.
 Phone: MUrray Hill 7-0250
 AAAA—ANPA—ABP
 President Harry Kullen
 Exec. V. P. C. W. Shugert
 Radio-TV Director J. Shelby
 Assoc. Radio-TV Dir. Alice Polver Biviano
 Media Director C. A. Brocker

Branch Office

501 St. Paul Place, Baltimore 2, Md.
 Phone: LExington 9-1500
 President Stanley E. Blumberg
 Sec.-Treas., Media Dir. Gertrude Myers

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
 Phone: DIstrict 7-7400
 ABP—ANPA
 General Manager Henry J. Kaufman
 Creative Director Wm. F. Sigmund
 Radio-TV Dir. Jeffrey A. Abel
 Media Dir., Research Betty Darling Gwyer
 Copy Chief T. D. Mandelstam
 Production Mgr. A. A. Allanback
 Art Director Eugene T. Hoover, Jr.
 Public Rel. Dir. Robert R. Denny

KEELOR & STITES CO.

318 Broadway, Cincinnati 2, Ohio
 Phone: PA 1-1310
 ABP—ANPA—APA—NBP
 Chmn. of Board, Treas. P. R. Hume
 President J. T. Nolan, Jr.
 Vice Pres. H. J. Darby
 V. P., Radio Time Buyer A. A. Radkey
 Prod. Mgr. John Helmsderfer

KEILSON CO.

117 W. 46th St., New York 36, N. Y.
 Phone: JUdson 2-1797
 President Meyer Keilson

KELLER-CRESCENT CO.

16 Riverside Dr., Evansville 8, Ind.
 Phone: HArrison 5-5146
 ABP
 Bd. Chmn. A. A. Brentano
 President I. Weil
 Mgr. Lee Edmiston
 Radio-TV Dir. C. L. Freeman

DON KEMPER COMPANY, INC.

608 S. Main St., Dayton 2, Ohio
 Phone: Baldwin 3-6216
 AAAA-ABP-ANPA-ABC

President.....Don H. Kemper
 Exec. V.P.....Robert A. Hilton
 Vice President.....James D. Parker
 Media Director.....Mary A. Whittington
 Creative Director.....Betty McGonigle
 Art Director.....John H. Bach
 Production Manager.....Carl Deibel
 Med. Research Dir.....Mary Alice Whittington

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
 Phone: Superior 7-6746

President.....Don H. Kemper
 Exec. V.P.....Robert A. Hilton
 Vice Pres.....Phelps Johnson
 Media Director.....Katherine Faleide
 655 Madison Ave., New York 21, N. Y.
 Phone: TEmpleton 2-7755

President.....Don H. Kemper
 Exec. V.P.....Robert A. Hilton
 Vice Pres.....Alfred S. Moss
 Media, Radio-TV Dir.....Susan Hallberg

KENNEDY-HANNAFORD, INC.

1706 Broadway, Oakland 12, Calif.
 Phone: GL 2-2521
 ABP

President.....Helen A. Kennedy
 V.P.....Peter D. Hannaford
 Media Dir., Time Buyer.....H. Derdivanis

Branch Office

Pier 33, Embarcadero 10, Calif.
 Phone: YU 2-6452

President.....Helen A. Kennedy

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-9000
 AAAA-ABP-ANPA-PPA-ABC
 NOAB-APA

Chmn. of Bd.....William B. Lewis
 President.....David C. Stewart
 Chmn. Exec. Comm.....Edwin Cox
 Sr. V.P.'s.....Robert Burton, Victor
 Armstrong, Maxwell Ule, Barrett Brady,
 G.T.C. Fry, Fred Mitchell

V.P., Dir. Radio-TV.....James S. Bealle
 V.P., Radio-TV
 (Hollywood).....Alfred Tennyson

V.P.'s.....Gerald Link, Joseph B. Braun,
 Jerome Cowen, Howard M. Wilson, Milton
 Margolis, Brendan J. Baldwin, Norman
 H. Bertels, Harry Stoddart, Paul Bradley,
 Jerome Cowle, Frederick Flanagan, Budd
 Hemmick, Stanley Tannenbaum, Lawrence
 O'Neill, C. E. Korten, Edward C. Mante,
 Lee Abbott, J. Clarke Mattimore, Paul
 Baur, Bud Sherak, Thomas Maschler, John
 Baldwin, Alfred A. Lawton, Don Maggini,
 James A. Dearborn, William H. Green, L.
 Dickson Griffith, W. Denning Harvey, John
 W. Keshan, Richard M. Kelly, Kevin
 Kennedy, Douglas L. Keys, William G.
 Martin, Robert Ellis, E. W. Newsom, Louis

J. Nicholaus, Robt. Pasch, George Oswald,
 Lawrence G. Puchta, Andrew J. Shepard,
 C. Stuart Siebert, Sidney B. Silleck, John
 Gardner, William Rienecke, Alvin N. Sara-
 sohn, Clinton F. Wheeler, Jr.

Time Buyers & Accounts: Mary Dwyer;
 Lever Bros., Thomas J. Malon, Inc.; Frank
 Hajek; Lever Bros.; Lucy Kerwin; Anacon-
 da, Canadian Pacific, Capital, CCMI, Mead
 Johnson, Quaker State, McKesson & Rob-
 bins, National Biscuit; Edward Kobza; Ford;
 Walter Staab; Shell Oil, U.S. Plywood, ASR,
 Beecham Products, Inc.

Branch Offices

645 Griswold St., Detroit 26, Mich.
 Phone: Woodward 5-0300

Sr. Vice Pres.....G. T. C. Fry
 620 Market St., San Francisco
 Phone: EXbrook 7-9099

Mgr.....Rebert Welsh
 321 Bloor St., E., Toronto, Ont.
 Phone: WALnut 4-9531

V.P.....Edgar B. Ferree
 550 Sherbrooke W., Mont., Que.
 Phone: VLEtor 2-2534

Kenyon & Eckhardt De Mexico, S. A.
 Avenida Insurgentes Sur
 102 Mexico, D. F.
 Phone: 11-81-73

V.P.....William Miller
 Meadows Bldg., Dallas, Tex.
 Phone: EMerson 3-2581

Mgr.....Alfred Gary
 6253 Hollywood Blvd., Los Angeles 28, Calif.
 Phone: HO 9-9044

V.P., Mgr.....Burt S. Avedon
 334 Boylston St., Boston, Mass.
 Phone: COpley 7-8550

V.P., Mgr.....Frank S. Christian
 221 N. LaSalle St., Chicago, Ill.
 FInancial 6-4020

V.P.....Robert B. Shirey
Estimated Radio Billings: \$7,600,000.
Estimated TV Billings: \$10,000,000.

J. M. KESSLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.
 Phone: MARket 3-0007
 ANPA-APA-NBP-PPA

Owner, Pres.....J. M. Kesslinger
 Media Director.....H. C. R. Kesslinger
 Research Director.....Mitchell Krauss
 Account Executives.....Joseph M. Dietz,
 Morton Howard Roth, Paul Weisman

KETCHUM, MacLEOD & GROVE, INC.

Four Gateway Center, Pittsburgh 22, Pa.
 Phone: COurt 1-5100
 AAAA-ABP-ANPA

President.....George Ketchum
 Exec. V.P., Administration.....W. S. Redpath
 Exec. V.P., Service.....E. T. Parrack
 V.P.....Emil Hofsoos
 V.P., P. R. Dir.....Howard B. Anderson
 V.P., Media & Best.....Lausing B. Lindquist
 V.P., Dir. of Radio-TV.....E. J. Donaldson

ADVERTISING AGENCIES

V.P.'s.....Robert C. Alberts,
 Robert M. Brown
 Vice Pres., Secy.....William R. Parker
 V.P., Creative Dir.....W. E. Pensyl
 Treasurer.....B. B. Jones
 Radio-TV Mgr.....Warren C. Rossell
Time Buyers & Accounts: Joel Davis: Old
 Dutch Coffee; County Fair; AGFA, Dick
 Courtney; Westinghouse Elec. Corp.; Alcoa;
 Rubbermaid; Tappan; Calgon; Pittsburgh
 Plate Glass.

Branch Offices

155 E. 44th St., New York, N. Y.
 Phone: MURray Hill 7-5640
 1000 Conn. Ave. N.W., Washington, D. C.
 Phone: STerling 3-6554
 Suite 403, 8 E. Long St., Columbus, O.
 Phone: CAPital 4-9632
 1205 Holman Ave., Houston 4, Tex.
 Phone: JACKson 6-1834

KEYES, MADDEN & JONES, INC.

(Div. of Russel M. Seeds Co., Inc.)
 919 No. Michigan Ave., Chicago 11, Ill.
 Phone: WHItEhall 3-2133
 ANPA—APA—NBP

Chrmn. of Bd.....Freeman Keyes
 President.....Howard A. Jones
 Exec. Vice Pres....Harry B. Goldsmith, Jr.
 Sr. Vice President.....Lee J. Marshall
 Sec.-Treas.Harry H. Maus
 Mgr., Radio-TV Dept.....Janet Conger
 V.P.'s.....Paul Kelly, Robert W. Allrich,
 Charles Chappell, Leslie C. Green, Jay P.
 Herbert, Dale Mehrhoff, Dr. Jay S. Nie-
 feld, John J. P. Odell, Fred E. Wilson.
 Comptroller.....Richard R. Davis
 Time Buyers...Merle Myers, Virginia Russett

Branch Offices

1270 Ave. of Americas, New York 20, N. Y.
 Phone: COLumbus 5-5814
 Mgr.Gerald Lesser
 121 Monument Circle, Indianapolis 9, Ind.
 MELrose 5-1361
 V.P., Manager.....Paul Richey
 1680 Vine St., Hollywood 28, Calif.
 Phone: HOLlywood 9-3974
 Manager.....Talcott Jones
 Ainsley Bldg., N.E. 1st Ave., Miami 32, Fla.
 Phone: FRAnklin 1-2507
 Vice President, Mgr.....Dick Stern
Estimated Radio Billings: \$1,200,000.
Estimated TV Billings: \$6,500,000.

LEW KING ADVERTISING, INC.

1426 North 1st St., Phoenix, Arizona
 Phone: ALPine 4-5548
 President.....Lew King
 V.P.....E. G. King
 Radio-TV Dir.....B. Milton

KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 19, Ohio
 Phone: AXminster 3-3191
 AAAAA—ABP
 Pres., Creative Dir.....Ralf C. Kircher
 Senior V.P.....James M. Hadley

V.P.'s.....Norman Van Zant,
 Jack J. Westerman
 Exec. V.P.....Watson B. Metcalf
 Treas. & Dir. Prod.....Carter B. Helton
 Secretary.....R. L. Mills
 Radio & TV Dir.....Donald R. Lyons

KIRKLAND-WHITE & SCHELL ADV.

Glenn Bldg., Atlanta 3, Ga.
 Phone: JACKson 4-6692
 APA—SNPA—ANPA—NBP—NOAB
 Partners.....J. A. Kirkland
 Frank W. White, James B. Schell
 Production Manager.....D. Provost

PHILIP KLEIN ADV., INC.

1424 Walnut St., Philadelphia, Pa.
 Phone: PE 5-1260
 ANPA—ABP—APA
 President.....Morton A. Koshland
 Sec'y, Treas.....Herbert Ringold
 V.P., Radio Dir.....Allan Kalish
 Publicity Director.....R. Klein

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.
 Phone: FR 17-1646
 ABP—ANPA—APA—SNPA
 Pres., Treas.....Walter J. Klein
 Media Dir.....Bobbie Roberts
 Photography Dir.....W. Lineberger
Branch Offices
 17 E. 45th St., New York 17, N. Y.
 Phone: MURray Hill 2-8877
 Mgr.....Charles J. Basch III

KOEHL, LANDIS & LANDAN, INC.

41 East 42nd St., New York 17, N. Y.
 Phone: 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
 Prod. Mgr.....Herb Harfenist

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., Creat. & TV Dir..Raymond Armbruster
 Vice Pres.....A. Harvey Brown
 Vice Pres.....Ronald P. Smillie
 Secretary-Treasurer.....Edgar Kluge
 Media Mgr.....Charles W. Haines, Jr.
 Time Buyers.....Margaret Pautler, Natalie
 Schneiderman, Jacqueline Wille

KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.
 Phone: MU 8-6700
 ABP—ANPA—APA—NBP—AAAA
 ABC—NOAB
 Bd. Chairman.....C. M. Rohrbaugh
 President.....Charles R. Hook, Jr.

ADVERTISING AGENCIES

Exec. V.P. Robert M. Watson
 Sr. V.P.'s. Robert W. Bode, Donald S. Gibb
 V.P., Radio-TV. A. Ward
 Vice Presidents. William A. McDonough,
 James F. Black, Andrew Diddell, James J.
 Cochran, Lester S. Rounds
 Secy., Treas. Carl Phares, Jr.
 Asst. Sec.-Treas. Emily A. Whitehill
 Pub. Dir. J. L. Nanovic
 Time Buyer. John Marsich

KUTTNER & KUTTNER, INC.

646 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
 Vice Pres. S. S. Korshak

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
 Phone: JACKson 5-1571
 ANPA—ABP

President. Avron Spiro
 Secy.-Treas. M. M. Shurman
 Production Manager. Mrs. M. Ross
 Publicity Director. Al R. Capley
 Art Director. Leonard Crook
 Assoc. Art Dir. J. A. Ruggiero, John Scott
 Dir. Creative Work. Jane Zussman
 Radio-TV Time Buyers. Mrs. L. Simmons,
 Jack Callicott

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.
 Phone: MURray Hill 8-6464
 ANPA

President. Frank W. Mace
 Exec. V.P. William R. Hillenbrand
 V.P., Gen. Mgr. J. L. Johnston, Jr.
 Sr. V.P., Acct. Spvsr. Merrell Boyce
 V.P., Radio & TV. William A. Wylie
 V.P.'s, Account Supvrs. Gerald Blake II,
 Mark Reardon, John A. Waite
 Treasurer. A. J. Mahoney
 V.P., Marketing Dir. J. J. Flood
 Copy Chiefs, V.P.'s. Richard S. Bridgman,
 John F. McKay
 Media Director. William B. Hinman
 Supvr., Traffic Prod. Edmund A. Zito
 Assoc. Dir.,
 Radio-TV. John W. Robinson, Jr.
 Time Buyers. William H. Millar, Jr.,
 Frank D. Sweeney, James D. Watterson

LAMPE & KUFF ADVERTISING CO.

2519 Maryland Ave., Baltimore, Md.
 Phone: BE 5-3347

President. John Lampe, Sr.
 Vice President. I. Harold Kuff

LANDI, ERBERTO, ADV. CO.

853 Seventh Ave., New York 19, N. Y.
 Phone: JUDson 6-0588

Owner. Erberto Landi
 Media Dir. Rose Peters Gatto

LANDO ADVERTISING AGENCY, INC.

197 Carlton House, Pittsburgh 19, Pa.
 Phone: ATLantic 1-5887

President. Robert N. Lando
 Sr. V.P. Joseph C. Gusky
 Radio-TV Prod. Fred Hedding
 Radio Time Buyer. H. L. Rothchild
 Branch Office

G. Daniel Baldwin Bldg., Erie, Pa.
 Phone: 5-7009

Manager. John Clark

PHILIP J. LANE ADVERTISING

667 Madison Ave., New York 22, N. Y.
 Phone: PLaza 3-9327

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

5406 Sierra Vista Ave., Los Angeles 38, Calif.
 Phone: HO 7-3042

LANG, FISHER & STASHOWER, INC.

1010 Euclid Bldg., Cleveland 15, O.
 Phone: PRospect 1-0300
 AAAA

President. H. Jack Lang
 V.-P.-Treasurer. Fred P. Stashower
 Vice-Pres., Radio-TV. Alvin B. Fisher
 V.P.'s. Martin J. Cohn, Helen G. Coyne
 Mgr., Radio-TV. John L. Rose
 Prod. Mgr., Radio-TV. Edward T. Noll
 Chief Time Buyer. Garry C. McKelvey
 Time Buyers & Accounts: G. C. McKelvey:
 Carling Brewing; Jim Telisky: Carling Brew-
 ing; Peter B. Turk: GE, Yellow Cab, Cleve-
 land Transit System, Richcrest, Ohio Matt-
 ress, Fisher Bros.

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

575 Lexington Ave., New York 22, N. Y.
 Phone: PLaza 5-7711

ANPA—AAAA—NBP—APA—NOAB—ABP
 Chairman. Chester J. LaRoche
 V.P., Gen. Mgr. C. R. La Roche
 Sr. V.P. Radio-TV. Tom Lewis
 V.P., Sta. Rel. H. Greig
 V.P., Mgr. TV Prodn. Jay Bottomley
 Supev. TV Comm. Copy. F. Dennis
 TV Art Dir. P. Tomlinson

Branch Office

6269 Selma Ave. Hollywood 28 Calif.
 Phone: HOLlywood 9-3656

Vice Pres. Arthur White

LAVIDGE & DAVIS, INC.

401 Fidelity-Bankers Trust Bldg.,
 Knoxville, Tenn.
 Phone: 5-0418
 ANPA—ABP

President. Arthur W. Lavidge
 Ch. Exec. Comm. Charles B. Davis
 Vice Pres. Sam B. Newman
 Radio-TV Dir. & Time Buyer. John Ward
 Branch Office

222 Professional Bldg., High Point, N. C.
 Phone: 888-6905

Mgr. Erl Tronnes
 Estimated Radio Billings: \$75,000.
 Estimated TV Billings: \$400,000.

ADVERTISING AGENCIES ~~~~~

LEECH ADVERTISING CO.

661 Hanna Bldg., Cleveland 15, Ohio
Phone: TOWer 1-2065

Pres., Treas. Edward P. Leech

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: LOcust 3-5600

ANPA—APA—NOAB

President.....Al Paul Lefton
Exec. Vice-Pres. & Treas....H. S. Louchheim
Exec. V.P.....Paul Brown
Mgr., Radio-TV Dept.....J. P. Creamer

Branch Offices

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

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts

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
Sr. V.P., Secy.-Treas.....John D. Speirs
Exec. V.P., Creative Contact...Guild Copeland
Sr. V.P., Secy.-Treas.....John D. Speirs
Sr. V.P.'s & Mgmt. Vert. Supvrs....Thos. H. Lane, Jackson Taylor, Gordon Cates, John Schneider, Phillip P. Hoffman, Wm. Dashiell, Elkin Kaufman, Wm. Ziegfeld, F. M. Cambria, H. Tibbets, L. A. Kelmenson.

Sr. V.P., Dir. Comm. Prod.....A. J. Pan
Sr. V.P., Creative Coord....Richard Mancini
Sr. V.P., Radio-TV Dir....Nicholas E. Keesely
V.P., Media Dir.....H. Zeltner
Sr. V.P., Mdse. Dir.....Clifford W. Davis
Sr. V.P., Mgr. Prod. Dept....Michael J. Madar
Sr. V.P., Dir. of

Research.....Christopher A. Sante
V.P., Radio-TV Business

Mgr.....Francis C. Barton
Sr. V.P., Dir. of Copy.....E. L. Frisard
V.P., Dir. of Music & Lyrics...Edward F. Flynn
V.P., Head of Serv. Dept....Myles E. Baker
V.P., Controller.....G. J. Muller

Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.
Phone: CR 1-7221

V.P., Mgr.....T. Huston
V.P., Mgr. TV.....Elizabeth M. Williams
218 Battery St., San Francisco, Calif.
Phone: YU 2-7878

Sr. V.P., Mgr. W. Coast
Oper.....Marshall J. Weigel
Estimated Radio Billings: \$900,000.
Estimated TV Billings: \$18,750,000.

LESCARBOURA ADVERTISING, INC.

139 Main St., Ossining, N. Y.
Phone: WILson 1-1443

President.....Stanley A. Lescarboutra
Art Director.....John Berryman
Secretary.....Winifred Phillips
Publicity Dir.....Frances Howe

LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.
Phone: TR 3-3381

AAAA—ABC—ANPA—ABP—AFA

Chairman.....C. K. Liller
President.....William W. Neal
Sr. Vice Pres.....James L. Battle
V.P.'s.....Howard G. Axelberg, John K. Ottley Jr., E. Clay Scofield, Baron Roberts
V.P., Prod.....Sam W. Longino
Secy.-Treas.....Oscar S. Lewis
V.P., Public Rel. Dir....Richard E. Hodges, Jr.
Media Dir.....Pamela Tabberer

Branch Offices

8 N. Eighth St., Richmond 19, Va.
Phone: MILton 4-3065

V.P., Mgr.....Dan W. Lindsey, Jr.
595 Madison Ave., New York 17, N. Y.
Phone: PLaza 9-4676

Manager.....Helen Gordon

W. E. LONG ADVERTISING AGENCY

188 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-4606

Director.....F. B. Leonard
Radio-TV Dir.....David R. Hayes
Asst. Radio-TV Dir.....K. Holden
Prod. Mgr.....K. Kines
Media, Research Dir.....Russell A. Gilbertz

LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.
Phone: TRinity 2-9694

AAAA—ABP—ANPA—APA—NBP

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

LUCKOFF & WAYBURN PRODUCTIONS

320 W. Lafayette Blvd., Detroit 26, Mich.
Phone: WOODward 2-0707

Partner.....Louis H. Luckoff
Partner.....Leon S. Wayburn
Partner.....Alan E. Luckoff
Production Mgr.....Donald A. DeCook
Time Buyer.....Edith M. Rose

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: ANdover 3-1888

AAAA—ABP—ANPA—ABC—ANA

Bd. Chairman.....Earle Ludgin
President.....J. H. Willmarth
Ch. Exec. Comm.....David G. Watrous
Gen. Mgr.....George Rink
V.P., Great. Dir.....V. Hugh Wells, Jr.
V.P., Copy Dir.....J. E. Chapman
Secy., Prod. Mgr.....Edward Erinstein
Radio-TV Dir.....D. Hockstein
Treasurer.....Earl E. Kraft
Time Buyer.....Marge Flotron

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: Valley 2-7182

ABP—ANPA—APA—NBP—NOAB

President.....S. C. B. Lynn
Creative Dir.....Donald A. Smith
Radio-TV & Media
Dir., Time Buyer.....W. P. McLaughlin
Copy Chief, Acct. Exec.....John L. Lewis
Acct. Exec.....Matt W. Fields

W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa
Phone: EMpire 4-9141
AAAA—ABP—ANPA

President, Treas.....W. D. Lyon
Exec. V.P.....R. B. Creswell
Research, Media Dir.....Dr. Robert Ames
Radio-TV Time Buyer.....Eileen Burns
Radio-TV Director.....Robert Colburn
Prod. Mgr.....J. A. Rasley, Jr.
Creative Dir.....John E. Fisher

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RANdolph 6-9360
ANPA—ABP—AAAA—NBP

Chairman.....Hays MacFarland
President.....A. E. Aveyard
Exec. V.P., Gen. Mgr.....Walter C. Power
Sr. Vice-President.....David W. Stotter
V.P.....Norman A. Fox
V.P., Art Dir.....Walter Solarz
V.P., Radio-TV Dir.....H. G. Atkinson
Radio-TV Time Buyer.....Esther Andersen
Media Director.....G. H. Hendry
Treasurer.....J. Terry
Production Mgr.....Arthur L. Smith

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario
Phone: EMpire 3-2244

President & Dir.....E. V. Rechnitzer
Exec. V.P., Gen. Mgr.....C. E. Brown
Treas. & Dir.....M. D. MacMahon
V.P. & Dir.....G. G. Sinclair
V.P. & Dir.....W. H. Graham
V.P. & Dir., Radio-TV.....F. H. Horler
V.P. Creat. Svcs.....G. M. Elliott
Media Dir.....D. C. Linton
Group Creative Dir's.....R. H. Baker, P. D. Break, A. Ness

Ass't Mgr., Radio-TV Dept.....R. J. King
Mgr., Pub. Rel.....L. R. O'Hagan
Time Buyer.....F. K. Campbell

Branch Offices

550 Sherbrooke St., W. Montreal, Quebec
Phone: VI 5-1222

Vice Pres.....C. J. Chandler
911 Electric Railway Chambers
Winnipeg, Manitoba

Phone: WHitehall 2-6321

Manager.....E. P. Thomson
1240 West Pender St., Vancouver, B. C.
Phone: MUltual 5-6268

Manager.....W. D. M. Patterson
635 Ouellette Ave., Windsor, Ont.
Manager.....J. R. Robb

MacMANUS, JOHN & ADAMS, INC.

Woodward Ave. & Long Lake Rd.,
Bloomfield Hills, Mich.
Phone: MIdwest 6-1000

President.....Ernest A. Jones
Chmn. Exec. Comm.....Charles F. Adams
Senior V.P.'s.....John R. MacManus,
Hovey Hagerman, Wm. Bachman, Jr.
V.P.'s.....Robert L. Garrison,
Robert Britton, James Graham, Robert
Marker,
Sec.-Treas.....Leo A. Hillebrand
Broadcast Svcs.....Lee C. Hanson
Time Buyers & Accounts: Richard Shep-
pard: Pontiac, Tempest, MMH, Dow Chem-
ical; Mary Megison: Cadillac, American Oil,
Packer Pontiac, Wolverine Show, Mich. Con-
solidated Gas, Kresge, Ex-Cello.

Branch Office

444 Madison Ave., New York, N. Y.
Phone: PLaza 9-5600

Vice Pres., Mgr.....Henry G. Fownes, Jr.
Vice Pres.....Mark Lawrence
5455 Wilshire Blvd., Los Angeles 36, Calif.
Phone: WE 7-1000

V.P., Manager.....D. E. Jones
1750 Hennepin Ave., Minneapolis, Minn.
V.P., General Mgr.....Bill Everson
600 University Ave., Toronto 2, Ont., Can.
Phone: EM 4-0204
V.P., General Mgr.....Les McMahon

MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.
Phone: ANdover 3-0922
ABP—ANPA

Owner.....Arthur M. Holland
Radio-TV Dept.....Edward Drucker,
Bernard Berman, Fran Weiss
Art Director.....Arthur Anderle
Radio Time Buyer.....Maxine Ziv

**J. GORDON MANCHESTER
ADVERTISING, INC.**

1000 Connecticut Ave., N.W.,
Washington 6, D. C.
Phone: ME 8-0060

President.....J. Gordon Manchester
Vice President.....Richard P. Elst
Radio-TV Dir.....Joseph W. Browne
Time Buyer.....Theodore P. Noyes, Jr.

**ROBERT M. MARKS & COMPANY,
INC.**

32 East 57th St., New York 22, N. Y.
Phone: PLaza 3-5924
ABP—ANPA—NBP

Pres. & Secy.....Robert M. Marks
Media Dir.....T. H. Parker
Art Dir.....Don Beardar
Radio-TV Dir.....Sidney Walton
Pub. Dir.....Vir Dallaire

**HAROLD MARSHALL ADVERTISING
INC.**

171 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 6-5652

President.....Harold Marshall
Production Mgr.....A. Kohn

ADVERTISING AGENCIES ~~~~~

MARWEL ADVERTISING, INC.

34 W. 46th St., New York 36, N. Y.
 Phone: JUDson 6-4270
 ABP—ANPA—NBP—PPA

President.....William W. Weltman
 Exec. V.P.....Bruce Marchin
 V.P., Art Dir.....Charles Jefferson
 Copy Chief.....Dan James
 Media Dir.....Geri Propeack

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
 Phone: LEXington 2-7450
 ABP—ANPA—AFA—ABC

President & Dir.....W. T. Okie
 Exec. V.P. & Dir.....Wilfred S. King
 V.P., Dir. Radio-TV.....Roy Passman
 V.P., Pub. Dir.....Arthur Monroe
 V.P., Media Dir.....Alvin R. Krackt
 V.P.'s & Dir.....Donald D. Halstead.
 A. E. Cox, Jan Meyer, L. E. Miller
 V.P.'s.....Edward J. Garvey, Leonard
 Marshall, Thomas McCauley, R. Peterson
 Radio-TV Media Dir.....Edna S. Cathcart
 Assoc. Dir.....Albert Morrison
 Prod. Spvsr.....Frank Huber
 Time Buyers.....Edna S. Cathcart, Pat Hart-
 nett, Olga Hoffman, Lucille Busacco
 1345 Russ Bldg., San Francisco 4, Cal.
 Phone: YUKon 2-8944

Manager.....Robert Little
 300 Biscayne Blvd. Way, Miami 32, Fla.
 Phone: FRanklin 3-6440

Manager.....Nicholas Salimbene

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
 Phone: BRoadway 6-7181
 ABP—ANPA—NBP—NOAB

President.....C. A. Mathisson
 Exec. Adm.....Walt E. Krueger
 V.P., Treas.....Ralph W. Henkel
 Radio-TV Dir.....Robert Geary
 Time Buyers.....Louis K. Fuller, R. Geary

Branch Offices

1127 Wilshire Blvd., Los Angeles 17, Calif.
 3460 International Bldg., Rockefeller Center
 New York 20, N. Y.
 Phone: PLaza 7-2961

Manager.....Edgar E. Hinkle

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
 Phone: GASpee 1-4456

President.....Joseph M. Finkle
 Vice-Pres.-Treas.....Archie M. Finkle
 Radio Director.....D. M. Taipe

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
 Phone: LORain 7-5710
 ANPA—ABC

President.....Lou R. Maxon
 Treasurer.....John W. Bray
 Secretary.....G. Reginald McKiel
 V.P., Radio-TV.....V. Kenyon

Branch Offices

12 E. 53rd St., New York 22, N. Y.
 Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahony
 V.P., Dir. Radio-TV.....E. Wilhelm
 919 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-1676

Vice President.....Raymond C. Stricker
 83 S. Seventh St., Minneapolis, Minn.
 Phone: FEderal 9-8839

Mgr.....Charles J. Hawkins
Estimated Radio Billings: \$1,800,000.
Estimated TV Billings: \$16,000,000.

McCANN-ERICKSON, INC.

485 Lexington Ave., New York, N. Y.
 Phone: OXFord 7-6000
 AAAA—ABP—ANPA—APA—NOAB

Bd. Chmn., Pres.....Marion Harper, Jr.
 Bd. Vice Chmn.....F. K. White
 Finance Chmn.....F. A. Sherer
 Gen. Corp. Exec.....M. J. Culligan
 Secretary.....J. D. McNamara
 Sr. Vice President.....George H. Giese
 Sr. V.P., Treas.....Frank K. White
 Sr. V.P.'s.....C. Terence Clyne,
 Emerson Foote

Corporate V.P.....Donald B. Armstrong, Jr.
 Secretary.....Benjamin F. Holme, Jr.
 Sr. V.P., Adm. Chmn.....Paul E. Foley
 Sr. Vice Pres. &

Creative Dir.....John H. Tinker, Jr.
 V.P. Chg. Media.....William C. Dekker
 Vice Pres. & Asst. Treas.....Dixon R. Griswold
 Vice Presidents (N. Y.)...Karl A. Brautigam,
 Donald G. Calhoun, Sidney W. Dean, Jr.,
 J. L. Deane, Leonard F. Erickson, Alberta
 Hays, Farish A. Jenkins, Daniel W. Keefe,
 Alton Ketchum, Ralph B. Koser, Thomas
 P. Losee, Alfred J. Roby, Jr., Margot Sher-
 man, Wells W. Spence, R. E. Thompson,
 E. F. Wilson, Neal Gilliatt, Earl H. Ellis,
 Richard Farricker, Myron McDonald, Ferd
 Ziegler, Edward R. Beach, W. E. Berchtold,
 Herta Herzog, Russell Johnston, M. Carl
 Johnson, Jr., T. A. McAvity, H. A. Mattoon,
 G. B. Park, Roger A. Purdon

Branch Offices

200 Berkeley St., Boston 16, Mass.
 Phone: LIBerty 2-7382

Mgr.....G. Higgins
 335 Euclid Ave., Cleveland 14, Ohio
 Phone: CHerry 1-6850

Sr. Vice Pres.-Mgr.....Robert Cole
 3325 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNKirk 5-3301

V.P., Mgr.....David Hopkins
 1060 National Bk. Bldg., Detroit 26, Mich.
 Phone: WOODward 5-7559

V.P., Mgr.....Thomas J. King
 900 Lovett Blvd., Houston 6, Texas
 Phone: JACKson 9-4991

Vice Pres. Mgr.....Joseph B. Wilkinson
 318 S. Michigan Ave., Chicago 4, Ill.
 Phone: WEBster 9-3700

V.P., Mgr.....Chester L. Posey
 114 Sansome St., San Francisco 4, Calif.
 Phone: DOUGlas 2-5560

Sr. V.P.-Mgr. West.
 Oper.....Phipps L. Rasmussen

ADVERTISING AGENCIES

Public Service Bldg., Portland 4, Ore.

Phone: CApitol 8-4305

Manager.....T. N. Tracy
836 W. Peachtree, Atlanta 8, Ga.
Phone: TRinity 5-8581

V.P., Mgr.....M. Bollman
Estimated Radio Billings: \$28,000,000.
Estimated TV Billings: \$123,000,000.

McCANN-MARSCHALK CO.

Division of McCann-Erickson

460 Park Ave., New York 22, N. Y.
Phone: OXford 7-4250

President.....Stuart D. Watson
Sr. Vice Pres.....G. Lester Williams
Exec. V.P.....R. B. Koser
Vice Presidents...V. Miles, Bill M. Sansing,
Albert A. Sommer, Edward J. Whitehead.
Admin. V.P., Media Dir...Eugene J. Cogan
Radio-TV Dir.....Glen Bammann

Branch Offices

615 Peachtree St., N.E., Atlanta 8, Ga.
Phone: TRinity 5-0221

V.P., Manager.....Mark Bollman
100 Biscayne Blvd., S., Miami, Florida
Phone: FRanklin 9-2821

Manager.....George Bremser

THE McCARTY COMPANY

3576 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUmkirk 5-4011

AAAA-ABP-ANPA-APA-NBP-NOAB
President.....H. E. Cassidy
Exec. Vice President.....C. G. Davenport
V.P., Dir. Client Rel.....Walker Y. Brooks
V.P., Dir. Radio-TV.....Herbert C. Brown
V.P., Dir. Acct. Plng.....Arnold D. Duncan
Art Director.....Harry Franz

Branch Offices

65 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-7165

Exec. V.P.....Robert Holley
V.P.....Gene Thomas
116 New Montgomery St., San Francisco 5

Sr. V.P.....W. H. Wilde
520 N. Michigan Ave., Chicago 11, Ill.
V.P., Gen. Mgr.....Harry L. Bauer
1500 Jackson St., Dallas 1, Texas

V.P.....Russell Jurgens
531 Medical Arts Bldg., Seattle, Wash.
V.P., Gen. Mgr.....Harry S. Pearson
722 Realty Bldg., Spokane 1, Wash.
V.P.....Chas. R. Devine

WALTER McCREERY, INC.

256 So. La Cienega Blvd., Beverly Hills, Cal.
Phone: OLYmpia 2-4480

AAAA-ANPA-APA-NBP

Chm. Bd. & Pres.....Walter K. McCreery
Secretary.....Walter Hadlich
Treasurer.....Elizabeth Stahle
Publicity Dir.....H. Berger
Radio-TV Dir.....Howard Flynn
Radio Time Buyer.....Virginia White

McCUTCHEON ADV.

918 N. Second St., Phoenix, Ariz.
Phone: AL 8-8374

AAAA-ABP-ANPA-APA-NBP

Pres., Treas.....David McCutcheon
Prod. Mgr.....Peggy Melton
Creative Dir.....Hal Ackerman
Media Dir.....Adelle Davis
Copy.....Helen Grant
Acct. Exec's.....David McCutcheon,
Robert Stake

M-E PRODUCTIONS

(Div. of McCann-Erickson, Inc.)

485 Lexington Ave., New York, N. Y.
Phone: OXford 7-6000

Bd. Chmn., Gen. Mgr.....C. Terence Clyne
President.....J. L. VanVolkenburg
Exec. V.P.....T. P. Losee
Vice Pres.....Hal Graham
Vice Pres. (Chicago).....J. R. Allen
V.P.'s (Los Angeles).....Tommy Greenhow,
Neil Reagan
Admin. V.P.....B. F. Holme, Jr.

MELDRUM & FEWSMITH, INC.

Carnegie Hall, 1220 Huron Rd.
Cleveland 15, Ohio

Phone: CHerry 1-2141

ABP-ANPA-APA-NBP-AAAA-NAOB
President.....H. W. Cooper
Vice-Pres.....A. B. Meldrum
V.P., Radio-TV, Film.....B.F. Stauderman
V.P., Media.....H. G. Selby
Radio-TV Time Buyer...Carol Ann Brosmer

FLOYD F. MELLEEN ADVERTISING

514 Securities Bldg., Omaha, Neb.

Phone: 341-1025

AAAA-ANPA

Owner.....Floyd F. Mellen

RICHARD N. MELTZER ADV., INC.

3100 Russ Bldg., San Francisco 4, Calif.
Phone: YUkon 2-5877

AAAA-ABC-ABP

President.....Richard N. Meltzer
Exec. V.P.....Wallace X. Aron
Vice Pres., Art Dir.....Richard Lemen
Media Dir.....Barbara Cochran
Sec.....Bertram S. Silver
Treas.....Harold Shein
Copy Dept.....Richard Ferber, George Lowe

Branch Offices

7461 Beverly Blvd., Los Angeles, Calif.
Phone: WEbster 8-2993

Mgr.....R. Berggren
230 Park Ave., New York 17, N. Y.

Phone: MU 9-3474

Acct. Exec.....Jeremy Barkann
2372 First National Bldg., Detroit 26, Mich.
Phone: WOODward 1-4310

President.....Richard Meltzer
Estimated Radio Billings: \$200,000.
Estimated TV Billings: \$200,000.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
Phone: KINGSley 6-1130

ABP-APA-NBP

ADVERTISING AGENCIES 

President.....J. Robert Mendte
 Vice Pres.....J. W. Holland
 Treas.....N. L. Hughes
 Prod. Mgr.....M. Haggerty

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
 Phone: UN 1-2634
 ABP—NBP

Chmn. Bd.....George T. Metcalf
 President.....Walter Hyland
 Exec. V.P., Secy.....Sheldon Spencer
 Prod. Mgr.....Alan Campbell
 Media Dir.....John S. Kossak

THE METLIS & LEBOW CORP.

200 West 57th St., N. Y. C. 19
 Phone: JUDson 2-3474

President.....Stanley E. Lebow
 Exec. V.P., Radio Dir.....Sanford H. Metlis
 Sr. V.P., TV Dir.....Stevens P. Jackson
 General Manager.....Walter Blum
 Radio-TV Prod. Dir.....Harry Allevara

ARTHUR MEYERHOFF ASSOC.

410 N. Michigan Ave., Chicago 11, Ill.
 Phone: DELaware 7-7860
 ANPA—AAAA

President.....Arthur E. Meyerhoff
 V.P.'s.....George Taylor,
 Myron E. Chon, Benjamin Green, Robert
 Ross

Radio-TV Dir.....Stuart Novy
 Media Dir., Radio-TV.....Francine Goldfine
 Time Buyers.....Evelyn Adell, Patricia Gray,
 Donna Hanson, Bruce Houston, Ed Kasser,
 Jean Seaman, Carol Spring

Branch Offices

550 Sherbrooke W., Montreal, Canada
 Phone: VICTor 9-9141

Mgr.....Jules Gobeil
 100 University Ave., Toronto Ont., Can.
 Phone: EMpire 3-3128

Manager.....John Ketter

HARRY M. MILLER, INC.

595 E. Broad St., Columbus 15, Ohio
 Phone: CA 4-7243
 ANPA—APA—NOAB

Bd. Chmn.....Harry M. Miller
 Pres., Gen. Mgr.....J. W. Miller
 Radio-TV Dir.....J. B. Summers

BEN MOCHAN ASSOCIATES

757 Boston Post Road, Milford, Conn.
 President.....B. Mochan

MOGUL, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.
 Phone: TEMpleton 8-7100
 AAAA—ABC—ABP—ANPA

Ch. of Bd., President.....Emil Mogul
 Ch. Exec. Comm.....Sidney M. Weiss
 V.P., Radio-TV Dir.....Leslie D. Dunier
 V.P.'s.....Richard Lockman, Seth D. Tobias,

Milton Guttenplan, William Jacoby, Alvin
 H. Kaplan, Walter T. Pollock, Charles L.
 Rothschild, Alan Green, Lawrence V. Stap-
 leton, Edward Klein, Alfred P. Berger,
 Leona Bowman, Lewis L. Dunier, Gerald
 Gould, Wray Kennedy, Bernard Kramer,
 Jules Lennard, Nat C. Wildman.

Radio-TV Prod.....Jeanne Harrison
 Secretary.....Norman Cohen
 Treasurer.....H. Mogul
 Assoc. Creative Dir.....Emerson Cole
 Time Buyers.....Lynn Diamond, Joyce Peters

THE CHESTER C. MORELAND CO.

800 Broadway, Cincinnati 2, O.
 Phone: PARKway 1-1178
 AFA—ABP—ANPA

President, Treas.....Chester C. Moreland
 Vice Presidents.....B. L. Schurman, Carl Press

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
 Phone: OXFord 7-2100
 APA

President.....J. Patterson
 V.P.....R. A. Dearth
 V.P., Art.....J. Skolnik
 Media Dir.....O. E. Christy, Jr.
 Radio, TV Time Buyer.....R. A. McArdle
 Export Media Mgr.....Aurora Blando
 Dir. of Radio-TV Prod.....C. Buffington
 Prod. Mgr.....Don Wheatley

MOSS ASSOCIATES, INC.

415 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 7-7377
 APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss
 TV Director.....B. Math
 Art Director.....Sidney Fischer
 Prod. Mgr.....Philip Schacter
 Copy Chief.....Gerald H. Bruce
 Media Director.....Frances Marotta

MULLINS, EARL ASSOC. INC.

3308 Beverly Blvd., Los Angeles 4, Calif.
 Phone: DUNKirk 5-9088

President.....Thomas Mullins
 V.P.....Warren Earl
 Sect.-Treas.....F. A. Sieling
 Office Mgr.....Katherine Kane

NAHAS-BLUMBERG, INC.

605 McGowen St., Houston 6, Tex.
 Phone: JACKson 6-1181
 ANPA—NBP

President.....Fred Nahas
 Vice Pres., Media Dir.....B. L. Blumberg
 V.P. Radio-TV Time Buyer.....N. A. Zelikow
 Radio-TV Dir.....Bill Lazarus
 Publicity Dir.....J. Pate

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
 Phone: OXFord 7-9292

ADVERTISING AGENCIES

President.....Thomas W. Hughes
 Vice-Presidents.....Joseph W. Madden,
 Walter Kelly
 Secy., Treas.....John D. Barone
 Prod. Mgr.....D. Simmons
 Art Director.....William Murphy
 Radio & TV Director.....Jerome Kates

NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.
 Phone Circle 5-6200

ANPA—AAAA—NOAB—APA—NBP

Pres., Treas.....H. Victor Grohmann
 V.P. & Sec'y.....Howard A. Heinsius
 V.P. & Art Dir.....H. Nelson Kent
 Vice Pres.....John M. Keil
 Exec. Sec'y.....Kathryn Intemann
 Prod. Mgr.....Samuel Boyd
 Media Dir.....Harry C. Ledingham

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.
 Phone: WHitehall 4-3400

AAAA—ANPA—ABP—NOAB

President.....Maurice H. Needham
 Sen. Vice President.....Melvin Brorby
 Exec. V.P.....Paul C. Harper, Jr.
 V.P., Dir. Best. Facil.....Arnold E. Johnson
 V.P., Acct. Supvr.....Granger F. Kenly
 V.P. in Chg. Radio-TV...James G. Cominos
 V.P., Dir. Radio-TV Pgs.....J. Scott Keck
 V.P. Radio-TV Creat. Dir.....Kenneth Snyder
 Assoc. Radio-TV Creat. Dir.....F. D. Sucler

Branch Offices

9130 Sunset Blvd., Hollywood 46, Calif.
 Phone: CRestview 6-2073

V.P., Mgr.....Michael Gradle
 V.P., Radio-TV Creat. Dir.....K. C. T. Snyder
 730 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-0333

V.P. & Mgr.....R. F. Steinhoff
 V.P., Radio-TV Pgmng.....J. G. Cominos
Estimated Radio Billings: \$4,000,000.
Estimated TV Billings: \$20,250,000.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.
 Phone: FRanklin 4-4135

Pres., TV Dir.,
 Time Buyer.....Robert S. Cragin
 Radio Director.....Robert B. Stone

NEWHOFF-BLUMBERG ADV.

407-15 Court Square Bldg., Baltimore 2, Md.
 Phone: LExington 9-7155

Partners.....T. A. Newhoff, F. L. Blumberg

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.
 Phone: EX 8-9721

ABP—ANPA—APA—PPA

Bd. Chmn.....Hunter Lynde
 President.....W. E. Schen
 V.P., Gen. Mgr.....Ned Hubbard
 V.P.'s.....David E. Robeson, John A. Bunker
 Radio-TV Dir., Time Buyer..John Hopkins

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
 Phone: PLaza 1-0900

AAAA—ANPA

President.....Norman B. Norman
 Exec. V.P., Secretary.....Eugene Kummel
 Exec. V.P., Treasurer.....B. David Kaplan
 V.P., Broadcast Op. Exec.....Walter Craig
 V.P., Acct. Cp. Head.....Richard Bowman
 V.P., Creative Dir.....Kay Daly
 V.P., Marketing Dir.....John B. Morris
 V.P., Supvrs.....G. Shapiro, R. Mullins
 V.P., Asst. to Pres.....Warren Falles
 V.P., Copy Chief.....Alan Koehler
 Production Manager.....R. Norman
 V.P., Dir., Print Media..Eugenie C. Stamler
 Fashion Coordinator...Catherine D'Alessio
 V.P., Controller.....Miss Rosalou Flanagan
 Asst. V.P., Dir. Rsch.....Henry Halpern
 Asst. V.P., Print Media...George Coleman
 Asst. V.P., Mgr. Art Dept.....J. Woodward
 V.P., Best. Oper.....Walter Tibbals
 Time Buyers.....M. Greene, Alan Silverman

Branch Office

Bd. of Trade Bldg., Chicago 4, Ill.
 Phone: WAbash 2-8701

Manager.....G. Paneff
Estimated Radio Billings: \$4,000,000.
Estimated TV Billings: \$15,500,000.

NORTH ADVERTISING, INC.

2100 Merchandise Mart, Chicago 54, Ill.
 Phone: WHitehall 4-5030

ANPA—ABC—AAAA—ABP

President.....Donald P. Nathanson
 Ch. of Board.....Bert Goldsmith
 Exec. Vice Pres.....Bruce M. Dodge
 V.P.'s.....Allen E. Braun, Lester A. Delano,
 Richard F. Feilheimer, George H. Gruen-
 wald, Walter M. Heymann, Jr., Alice M.
 Westbrook
 V.P., Sec. & Treas.....Harold Rosenzweig
 Radio-TV Prod. Mgr.....Len Levy
Time Buyers & Accounts: John Harper &
 Betty Lavaty; Adorn Hair Spray, POC Beer,
 Tonette, Silver Curl, Regal Beer; Elaine
 Pappas; Toni Home Permanent, Gillette
 Labs, Webcor, Gilbey's Scotch; Barbara Swe-
 deen (NY); Lanvin.

Branch Offices

16 E. 40th St., New York 16, N. Y.
 Phone: ORegon 9-3100

Exec. V.P.....Bruce Dodge
 Radio-TV Prod. Mgr.....Herb Straus
 8701 Wilshire Blvd., Beverly Hills, Calif.
 Phone: OLympia 2-3770
 Radio-TV Prod. Mgr.....Len Levy
Estimated Radio Billings: \$125,000.
Estimated TV Billings: \$8,125,000.

NOYES & COMPANY

1800 Industrial Bank Bldg.
 Providence 3, R. I.

Phone: GASpec 1-2087

AAAA—ABP—ANPA

President, Treas.....Frederick C. Noyes
 Sr. Vice Pres., Secy.....Carroll H. Rickard

ADVERTISING AGENCIES

V.P.'s.....E. George Cloutier, A. E. Van Wagner, Richard M. Compton
 Spvsr., Radio-TV.....Henry C. Hart, Jr.
 Public Rel. Dir.....W. Barbau
Time Buyer & Accounts: Henry C. Hart, Jr.; Milton Bradley Co., GE, Industrial Natl. Bank, Savage Arms Corp., White & Bagley Co., Narragansett Electric Co.

Estimated Radio Billings: \$70,000.

Estimated TV Billings: \$250,000.

R. T. O'CONNELL COMPANY

50 East 42nd St., New York, N. Y.

Phone: MU 7-3673

President.....R. T. O'Connell
 Exec. V.P., Creat. Dir.....Ethel Merklen
 Prod. Mgr.....Harry Weiss
 V.P., Art Director.....Jack Chatham

O.D.I., INC.

136 William St., New York, N. Y.

Phone: Worth 2-6635

President.....Bob Harris
 Sec.-Treas.....William Harris
 Copy Dir.....Phil Kaplan
 Art Director.....Dick Brightfield

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.

Phone: MU 8-6100

NOAB—APA—AAAA

President.....David Ogilvy
 Exec. V.P.....E. Estey Stowell
 Sr. V.P., Treas.....Shelby H. Page
 Sr. V.P.....J. McCaffrey
 V.P. B'cast. Dir.....Hendrick Bouraem, Jr.
 V.P., Research Dir.....Stanley D. Canter
 Mgr. Best. Spvr.....P. L. Tomalin
 Media Supvrs.....Clifford Botway,
 Ann Janowicz

Prod. Mgr.....Michael T. Winnow
 V.P., Media Dir.....Samuel L. Frey

Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 5-6165

V.P., Mgr.....Christy Walsh
 235 Montgomery St., San Francisco, Calif.

Phone: YUkon 2-9598

Estimated Radio Billings: \$1,250,000.

Estimated TV Billings: \$20,000,000.

JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.

Phone: COpley 7-7430

President.....Jerome M. O'Leary
 Exec. V.P.....R. Wm. Gorman, Jr.
 Radio-TV Time Buyer.....Sandra Newsam
 Media Dir.....Louise Dogherty
 Prod. Mgr.....Thomas Elliott
 Public Relations Dir.....Nancy Young

OLMSTED & FOLEY, INC.

1750 Hennepin Ave., Minneapolis 3, Minn.

Phone: FEderal 9-0441

AAAA—ABC—ABP—ANPA—AFA

Bd. Chairman.....Ward H. Olmsted
 President.....John T. Foley
 V.P., Secretary.....Ward W. Olmsted
 Vice President.....R. B. Kruskopf

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.

Phone: KIngsley 6-4140

President.....W. Wallace Orr
 V.P.....Bosh Pritchard
 Sec'y & Treas.....Willard W. Hughes
 Art Dir.....William Enderle, Jr.
 Time Buyer.....Robert Dunkel

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,

Kansas City 1, Kans.

Phone: DR 1-7250

ABP—ANPA—APA

President.....Merritt Owens
 Vice Pres.....Frank Lisec
 Art Dir., Prod. Mgr.....M. Seburn
 Account Exces.....Merritt Owens, Frank Lisec

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.

Phone: MURray Hill 7-4090

ABP

President.....Elias Schonberger
 V.P.'s.....Peter Frenkel, Milton Bagley,

S. I. Altman
 Radio-TV Dir.....Sidney Kallner
 Media Dir.....Irving Krouse
 Sec'y & Treas.....Max Weintraub

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.

Phone: MAIn 3-1401

AAAA—ANPA—APA—NBP—NOAB

Chrm. of Board.....Wm. H. Horsley
 President.....Trevor Evans
 V.P., Secretary.....Frank Horsley
 Prod. Co-ord.....Monte Solkover
 Vice President.....Frederick D. Sprague
 Treasurer.....Calvin W. Franklin
 Radio-TV Dir., Talent Buyer.....Grant Merrill
 Media Dir., Time Buyer.....Gertrude M. Nyman

Branch Offices

1115 West Broadway, Spokane, Wash.

Phone: FAirfax 7-9585

V.P., Manager.....J. C. Grover
 829 N.W. 19th Ave., Portland 9, Ore.

Phone: CApitol 2-1021

V.P., Manager.....G. P. Griffis

PARKSON ADVERTISING AGENCY, INC.

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

Phone: PLaza 1-6400

Ch. Bd., President.....Edward Kletter
 V.P., Dir. Radio-TV.....Don Blauhut
 V.P.'s.....Philip Agisim, Alfred Eichler
 Media Director.....Herbert Gruber
 Radio-TV Oper. Mgr.....Helen Lawin
 TV Art Director.....Rodlow Willard
Time Buyers & Accounts: Herbert Gruber; J. B. Williams Co.; Ruth Bayer; J. B. Williams Co.; Pearl Sheridan; Liggett-Rexall Drug Stores

Estimated Radio Billings: \$100,000.

Estimated TV Billings: \$12,400,000.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-7795
 ANPA

President-Treasurer.....C. H. Pearson
 V.P.Byrnes Pearson
 V.P., Secy.....Cecilia H. Pearson

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
 Phone: RA 6-7923
 ABP—ANPA—APA—NBP

President.....Earl R. Perrin
 Vice-President.....Donald L. Paus

Branch Office

730 Fifth Ave., New York 19, N. Y.
 Phone: PL 7-6120

PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.
 Phone: BELmont 4-6401

President.....Charles C. Ramsey
 Vice Pres.....James Holloway
 V.P.'sHerbert Fredman, James G.
 Holloway, Robert Phillips, Thomas E.
 Ables, Robert M. Lewis

Radio-TV Dir.,
 Sec.-Treas.Mrs. Orva W. Huff
 Art Dir.....L. T. Shackelford
 Time Buyers.....Marion Benson,
 Ruth F. Godfrey

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
 Phone: CApital 3-6131
 APA—NOAB—SNPA—ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr.
 V.P., Acct. Exec.....Jack N. Pitluk, Jr.
 Vice Pres.....Louis H. Pitluck
 P. R. Dir.....J. M. Battersby
 Copy Chief.....Harvey Christiansen
 Radio Director.....Margaret Morrison
 TV Director.....Don Zimmer

PORTER & ASSOCIATES

1188 S. Muirfield Rd., Los Angeles 19, Calif.
 Phone: WEbster 6-5564

Owner, Sales Mgr.....Irwin T. Porter
 Partner, Prog. Mgr.....Gertrude T. Porter
 Script Dept.....Jean Norab

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
 Phone: GR 1-5775
 ANPA—NOAB—PPA—ABP

President.....J. B. Woodbury
 Vice Pres.....E. A. Warner, C. C. Tucker,
 C. L. Robinson, Al Coleman, G. F. McGill,
 C. E. Jones, R. R. Sanford, John K. Bar-
 ton, L. S. McCaslin, Jr., J. M. Gaughan,
 Clarence H. Russell, Glen Jocelyn, Norm-
 an Rau, Jack Nichols, Jack Macdonald,
 Leonard Bridges
 V.P., Radio-TV Dir.....R. P. Dunnell
 Secy., Treas.....C. C. McMillan
 Prod. Mgr.....Charles W. Wilson
 Radio-TV Prod.....William J. Brewer
 Research Director.....Willard Young

Branch Offices

507 Braniff Airways Bldg., Dallas, Tex.
 1700 Broadway, Denver 2, Colo.
 527 Madison Ave., New York, N.Y.
 316 Enterprise Bldg., Tulsa, Okla.

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-7725

President.....J. G. Proctor
 V.P. & Acct. Exec.....Ray Hanna
 Secretary.....M. S. Proctor
 Art Dir. & Prod. Mgr.....M. Sholle

PRODUCT SERVICES

17 E. 45th St., New York City
 Phone: MURray Hill 7-0204

President.....Les L. Persky
 V.P.....Harold L. Tuers
 TreasurerGeorge Stadtmuller
 TV Dir.....Richard DeMaid
 Art. Dir.....Milt Kimmel
 Copy Dir.....D. Young
 Pub. Rel. Dir.....Alfred Davis
 Time Buyer.....B. P. Pettick

L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-8155
 ANPA—APA—NBP—NOAB

Chairman.....A. C. Naeckel
 President.....Richmond M. Lloyd
 Secy.....G. E. Bischoff
 Vice-President.....N. B. Langworthy
 Treasurer.....W. J. Henderson
 Art Director.....E. J. McCabe
 Prodn. Mgr.....Vito M. Volino

Branch Office

111 East 3rd St., Davenport, Iowa
 Phone: 326-0157

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
 Phone: JAckson 7-1179

President.....Wilbur W. Randall
 Art Director.....Robert N. Berger
 Radio & TV Director.....Jack Reynolds

REACH, McCLINTON & CO., INC.

505 Park Ave., New York, N. Y.
 Phone: PLaza 1-7300
 69 Washington St., Newark, N. J.
 Phone: MARket 3-5100
 ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach
 President.....Harold L. McClinton
 Exec. V.P., Gen. Mgr.....Robert W. Robb
 Sr. V.P., Art Dir.....Everett W. Sahrbeck
 V.P., Controller.....J. Allentuck
 Sr. V.P., Treas.....D. M. Bernheim
 V.P., Copy Dir.....Herman Raucher
 V.P., Mgr. Newark.....Donald Mayer
 V.P., Radio-TV Dir.....Werner Michel
 V.P., Assor., Art. Dir.....Maree Mayhew
 V.P. & Research Dir.....Paul Keller

ADVERTISING AGENCIES ~~~~~

Media Dir.....Philip C. Kenney
 N. Y. Prodn. Mgr.....S. A. Holdampf, Jr.
 Pub. Dir.....Phil Wasserman
 Assoc. Dir., Radio-TV.....James K. Graham
 Radio-TV Prod.....Merl Bloom
 Time Buyers.....Margot Teleki,
 Martin Foody, Robert Bruno

Branch Offices
 Prudential Bldg., Chicago 1, Ill.
 Phone: Superior 7-9722

Pres.J. R. Pershall
 6431 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-9610

V.P., Manager.....Harry W. Witt
 706 Second Ave., Minneapolis 2, Minn.
 Phone: FEderal 9-8041

V.P., Manager.....George O. Ludke, Jr.
 1235 Statler Bldg., Boston, Mass.
 Phone: LIberty 2-6100

Pres.John M. McCullough

JAMES R. REESE ADVERTISING CO.
 15 West 10th St., Kansas City 6, Mo.
 Phone: VICTor 5269
 APA—ABP—ANPA

Owner.....James R. Reese

KNOX REEVES ADVERTISING, INC.
 400 Second Ave. S., Minneapolis 1, Minn.
 Phone: FEderal 9-0071
 AAAA—ABP—ANPA—APA
 NOAB—PPA—ABC

President.....R. W. Stafford
 Sec.-Treasurer.....L. J. Bertrand
 Best. Mgr.....J. W. Connor
 Pub. & P.R. Dir.....C. A. Bier
 Radio & TV Dir.....R. E. Neff
 Time Buyer.....P. Ewing

**REGAL ADVERTISING ASSOCIATES
 CORP.**

575 Lexington Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-3320

President.....R. H. Solof
 Exec. V.P., Gen. Mgr.....S. Grayson
 Controller.....Marcia Beckman

REINCKE, MEYER & FINN, INC.
 520 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-7440
 ABP—ABC—ANPA—APA—NBP

Bd. Chmn.....Wallace Meyer
 President.....Charles A. Reincke
 V.P.'s.....Joseph J. Finn, Charles Fleming,
 S. W. Jewell, George E. Taylor
 Sec.-Treas.....Arthur L. Reincke
 Radio-TV Director.....Lew Green
 Media Director.....John Priebe

REINHARDT ADVERTISING INC.
 1736 Franklin St., Oakland 12, Calif.
 Phone: TEmplebar 2-2408
 ABP—ANPA

PresidentEmil Reinhardt
 Time Buyer.....A. Leo Bowman
 TV & Radio Dir.....Henry F. Freitas
 SecretaryEloise Reinhardt

RICH-LEE ADVERTISING INC.
 110 W. 40th St., New York 18, N. Y.
 Phone: LAckawanna 4-3895
 President.....Sigmund C. Aiken
 V.P., Time Buyer.....Ramon P. Steinberg
Branch Office
 700 Equitable Bldg., Baltimore, Md.
 Phone: LE 9-0136
 Exec-in-Chg.Ramon P. Steinberg

**FLETCHER RICHARDS, CALKINS &
 HOLDEN, INC.**
 730 Fifth Ave., New York 19, N. Y.
 Phone: JU 6-5400

Chmn. Exec. Comm.....Fletcher D. Richards
 Board Chairman.....Bradley A. Walker
 President.....Bryan Houston
 V.P., Dir. Radio-TV.....Seymour J. Frolick
 Treasurer.....Dorothy Steitz
 Secretary.....Evelyn King
 V.P.'s.....Robert Boulware,
 Walter B. Geoghegan, Sanford C. Smith,
 Alexander Coan, Sylvia Harris, Raymond
 P. Durrell, Warren Rebell, E. A. Gray,
 Norton Leo, J. Frankenberg, Bernard Eck-
 stein, Joseph Scheideler, H. A. Steckman,
 John M. Van Horson

V.P. Dir. of Media.....John J. Ennis
 V.P. Pub. Rel.....R. Fischer
 Radio-TV Prgm.....Robert Nugent
 Radio-TV Writer-Prod.....Wyn Walshe,
 Steve Roppolo

TV Art Dir.....Victor Miranda
 Radio-TV Traffic.....Fran Campbell, Ruth Jaffe
 Radio-TV Bus.....Georgette McCarthy
 Time Buyers.....Jim Kelly, Jack
 McDougal, Elizabeth Griffiths

Branch Offices
 Prudential Plaza, Chicago 1, Ill.
 Phone: RAndolph 6-3830

General Mgr.....George Janke
 58 Sutter St., San Francisco 4, Calif.
 Phone: YUkon 1-2250

Exec. V.P. Western Div.....King Harris
 V.P. Mgr.....Parker Wood
 V.P.'s.....Porter Anderson, Ridge L. Harlan,
 Jack O. Keeler
 6233 Hollywood Blvd., Hollywood, Calif.
 Phone: HOLlywood 6-1311
 V.P.'s.....Raymond R. Morgan, Jr., Robert
 C. Temple, James O. Thompson
 Joseph Vance Bldg., Seattle 1, Wash.
 Phone: MAIn 2-1555

Vice Pres.....Frank Caspers
 133 E. Palmetto Pk. Rd., Boca Raton, Fla.
 Phone: 6314

Vice Pres.....Ellsworth D. Hill
 V.P., Creative Dir.....P. S. Batterson
 20 Carlton Ave., Toronto 2, Ont., Can.
 Phone: EMpire 3-6361

Bd. Chmn.....John P. Hamilton
 Pres.....Warren H. Wilkes
 550 Sherbrooke St. W., Montreal 2, Can.
 Phone: VICTor 1-8821

Gen. Mgr.....Cletus Lunny
Estimated Radio Billings: \$2,500,000.
Estimated TV Billings: \$3,300,000.

ADVERTISING AGENCIES

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

OwnerDan Rivkin

ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-3175
ANPA—APA

President.....Robert Power Reimers
Vice Presidents.....Leon Kelley, M. W. Nichols

V.P., Media Dir.....John K. Lucken
Secretary.....Jac M. Wolff
Prod. Mgr.....Charles Murphy
Art Director.....Hugh Ryan

ROBERTSON ADV., INC.

108 North State St., Chicago 2, Ill.
Phone: STate 2-0268

President.....Scott Robertson
Prod. Mgr.....G. B. Greene
Pub. Rel. Dir.....J. Strenski

MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.
Phone: KE 4-6268

APA

Chrmn. & Pres.....Marshall G. Robertson
Secy.Treas., Time Buyer.Mary A. Robertson
V.P., Acct. Exec.....John Eby
Radio Dir.....Betty Wagner
TV Manager.....Jack Helling
Art Director.....Lavern Everson

ROBINSON, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.
Phone: LOeast 8-5885

President.....Robert H. Adleman
Vice President.....Anthony J. Walton
Art Dir.....R. Meyers

ROBINSON, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: iUntley 2-2050
ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
Secretary.....Eola E. Gass
Vice Presidents.....Charles Culbert,
John Haynes

V.P., Radio-TV Dir.....Lee Laufer
V.P., Media Dir., Treas...Robert C. Neuman
Prod. Mgr.....James Kroll
Time Buyer & Accounts: Robert C. Neuman; Loma Linda Food Co., Leo's Quality Foods, Packard-Bell Co., Dried Fig Advisory Bd., Los Angeles Dept. of Water & Power, Western Federal Savings & Loan Assn.

ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.
Phone: RANdolph 6-9760

ABP—ANPA—APA—NBP—NOAB

Chrmn. of the Bd.....J. L. Proebsting
President.....C. E. Rickerd
Exec. V.P.....K. C. August
V.P., Asst. to Pres.....Al Bonk

V.P. Chg. of Media.....Frank Hakewill
V.P. Chg. of Copy.....R. A. L. Herweg
V.P., Art Dir.....George Lyman
Vice Presidents.....Lloyd Maxwell,
William H. Savin, Stewart Weston, M. F. Williamson, J. Walker

Sec.Treas.....C. W. Anderson
V.P., Dir. Radio-TV.....Kirby Roche
Dir., Pub. Rel.....H. Burnett
Time Buyer.....K. Knight

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RANdolph 6-2324

President.....Irving Rocklin
Controller.....Sidney Bernberg
Copy Chief.....Robert Spencer
Account Executives.....Irving Rocklin,
Robert Rocklin, Jerrold Rocklin
Research Director.....Geraldine Feldman
Publicity Dir.....Robert Rocklin
Prod. Mgr.....Helen Wurtzburg
Art Director.....Louis Hernandez

ROGERS & SMITH ADVERTISING INC.

1102 Kirby Building, Dallas, Texas
President.....P. C. Fewell

RONALDS-REYNOLDS & CO.

154 University Ave., Toronto 1, Ont.
Phone: EM 2-2381

CAAA—CAB—ABP—ANPA

President.....C. W. Reynolds
Exec. V.P.....Frank deB. Walker
Sec.Treas.....F. J. Banks
V.P., Radio-TV Dir.....H. E. Karpus
Radio-TV Mgr.....E. Robinson
Time Buyers.....Vera Hopkins, E. Villamere

Branch Office

1110 St. Catherine St. W., Montreal 25, Que.
Phone: UN 6-9471

Mgr.....H. J. Reynolds
Estimated Radio Billings: \$950,000.
Estimated TV Billings: \$2,300,000.

ROSE-MARTIN, INC.

3 West 57th St., New York 19, N. Y.
Phone: PLaza 2-4010
ABP—ANPA

President.....Irl W. Rose, II
Exec. V.P.....John A. Bouille
V.P., Media Director.....G. M. Rundbaken
V.P., Art Dir.....Alec B. Kenne
Production Manager.....Ethel Whelan
V.P.'s.....Allen A. Brinker, Walter M. Masters

IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.
Phone: AXtel 7-7741

Owner, Time Buyer.....Irving Rosen

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.
Phone: JACkson 7-4566

APA—ABP

President.....Norton Rosengarten
Exec. Vice Pres.....Jay Scott
Radio-TV Dir.....Bill Kurtz

ADVERTISING AGENCIES 

ROSS ROY-B.S.F. & D., INC.

2751 East Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-3900

ABP—ANPA—PPA—NOAB—NPB

Bd. Chmn. Ross Roy
President Walter Ayers
Sr. V.P. Robert R. Roy
Exec. V.P. J. S. Pingel
Sr. V.P., Creative Dir. W. W. Shaul
Sr. V.P., Dir. Best. Svcs. M. G. Vaughn
V.P., Pub. Rel. Hubert F. Roy
V.P.'s. L. C. Barlow,
O. A. Brady, W. E. Dye, R. D. Gaul, C.
Hicks, F. H. Larson, D. R. Lena, D. C.
Longyear, L. P. Morse, J. R. Neall, R. E.
Reins
Media Dir. Ronald A. Post
Dir., Radio-TV. David B. Siegel
V.P., Controller. Harry W. Mellen
V.P., Media. H. E. Rumble
Production Director. William L. Miller
Publicity Dir. Robert V. Fancett
V.P., Dir. Prod. Analysis. Kenneth S. Loring
Personnel Dir. George Macier

Branch Offices

52 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 6-1800

President W. C. Ayers
1717 N. Highland, Hollywood 28, Calif.
Phone: HOLLYWOOD 9-6263
Ross Roy of Canada, Ltd.
Canada Trust Bldg., Windsor, Ont.
Phone: Clearwater 6-2371

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
Phone: PLaza 9-1800

ABP—ANPA

Chairman of Board. William Ruder
President David Finn
Chmn., Exec. Comm. Paul Zucker
Sr. V.P.'s. Charles Lipton, Richard Weiner,
Norman Weissman, Stanley Thea
V.P.'s. Joseph Field, Robert Fleisher,
Alfred G. Paulson, Frank Saunders, Harold
Wolfson
Acct. Exec. Al Feldman
Time Buyer. Seymour Thompson

Branch Office

18 Rue de Champel, Geneva, Switzerland
Exec-in-Chg. Richard Walker

THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.
Phone: BRowning 1-2150

AAAA—ANPA—ABP

President. C. L. Rumrill
Senior V.P. N. A. Gallagher
V.P.'s. C. N. Gleason, J. S. Warren, J. E.
Troskosky, F. F. Harned, F. B. Lynch,
T. P. Howard, E. F. Novak
Sry., Treas. H. R. Hanson
Prod. Mgr. R. H. Peters

Branch Offices

10 Lafayette Sq., Buffalo, N. Y.
Phone: MA 6020

V.P., Manager. D. J. Atkinson
V.P.'s. N. E. Forgie, H. R. Keating

1512 Genesee St., Utica, N. Y.

Phone: SWift 7-2850

V.P. & Manager. L. B. Riegler
V.P. H. T. Duffy
1 Rockefeller Plaza, New York, N. Y.
Phone: PLaza 7-8022

V.P., Gen. Mgr. B. Jones

LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.
Phone: CENTral 6-3521

ABC—AAAA—ABP

President Lowe Runkle
Exec. V.P. Howard Neumann
Vice-Presidents Roger Pi-hny,
Vernon Morelock, Monty Mann, Oscar
Heuser

Treasurer George A. Mitten
Radio, TV Director. Mack Fuller
Radio-TV Prod. Spvsr. Ben Morris
Time Buyer. Pattie Moreland

Estimated Radio Billings: \$265,000.

Estimated TV Billings: \$600,000.

BEN SACKHEIM, INC.

2 West 59th St., New York 19, N. Y.

Phone: PLaza 1-2200

AAAA—ABC—ABP—ANPA

President Ben Sackheim
Exec. Vice-Pres. George B. Pampel
V.P., Radio-TV. William Pitts
TV Coordinator. J. Battaglia, Jr.
TV Traffic. Daniel J. Solomon
Time Buyer. Robert Goldsmith
Copy Chief. Anne Green
Media Director. William Galker
Acct. Execs. Glenda Sullivan, Theodore
Herrmann, George Miller, James Ficke-
sen, Harold T. Graves, Austin P. Kelley,
Milton Mensch, Lewis Nemerson, William
Pitts, Donald Temple

**WALKER SAUSSY ADVERTISING,
INC.**

1501 Canal St., New Orleans, La.

Phone: JA 2-9212

ANPA—ABP—ABC

President Boatner Reily
V.P., Gen. Mgr. P. J. Stakelum, Jr.
V.P. Radio, Creative Dir. I. J. Vidacovich
Vice Presidents. D. W. Ziegelasch,
Irvine J. Vidacovich, Sr.

Acct. Execs. Boatner Reily, P. J. Stakelum,
Jr., Joseph C. Shields, Jr., Dwight W.
Ziegelasch, I. J. Vidacovich, Sr., Dorothea
Schlesinger, John Browne, Peter A. Mayer,
I. J. Vidacovich, Jr.

Secretary Dorothea Schlesinger
Treasurer Alvin C. Camus
Radio-TV Dir. Peter A. Mayer
Time Buyers & Accounts: Mrs. Marie B.
O'Meara; American Brewing Co.; Elmer
Candy Co.; Henderson Sugar Refinery;
Hibernia Homestead & Svgs. Ass'n; Wm. B.
Reily Co.; Southern Memorial.

Branch Office

6363 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-7536

V.P. Robert F. Anderson

ADVERTISING AGENCIES

ALLEN SAVAGE AGENCY

1 E. 57th St., New York, N. Y.
Phone: EL 5-1434

OwnerAllen Savage

FRANK B. SAWDON, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-4646

President.....**Frank B. Sawdon**
Exec. V.P.....S. Syman
Radio-TV Producer.....J. P. Jones

Branch Office

6115 Selma Ave., Hollywood, Calif.
Phone: HOLlywood 4-7579

W. C. Mgr.....Allan Moll

A. A. SCHECHTER ASSOC.

551 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-1150

President.....A. A. Schechter
V.P., Radio-TV.....Michael Roshkind
SecretaryM. M. Goddard

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-9511

ManagerCharles Vance
1540 N. Highland Ave., Hollywood 28, Calif.
ManagerDorothy Furman

SHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480

ANPA—APA—NBP—SNPA

President.....**Julius Scheck**
V.P., Media Dir.....E. Grant Scheck
Secy. & Treas.....Morris Scheck
Prod. Mgr., Art Dir.....Marc Santiago
Copy Chief.....E. Bimberg
Space Buyer.....**Frank M. Craumer**

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone: ARmitage 6-1600

Pres., Media Dir.....Sidney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr.

Space Buyer.....C. D. Domin

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.
Phone: MURray Hill 7-8294

President.....Joseph P. Schneider
Exec. V.P., Art Dir.....Alfreda Walsh
Media Dir.....M. B. Schneider
Prod. Mgr.....O. Kiritchenko
Space Buyer.....Mark Barry

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4813-45

ABP—ANPA—APA—NBP—NOAB

President.....Gordon Schonfarber, Jr.
V.P., Prod. Mgr.....Russell C. Edwards
Vice-Pres., Copy Chief.....John B. Swift
Secretary.....**Amanda C. J. Olsson**
Radio-TV Dir.....Richmond A. Patterson

SCHWAB, BEATTY, & PORTER, INC.

660 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-8410

ABP—ANPA—NBP

President.....Victor O. Schwab
Exec. V.P.....Richard Porter
Dir. Radio-TV.....George F. Perkins
Radio-Time Buyer.....Rae Elbroch

ED SHAPIRO INC.

1831 Chestnut St., Philadelphia 3, Pa.
Phone: LO 4-2877

ANPA—ABP—NBP

PresidentEdward Shapiro
Treas. Sec.....H. Hyman Shapiro

JOHN W. SHAW ADVERTISING, INC.

200 E. Ohio St., Chicago 11, Ill.
Phone: MO 4-3300

Bd. Chairman.....John W. Shaw
Pres., Ch. Exec. Comm.....David E. Guerrant
V.P.'s.....Norman Anderson, Charles Allen,
George Filippetti, Joyce Turovlin, Ralph
Stewart, William Ries, William Pullman
V.P.'s Sec.....Sigmund Seaman
V.P., Treas.....P.L.O. Smith
Creative Dir.....George E. Filippetti
Radio-TV Prod. Mgr.....Stuart Berg
Time Buyers...Marie Lehan, June Kemper,
Marilyn McDermott, Isabell McCaulay

Branch Office

5225 Wilshire Blvd., Los Angeles 36, Calif.
Phone: WE 8-2675

Mgr.Jack R. Schullter
Estimated Radio Billings: \$1,000,000.
Estimated TV Billings: \$1,500,000.

SILTON BROS., CALLAWAY INC.

131 Clarendon St., Boston 16, Mass.
Phone: CO 7-3730

ABP—ANPA—NBP

Board Chairman.....Jason N. Silton
President.....Myron L. Silton
Exec. V.P.....Ramon N. Silton
Senior V.P.....Earle W. Hoffman
TreasurerMorris Susman
Media Director.....Marie Kachinski
Asst. Treasurer.....Ruth B. Comerford

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
Phone: FA 7-1691

SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn
Art Prod. Mgr.....Carlos Gordon

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000

AAAA—ANPA—ABP—APA—NBP

Partners.....Leonard N. Simons,
Lawrence J. Michelson
Prod. Mgr.....Arthur H. Copland
Radio-TV Dir.....C. Lloyd

SMITH/GREENLAND COMPANY

666 Fifth Ave., New York 19, N.Y.
Phone: Circle 6-6161

ADVERTISING AGENCIES

PresidentLeo Greenland
 V.P.'sPeter G. Weinberg.
 Murray Platte, Robert Tannehill
 Sec./Treas.Martin L. Smith
 Copy Chief.....Murray L. Klein
 Production Mgr.....Harold Franklin
 Media Director.....Les Towne
 Time Buyers.....Florence Taft, Joe King,
 Sharon Tillman

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
 Phone: Atlantic 1-9312
 ABP ANPA

President, Treas.Ronald P. Taylor
 Vice Presidents...R. E. Quaid, R. K. Pearson
 Radio Director.....Les Sterne
 TV Director.....W. D. Morrissey
 Time Buyers...W. D. Morrissey, L. B. Sterne
Estimated Radio Billings: \$331,000.
Estimated TV Billings: \$382,000.

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
 Phone: Juniper 4-2163
 APA-SNPA-ANPA

Pres. & Treas., Prod. Mgr.W. J. Smith
 Vice-Pres. & Secy.....G. B. Smith
 Media Dir. & Copy Chief.....H. D. Peltier

SON DE REGGER ADV. AGENCY INC.

3122 Ingersoll Ave., Des Moines 12, Ia.
 Phone: CRestwood 9-0551
 ANPA-APA-ABP-NBP

Ch. & Treas.Les Son De Regger
 PresidentT. Peterson
 Secretary.....A. H. Son De Regger
 Prod. Mgr.....Joseph Daniels

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
 Phone: Pleasant 3-4789

Pres., Treas. & Radio Time Buyer
 C. Jerry Spaulding
 Vice President.....R. F. Hayward
 SecretaryE. J. Driscoll
 Art Director.....Charles Rice
 Prod. Mgr.....Emile Gaucher
 Media Dir.....H. Redding

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
 Phone: Murray Hill 8-4407
 ABP-ANPA-APA-NBP

President, Treas.Raymond Spector
 Art Director.....Irving Trabich

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
 Phone: 9-5581
 ABP-ANPA

Owner, Acct. Exec.....William Spitz
 Art Director.....Frederic Berg
 Copy Chief.....P. Pehizotto
 Radio-TV Dir.....Patricia Montfort

SPITZER, MILLS & BATES LTD.

790 Bay St., Toronto 2, Ont.
 Phone: Empire 6-2811
 ABC

Board Chairman.....G. F. Mills
 Vice Chmn. of Bd.....J. W. Spitzer
 President.....W. H. Reid
 V.P.'sG. E. Cross, D. McCrimmon,
 W. F. Nugent, J. H. Randle, W. G. Wallace
 Radio-TV Dir.....R. A. Stevenson
 TV Prod.....J. W. Bick
 Time Buyer.....M. E. McCullagh
 Montreal Media Dir.....L. E. MacKay
 Media Dir.....P. Judson

Branch Office

3105 Addington Ave., Montreal, Quebec
 Phone: HU 1-0344

V.P.'sJ. H. Randle, D. McCrimmon

STEBBINS, BARTON ADVTG.

3112 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: Dunkirk 8-3131
 ABP-ANPA-AAAA

PresidentBarton A. Stebbins
 Secy., Treas.....Dorothy M. Elliott
 Copy Chief.....S. Elstad
 Art Dir.....F. E. Williams
 Media Dir.....A. W. Gudelman

HAL STEBBINS, INC.

714 W. Olympic Blvd., Los Angeles 15, Calif.
 Phone: Richmond 9-5317

ANPA-APA-AAAA-ABC-NBP

PresidentHal Stebbins
 Treas.Ruth Winberg
 Secretary.....Winifred Graham
Time Buyer & Accounts: Jones Hawley;
 TreeSweet, Bernstein's Food.

Branch Office

962 W. El Camino Rd., Sunnyvale, Calif.
 Phone: REgent 9-4160

V.P., Mgr.....R. Citron

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
 Phone: Dunbar 1-5600

AAAA-ABP-ANPA-APA-NBP-NOAB
 Chmn. of Bd.....Rauald S. West
 Pres., Treas.....C. Thomas Martin
 Exec. Vice Pres.....B. A. Schloemer
 V.P., Media, Time Buyer...R. A. McDowell
 V.P.Robert Helmich
 Television Production.....Gary Lee
 Prod. Mgr.....Richard Thompson

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.
 Phone: BAker 5-9140

Bd. Chmn., President.....Morry Storm
 V.P., Sec.....Barbara B. Herman
 V.P.'s...Gerald P. Deppe, Smith S. Binning,
 Vincent Marcone, Glen S. Jennings
Time Buyers & Accounts: Barbara B. Her-
 man; Punchinello 7-Fruit Drink, Tobin Pack-
 ing Co.; Thomas J. Morton; Ski Life Mag.;
 Gerald P. Deppe (St. Louis); Gene Jantzen
 Chevrolet.

ADVERTISING AGENCIES

Branch Office

71 Maryland Plaza, St. Louis 8, Mo.
Phone: FOrEst 1-8750

Exec. V.P., Gen. Mgr. G. P. Deppe
Professional Bldg., 180 Old Loudon Rd.,
Latham, N. Y.

Phone: ST 5-5888

V.P., Gen. Mgr. Smith S. Binning
SUDLER & HENNESSEY, INC.

130 East 59th St., New York 22, N. Y.
Phone: PLaza 1-1250

President A. E. Sudler
Vice President M. J. Hennessey
Radio-TV Director Hal Davis

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.
Phone: HANcock 6-7643

AAAA—ABP—ANPA—APA—NBP

President Daniel F. Sullivan
Vice Pres. Robert N. Sullivan
Art Dir., Prod. Mgr. J. J. McCabe
Pub. Rel. Dir. J. Wheatley Myers

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

575 Lexington Ave., New York 22, N. Y.
Phone: MURray Hill 8-1600

ANPA—APA—NOAB—NBP—AAAA

Chairman Raymond F. Sullivan
Vice Chmn. S. Heagen Bayles
President E. L. Seaman
V.P. Operations Ralph Smith
Vice Chmn. Clifford Spiller
V.P. & Media Dir. Francis Minehan
V.P., Media Dept. Mgr. Lloyd Harris
V.P. & Merch. Dir. Daniel O'Meara
Vice-Pres. Mary A. Ayres
Vice-Pres. Herbert A. Vitriol
Vice-Pres. Luther H. Wood
Vice-Pres. Ida S. Raisback
Vice-Pres. Barrett Welch
Vice-Pres. Horace Hagedorn
V.P.'s Frank Henderson,
Richard R. Uhl, Eugene F. Whelan, T.
Victor, J. W. Cantwell, D. J. Coyle, E. J.
Going, Clemmens F. Hathaway, James D.
Thompson, James Tennyson, I. Emory
Ward

V.P., Research Dir. Timothy J. Healy
V.P. & Head Art Dir. Robert West
Prod. Mgr. George Andrew
V.P. & Radio-TV Dir. Philip H. Cohen
Radio-TV Bus. Mgr. Frank Reed
V.P., Network Operations George Frey

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOllywood 4-2119

Vice-Pres. &
TV-Radio Dir. John Van Nostrand
Vice President Robert W. Ballin
Estimated Radio Billings: \$9,000,000.
Estimated TV Billings: \$27,000,000.

SWAN & MASON ADVERTISING, INC.

509 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-3263

ANPA

President Robert G. Swan
Exec. V.P., Treas. Willard W. Mason
V.P.'s Kendall Foster, George
Crandall

Branch Office

1720 S. Boulder St., Tulsa 17, Okla.
Phone: LUther 4-6115

Exec. V.P., Treas. Willard W. Mason

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HARRison 7-3700

AAAA—ABP—ANPA

Bd. Chairman Arthur E. Tatham
President J. Kenneth Laird
Treasurer Harold C. Jensen
Asst. Treas. Fred Winter
Secretary Mary Kyak
Market Res. Dir. Arthur A. Simon
V.P., Media Director George A. Bolas
Media Supervisors Jack Ragel
Roy A. Boyer, T. Lauer
Broadcast Media Mgrs. Wm. Conrad,
D. Douglas, J. Gillen, A. Malpede, M.
Rodger, R. McWeeny

Production Manager Eldon Rohrsen
Creative Research Director Dr. Don Kanter

Branch Offices

44 Madison Ave., New York 17, N. Y.
Phone: PLaza 2-1111

V.P. in Chg. H. Frazee
Best. Media Mgr. J. Wills
Dir. Radio-TV W. H. Thomas
1680 Vine, Hollywood 38, Calif.
Phone: HOllywood 1-9228
Exec-in-Charge Vic Hunter
Estimated Radio Billings: \$2,200,000.
Estimated TV Billings: \$22,000,000.

TELESALES, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: LACKawanna 4-1150

President Robert L. Zimler
TV Prod. Dir. Dorothy Wagman

TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5860 N. Lincoln Ave., Chicago, Ill.
Phone: LONgbeach 1-4428

Pres., Exec. Prod., Radio-TV Ron Terry
V.P., Radio & Elec. Trans. Dir. Al Richman
V.P.'s Peter Fleischmann,
Filmore E. Mandl
TV Dir., Secretary-Treas. Gloria Lynn
Production Mgr. Sanford Sorkin
Press Dept. Mgr. Ben W. Glassman
Time Buyers Ron Terry, Gloria Lynn,
Ben W. Glassman, Peter Fleischmann, Fil-
more E. Mandl

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 6-7000
AAAA—ABC—AFA—ANA

Chairman Stanley Resor
Vice Chairman Henry C. Flower, Jr.

ADVERTISING AGENCIES

Vice Chairman.....Samuel W. Meek
 President.....Norman H. Strouse
 Exec. V.P.....George Reeves
 Dir., Radio-TV.....Dan Seymour
 V.P., Radio-TV Pgmng.....Thomas McAvity
 Admn., Radio-TV.....John F. Devine
 Secretary.....Howard Kohl
 Treasurer.....Edward G. Wilson
Time Buyers & Accounts: D. Charnus:
 Chesebrough Pond's, Fdn. for Conml. Banks.
 Scott Paper Co. T. Glynn: Aluminum.
 Beecham's Products, R. T. French, Mass.
 Mutual, Reader's Digest, Rowntree Co. J.
 Green: Lever Bros. R. Jones: Champion
 Spark Plug. Ford Motor Co. R. Lilien: Inst.
 of Life Ins. Irving Trust, Northeast Airlines,
 Owens-Illinois, Purolator Prod., Radio Corp.
 of America, R. Welty: Amer. Electric Power.
 Assn. of Amer. Playing Card Mfrs., Francis I.
 duPont, Kingsberry Homes Corp., Lever
 Bros., New Holland Machine Co., Schlitz,
 U. S. Lines, U. S. Playing Cards, A. Wright:
 Blue Cross-Blue Shield, Brillio McGraw Ed-
 ison, Mentholatum, Pan American Airways,
 Seven Up, U. S. Brewers Fdn., W. F. Young.

Branch Offices

410 No. Mich. Ave., Chicago, Ill.
 Phone: MOhawk 4-6700
 Vice Pres., Mgr.....George C. Reeves
 535 Griswold St., Detroit, Mich.
 Phone: WO 2-8890
 V.P., Mgr.....W. D. Laurie, Jr.
 6505 Wilshire Blvd., Los Angeles, Calif.
 Phone: OL 3-0300
 Mgrs.....H. R. Haldeman, W. Wilgus
 299 Alhambra Circle, Coral Gables, Fla.
 Phone: Highland 5-1391
 Manager.....Albert Cameron
 320 California St., San Francisco, Calif.
 Phone: GA 1-3510
 V.P., Mgr.....Harry A. Lee
 2440 Republic Bk. Bldg., Dallas, Tex.
 Phone: Riverside 1-4584
 Mgr.....J. William Braver
 621 17th St., Denver 2, Colo.
 Phone: AMherst 6-3861
 Mgr.....Thomas McAskin
 311 Palmer Bldg., Atlanta 3, Ga.
 Phone: JACKson 3-1744
 Mgr.....D. E. Dumont
 222 Loyala Ave., New Orleans 12, La.
 Phone: Tulane 7654
 Mgr.....Donald G. Swanson
 1737 De Salles St. N.W., Washington, D. C.
 Phone: NATional 8-6140
 Mgr.....John J. Barnhill
Estimated Radio Billings: \$26,000,000.
Estimated TV Billings: \$148,000,000.

TRACY, KENT & CO., INC.

147 E. 50th St., N. Y. 22
 Phone: ELdorado 5-4404
 ABP—ANPA—APA—NBP
 Chairman of Board.....Wm. Irwin Tracy
 Pres.....Frank S. Kent
 Treas., Secy.....George M. Pease
 Prod. Mgr.....H. V. Kelly

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
 Phone: RI 8-7471
 AAAAA—ABP—ANPA—ABC—AFA
 President.....Morris Hite
 Exec. V.P.....William J. James
 V.P., Treas.....John H. Wellenkamp
 V.P.'s.....F. E. Rowe, G. G. Addington
 V.P., Radio TV.....Lawrence E. DuPont
 Media Dir.....Ernestine Parker
 Director.....Howard Fisher
 Time Buyers.....Paul Girard,
 Morris Midkiff, Pearl Beer
Branch Office
 900 N. E. Military Dr., San Antonio 9, Tex.
 Phone: TA 6-3251
 Exec V.P. & Mgr.....William J. James

JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.
 Phone: MARket 3-8487
 N. Y. Phone: BA 7-6474
 ABP—ANPA
 Pres.....Jay Victor
 V.P., Secretary.....Beatrice Victor
 V.P., Controller.....Eli Scolnick
 V.P.'s.....Harvey Victor, Ed Rose
 Prod. Mgr.....John Salayi
 Dir. Pub. Rel.....Edw. Tompson

WABE, INCORPORATED

730 Fifth Ave., New York 19, N. Y.
 Phone: COLUMbus 5-3530
 President.....Charles Bernard
 Asst. to Pres.....Rita Scarfone
 Art Dir.....Leonard Kessler
 Acct. Exec.....Henry Richard

WADE ADVERTISING INC.

20 N. Wacker Drive, Chicago 6, Ill.
 Phone: Financial 6-2100
 ANPA—ABP—NOAB
 Bd. Chmn.....Albert G. Wade II
 President.....H. Thurber
 Exec. V.P.....F. F. Owen, Jr.
 Sr. V.P.'s.....M. Harms, L. J. Nelson
 Exec. Art Director.....J. B. Hoopes
 Prod. Mgr.....E. Beane, Jr.
 Dir. Best.....Richard Dunn
 Best. Advisor.....J. Daly
 Prog. Prod.....G. Allen
 Film Prod.....R. Alcott
 Radio-TV Prod.....J. West

Branch Offices

6 East 45th St., New York, N. Y.
 Phone: OXford 7-9261
 Mgr.....Henry J. Opperman
 1717 N. Highland Ave., Los Angeles, Calif.
 Phone: HOLlywood 6-1631
 Exec. Vice Pres., Mgr.....P. McCluer
 Radio-TV Dir.....E. Pierce
Estimated Radio Billings: \$1,000,000.
Estimated TV Billings: \$20,000,000.

HUGO WAGENSEIL & ASSOC. CO.

Talbot Bldg., Dayton 2, Ohio
 Phone: HEMlock 5542

ADVERTISING AGENCIES

ABP—APA—AAAA—ANPA

President.....Paul B. Willis
 V.P., Creative Dir.....Harley Case
 Radio Dir.....F. R. Harwood

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
 Phone: JUDson 6-0350
 ABP—ANPA

Partners.....Harry Solow, Jr.,
 William W. Solow, S. P. Jackson
 Radio Dir.....Harry Solow, Jr.
 TV Director.....S. P. Jackson
 Radio-TV Prod. Dir.....Harry Allera
 Time Buyers.....S. P. Jackson, Harry Allera

WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.
 Phone: PLaza 1-4700

President.....H. Paul Warwick
 Vice-Presidents.....Henry Legler,
 Thomas H. Shanley, Thos. J. Murray, S.
 Katz, N. L. Silvas, J. Goodman, J. A.
 Malloy, Wm. Zerweck
 V.P., TV-Radio Dir.....William P. Warwick
 V.P., Media.....R. S. Bean
 V.P., Copy Chief.....Robert L. Edens
 V.P., TV Prod.....Andrew Christian
 TV Art Director.....Benjamin Colarossi

WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.
 Phone: LOeast 3-1570
 NBP

President.....G. S. Wasser
 Exec. Vice Pres.....L. Cook Thompson
 Treasurer.....John R. Kersch
 Media Dir.....William R. Esch
 Radio, Television Director.....Alvin Roth

NORMAN D. WATERS & ASSOCIATES, INC.

(Dir. of Friend-Reiss Adv. Inc.)
 221 West 57th St., New York 19, N. Y.
 Phone: PLaza 7-8030
 ANPA—NBP—ABP

Assoc.....Norman D. Waters,
 B. M. Reiss, Harold Reiss, Lee Friend
 Production Mgr.....J. Brown
 Creative Dir.....P. Schofield

WATTS, PAYNE—ADV., INC.

311 West 7th-Denver Blvd., Tulsa 19, Okla.
 Phone: LU 3-7571
 AAAA—ABP—ANPA—AFA

Pres., Treas.....Oscar E. Payne
 Vice Presidents.....Leslie S. Hauger,
 Don Dyer, Donald S. Mitchell
 Production Mgr.....Steve Snyder
 Radio-TV Dir.....Don S. Mitchell
 Prod. Expeditor.....Larry Bettis
 Radio-TV Traffic.....Marilyn McClure
 Secretary.....Stephen B. Snyder
Estimated Radio Billings: \$275,000.
Estimated TV Billings: \$100,000.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.
 Phone: LO 5-6462

President.....Bernard Schiff
 Controller.....Lillian Habib
 Production Mgr.....Lee Kriss
 TV Dir.....Elaine B. Hudson

MILTON WEINBERG ADVERTISING CO.

6523 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-2300
 ABC—ANPA—APA

President.....Bernard Weinberg
 General Manager.....William Krauch
 Media Dir.....Joel Stearns
 Art Dir.....Sam Diamond
 Prod. Mgr.....Harry Krauch

EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.
 Phone: CEntral 6-7252

President.....Edward H. Weiss
 Exec. V.P.....Bernard Gross
 Vice Chmn.....Irving D. Auspitz
 V.P., Creat. Dir.....N. Lee King
 V.P., Dir. Mkt. Svc.....Jack Bard
 V.P., Research Dir.....John Tarini
 V.P., Copy Chief.....Robert Wanamaker
 V.P.'s.....Byron Bonnheim, Jerome L. Joss,
 Robert J. Fierst, Paul Greenfield, Jerome
 Reshkin, Joel Martin, Hal Dickens, Sam
 Silberman, Kenneth A. Murison
 Radio-TV. Dir.....Rolf Brandis
 Media Dir.....Nathan Pinsof
Time Buyers & Accounts: Harry Pick:
 Perk Foods Co., H. W. Gossard Co., Jose Es-
 calante, Amity Leather. Joan Mandel: Carl-
 ing Brewing Co., Purex, Golden Mix, Little
 Crow Milling, Sealy Mattress. Philip Kaplan:
 Midas, Mogen David Wine, Crush Int. Ar-
 mella Selsor: Helene Curtis, Thomas J. Lip-
 ton, Inc.

Branch Offices

730 Fifth Ave., N. Y. 19, N. Y.
 Phone: JUDson 6-8313

Manager.....Peggy Schilling
 6363 Wilshire Blvd., Los Angeles, Calif.
 Phone: OLive 3-8360
 Manager.....Howard Broad

WEISS & GELLER

400 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-4070
 ANPA—NOAB—APA

President.....Max A. Geller
 Exec. V.P., Media Dir.....Max Tendrich
 Sr. V.P., Creative Dir.....Lawrence Wisser
 V.P. Art Dir.....Arthur Gordon
 Bcst. Traffic Mgr.....G. DeVito
 Time Buyer.....Jack Geller
 Prod. Mgr.....Sally Green

WERMEN & SCHORR, INC.

1616 Walnut St., Philadelphia 3, Pa.
 Phone: Pennypacker 5-1688
 APB—APA—NOAB—ANPA

ADVERTISING AGENCIES

President David Wermen
 Vice President..... J. Leonard Schorr
 Radio-TV Director..... Lester Harmon
 Director Graphic Arts..... Allen Greenfield
 Art Director..... Edward Schorr
 Radio-TV Time Buyer..... Liz Vosberg
 Radio-TV Mgr. J. Samuelsohn

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
 Phone: MURray Hill 4-7545

Owner, Media Dir..... E. Taylor Wertheim
 Art Dir..... Jose Ramos

THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.
 Phone: JUdson 2-8050

ABP—ANPA—NBP—NOAB

Chmn. Exec. Comm..... Leland G. Wesley
 President..... C. J. McCarthy, Jr.
 V.P., Chmn. Plans Bd..... Harold Breitner
 Vice President..... LeGrand L. Redfield
 Creative Art Dir..... G. Heller
 Prod. Mgr..... Ed Fitzgerald
 Creative Dir. R-TV..... C. Amory
 Radio-TV Prod. Spvsr..... R. Rehbock
 Radio-TV Time Mgr..... J. D. Knap, Jr.
 Art Dir..... A. Kennedy

WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
 Phone: MU 8-4050

President Larry Schwartz
 Vice Presidents..... Ed Greenberg,
 George Gilbert, Adrian Price, Martin Solow

V.P., Radio-TV Dir..... John Eckstein
 Secy-Treas. Howard Wechsler
 Time Buyer..... Jeff Fine
Estimated Radio Billings: \$700,000.
Estimated TV Billings: \$2,100,000.

HERBERT WILLIS & ASSOCIATES

954 Midland Bank Bldg., Minneapolis, Minn.
 Phone: FEderal 9-3025

President Herbert Willis
 Radio Time Buyer..... M. Furlong
 Production Mgr..... J. Southwick

WINFIELD ADV. AGENCY, INC.

8012 Bonhomme, St. Louis 5, Mo.
 Phone: VO 3-4524

ABP—ANPA

President..... Joseph J. Horan
 Exec. V.P., Media Dir..... Robert O. Scott
 Vice Pres..... John M. Simmons
 Radio-TV Dir..... Barbara Block
 Production A. Burke Johnson

WINIUS-BRANDON COMPANY

1015 Locust St., St. Louis 1, Mo.
 Phone: CHEstnut 1-6375

AAAA

President..... Enno D. Winius
 Sr. Vice-Pres..... C. A. Brandon
 V.P., Creative Dir..... James D. Nevins
 Vice-President, Treas..... W. L. Sanborn
 Media Dir..... George R. Bishop
 Radio-TV Dir., Time
 Buyer Herbert P. Halpern

Branch Office

1016 Central, Kansas City, Mo.
 Phone: HA 1-7383

V.P..... James H. Barickman

WINN-McLANE ASSOCIATES

1004 International Life Bldg., Austin 1, Texas
 Phone: GR 6-6388

President B. McLane
 Vice-Pres. R. Winn

G. WINSTON & COMPANY

32 W. 46th St., New York 36, N. Y.
 Phone: CIrcle 5-4880

President..... George V. Bleier
 V.P., Gen. Mgr..... Dave Carson
 Art Dir..... H. B. Kornheiser
 Research Dir..... Albert Tedaldi

DEL WOOD ASSOCIATES

1271 Ave. of the Americas, N.Y. 20, N.Y.
 Phone: PLaza 7-9292

President Peter Frank
 Exec. V.P..... Charles J. Weigert
 Vice President..... Sidney J. Barbet

Branch Office

5120 Melrose Ave., Hollywood 38, Calif.
 Phone: HOLLYwood 2-6027

WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas
 Phone: CA 6-2226

SNPA

Owner..... William I. Wyatt
 Art Dir..... William J. Lytle
 Media Dir..... Patricia Porter
 Radio-TV Dir..... Julia Payne
 Prod. Mgr..... Boyce Shelton
 Time Buyer..... Delores Lehr

MARVIN YOUNG ASSOCIATES

1350 N. Highland Ave., Hollywood, Calif.
 Phone: POplar 3-5347

Head Associate..... Marvin Young
 Associates..... Joel Corbett, Neil Petry,
 Maruska Petrasek

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 9-5000

AAAA—APA—NOAB—ABC—ABP—ANPA
 Board Chairman..... Sigurd S. Larmon
 President..... George H. Gribbin
 Director..... Louis N. Brockway
 Exec. V.P., Co-Chmn. Plans Bd..... A. V. B.
 Geoghegan

Exec. V.P..... Frank Fagan
 Exec. V.P..... Harry Hading
 Sr. V.P.'s..... Edward L. Bond, Jr., Randolph
 McKevey, Charles Feldman
 Sr. V.P., Dir Radio-TV Dept... Mort Werner
 V.P., Dir. Radio-TV Prog.... Charles Barry
 V.P., Radio-TV..... W. Crider, E. H. Erlick,
 N. Glenn
 V.P., Mgr., Radio-TV Pub..... Harry Rauch
 Mgr. of Radio-TV Oper..... D. Y. Bradshaw
 V.P., Merchandising
 Dir..... Wilson H. Kierstead
 V.P., Dir. Research..... Dr. Peter Langhoff

ADVERTISING AGENCIES

V.P., Dir. Pub. & P.R...Henry F. Woods, Jr.
 V.P. Art Dept. Dir.....Walter P. Glenn
 V.P.'s.....Thomas W. Lapham, Harry B. Carpenter, David Miller, Milford Baker, A. Gardiner Layng, Steve Frankfurt, Jack M. Anthony, William E. Matthews, Warren Bahr, Henry L. Sparks, Hadley P. Atlas, Eugene M. Skinner, Gilbert J. Headley, George D. Roberts, William T. Moran, Frank Mayans, John F. Aldinger
 V.P.'s Acct. Exec.....H. Edward Alleman, Jr., E. Angstadt, Jr., J. O. Bickmore, W. C. Chamberlain, T. W. Clark, K. Dennon, G. B. Dippy, J. Entis, C. F. Fleischmann, A. Kroll, J. Lamb, E. F. Lewis, O. B. Lubow, J. L. Martine, A. M. Menadier, D. J. Murphy, E. Ney, R. B. Osburn, B. Pagenstecher, E. E. Smith, W. H. Smith, H. Stockbridge, R. W. Sturges, J. Symington, W. D. Thompson, E. B. Van Winkle, II, W. B. C. Washburn, J. Watt, Jr., L. G. Weil, F. A. Yahner, C. T. Young, III.
 V.P., Copy Dirs...William J. Colihan, Jr., Hanley M. Norins, Mary E. O'Meara, Robt. D. Work, Frank Harrel, Dermott F. McCarthy
 V.P., Radio-TV Acct. Supvr...Norman Glenn
 V.P., TV Art & Prod.....J. A. Sidebotham
Branch Offices
 333 No. Michigan Ave., Chicago 1, Ill.
 Phone: FInancial 6-0750
 Vice Pres. in Charge.....Carl F. Vollmer
 Mgr., Radio-TV....William W. Wilson, Jr.
 645 Griswold St., Detroit 26, Mich.
 Phone: WOODWARD 1-7050
 V.P., Mgr.....Joseph Standart
 Hlywd. & Hyland Ave., Hollywood 28, Calif.
 Phone: HO 2-7181
 Sr. V.P., Radio-TV Dir.....Mort Werner
 V.P., Hollywood TV Div. Dir...Walter H. Bunker
 120 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 7-1838

V.P.-in-Chg.George B. Richardson
 611 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MADison 6-7641
 V.P.-in-Chg.Jack W. Smock
Estimated Radio Billings: \$13,350,000.
Estimated TV Billings: \$101,250,000.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.
 Phone: GI 2-2816

President.....M. A. Yount
 Acct. Exes.....M. John Yount,
 J. H. Bailey
 Production Mgr.....Ann Di Nicola

THE ZAKIN COMPANY

27 East 37th St., New York 16, N.Y.
 Phone: MU 4-0630
 ABP—ANPA

Partners.....Alvin Zakin, Theo. Eisenberg
 SecretaryGwynn Meden
 TreasurerSam Stern
 Production Manager.....Marcia Haring
 Copy Chief.....Joan Hart
 Acct. Exes.....Alvin Zakin, Ted Eisenberg,
 Bob Buckbinder

PETER ZANPHIR ADVERTISING

565 5th Ave., New York 17, N. Y.
 Phone: OX 7-6996
 ABP

PresidentPeter Zanphir

ZIMMER, KELLER & CALVERT, INC.

28 Adams Ave., W., Detroit 26, Mich.
 Phone: WOODWARD 1-8151
 AAAA—NBP—APA

President.....R. E. Keller, Sr.
 Exec. V.P.....H. W. Calvert
 Vice President.....A. H. Ritter
 Radio-TV Dir.....L. B. Williams
 Media Dir.....C. D. Bortman
 Prod. Mgr.....C. S. Kennedy
 Public Rel. Dir.....D. A. Hallack

FOR RADIO-TELEVISION DAILY

1960 ALL-AMERICAN POLL

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Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Ardiel Advertising Agency, Ltd.	4 Lawton Ave.	Toronto	HUnter 5-6541-5	B. Glen Gill	B. Glen Gill
Ardiel Advertising Agency, Ltd.	180 Parkdale Ave. N	Hamilton	LI 9-2419	J. N. Elliott	
Backman Advertising Ltd.	Sovereign Bldg.	Halifax, N.S.	3-814	Ann Archibald	
Baker Advertising Agency Ltd.	670 Bayview Ave.	Toronto	HUnter 7-1511	N. Pahlen	Miss G. Rudolphe
Baker Advertising Agency Ltd.	1420 Sherbrooke St. W.	Montreal	Victor 5-2191	G. St. Denis	Miss Clara Quinn
Batten, Barton & Durstine & Osborne Inc.	2 Carlton St.	Toronto	EM 3-9461	S. Ramsey Lees	Mrs. Mildred MacLeod
Batten, Barton & Durstine & Osborne Inc.	1010 St. Catherine St. W.	Montreal	UNiversity 8-2655	Philippe Garcia Pierre Pelletier (French)	
Bingham, John McMenney Ltd.	32 Front St., W.	Toronto	EM 2-2641	Wm. S. Whitehead	
Bingham, John McMenney Ltd.	4645 Cavendish Blvd.	Montreal	HUnter 1-5032	J. Cooper	
Bingham, John McMenney Ltd.	541 Williams St.	Preston, Ont.	OL 3-4464	S. Lorrman	
Bingham, John McMenney Ltd.	257 Osborne St.	Winnipeg, Man.	GL 2-2564	E. Gordon Lowen	
Bleasdale Advertising Ltd.	208 Kresge Bldg.	Victoria, B.C.	EV 2-6741	Harry S. Bleasdale	Violet Perry
Bradley, Venning & Hilton, Ltd.	11 Yorkville Ave.	Toronto	WA 5-3801	John Bradley	Hedleigh Venning
Breithaupt, Milson, Ltd.	120 Eglinton Ave. E.	Toronto	HU 3-3531	F. Irene Wray	J. E. Palmer
Brooks Advertising, Ltd.	21 Dundas Sq.	Toronto	EM 8-2396	John R. Markety	Esther Henning
Brooks Advertising, Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	Herry Schneider	
Brooks Advertising, Ltd.	132 Roy Bldg.	Halifax	3-7142-3	Frank Wallace	
Brooks Advertising, Ltd.	326 Pender St.	Vancouver	MU 3-8558	Peter Ross	John G. Service
Brown, Mitchell & Wright, Ltd.	735 Davie St.	Vancouver	MU 4-7277	D. T. Mikl	
Brown, Mitchell & Wright, Ltd.	411 6th Ave., SW.	Calgary	AM 2-4767	Alex D. Wood	
Burnett Leo Co. of Canada, Ltd.	133 Richmond St., W.	Toronto	EM 6-5801	James B. McRae	Donald M. DeNike
Burnett Leo Co. of Canada, Ltd.	550 Sherbrooke St., W.	Montreal	VI 4-3939	H. E. Whiting	
Burns Advertising Agency, Ltd.	1980 Sherbrooke St., W.	Montreal	WE 5-5257	Jean-Paul Champagne	

Burns Advertising Agency, Ltd.	181 Bay St.	Toronto	EM 8-2377	Mrs. Jacqueline Morin
Burns Advertising Agency, Ltd.	3 Fredrick Place	Ottawa	CE 2-5682	G. Douglas Scott
Canadian Advertising Agency	1454 Mountain St.	Montreal	VI 2-8061	M. Fontaine
Canadian Advertising Agency	790 Bay St.	Toronto	EM 8-7646	Irwin Teitel
Canadian Advertising Agency	1131 Richards St.	Vancouver	MU 4-4151	K. L. Johnson
Cardon, Rose, Ltd.	1411 Crescent St., W.	Montreal	VI 2-9581	Norman Cardon
Cater, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA 4-2505	Garry J. Carter
Cockfield, Brown & Co., Ltd.	Canada Cement Bldg.	Montreal	UN 1-5171	R. W. Harwood
Cockfield, Brown & Co., Ltd.	185 Bloor St., E.	Toronto	WA 4-5492	P. C. Dolan
Cockfield, Brown & Co., Ltd.	840 Electric Railway Chambers	Winnipeg	WH 2-3538	J. Gibson
Cockfield, Brown & Co., Ltd.	1200 Burrard Bldg.	Vancouver	MU 1-1111	J. M. Morrison
Collyer Advertising, Ltd.	2100 Drummond St.	Montreal	VI 2-8672	K. Chase
Collyer Advertising, Ltd.	20 Carlton St.	Toronto	EM 3-2647	Mrs. A. Ward
Cooper Advertising Co., Ltd.	105-7 Marigold Bldg.	Saskatoon, Sask.	CH 4-4696	Mrs. Grace Atkinson
Cooper Advertising Co., Ltd.		Regina, Sask.	LA 7-3855	E. C. Rebrook
Copeland, Don., H., Advertising Ltd.	442 Sherbourne St.	Toronto	WA 2-5969	Mrs. V. M. Copeland
Crombie Advertising Co., Ltd.	391 St. James St., West	Montreal	VI 9-5246	V. P. Gray
Crombie Advertising Co., Ltd.	100 Adelaide St., W.	Toronto	EM 4-7204	D. Johnson
Crombie Advertising Co., Ltd.	200 St. Clair Ave., W.	Toronto	WA 4-8425	Mrs. Ruth Pedley
Dancer-Fitzgerald-Sample Adv. Can. Ltd.	485 McGill St.	Montreal	UN 6-4835	D. Tasker
Desbarats Advertising Agency	480 Mount Royal St., E.	Montreal	VI 5-8916	A. Desautels
Dominion Advertising Inc.	Dominion Square Bldg.	Montreal	UN 6-4715	Mrs. W. F. Byrd
Dreher Monroe F., Ltd.	610 Church St.	Montreal	WA 1-5187	Edward W. Karthaus
Erwin Wasey, Ruthrauff & Ryan, Ltd.	63 Duke St.	Toronto	JA 9-1116	C. T. Dickson
Ferres Advertising, Ltd.	10 St. Mary St.	Toronto	WA 5-5961	John Maxwell
Foote, Cone & Belding, Canada, Ltd.	149 Alcorn Ave.	Toronto	WA 4-4681	Miss M. Newton
Foster Advertising, Ltd.	550 Sherbrooke St., West	Montreal	VI 9-5343	Miss C. Toupin
Foster Advertising, Ltd.	370 Donald St.	Winnipeg	WH 3-1680	Laurie A. Mainster
Foster Advertising, Ltd.	77 Metcalfe St.	Ottawa	CE 6-5909	J. R. Foster
Gibbons, J. J., Ltd.	46 St. Clair Ave., E.	Toronto	WA 4-8391	Dorothy Marshall
Gibbons, J. J., Ltd.	1440 St. Catherine St., W.	Montreal	UN 6-7482	Rupert Burdick
Gibbons, J. J., Ltd.	Scott Bldg.	Winnipeg	WH 2-7373	A. Bruce Johnston
Gibbons, J. J., Ltd.	2070 Albert St.	Regina, Sask.	LA 7-6688	Harold Ellis
Gibbons, J. J., Ltd.	513 8th Ave.	Calgary	AM 2-5437	W. A. Bell
Gibbons, J. J., Ltd.	1533 W. Pender St.	Vancouver	MU 1-0157	Mrs. Hazel Bakes
				Art Sylvak
				Ralph Draper
				Pierre Petel
				E. W. Box
				Miss J. Homes
				C. Brazeau

Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Goodis, Goldberg Dair, Ltd.	288 Lawrence Ave., W.	Toronto	RU 9-1101	Sam L. Goldberg	R. Blazer
Goodis, Goldberg Dair, Ltd.	Birks Bldg.	Montreal	UN 6-6181		
Goodis, Goldberg Dair, Ltd.	818 8th Ave., S.W.	Calgary	AM 2-7474		
Goodwin, Ellis Advertising, Ltd.	1161 Melville St.	Vancouver	MU 1-3474	W. E. Ellis	
Goodwin, Ellis Advertising, Ltd.	630 8th Ave., S.W.	Calgary	AM 2-4262	G. Stuart	
Grant Advertising of Canada, Ltd.	170 University Ave.	Toronto	EM 3-2144	Miss Joan G. King	
Grant Advertising of Canada, Ltd.	1440 St. Catherine St., W.	Montreal	UN 6-3309	Pierre Favreau	
Grant Advertising of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-7828	W. B. Wilbraham	
Grosberg, Pollock & Gwartzman, Ltd.	78 Charles St., W.	Toronto	WA 4-9211	Chas. A. Grosberg	
Hayhurst, F. H. Co. Ltd.	55 Eglinton Ave., E.	Toronto	HU 7-4377	R. D. Amos	E. Brown
Hayhurst, F. H. Co. Ltd.	1420 Sherbrooke St., W.	Montreal	VI 5-0251	J. G. Bourbonnais	V. McLean
Heggie Advertising Co., Ltd.	97 Eglinton Ave., E.	Toronto	HU 1-5125	John E. Chilman	
Huot, J. E., Publicitee, Ltee.	353 St. Nicholas St.	Montreal	VI 2-9011	Henri Poulin	
Hutchins Advertising of Canada, Ltd.	33 Hayden St.	Toronto	WA 4-3753	P. J. Hennessy	
Imperial Advertising, Ltd.	38 Blower St.	Halifax, N.S.		J. B. Regan	
Industrial Advertising Agency, Ltd.	385 Madison Ave.	Toronto	WA 4-6671	Mrs. V. Percival	
Industrial Advertising Agency, Ltd.	1500 Stanley St.	Montreal	VI 2-5281	A. G. Temple	
Industrial Advertising Agency, Ltd.	177 Russell Ave.	St. Catharines, Ont.	MU 2-9443	D. C. Williamson	
Jarvis, Albert, Ltd.	1000 Yonge St.	Toronto	WA 5-3815	Godfrey Jarvis	
Jarvis, Albert, Ltd.	1466 Crescent St.		AV 8-9234	George Turner	
Kelley, Russell T. Co., Ltd.	627 Main St., E.	Hamilton, Ont.	JA 2-1155	J. D. McNie	
Kenyon, & Eckhardt, Ltd.	321 Bloor St., E.	Toronto	WA 5-8931	J. A. Winter	Mrs. Dorothy Gill
Kenyon, & Eckhardt, Ltd.	550 Sherbrooke St., W.	Montreal	VI 2-2534	R. V. McCausland	
Lovick, James & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221	Mrs. A. Bothamley	T. H. Earl
Lovick, James & Co., Ltd.	800 Bay St.	Toronto	WA 1-1121	R. Freiman	Olive Jennings

Lovick, James & Co., Ltd.	200 Queens Ave.	London, Ont.	GE 8-6141	W. M. Page
Lovick, James & Co., Ltd.	428 Portage Ave.	Winnipeg	WH 3-0623	A. B. Jenkins
Lovick, James & Co., Ltd.	629 7th Ave., S.W.	Calgary	AM 2-6161	J. Armstrong
Lovick, James & Co., Ltd.	401 Kerr Block	Regina, Sask.	LA 3-7570	Mrs. Helen Martenson
Lovick, James & Co., Ltd.	105 Marigold Bldg.	Saskatoon Sask.	CH 4-4696	Ken W. F. Cooper
Lovick, James & Co., Ltd.	10014 107th St.	Edmonton, Alta.	GA 4-2181	J. M. Younie
Lovick, James & Co., Ltd.	623 Dominion Square Bldg.	Montreal	UN 6-8391	Mrs. Stella Slattery
Maclaren Advertising Co., Ltd.	111 Richmond St., W.	Toronto	EM 3-2244	F. H. Horler
Maclaren Advertising Co., Ltd.	550 Sherbrooke St., W.	Toronto	VI 5-1222	Miss L. Henuset
Maclaren Advertising Co., Ltd.	635 Ouellette Ave.	Windsor, Ont.	CL 3-1414	Jas. A. Robb
Maclaren Advertising Co., Ltd.	911 Electric Ry. Chambers	Winnipeg	WH 2-6321	Miss Gladys Wilkins
Maclaren Advertising Co., Ltd.	1240 W. Pender St.	Vancouver	MU 5-6268	J. W. Hoyland
McCann-Erickson (Canada) Ltd.	200 Bloor St., E.	Toronto	WA 5-3231	D. J. MacMillan
McCann-Erickson (Canada) Ltd.	2055 Peel St.	Montreal	VI 9-8341	Yves Bourassa
McCann-Erickson (Canada) Ltd.	1030 W. Georgia St.	Vancouver	MU 3-5608	Miss F. Asson
McConnell, Eastman & Co., Ltd.	291 Dundas St.	London, Ont.	GE 4-4528	R. A. McCall
McConnell, Eastman & Co., Ltd.	234 Eglinton Ave., E.	Toronto	HU 7-4601	T. R. Hart
McConnell, Eastman & Co., Ltd.	Dominion Square Bldg.	Montreal	UN 6-6771	Cay Draper
McConnell, Eastman & Co., Ltd.	Royal Bank Bldg., 382 Portage Ave.	Winnipeg	WH 3-7406	Miss Helen Basiuk
McConnell, Eastman & Co., Ltd.	337 8th Ave., W.	Calgary	AM 3-7040	Miss J. Wentworth
McConnell, Eastman & Co., Ltd.	10020 109th St.	Edmonton, Alta.	GA 2-5107	Tommy Banks
McConnell, Eastman & Co., Ltd.	1198 W. Pender St.	Vancouver	MU 3-2161	Clarke Wallace
McCracken, W. A., Ltd.	153 St. Clair Ave., W.	Toronto	WA 4-0721	Mrs. Marjorie Graves
McCracken, W. A., Ltd.	2100 Drummond St.	Montreal	VI 4-9591	Mrs. Byrnyce Watson
McGregor Deaville Advertising	1175 Bay St.	Toronto	WA 2-4864	Arthur E. McGregor
McKim Advertising, Ltd.	2100 Drummond St.	Montreal	VI 9-4152	Peel Stevan
McKim Advertising, Ltd.	1407 Yonge St.	Toronto	WA 4-0981	J. R. Matheson
McKim Advertising, Ltd.	401 National Trust Bldg.	Winnipeg	WH 2-3491	G. W. Leech
McKim Advertising, Ltd.	1030 West Georgia St.	Vancouver	MU 4-8121	R. I. Morton
Muter, Culliner, Frankfurter & Gould, Ltd.	1121 Bay St.	Toronto	WA 4-5738	Miss E. Fox
Nattall & Maloney, Ltd.	108 12th Ave., S.W.	Calgary, Alta.	AM 9-3054	E. Gould
Nattall & Maloney, Ltd.	10018 105th St.	Edmonton, Alta.	GA 4-4910	Mrs. P. McVean
				J. R. McCallum
				Mrs. Rotha Webb
				Clark Lewis
				G. Rafelman
				S. D. Bennett
				Sheldon H. Lodge
				Austin Moran
				Miss D. Kilburn
				J. N. Milne
				R. Saucier

Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Needham, Louis & Brorby of Canada, Ltd.	121 Richmond St., W.	Toronto	EM 4-1492	Ray Arsenault	Denise Curran
O'Brien Advertising, Ltd.	1455 W. Georgia St.	Vancouver	MU 1-9174	Mrs. M. Albrecht	
O'Brien Advertising, Ltd.	117 LaFleche Bldg.	Edmonton	GA 2-5450	A. E. Nightingale	
O'Brien Advertising, Ltd.	2034 Alta Vista Drive	Ottawa	CE 2-5657		
Orr, William R., Ltd.	240 Eglinton Ave., E.	Toronto	HU 5-9367	Mona M. Harper	
Otto, Robt. & Co. (Canada) Ltd.	2 Carlton St.	Toronto	EM 6-9266	W. A. Perry	
Paul, Phelan & Perry, Ltd.	6 Crescent Rd.	Toronto	WA 5-3436	G. P. Vale	T. Reid & G. Forsyth
Paul, Phelan & Perry, Ltd.	1255 University Ave.	Montreal	UN 1-5437	Miss P. Messum	
Payeur Publicite, Inc.	639 8th Ave.	Quebec City	LA 9-3322	J. P. Vogel	
Pennell Advertising	145 Yonge St.	Toronto	EM 4-2079	Miss M. Barrer	
Plant, Elton M., Advertising, Ltd.	586 Ouellette Ave.	Windsor, Ont.	CL 4-1159	Elton M. Plant	
Purkis, Thornton Ltd.	330 Bay St.	Toronto	EM 4-3762	Miss G. Race	
Reimer C., Advertising, Ltd.	407 Graham Ave.	Winnipeg	WH 2-1868	C. L. Reimer	M. D. Reimer
Reynolds, E. W., Ltd.	154 University Ave.	Toronto	EM 2-2381	H. E. Karpus	Vera Hopkins
Reynolds, E. W., Ltd.	1440 St. Catherine St., W.	Montreal	UN 6-1775	K. A. Munro	Eugene Cote
Ronalds Advertising Agency, Ltd.	Keefe Bldg.	Montreal	UN 6-9471	D. C. Fowler	A. Weintall
Ronalds Advertising Agency, Ltd.	108 Peter St.	Toronto	EM 6-5242	Frank Robinson	W. Ibsen
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-2371	R. A. Post	
Sauviat, G. R. & Associates	1236 Crescent St.	Montreal	UN 6-7355	G. R. Sauviat	
Schneider Caron, Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	H. M. Schneider	
Smith, R. C. & Son, Ltd.	140 Merton St.	Toronto	HU 1-2253	Adam F. Smith	G. Alex Phare
Spitzer & Mills, Ltd.	790 Bay St.	Toronto	EM 6-2811	R. A. Stevenson	
Spitzer & Mills, Ltd.	3405 Addington Ave.	Montreal	HU 1-0344	D. McCrimmon	
Stanfield, Johnson & Hill, Ltd.	1200 Dominion Sq., Bldg.	Montreal	UN 6-8741	H. Harbinson	

Stanfield, Johnson & Hill, Ltd.	255 Davenport Rd.	Toronto	WA 4-8481	W. R. Ross
Stevenson & Scott, Ltd.	1260 University St.	Montreal	UN 6-9361	R. Rowe
Stevenson & Scott, Ltd.	100 Adelaide St. W.	Toronto	EM 3-5773	S. C. Young
Stevenson & Scott, Ltd.	402 Pender St., W.	Vancouver	MU 3-5696	Miss Sherill Adair
Stevenson & Scott, Ltd.	95 Dresden Row	Halifax, N.S.		Alan Forster
Times Advertising Agency, Ltd.	321 Eglinton Ave., W.	Toronto	RU 7-0301	John G. Tames
Tandy Richards Advertising, Ltd.	20 Carlton St.	Toronto	EM 2-6362	A. C. Haight
Tandy Richards Advertising, Ltd.	550 Sherbrooke St., W.	Toronto	VI 4-8821	C. Lunny
Thompson Co., Ltd., J. Walter.	1600 Dorchester Blvd., W.	Montreal	WE 4-1331	Mary Cardon
				E. Hay
Thompson Co., Ltd., J. Walter.	600 University Ave.	Toronto	EM 2-3471	Frank Flint
Thompson-Petersen Adv. Agency, Ltd.	215 Victoria St.	Toronto	EM 8-8091	Allen L. Thompson
Thompson-Petersen Adv. Agency, Ltd.	1121 St. Catherine St., W.	Montreal	VI 2-1881	C. S. Campbell
Torobin Advertising, Ltd.	4920 Western Ave., Testmoun	Montreal	HU 9-5331	S. Torobin
Vamplew Advertising.	1175 Bay St.	Toronto	WA 3-5589	T. F. I. Vamplew
Vickers & Benson, Ltd.	Keefe Bldg.	Montreal	UN 6-7701	Marcel Provost
				Mrs. J. Guerin
Vickers & Benson, Ltd.	110 Church St.	Toronto	EM 8-3421	D. T. Hardman
Wallace Advertising Ltd.	132-6 Roy Bldg.	Halifax, N.S.	3-7142	C. E. Howard
Wallace Advertising Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	
Wallace Advertising Ltd.	21 Dundas St.	Toronto	EM 8-2142	
Wallace Advertising Ltd.	174 Lombard St.	Winnipeg	WH 3-7102	
Wallace Advertising Ltd.	326 W. Pender St.	Vancouver	MU 3-8558	
Walsh Advertising Co., Ltd.	Canada Bldg.	Windsor, Ont.	CL 6-2671	T. S. Lawrence
Walsh Advertising Co., Ltd.	2 Carlton St.	Toronto	EM 3-3053	R. A. Norman
Willis Advertising, Ltd.	67 Yonge St.	Toronto	EM 3-2071	W. A. Willis
Yanef, Chris, Ltd.	85 Grenville St.	Toronto	WA 4-6678	Chris Yanef
Young & Rubicam.	1255 University St.	Montreal	UN 6-8941	G. Lalande
Young & Rubicam.	250 University Ave.	Toronto	EM 2-3921	D. C. Dunlop
				J. Kennedy
				Mrs. June Frost
				Mrs. Muriel Murray
				V. Paquette
				T. Grove
				W. H. Clark

**Nothing
Outshouts
Quality and
Integrity**



1961

TIME BUYERS



**BIOGRAPHICAL
SKETCHES OF
TIME BUYERS
AT MAJOR
ADVERTISING AGENCIES**

ALLEN, POLLY

of J. Walter Thompson Co., is a graduate of Endicott Jr. College, and entered advertising with J. Walter Thompson in 1950, as estimator. Her hobbies are theatre and reading. She handles the Eastman Kodak Co. account.

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ANDERSON, ROBERT F.

of Sullivan Stauffer, Colwell & Bayles, Inc., was born Dec. 20, 1926. He graduated from Georgetown (BS) in 1949, and that year entered advertising with RCA as public relations rep. He has held posts with CBS, Benton & Bowles, McCann-Erickson, and Reidl & Freede. He handles the following accounts: Naxzema Chemical Co., Lipton Tea.

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BACZEWSKI, EDWARD T.

of Cunningham & Walsh, Inc., was born Oct. 12, 1921. He is a graduate of Fordham (BA) 1943, Harvard Bus. School (MBA) 1947, and entered advertising with Kenyon Research in 1946, as research reporter. He is married and has seven children. His hobby is politics. He handles the Sunshine Biscuits Inc. account.

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BALDWIN, BRENDAN J.

of Kenyan & Eckhardt, Inc., was born June 9, 1927. He attended Cornell and Columbia, entered advertising with Donahue & Coe in 1946, and held posts with Paris & Peort, Maxon, Inc., and Benton & Bowles. He is married to Margaret O'Shea and has four children. His hobby is sports. He handles the following accounts: Pepsi-Cola, Anaconda, Plywood, GCMI, Shell, McKesson-Robbins, Canadian Pacific.

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BALNAVES, DAVID W.

of MacManus, John & Adams, Inc., was born Feb. 8, 1930. He attended Wayne U., entered advertising with McCann-Erickson in 1953, as media buyer, and held posts with Grand Advertising. He is married to Shirley Casey and has two children. His hobbies are bowling, golf and handball. He handles the following accounts: Pontiac Motor Corp., Daw Chemical, MMM, Briggs Manuf. Co., Bull Dog Electric Co., Fairmont Railway Motor, Vaurhall Motor, Lyon, Inc.

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BARDACH, PETER M.

of Foate, Cone & Belding, Inc., was born in 1929. He is a graduate of Hobart (BA), and entered advertising with Dancer-Fitzgerald-Sample in 1952, as time buyer. He handles the Liebmomn Breweries account and special campaigns.

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BEAN, RICHARD S.

of Warwick & Legler, Inc., was born in 1915. He entered advertising with Ruthrauff & Ryan in 1934, and held posts with Pedlar & Ryan, and Grey Advertising Agency. He is married to Ethel Jakumsen and has four children.

BECKER, NOEL

of Compton Advertising, Inc., was born March 13, 1931. He is a graduate of NYU (MBA), and entered advertising with NBC in 1954. He handles the following accounts: Fizrin, Ivory Liquid, R. T. French, N. Y. Life Ins., Comet, Instantine.

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BENDER, JUDITH

of McCann-Erickson, Inc., is a graduate of Michigan (BA). She entered advertising with Huber Hoge & Sons in 1954, as asst. time buyer, and held posts with the Biow Co. Her hobbies are reading, painting and skiing. She handles the following accounts: Corn Products Refining Co., Tyre Inc., Lehn & Fink.

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BENJAMIN, MARY LOU

of Grey Advertising Agency, Inc., was born Feb. 5, 1932. She attended the New School, entered advertising with NBC in 1950, as secretary, and held posts with WPIX, Peck Advertising, and L. H. Hartman Co. Her hobbies are bridge and golf. She handles the following accounts: Ward Baking Co., Chunky Chocolate Corp.

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BIRKBECK, WILLIAM D.

of Cunningham & Walsh, Inc., was born June 13, 1928. He attended Culford College, England, entered advertising with Foote, Cone & Belding in 1951, and held posts with Compton Advertising. His hobbies are record collecting, theatre, and travel. He handles the Andrew Jergens Co. account.

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BODLE, RALPH W.

of Kenyan & Eckhardt, Inc., was born March 19, 1928. He is a graduate of Syracuse (BS) 1959, and entered advertising with William Esty in 1951 as estimator. His hobby is golf. He handles the Lever Bros. Co. account.

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BRANCH, PHIL

Supervisor of media planning at Grey Advertising Agency, Inc., was born Dec. 17, 1924. He is a graduate of Seton Hall (BS), entered advertising with Al Paul Leftan in 1949, and held posts with Ruthrauff & Ryan. He is married to Frances Friedlander. His hobbies are fishing, home movies, and cards. He handles the following accounts: Procter & Gamble and The Mennen Co.

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BRAUMULLER, HERMAN A., JR.

of Cunningham & Walsh, Inc., was born Jan. 23, 1917. He attended Lehigh, entered advertising with Blackett-Sample in 1941, as clerk, and held posts with Schuyler Happer Co., James Thomas Chirurg, Inc. He is married to Grace O. Grivicich and has two children. He handles the following accounts: American Machine & Foundry, Brooklyn Union Gas, Chase Brass & Copper, Conn. General Life Inc., Andrew Jergens, Kennecott Copper, Kidde Manuf., Walter Kidde & Co., Mosler Safe Co., St. Regis Paper, Wheeling Steel Corp.

BRAUN, JOSEPH P.

vice president, media director of Kenyon & Eckhardt, Inc., attended Fordham. He entered advertising with K&E in 1933. He is married to Sally Martin and has one child. He is a member of the AAAA, NOAB, Wee Burn Country Club, Friends of the Rowayton Library, and his hobbies are hi-fi and motoring.

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BRECKENBRIDGE W. THOMAS

of Botten, Barton, Durstine & Osborn, Inc., was born Oct. 29, 1931. He attended Kansas University, BS, 1953, and entered advertising with Kudner Agency in 1957 as research assistant. He handles the following accounts: United Fruit, Ocean Spray Cranberries, Bristol Myers—Trig.

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BROOKS, JACK

of Compton Advertising, Inc., was born Dec. 31, 1931. He is a graduate of Oklahoma (BA) 1954, and entered advertising with Compton in 1956, in media research. He handles the following accounts: Ivory Liquid, Chase Manhattan Bank, El Producto Cigars, Kelly-Springfield Tires, Goodyear Rubber Co., Neolite Div.

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BROWN, RICHARD

of Compton Advertising, Inc., was born Sept. 26, 1933. He attended Syracuse U., BS 1955. First entered advertising with Compton in 1960. Married. His hobbies are skiing and his stereo-hi fi set. Accounts: Comet, Pertussen.

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BROWN, STUART

of Cunningham & Walsh, Inc., was born Feb. 27, 1930. He is a graduate of Tufts (BS) 1952, and entered advertising with C & W in 1956, as statistical clerk. He is married and has two children. His hobbies are bridge, music, softball and football.

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BULLIS, MURIEL

supervisor of broadcast media for Erwin Wasey, Ruthrauff & Ryan, Los Angeles, was educated at Los Angeles City College. She entered the advertising business with Foote Cone & Belding. Her hobbies are bridge, bowling and music. She handles the following accounts: Wynn Oil Co., Carnation Co., California Bank.

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BULLOCK, LOU

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 17, 1932. He is a graduate of Drew (BA) 1955, and entered advertising with DCS&S in 1957. His hobby is acting. He handles the following accounts: Bristol-Myers, Grove Labs., Eastman Chem., Standard Triumph.

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BUMSTEAD, ROGER C.

eastern division media director, of MacManus, John & Adams, Inc., attended Syracuse. He entered advertising with Kotz Agency in 1948, in sales data, and held posts with Maxon, Campbell-Mithun, Inc., and David J. Mahoney, Inc. He is married to Lila McFadden. He is a member of RTES.

BUNDGUS, JULES

vice president in charge of Radio & Television at Kastor, Hilton, Chesley, Clifford & Atherton, Inc., attended Union College, and entered advertising with Bryan Houston Agency as manager of the Radio-TV department.

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BURBECK, JOSEPH G.

of Compton Advertising, Inc., was born April 3, 1931. He is a graduate of Dartmouth (BA) 1953, and entered advertising with Compton in 1955, as trainee. He handles the following accounts: Comet, Mobil Oil Co., N. Y. Life Ins., R. T. French.

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BUTNER, LAWRENCE

of Albert, Frank-Guenther Law, Inc., was born April 17, 1931. He graduated from C.C.N.Y. (BBA), and Brooklyn Law School (LLB), and entered advertising with Katz Agency in their accounting dept., and has also held posts with Maxon Inc. and National Export Adv. He is married to Eleanor Schwartz, and has one child.

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CAMBRIDGE, MICHAEL

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born March 26, 1934. He entered advertising with SSC&B in 1959, and has held posts with William Esty. He is married. He handles the following accounts: Riviera Cigarettes, Arrid, S&H Green Stamps.

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CAMERIK, GENE

of Young & Rubicam was born Feb. 5, 1930. He attended William & Mary and Cornell Universities, BS in 1952, MBA in 1958. First entered advertising with Young & Rubicam in 1958, as Outdoor Fieldman. He is married and enjoys reading, fishing and golf. His accounts are: Borden Co., General Cigar, Drake Bakeries.

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CAMPBELL, C. N.

head time buyer, Detroit office, of MacManus, John & Adams, Inc., was born in 1928. He attended Michigan, and entered advertising with Campbell-Ewald in 1950, as outdoor field rep. He is married to Joanne Hartwick and has two children. He handles the following accounts: Pontiac Motor Div., Cadillac Motor Div., Dow Chemical, Minnesota Mining & Mfg., S. S. Kresge Co.

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CARAYAS, MARIA

of Kudner Agency, Inc., was born Jan. 23, 1928. First entered advertising with Roy S. Durstine, Inc., in 1948, as Media Buyer Trainee. She also held posts with Hilton Riggio, Inc., and Maxon Agency. She is a member of the Madison Bridge Club. Her accounts are: Fisher Body Division of General Motors Corp., Sylvania Electric Productions, Inc., Colorforms, Inc., General Telephone & Directory, and Goodyear Tire & Rubber Co.

ADVERTISING AGENCY TIME BUYERS

CARNEY, WILLIAM

of Compton Advertising was born July 23, 1934. He attended Hofstra College, BA, 1956. First entered advertising with Compton in 1959, as a Media research trainee. He is a member of the New York Athletic Club. Account: Duncan Hines.

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CARVELL, FRANK

media supervisor of N. W. Ayer & Son, Philadelphia, has previously held posts with Benton & Bowles, Biaw Co., and Pedlar & Ryan. He is married and has two children.

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CASPERS, STEPHEN J.

of B.B.D.&O., was born June 25, 1936. He attended William & Mary College. First entered advertising with BBDO in 1959, as a trainee. He is a member of the Pelham Country Club. His hobbies are boating and golf. Accounts: Pepsi-Cola, and U. S. Steel.

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COHN, ENID K.

of McCann-Erickson, Inc., was born June 21, 1930. She is a graduate of Syracuse (BS), entered advertising with Good Housekeeping Magazine in 1950, as secretary, and held posts with J. Walter Thompson, Cunningham & Walsh, Edward Petry & Co. Her hobby is collecting antique Wedgwood pottery. She handles the Nestle Co. account.

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COLEMAN, MARIE V.

of Donahue & Coe, Inc., was born May 30, 1916. She attended N. Y. U., entered advertising with Charles M. Storm in 1947, as media asst., and held posts with Kelly-Nason and Dancer-Fitzgerald-Sample. She handles the following accounts: River Brand Rice and Motion Pictures.

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CONWAY, VIRGINIA M.

of McCann-Erickson, Inc., was born in 1929. She entered advertising in 1947, and has held posts with Ted Bates, Kenyon & Eckhardt, Bryan Houston. She handles the following accounts: Liggett & Myers Tobacco Co., Nestle Co.

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COPELAND, ALTON B.

Media Supervisor of Donahue & Coe, Inc., was born June 29, 1926. He attended Pace, BBA, 1949. First entered advertising with Lever Bros. Co., in 1949 as assist. print media director. Also held posts with BBDO and Needham Louis & Brorby. He is married and has three children. Hobbies are fishing and golf. Accounts are: Allied Artists, American Enka Corp., Bankers Trust Co., Camp Arcady, CBS Phonographs, Ceramics Far Industry, Columbia Pic., Columbian Carbon Co., plus 21 others.

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CORBETT, CHARLOTTE M.

of Doyle Done Bernbach attended Columbia U., MA. First entered advertising with Cecil & Presbrey in 1950 as a time buyer. Accounts: American B/C, Chemstrand Corp., Coffee Growers of Columbia, Dreyfus Fund, French Gov. Taurist, Tham McAn and Volkswagen.

COULTER, FRANK, Jr.

of Young & Rubicam, Inc., was born Jan. 20, 1905. First entered advertising with N. W. Ayer & Son, Inc., in 1926 as production assistant. He is married and has one child. He is a member of the Bonnie Briar Country Club and the Skytop Club. He enjoys sports of all kinds. Accounts: Goodyear Tire and Rubber Co., Singer Sewing Machine Co., Beechnut-Life Savers Inc., Bristol Myers Co., and Sanforized Div., of Cluett Peabody & Co., Inc.

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COVERLEY-SMITH, JOHN F.

of N. W. Ayer & Son, Inc., was born Jan. 1, 1918. He graduated from U. of Penna. (BS) in 1938, entered advertising with Young & Rubicam in 1939, as a trainee, and has held posts with Geare-Mars-tan, McKee, & Albright, and The Borden Co. He is married to Margaret Emhardt and has two children. His hobbies are golf and sailing.

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CRADDOCK, BETTY L.

media director of MacManus, John & Adams, Inc., was born Oct. 13, 1926. She entered advertising with Van Hecker, Inc., in 1945, as secretary, and held posts with Ruthrauff & Ryan, Erwin Wasey Ruthrauff & Ryan, and Burke Dowling Adams, Inc. She is married. Her hobbies are bowling and golf. She handles the following accounts: American Electronics, Ling-Altec Electronics, Altec Lansing Corp., Western Gear Corp., MacFarlane's Candies, Kraloy Plastic Pipe Co., Wallace O. Leonard, Inc.

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CRANDALL, JOHN B.

associate media director of McCann-Erickson, Inc., has held posts with Benton & Bowles and Kudner Agency. He handles the following accounts: Chesebrough-Pond's Mennen Co., National Cash Register, Nestle Co., Owens-Corning Fiberglas, Liggett & Myers, Schenley Industries, United Potash Co.

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CROOKER, ROBERT H., JR.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Michigan, and entered advertising with C-E in 1938, in the outdoor dept. He is married to Jean Schall. He handles the following accounts: Chevrolet Motors, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison.

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CROWDER, SHIRLEY

media buyer of Fuller & Smith & Rass, was born July 18, 1928. She attended USC, entered advertising with Hearst Adv. Service in 1951, as secretary, and held posts with Tabery Corp. & Stromberger, Lavene, McKenzie. She is married. Her hobby is concert piano. She handles the following accounts: Plymouth Dealers, Kal-Kan Foods, Pacific Ocean Park, Systems Develop. Corp., CBS-KNX.

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DAIGH, DONALD M.

director of Radio & TV for Henderson Advertising Agency, entered the advertising field with Pedlar & Ryan. He is married and has five children.

DALTON, PETER J.

of Donahue & Coe, Inc., was born Oct. 10, 1929. He is a graduate of U. of Po., and entered advertising with Benton & Bowles, Inc. in 1952, as broadcast buyer. He is married to Joan Potter. His hobbies are sailing, bridge, painting and literature. He handles the Arnold Bakers, Burlington Hosiery Co., Foster Grant, Sarong, Inc., Scripto, E. R. Squibb & Sons, E. F. Drew Co., Tri-Nut Margarine accounts.

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DAVIDSON, JOHN M.

of Gardner Advertising Co., was born in 1929. He is a graduate of U. of California (BA), and entered advertising in 1955 with National Outdoor Advertising as a field service rep.

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DAVIS, HAROLD A.

of Botten, Barton, Durstine & Osborn, Inc., was born July 17, 1925. He is a graduate of Marietta (BA), entered advertising with Benton & Bowles in 1949, in budget control, and held posts with Compton, and Erwin Wasey. He is married and has two children. His hobby is wood working. He handles the Campbell Soup Co. and Bromo Seltzer accounts.

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DELANO, LESTER A.

vice president in charge of marketing service and account supervisor, of North Advertising Agency, attended Amherst, Brown, and Chicaga (MBA). He entered advertising with Gould, Gleiss & Benn Marketing Consultants. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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DE VITO, GEORGE

of Weiss & Geller, Inc., was born August 13, 1933. He attended St. John's and Rutgers, and entered advertising in 1959, with Weiss & Geller as time buyer. He is married to Veronica Kramer, and has two children. He handles the following accounts: Proctor Electric, Doeskin, Terry Candy Co., Beacon Plastics, Davega Stores, Granco Products.

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DIAMOND, LYNN

of Mogul, Williams & Saylor, Inc., is a graduate of Michigan State Normal College. She first entered advertising with Cecil & Presbrey in 1950, as executive secretary, and held posts with Emil Mogul Co. Her hobbies are theatre, double-crests and bridge. She handles the following accounts: Rayco Manufacturing Co., Lite Diet Bread, Haward Clothes.

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DOLLARD, WILLIAM P.

of Young & Rubicam first entered advertising with BBD&O in 1928 as junior account exec. He also held posts with Dancer, Fitzgerald & Sample. He received the Silver Nail Award in 1959, naming him Time Buyer of the Year. Married and has three sons. His hobby is gardening. Accounts: Bufferin, Vacuettes, Vitalis Hair Cream.

DRANTCH, SEYMOUR

of Young & Rubicom was born Oct. 18, 1925. Attended City College of N. Y., BBA, 1951. First entered advertising with Y&R in 1950. He is married and has two children. Club affiliations include Hewlett Woods Civic Assoc. His hobby is photography. Accounts: Bristol-Myers and Singer Sewing Machine Co.

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DUCEY, JAMES

of Cunningham & Walsh, Inc., was born Dec. 8, 1926. He is a graduate of St. John's (BA) 1950, and entered advertising with William Esty in 1952, as time buyer. He is married to Anna Smith. His hobby is photography. He handles the following accounts: American Machine & Foundry, Thos. Cook & Son, Decca Records, J. A. Folger, Sunshine Biscuits, E. R. Squibb & Sons, 21 Brands, Inc.

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DUCHIN, HAROLD

of BBD&O was born January 27, 1930. Attended City College, BBA in 1952. First entered advertising with Harry B. Cohen in 1952, as print advertising checker. Also held posts with Lawrence C. Gumbinner, Doherty, Clifford, Steers & Shenfield and Doyle Dane Bernbach. He is married and has one child. He is vice president of Alpha Delta Sigma and enjoys photography and stamp collecting. Accounts: Campbell Soup Co., and Bromo Seltzer.

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DUFFY, JOHN J.

of BBD&O was born Feb. 21, 1937. First entered advertising with Wm. Esty Co., Inc., in 1955. He is married and has one son. Accounts are: Rexall, Westclox, Caty, General Electric, G.E. Lamps and Tupperware.

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DUNIER, LESLIE L.

vice president in charge of Radio & TV, of Mogul, William & Saylor, Inc., was born Sept. 1, 1924. He is a graduate of N. Y. U. (BS) 1946, entered advertising with Reiss Advertising in 1946, and held posts with Sterling Adv., L. L. Dunier Agency, Emil Mogul. He is married to Norma Rich and has one child. His hobby is golf and he is a member of RTEs.

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DUNLAVEY, MARY E.

of N. W. Ayer & Son, Inc., attended Columbia and N. Y. U., entered advertising with Ruthrauff & Ryan as time buyer, and held posts with Pedlar & Ryan, Harry B. Cohen, and Aitkin Kynett. Her club affiliations are TV Radio Adv. Club of Phila., Phila. Club of Adv. Women, Plays & Players, Phila. Art Alliance. Her hobbies are theatre, music, horseback riding, swimming, & cooking. She handles the following accounts: National Dairy (Sealtest) Products Corp., First Penna. Co.

ADVERTISING AGENCY TIME BUYERS

DUNNE, ARTHUR

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 25, 1931. He is a graduate of Fordham (BS) 1954, and entered advertising with Dancer-Fitzgerald-Sample in 1958, as time buyer. He is a member of the New Rochelle Shore Club, and his hobbies are swimming, skiing, music, and hunting. He handles the following accounts: Curtis Circulation Co., Pan American Coffee Bureau, & Minnesota M. & M.

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DURANDO, HARRY J.

of Donahue & Coe was born Mar. 27, 1932. He attended Long Island U., B.S. in 1958. First entered advertising with Lennen & Newell in 1958 as assistant buyer. His hobbies are golfing, tennis, HOO Model Trains. Accounts: E. R. Squibbs, KASCO, International Latex, Bankers Trust, Foster Grant, Arnold Bakers and Burlington Hosiery.

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DWYER, MARY

of Kenyon & Eckhardt Inc., attended Hunter College, and entered advertising with Pedlar & Ryan in 1940 as estimator. Her hobbies are theatre, movies, reading, opera and concerts. She handles the Lever Bros. Co. Anaconda, Canadian Pacific, McKesson & Robbins & U.S. Plywood accounts.

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DYATT, DERRICK

of N. W. Ayer & Son, Inc., was born March 8, 1926. He graduated from American U. in 1952, entered advertising with WSAN, Allentown, Pa., as staff announcer, and has held posts with WTOP-TV, Wash., D. C., and WGBI, Scranton, Pa. His club affiliations are Jr. Chamber of Commerce, Red Feather, Polio Foundation, and hobbies are drama (little theatre), horseback riding.

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ECKERT, STUART

of Doherty, Clifford, Steers & Shenfield, Inc., was born Dec. 3, 1932. He is a graduate of N. Y. U. (BS) 1953, and entered advertising with Lennen & Newell in 1955. He is married. His hobbies are sports, photography and travelling. He handles the following accounts: Vitalis, Noxzema, Instant Shaving Lather, Cutex-Nail Polish & Lipstick.

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EGAN, TONY

of Young & Rubicam was born Aug. 3, 1936. He attended Dartmouth and first entered advertising with Y&R in 1958, as a trainee. He has also held posts with ABC. He enjoys skiing. Accounts are: General Foods—Birds Eye, Dream Whip, Swans Down, Minute Rice, Log Cabin and Pectins.

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ENGLISH, JAMES R., JR.

of Kenyon & Eckhardt, Inc., was born May 1, 1919. He is a graduate of Harvard (BA) 1939, entered advertising with Young & Rubicam in 1953, as media research director, and held posts with A. C. Neilson & Co. He is married to Caryl Hadsell and has two children. His hobbies are skiing, squash, golf and aviation. He handles Lever Bros. Co.

FERGUSON, WILLIAM J., JR.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Jan. 10, 1931. He graduated from Fordham (BS) in 1952, and entered advertising with Young & Rubicam Inc. in 1958, as time buyer. He is married to Margaret M. O'Hagan, and has two children. His hobbies are bowling, handball, and woodcraft. He handles the following accounts: Riviera cigarettes, Arrid Cream Deodorant, S & H Green Stamps.

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FINN, FRANK

of Doherty, Clifford, Steers & Shenfield, Inc., was born July 21, 1921. He is a graduate of N. Y. U. (BS) 1948, entered advertising with Compton Advertising in 1949, as Radio & TV buyer, and held posts with Kudner Agency. He is married and has one child. His hobby is bowling. He handles the following accounts: Bristol-Myers, Grave Labs.

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FIRESTONE, JERRY

of Grey Advertising Agency, Inc., was born April 9, 1930. He is a graduate of C.C.N.Y. (BBA), entered advertising with Dancer-Fitzgerald-Sample in 1950, as media researcher, and held posts with Television Magazine. He is married and has one child. His hobbies are reading, writing, and music. He handles the following accounts: Benrus, Westinghouse, Phillips-Van Heusen, NBC.

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FISCHER, RICHARD E.

of Campbell-Ewald Co., was born in 1912. He attended Quincy College, entered the advertising agency field with C-E in 1956, in network media, and has also held posts with Storer Broadcasting and WHAS, Louisville, Ky. He is married to Jane Anderson and has four children.

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FLERI, EDWARD C., JR.

media supervisor-spat broadcasting, Batten, Barton, Durstine & Osborn, Inc., was born May 22, 1925. He is a graduate of Hofstra (BA) 1949, and entered advertising with Benton & Bowles in 1949. He is married and has three children. His hobbies are gardening and drawing.

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FOX, LOUIS C., Jr.

of Young & Rubicam, Inc., was born May 22, 1933. He attended Adelphi College, BA, 1956. First entered advertising with Y&R in 1959, as a trainee. He also held posts with WGBB, Freeport, L. I., as staff announcer and assistant program dir. Married and a member of Adelphi College Alumni Assoc. His hobby is photography. Account: General Foods.

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FRICKE, WILLIAM A.

associate media director at McCann-Erickson, Inc., attended Colgate. He entered advertising with National Outdoor Advertising Bureau in 1927, as field man. He handles the following accounts: Westinghouse Electric, Bulava Watch Co., Columbia Records, Look Magazine, B. F. Goodrich, John Hancock Mutual Life Ins., Stegmaier Brewing Co.

FULLER, MARCELLEE J.

of Guild, Bascom & Bonfigli, Inc., was born Jan. 24, 1927. She is a graduate of U. of Calif. (BA) 1949, entered advertising with Brooke, Smith, French & Dorrance in 1953, as media asst., and held posts with Harrington-Richards. She is married. Her hobbies are skiing, golf and travel. She handles the following accounts: Ralston Purina Co., Best Foods, Tidyhouse Products, Mary Ellen's Jams & Jellies, Mother's Cakes & Cookies.

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GANS, JOSEPH C.

President of Joe Gans & Co., entered the advertising agency field with Thwing & Altman in 1947, as vice president and Radio TV director, and formed his own agency in 1958. He is married and has two children. He handles the following accounts: Time Magazine, American Heritage, Norkon Pharmaceutical, Inc.

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GARRABRANT, N. T.

media department head at North Advertising Agency, attended Northwestern. He entered advertising with Toni. He is married and has one daughter. He handles the following accounts: Englander Co., Gillette Labs, Jewel Tea, Phaezler Bros.

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GIEBEL, JOHN C.

of Grey Advertising Agency, Inc., was born Oct. 31, 1925. He is a graduate of N. Y. U. (BS), entered advertising with Young & Rubicam in 1949, in market research, and held posts with Dancer-Fitzgerald-Sample, Cunningham & Walsh, Benton & Bowles. He is married to Estelle McCarron and has one daughter. His hobbies are tennis and gardening. He handles the following accounts: The Greyhound Corp., GE.

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GLASSER, DOROTHY H.

of Kastor Hilton Chesley Clifford & Atherton was born July 28, 1931. She attended NYU, BA, 1952. First entered advertising with Marschalk & Pratt in 1953, as research assistant. Also held posts with Herschel Z. Deutsch & Co., Inc. Hobbies are the theatre and ballet. Accounts: Pharmaco, Inc., G.W. Helme Co., Smith Bras. and The Lander Co.

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GLECKLER, ROBERT P.

of Young & Rubicam was born Jan. 21, 1931. Attended Columbia, AB, 1953. First entered advertising with Y&R in 1955, as a trainee. He is married and has two children. He belongs to the Metropolitan Psi Upsilon Fraternity and Southward Ho Country Club. His hobbies are golf and photography. Account: General Foods.

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GOLDEN, GERARD F.

of Doyle, Dane Bernbach, Inc., was born Sept. 15, 1936. He attended the U. of Mississippi, BA, 1958. First entered advertising with Benton & Bowles in 1958, as an estimator. He is a member of Alpha Delta Sigma Alumni Club. Hobbies are golf and reading. His accounts are: Salada, Roma Wine, El Al Israel, Olin Mathiesan Corp.

GOLDIS, SEYMOUR

of McCann-Erickson, Inc., was born Oct. 14, 1928. He is a graduate of N. Y. U. (BS) 1951, entered advertising with National Screen Service Corp. as production asst., and held posts with Lannon & Newell and J. Walter Thompson.

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GORDON, ROSANNE

of K.H.C.C.&A was born Dec. 19, 1929. Attended NYU. First entered advertising with Headley-Reed in 1950, as office manager. She has held posts with Street & Finney, Product Services, TAA, Inc., and Kelifeld, Heineman, Shaw & Joseph. Her hobbies are horseback riding and reading. Accounts: Potter Drug & Chemical Corp. (Cuticura Soap & Cutitone), Grand Union Co., Triple-S Blue Stamps, Journal-American and Autocrat Coffee.

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GRADY, FRANK

of Young & Rubicam was born Aug. 9, 1919. Attended St. John's U., BA, 1941. First entered advertising with Y&R in 1941. He is married to Jan Johnson and has 4 children. Hobbies are fishing and woodworking. His accounts are Gulf Oil, Life and Scotts Seeds.

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GRAY, JOHN L.

of J. Walter Thompson Co., was born April 9, 1931. He is a graduate of Yale (BS), and entered advertising with J. Walter Thompson in 1957, as asst. time buyer. He is married to Cynthia A. Hunt and has one child. His hobbies are reading, photography, foreign affairs, tennis. He handles the Lever Bros. account.

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GREY, EDWARD A.

director and senior vice president in charge of media operations at Ted Bates & Co., Inc., entered advertising in 1936. He has held posts with the Biow Co.

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GREENBERG, GERALD

of Young & Rubicam was born Sept. 15, 1929. Attended Sampson College and Columbia U. First entered advertising with Y&R in 1956, as Radio-TV commercial coordinator. He has held posts with WABC-TV as assistant production manager. He is married to Carol Heller and has two sons. His hobbies are flying, painting and the stock market. He handles the Johnson & Johnson account.

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GREALISH, EUGENE J.

of Young & Rubicam, Inc., was born Jan. 17, 1931. Attended Queens College, AB. First entered advertising with Nat'l Brod. Co., in 1954, as media buyer. Also held posts with Hockaday Associates, Inc., and Bryan Houston, Inc. He is married and has two children. He is a member of the Knights of Columbus and enjoys golf and bowling. Accounts are: Bristol Myers, Beech Nut Life Savers and Sanforized.

ADVERTISING AGENCY TIME BUYERS

GREENSPAN, CLIFFORD K.

of Donahue & Coe was born June 22, 1927. He attended NYU, B.S. 1951. First entered advertising with Reiss Advertising in 1951 as production biller. Also held posts with Joseph Reiss Associates and Cunningham & Walsh. Married to June Elizabeth Homan and has two children. He is a member of the Lincoln Republican Club. His hobbies are history and music. Accounts: Hallond-American Line, Gorham Silver, Tri-Nut Margerine, Schieffelin & Co., CBS Phonographs.

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GRUBER, HERBERT

media director of Parkson Advertising, was born October 24, 1919. He graduated from C.C.N.Y. (BBA) in 1942, and entered advertising with The Biow Co. in media research. He is married and has two children. His hobbies are bridge, gardening.

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HANSON, LEE C.

broadcast supervisor of MacManus, John & Adams, Inc., Bloomfield Hills, Mich., office, was born April 20, 1931. He is a graduate of Michigan State (BA) 1953, entered advertising with M. J. & A. in 1959, as time buyer, and held posts with stations WKMH, WLS, WLS-TV. He is married to Janet Good. His hobbies are sports and music.

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HARABADIAN, LARRY N.

of Campbell-Ewald Co., is a graduate of the U. of Detroit (BS). He entered advertising with C-E in 1952, in the office service dept. He handles the following accounts: Chevrolet Motor Div. of General Motors, Kroger Co., Detroit Edison.

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HARPER, JOY

of Donahue & Co., Los Angeles, attended East Texas State, BA. She has held posts with Erwin Wasey, Ruthrauff & Ryan. Her hobbies are the theatre and painting. Accounts: Security Bank, Columbia Pictures, MGM, Pioneer Savings & Loan, Alpha Beta Food Markets.

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HAY, GRAHAM D.

associate head time buyer of Compton Advertising, Inc., was born Sept. 10, 1926. He is a graduate of Missouri (BA) 1948, (BJ) 1949, and entered advertising with Biow Advertising in 1950, in media research. He is married and has one child. His hobbies are music and furniture making.

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KELFRICH, CHARLES J.

Media Director of Donahue & Coe, Los Angeles, was born in 1927. Attended Seton Hall (BS). Entered advertising with William Esty Co. Hobbies are skiing and skin diving. Accounts: Security Bank, Columbia Pictures, MGM, Pioneer Savings and Loan.

HELLER, DONALD K.

of N. W. Ayer & Son, Inc., was born April 29, 1931. He graduated from Dickinson (BA) in 1953, entered advertising with Warwick & Legler in 1953, as a clerk, and held posts with Al Paul Lefton. He is married to Barbara Lamb and has one child. His hobbies are sports, photography, reading. He handles the following accounts: Armour, John H. Breck, Inc., Hamilton Watch Co.

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HOLBROOK, RODNEY C.

of Y&R, Inc., was born Sept. 8, 1927. He attended Michigan State, BA, 1950. First entered advertising with Maxon, Inc., in 1950, as a buyer. Also held posts with Ruthrauff & Ryan. He is married and has four children. His hobby is painting. Accounts: American Home Foods, Drackett, General Cigar, Dictaphone, and National Sugar.

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HORNELL, ALAN

of B.B.D&O, was born Sept. 24, 1932. He attended the U. of Pittsburgh and Syracuse U., BA in 1954, and MS in 1955. First entered advertising with Schwab & Beatty as asst to TV Radio Director. Also held post with Benton & Bawles. Married and one child. Hobbies are skiing, sailing and tennis. He handles the General Mills and N. Y. Telephone Co. accounts.

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HOUGHNEY, DOROTHY T.

of Grey Advertising Agency, Inc., entered advertising with Biow Co. in 1945, in media research. Her hobbies are music and books. She handles the Procter & Gamble account.

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HOWARD, MARY G.

of Gardner Advertising Co., was born in 1928. She entered advertising as a secretary, and has held posts of outdoor space buyer and estimator. She handles the following accounts: Pet milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories.

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HUELSE, GEORGE W.

of Dayle Dane Bernbach was born June 9, 1925. Attended Duke University, AB, 1947. Also held posts with ABC and Maxon, Inc. He is married to Mary Brantuas and has two children. He is a member of the Mandalay Civic Assoc., N.Y. Media Planners and RTES. Hobbies are hunting, fishing and field trials. Accounts: Dorman Co., 5-Day Labs., Goodman & Sons, Polaroid Corp., Puriton and West End Brewing.

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HUGHES, JOHN T.

of Kenyon & Eckhardt, Inc., was born March 6, 1928. He is a graduate of Manhattan College (BBA) 1949, entered advertising with Kelly-Nason in 1949, as an asst. in the media dept., and held posts with Cunningham & Walsh and Warwick & Legler. He is married to Anne O'Callaghan and has three children. His hobbies are basketball, softball and carpentry.

HURLEY, GENEVIEVE

of Young & Rubicam first entered advertising with Y&R in 1948 as media assistant. Her accounts are: Tek Hughes, Permacel-Bondex, and Chivos Regal Whiskey.

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HUTSON, ANNE

media director of D'Arcy Advertising Co. of Los Angeles, was born Sept. 27, 1914. She entered advertising with D'Arcy in 1953, as secretary, and held posts with 20th Century-Fox Film Corp. Her hobby is golf. She handles the following accounts: Royal Crown Cola, Butter-Nut Coffee, General Tire & Rubber, General Teleradio.

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JACKMAN, NORMAN G.

of Campbell-Ewald Co., was born in 1926. He attended Wayne U., and entered advertising in 1947. He is married to Helen Van Den Brouck and has four children. He handles the following accounts: United Motors Service, General Motors, Detroit Edison, National Bank of Detroit.

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JACKNOWITZ, ANN

of Young & Rubicam was born March 11, 1932. Attended Hunter College, AB, 1952. First entered Advertising with Horry Cohen in 1953. Hobbies: Travel and philately. She handles Sonka, LaFrance, and General Foods Corp.

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JAFFE, JEANE

of Doyle Dane Bernbach, Inc., entered advertising with Joseph Katz Co. in 1950, as media clerk, and held posts with J. Walter Thompson and Lennen & Newell. Her hobbies are writing and music. She handles the following accounts: Schenley Ind., Salada-Sheriff-Horsey, Ohrbachs, ILGWU, El Al Airlines, Olin Matheson.

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JANCO, BETTY

of Doyle Dane Bernbach attended the U. of Okla. First entered advertising with Compton Advt. in 1955, as a TV estimator. She is married and her hobby is coin collecting. Accounts: West End Brewing, Polaroid, Puritron and 5 Day Deoderant.

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JOHNSON, ALLENE L.

media buyer of Kenyon & Eckhardt, Inc., was born Feb. 8, 1936. She entered advertising with Calif. Transit Adv. in 1956, as bookkeeper. Her hobbies are water skiing and hunting. She handles the following accounts: L. A. District Lincoln-Mercury Dealers Adv. Assn., Eastside Beer, Shell Oil Co.

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JOHNSON, HUGH H.

of Kudner Agency, Inc., was born Aug. 18, 1899. He attended Michigan State, entered advertising with Reo Motor Car Co. in 1922, as asst. advertising mgr., and held posts with Buick Motor Div. and Bell Aircraft Corp. He is married to Virginia Murner and has three children. His hobbies are golf and fishing. He handles the following accounts: Fisher Div. of GM, Colorforms, Sylvania, Arnold Bakers, Goodyear, Renault.

JONES, ARTHUR E., Jr.

of Young & Rubicam, Inc., was born May 17, 1915. He attended Hampden Sydney College. First entered advertising with Y&R in 1943, as an outdoor field rep. He also held posts with Skouras Theater Corp. He is married to Jacqueline Cathelin and has four children. His hobby is stamps. Accounts: Ethyl, Filbert, Piels Beer, Remington, Seagrams, Sports Illustrated.

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JONES, EVELYN LEE

Business manager, Radio-TV at Donahue & Coe, Inc., was born August 4, 1910. She attended Rochester and Columbia, entered advertising with Donahue & Coe, Inc., in 1943, as copy writer, and held posts with various motion picture companies. She is married. Her hobbies are theatre and reading. She handles the accounts of MGM, Columbia Pictures, Allied Artists, Loew's Theatre, and other local N. Y. theatres.

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JONES, MARION A.

of Lennen & Newell, Inc., graduated from Elmira College (BA), and entered advertising with Compton Advertising in 1946, as an estimator and typist, and has held posts with Kastor, Farrell, Chesley & Clifford, Benton & Bowles, and Grey Advertising. Her hobbies are golf, reading, and sewing. She handles the following accounts: Armstrong Rubber Co., Reynolds Metals, American Gas Association, Paramount Pictures.

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JONES, RAYMOND E., Jr.

of Young & Rubicam, Inc., was born June 22, 1915. First entered advertising with Compton in 1937, as a trainee. Also held posts with Foote, Cone & Belding, CBS-TV and KHOU-TV, Houston.

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KAHN, EDWARD D.

vice president of Victor A. Bennett Co., attended Northwestern. He entered advertising with a Boston agency. He is married and has two daughters. His hobby is golf. He handles the following accounts: Longine Watch Co., BOAC.

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KARLAN, ARTHUR E.

of J. Walter Thompson Co., was born June 11, 1925. He is a graduate of Illinois (BS), entered advertising with DCSS in 1951, as space buyer, and has held posts with Benton & Bowles and Allied Stores. He is married to Elizabeth Cohen and has one child. His hobbies are song composing, record collecting, and bowling. He handles the following accounts: Eastman Kodak, Scott Paper Co., Boyle-Midway, Chesebrough-Pond's.

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KATZ, KITTY

of BBD&O was born Oct. 15, 1934. Attended Hunter College, BA, 1955. First entered advertising with Katz Agency in 1957, as an estimator. Also held posts with J. Walter Thompson. Her hobbies are travel and spanish literature. Account: Coty, Inc.

ADVERTISING AGENCY TIME BUYERS

KAUFMAN, STUART

of Donahue & Coe, Inc., was born Oct. 30, 1931. He attended NYU, BA, 1954. First entered advertising with Donahue & Coe, Inc., in 1956. He is married and has two children. His hobbies are tropical fish, swimming and fishing. Accounts: Bosco Syrup and Instant Bosco.

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KEARNS, JAMES

of Warwick & Legler, Inc., was born December 29, 1931. He attended N. Y. U., and entered advertising with Kenyon & Eckhardt in 1956, as estimator, and has also held posts with Dancer-Fitzgerald-Sample. He is married and has two children.

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KEARNS, KEN

of Grey Advertising Agency, was born March 11, 1922. He is a graduate of the U. of California (BA), entered advertising with Compton Advertising, and held posts with Biow Adv. He is chief broadcast buyer.

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KELLY, THADDEUS S.

of McCann-Erickson, Inc., was born Jan. 23, 1924. He entered advertising with BBDO in 1940, and held posts with Cecil & Presbrey. He is married to Anne Fisher and has two children. He handles the following accounts: National Biscuit Co., Trans-Canada Airlines, Talon.

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KENNEDY, LOUIS J.

of Kenyon & Eckhardt, Inc., was born Nov. 20, 1925. He attended the U. of Pa., and entered advertising with A. E. Aldridge Assoc. in 1951 as advertising trainee. He handles the following accounts: Fard Inst., Mercury, Lincoln.

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KENNEY, PHILIP

vice president and associate media director of Kenyon & Eckhardt, Inc., entered advertising with Lever Bros. in 1939. He is married to Edna G. Brady and has four children. He is a member of the Darien Country Club, and his hobbies are gardening and golfing. He handles all accounts.

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KERWIN, LUCY

of Kenyon & Eckhardt, Inc., is a graduate of St. John's and Columbia, and entered advertising with K&E in 1941, as secretary. Her hobbies are swimming and reading. She handles the following accounts: Nabisco, Capital Airlines, Mead-Johnson.

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KIZENBERGER, PAUL F.

of N. W. Ayer & Son, Inc., was born Aug. 10, 1907. He entered advertising with H. K. McCann Co. in 1926 as a clerk, and held posts with Badger Browning & Hersey. He is married to Julianna Wenzel and has one daughter. His hobbies are gardening, fishing, hunting. He handles the following accounts: Hills Bros., Pharmaco, International Corres. Schools, Armco Steel, Moore Bus. Forms, Container Corp.

KOBZA, EDWARD A.

of Kenyon & Eckhardt, Inc., was born Nov. 18, 1927. He is a graduate of N. Y. U. (BS) 1953, and that year entered advertising with K&E as a clerk. He is married and has two children. His hobby is golf.

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LAFFEY, WILLIAM J., JR.

of Fuller & Smith & Ross, Inc., was born May 3, 1925. He is a graduate of N. Y. U. (BBA) 1952, entered advertising with Benton & Bowles in 1948, and held posts with Donahue & Coe, Inc. He is married and has four children. He handles the following accounts: Borden Chemical Co., C.I.T. Finance Corp., Hercules Powder Co., Paillard Products, Raytheon, Waring Products.

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LANGBORT, POLLY

of Young & Rubicam, was born June 29, 1933. She attended Adelphi, AB, 1954. First entered advertising with Y&R in 1956, and also held posts with Dumont TV. Accounts: Jell-O Gelatin, Jell-O Pudding & Pie Filling, Jell-O Instant Pudding, and Baker's Coconut.

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LEIGHTON, BEN

of Campbell-Mithun, Inc., was born Feb. 8, 1917. He is a graduate of Hamline (BA) 1939, entered advertising with C-M in 1955, as production coordinator, and held posts with stations WEBC, WMIN, and KSTP. He is married to Verna L. Sundquist and has two children. His hobbies are swimming, sailing, and reading. He handles the following accounts: Northwest Orient Airlines, McCulloch Corp., Our Own Hardware.

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LEONARD, DONALD E.

director of media at Fuller & Smith & Ross, Inc., was born Nov. 29, 1926. He is a graduate of Columbia (BS) 1950, entered advertising with Marschalk & Pratt in 1946, as Radio-TV field rep., and held posts with McCann-Erickson and W. B. Doner. He is married to Jane Grey and has three children. His hobbies are gardening, music, and reading. He handles all accounts.

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LEVITAS, BERNICE

chief time buyer, Faote, Cone & Belding, Los Angeles, was born Sept. 26, 1922. She attended Northwestern, entered advertising with Vick Knight in 1948, as time buyer, and held posts with NBC. She handles the following accounts: Tidewater Oil Co., Sunkist Growers, Inc., Purex Corp., Hughes Aircraft.

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LINTON, DONALD LOWRY

of BBD&O was born March 6, 1934. He attended Amherst College, BA, 1959. First entered advertising with BBDO in 1959, as a trainee. His hobby is painting. Accounts: Lever Brothers Co., and DuPont.

LIPTACK, WILLIAM E.

of Young & Rubicam was born June 22, 1933. He attended Fordham U., BS, 1956. First entered advertising with Y&R in 1960, as media trainee. He is married and has one child. His hobbies are golf, tennis, and painting.

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LOEB, MILTON S.

of Shaller-Rubin Co., was born Jan. 19, 1933. He is a graduate of N. Y. U., entered advertising with Irving Davis A.A., in 1956, as an artist, and held posts with Armand Prusmack Assoc. His hobby is skiing. He handles the following accounts: Thayer Labs, Eagle Pencil Co., Reed & Carnrick, G. W. Carnrick.

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LYNCH, THOMAS J.

of Young & Rubicam was born Sept. 9, 1917. He first entered advertising with Newell Emmett Co., in 1933. He also held posts with Cunningham & Walsh. He is married and has four children and is a member of the Forest City Community Assoc. His hobbies are bowling and do-it-yourself projects. Accounts: American Home Foods, Borden Co., General Cigar, Drackett Co., Esterbrook Pen, Dictaphone Corp., Drake Bakeries and National Sugar.

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MacMULLAN, DOUGLAS T.

of Compton Advertising, Inc., was born Jan. 29, 1932. He is a graduate of Georgetown (BS), and entered advertising with Compton in 1957, as media trainee.

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MARS, JANE

media buyer of Kenyon & Eckhardt, Inc., was born Aug. 8, 1927. She is a graduate of UCLA (BA) 1948, and entered advertising with Fortnight Magazine in 1953, as production mgr. She handles the following accounts: Max Factor & Co., Reddi-Wip.

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MARSHALL, FRANK F.

of J. Walter Thompson Co., was born Sept. 2, 1924. He graduated from Holy Cross (BS) in 1948, Harvard Bus. School (MBA) in 1950, entered advertising with J. Walter Thompson in 1951, and held posts with Stern Bros. Dept. Store. He is married to Lois J. Metcalf and has three children. His hobbies are gardening, sports, bridge. He handles the Lever Bros. account.

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MARSICH, JOHN PAUL

of Kudner Agency, Inc., was born Oct. 14, 1916. He is a graduate of N. Y. U. (BS) 1939, and entered advertising with NBC in 1940, as research asst. He is married to Gaye Reed. He is a member of the Plandome Country Club, and his hobbies are music, golf, and automobiles. He handles the following accounts: Renault, Arnold Bakers, Colorforms, Fisher Body Div. of GM, Sylvania.

MARTI, RUDOLPH O.

of Campbell-Mithun, Inc., was born Dec. 15, 1926. He entered advertising with Radio KPON, Pampa, Tex., in 1946, as announcer, and held posts with KMMT-TV, Austin, Minn. He is married to Eva Lamere and has four children. His hobbies are bowling, bridge, fishing and hunting. He handles the following accounts: Malt-O-Meal, Top Value Stamps, Nash Coffee, Allied Van Lines, N. W. Bank.

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MARTIN, FRANK

of Cunningham & Walsh, Inc., was born July 29, 1932. He is a graduate of Holy Ghost College of Phila., 1953, and entered advertising with Kenyon & Eckhardt in 1956, as time buyer. He is married to Kathleen Curran. He is a member of the Red Cross. and his hobby is woodcrafts.

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MARTINEZ, HOPE

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 29, 1920. She entered advertising with BBDO in 1945, in the accounting dept. She is married to John Anzolin and has one child. She handles the following accounts: American Tobacco Co., Armstrong, Con Ed, First Nat'l. Bank and Air France.

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MATTHEWS, WILLIAM E.

vice president and director of media relations at Young & Rubicam, attended Baylor and Missouri. He entered advertising with Y&R in 1944.

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MATZ, STANLEY

research director at North Advertising Agency, entered advertising with General Paint & Varnish Co., as advertising mgr. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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MAYON, RUTH

of Fletcher Richards, Calkins & Holden Inc., was educated at Los Angeles City College entered advertising with Robert J. Black Advertising and then went to Hicks & Greist Advertising. Her hobbies are dancing, golf and ceramics. She handles the following accounts: Litton Industries, Republic Supply Co., U. S. Rubber and Golden West Broadcasters.

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McAULAY, PEG

of J. Walter Thompson Ca., was born Aug. 2, 1932. She attended N. Y. U., entered advertising with Compton Advertising in 1950, as media research asst., and held posts with Dancer-Fitzgerald-Sample. She is married to Stephen F. Byrd. Her hobbies are sculpturing and reading. She handles the Standard Brands, Inc., account.

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McDONALD, FRANK P.

of D.D.S&S was born Feb. 20, 1936. He attended St. John's U., BA, 1960. First entered advertising with D.F.S. in 1960, as an estimator. His hobbies are basketball, swimming and touch football. Accounts: Jackson Brewing Co., Narragansett Beer, Shulton, Inc. and Borden's Pioneer Ice Cream.

ADVERTISING AGENCY TIME BUYERS

McEVOY, NEWMAN F.

of Cunningham & Walsh, Inc., was born April 7, 1904. He is a graduate of Catholic U., 1926. He handles the following accounts: Texaco, Sunshine Biscuits, Inc., American Machine & Foundry Co., Andrew Jergens.

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McGIVNEY, WILLIAM

of Compton Advertising, Inc., was born Jan. 7, 1931. He is a graduate of St. John's (BBA), and entered advertising with Compton in 1957, in media research. His hobbies are skiing and community theatre. He handles the following accounts: Duz Soap & Detergent, Royal Drene, Sterling Beer, Hotpoint Appliances, Schick Safety Razor.

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MEGISON, MARVIN C.

of MacManus, Jahn & Adams was born Oct. 11, 1933. Attended Bowling Green State U., BS, 1958. First entered advertising with D. P. Brother in 1958, as a space buyer. He is married and is a member of Kappa Sigma Fraternity. His hobby is sky diving, and he is a jazz recording collector.

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MILLER, DONALD

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 26, 1933. He is a graduate of Cincinnati (BA), entered advertising with ABC in 1954, as biller, and held posts with N. W. Ayer. His hobbies are boating, golf, and basketball. He handles the following accounts: Bristol-Myers, Wiedemann Brewing Co., Paton Co., Pioneer Ice Cream Div. of Borden Co., Sonotone, Cigar Institute of America.

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MORAN, FRANK

of Young & Rubicam was born Dec. 23, 1928. Attended NYU, BS, 1951. First entered advertising with Y&R in 1952, as a trainee. He is married to the former Patricia Corey and has two children. His hobby is golf. Accounts: Bristol-Myers, Bufferin.

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MORTON, ROBERT

of Kenyon & Eckhardt, Inc., was born Nov. 19, 1926. He is a graduate of N. Y. U. (BS) 1954, and entered advertising with Cohen, Dowd & Aleshire in 1955, as estimator. He is married and has two children. His hobbies are golf and chess. He handles the following accounts: Ford Inst., LMDA, Mercury.

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MURRAY, MAL

of Kudner Agency, Inc., was born June 12, 1933. He is a graduate of Lehigh (BS), entered advertising with BBDO in 1955, as trainee, and held posts with Ted Bates. He is married and has two children. He is a member of the N. Y. Athletic Club, and his hobby is sports. He handles the following accounts: Renault, Sylvania, Fisher Div. of GM, Goodyear, Colorforms, Arnold Bakers.

NASSE, BETTY

of Grey Advertising Agency, Inc., entered advertising with J. Walter Thompson in 1947, as secretary. She has held posts with Joseph Katz Co., H. B. Humphrey Co., and Dowd, Redfield & Johnstone, Inc. Her hobby is collecting old china and silver. She handles the following accounts: Hudson Pulp & Paper Corp., Ideal Toy Co., Hassenfeld Bros., R. H. Mocy.

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NEUGEBAUER, RALPH J.

of Gordner Advertising Co., was born in 1928. He is a graduate of Missouri (BA), and joined Gardner in 1956, as assistant media group supervisor.

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NUCCIO, JOHN

of Doyle Dane & Bernbach was born Oct. 13, 1923. Attended NYU, BS, 1944. First entered advertising with BBD&O in 1944, as merchandising and outdoor buyer. Also held posts with Benton & Bowles. Married to Elizabeth Reynolds, two children. His hobbies are photography and hunting. Accounts: Olin Mathieson, Salada Shirriff-Horsey, Cloirol.

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NYBORG, RICHARD V.

of J. Walter Thompson, was born March 22, 1930. He is a graduate of Bryant College (BS) 1951, entered advertising with Time, Inc. in 1953, in market research, and held posts with Procter & Gamble Co. His hobbies are sports and automobiles. He handles the Irving Trust Co. account.

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O'NEILL, DESMOND C.

of Kenyon & Eckhardt, Inc., was born Feb. 20, 1922. He graduated from Dartmouth in 1945, and entered advertising with Young & Rubicam in 1947, as acct. co-ordinator, and held posts with Bryan Houston, Inc. He is married and has one child. His hobbies are photography, painting and reading. He handles the following accounts: Capitol Airlines, Quaker State Oil Co., Mead-Johnson.

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PALMER, ROBERT

of Cunningham & Walsh, Inc., was born July 16, 1930. He attended Fordham, entered advertising with Kenyon & Eckhardt in 1954, as estimator, and held posts with ABC-TV, Conklin Mann Co. He is married. His hobbies are photography, bowling and tennis. He handles the following accounts: American Chain & Cable, American Cyanamid, Italian Line, Jaguar Cars, Smith-Corona-Marchant, Southern Railway, Watchmakers of Switzerland.

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PANELLA, MARTHA G.

of N. W. Ayer & Son, Inc., graduated from Columbia U. (BS) in 1953, entered advertising with Al Paul Lefton in 1954, as time buyer, and held posts with Goodson & Todmann, and Warner Bros. She is married. Her hobbies are designing and making jewelry, ice skating, and modeling. She handles the following accounts: Pharmaco, French Lines, Whitman Chocolates, Armour, Sugar Creek Creamery.

PANSUTI, JOHN

of Doyle Dane Bernbach was born Oct. 12, 1930. Attended C.C.N.Y., BBA, 1951. First entered advertising with Doherty, Clifford, Shenfield in 1951, as an estimator. Married and one child. His hobby is reading and sports. Accounts: ABC, Chemstrand Corp., Cole of Colifornia, Coffee Growers of Colombia, Dreyfus Fund, French Government Tourist Office, Levy & Sons, Ronson and six others.

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PAPE, ROBERT H.

Canadian supervisor & U. S. buyer of Compton Advertising, Inc., was born April 4, 1931. He is a graduate of Nichols (ABA) 1955, and entered advertising with Compton in 1956, in media research. He is a member of Siwanoy Country Club of Bronxville, and his hobbies are bowling, art, and photography. He handles the following accounts: Canadian P & P, Crisco, Cunard, Scott.

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PARDOLL, ARTHUR S.

associate media spvsr. of Foote, Cane & Belding, Inc., was born in 1913. He is a graduate of Yale (BA). He is married to Mary Kikoin and has three children. He handles the following accounts: Clairrol, Lever Bras., Imperial Margarine, Pepsodent Paste, Antiseptic and Brushes, Spreez, Norwich Pharmacal, Savarin.

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PARKER, DOUGLAS S.

of N. W. Ayer & San, Inc., was born May 21, 1924. He graduated from Princeton in 1946, entered advertising with Ward Wheelock Co. in general Radio-TV work, and held posts with Al Paul Lefton Co. He is married to Virginia C. Barba and has two children. His hobbies are sports, golf.

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PASSMORE, JOHN J.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Detroit, and entered advertising with C-E in 1948, as manager of magazine scheduling dept. He handles the following accounts: Firestone Tire & Rubber Co., Goebel Brewing Co.

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PAULSEN, ELEANOR I.

of Young & Rubicam first entered advertising in 1941, as a clerk. Her accounts are American Home Foods, Drackett and Robert Burns Cigars.

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PELLENZ, WILLIAM D.

of McCann-Erickson, Inc., was born in 1925. He is a graduate of Syracuse (BS) 1949, and entered advertising with McCann-Erickson in 1951. He handles the following accounts: Mennen Co., Chesebrough-Pond's, Inc., Nestle Co., Owens-Corning Fiberglas Corp.

PERKINS, CHRISTINE M.

of MacManus, John & Adams, Inc., was born July 22, 1924. She attended Wilkes-Barre Business College, entered advertising with Cowan & Dangler in 1947, as media & space buyer, and held posts with Nursing World and Donahue & Coe. Her hobbies are theatre, sewing, and reading. She handles the following accounts: U. S. News & World Report, Riechhold Chemicals, U. S. Air Force, White Rock Corp., S. B. Thomas.

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PERLSTEIN, ROBERT M.

of B.B.D&O was born June 26, 1930. Attended Pace, BBA-Adv., 1959. First entered advertising with ABC-TV in 1953, as an account rep. Also held posts with CBS-TV. He is married and has one child. His hobbies are bowling and bridge. Accounts: E. I. DuPont, De Nemours and Co., Inc.

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PETER, GEORGE

of Cunningham & Walsh, Inc., was born Sept. 29, 1935. He attended C.C.N.Y., and entered advertising with C&W in 1956, as estimator. His hobbies are skiing, boating, swimming, golf, and reading. He handles the following accounts: American Machine & Foundry, Thos. Cook & Son, Decca Records, E. R. Squibb & Sons, 21 Brands, Inc.

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PETERS, JOYCE

of Mogul, Williams & Saylor, Inc., attended Drake Business College. She entered advertising with Harry B. Cohen in 1952, as asst. time buyer, and held posts with Katz Agency and American Bcstg. Co. Her hobbies are boating and bowling. She handles the following accounts: Barney's Clothes, Barricini Candy Corp., Costa Ice Cream, Breakstone, Gold Medal Candy, National Shoes, Tintex, Regal Shoes, Ranzoni Macaroni.

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PETTICK, BEN

of Product Services, Inc., was born April 19, 1916. He entered advertising with Product Svcs. in 1954, as regional director. He is married and has three children. His hobbies are cards, hiking and camping. He handles the following accounts: Roto-Broil, Continental, Tech. Tape Corp.

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PICKETT, RICHARD C.

media supervisor of Foote, Cone & Belding, was born Sept. 30, 1929. He is a graduate of Fordham (BA) 1952, and entered advertising with William Esty in 1954, as time buyer. His hobbies are golf and sailing. He handles the following accounts: Lever Bros. Co., S. A. Schonbrunn & Co.

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PRANZO, GARY

of Young & Rubicam was born Dec. 16, 1932. Attended C.C.N.Y., BBA, 1956. First entered advertising with Cunningham & Walsh in 1956 as an estimator. He is married and has two children. He is also a member of The Associates. His hobbies are records and photography. Accounts are Time Magazine and Personal Products.

RAMBERG, ARNE N.

of N. W. Ayer & Son, Inc., was born March 13, 1930. He attended Pace College, entered advertising with Lynn Baker in 1949, as office boy, and held posts with Paul Venze Assoc., and W. B. Danner & Co. He is married and has one child. His hobbies are oil painting, bowling, softball, and golf. He handles the following accounts: Corning Glass Works, Mich. Bell Tel. Co., G. E. Telechron, American Optical Assoc., Ill. Bell Tel. Co., Johnson & Johnson.

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RASMUSSEN, BERNARD G.

of Fuller & Smith & Ross, Inc., was born May 27, 1919. He is a graduate of Fordham (BS) 1946, entered advertising with Ruthrauff & Ryan in 1946, as asst. time buyer, and held posts with Seagram Distillers. He is married to Mary Dooley and has five children. He handles the following accounts: Aluminum Co. of America, Libbey-Owens-Ford Glass Co., Commercial Solvent Corp., Edison Electric Institute, Sterling Silversmiths, Hercules Powder Co., Hans Holterbosch, Plymouth Cordage Co.

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REED, ALLAN

of Grey Advertising Agency, Inc., was born March 19, 1929. He is a graduate of Pace College (BBA), and entered advertising in 1947. He is married and has one child. His hobbies are golf and photography. He handles the following accounts: Block Drug, Palm Beach.

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REINECKE, WALTER

of Batten, Barton, Durstine & Osborn, Inc., was born May 24, 1931. He attended the U. S. Naval Academy, and entered advertising with William Esty Co. in 1949. He is married to Marianne Kraemer and has two children. He handles the following accounts: E. I. Du Pont, Lever Bros., Hormel, MMM.

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REISENBACH, SANFORD E.

of Grey Advertising Agency, Inc., was born May 13, 1932. He is a graduate of N. Y. U. (BS), entered advertising with Dancer-Fitzgerald-Sample in 1952, as a trainee, and held posts with Transportation Displays and S. R. Leon Co. He is married and has one child. He handles the following accounts: Commonwealth Shoe, Hat Corp. of America, Lily Tulip Corp., Youngstown Kitchens, Topps Chewing Gum, Industrial Rayon Corp.

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RENFRO, HARRY K.

director of Radio & Television for D'Arcy Advertising Co., St. Louis office, was born in 1915. He entered the advertising field in 1951. He is married and has one child. He handles the following accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuary Norris Mfg.

REYNOLDS, LAURENCE E.

of D.C.S&S was born May 9, 1936. Attended Fairleigh Dickinson U., BS, 1960. First entered advertising with D.F.S., in 1960 as an estimator. Married. He is an associate member of Alpha Delta Sigma. His hobby is Golf. Accounts: Ipana, Standard Triumph, Minit-Rub, Ammens, Sonotone, CIA.

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RIEMENSCHNEIDER, ROBERT R.

chief time buyer of Gardner Advertising Co., was born in 1928. He is a graduate of Northwestern (BS), entered advertising with Schwimmer & Scott, Inc., in 1950, as copywriter, and has held posts with North Advertising. He is married to Polly Caylar and has three children.

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RIND, NATE

of Doyle Dane Bernbach, Inc., was born Feb. 28, 1931. He is a graduate of Brooklyn College (BA) 1953, (MA) 1957, and entered advertising with Foate, Cone, & Belding in 1956, as media research asst. He is married and has one child. His hobby is books. He handles the following accounts: West End Brewing, Polaroid, Puriton, and Five-Day deodorant.

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ROBERTS, MARCIA

of Young and Rubicam attended Syracuse U. She first entered advertising with Y&R in 1952, as a statistical clerk. She handles P&G Cheer, and Life Magazine.

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ROBINSON, DIANE

of Guild, Bascom & Bonfigli, Inc., was born Oct. 29, 1933. She is a graduate of Smith (BA) 1955, and entered advertising with Campbell-Mithun in 1956, as media asst. She is a member of the Jr. League. She handles the Ralston Purina Co.

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ROFFIS, MURRAY

of McConn-Erickson, Inc., was born March 5, 1926. He is a graduate of Cornell (BA) 1948, entered advertising with Compton Advertising as a print buyer, and has held posts with Maxon, Inc. He is married to Adele Jacobs. He handles the following accounts: Ajax Cleanser, Coca-Cola, Westinghouse.

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ROLFES, FRANK P.

of Campbell-Mithun, Inc., was born Feb. 6, 1929. He is a graduate of Loyola of Chicago (BA) 1950, U. of Chicago (MAB) 1958, entered advertising with CBS Radio in 1954, as sales service mgr., and held posts with Blair-TV Assoc. and Katz Agency. He is married to Julie K. Young. He is a member of the Illinois Athletic Club, and his hobbies are skiing, handball and golf.

ROSS, DONALD M.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born May 2, 1928. He entered advertising with SSC&B in 1956, as media research assistant. His hobbies are designing and constructing settings for model theatre, theatre-going, and making home movies. He handles the following accounts: Whitehall Pharmacal Co. — Bisodol, Infrarub, Duplexin; Block Drug Co.—Nytol, Py-Co-pay tooth brushes, green mint, CD-60; Bulova Watch Co., This Week Magazine.

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SACHS, JEROME M.

media director for Doyle, Dane & Bernbach was born Aug. 25, 1928. He graduated CCNY, B.A.A. 1955. He first entered the agency business with J. D. Tarcher & Co. in 1945, and was also with Cecil & Presbrey and Franklin Bruck.

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SANDBERG, CARL

assistant time buyer of Compton Advertising, Inc., was born June 19, 1937. He is a graduate of Seton Hall (BS) 1958, and entered advertising with Compton in 1959, as trainee. His hobbies are golf, bowling, politics, basketball, and the saxophone. He handles the following accounts: Crisco, Comet Duncan Hines, Gleem, Ivory Soap & Liquid.

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SANNO, ALFRED R.

media group supervisor at McCann-Erickson, Inc., was born in 1925. He is a graduate of Dartmouth (BA) 1946, entered advertising with Young & Rubicam in 1948, and later held posts with BBDO. He is married to Linda Ciccarelli and has one child. He handles Chesterfield and Oasis.

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SANTONI, WILLIAM

of Cunningham & Walsh, Inc., was born Aug. 27, 1929. He is a graduate of Florida (BS), entered advertising with Ruthrauff & Ryan in 1955, as media statistician, and held posts with Dancer-Fitzgerald-Sample. He is married to Amy Rivers and has one child. He handles the following accounts: Texaco, Johns-Manville, Automotive Manuf. Assoc.

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SCALA, JAMES M.

of Young & Rubicam was born Jan. 12, 1930. Attended Hamilton, AB, 1951. First entered advertising with Y&R in 1953, as a trainee. He handles the General Foods Corp., account.

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SCHINZING, PAT

assistant media group supervisor and buyer of Gardner Advertising Co., was born in 1929. She entered advertising with Gardner in 1947, as secretary, and held the positions of estimator and outdoor buyer, before assuming her present post.

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SCHOENFELD, JAY B.

broadcast supervisor at McCann-Erickson, Inc., was born April 16, 1930. He attended C.C.N.Y., and entered advertising with Ted Bates. He handles the following accounts: Avis, Corn Products, Esso, Lehn & Fink and Pertussin.

SCHUBERT, GENEVIEVE

of Compton attended Barnard College. She first entered advertising with Badger, Browning & Hersey in 1945, as an estimator. Also held posts with Ted Bates. Her hobbies are portrait drawing, travel and languages. Accounts: Chesebrough-Ponds, Remington Rand, Sterling Drug and P&G.

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SCHUEBEL, REGGIE

vice president of Guild, Bascom, Bonfigli, Inc., entered advertising with Duane Jones Co. in 1942, as radio director. He held posts with Biow Co. and Norman, Craig & Kummel. His club affiliations are RTES and Radia Pioneers.

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SEGALL, JOEL

of Compton was born Jan. 27, 1937. He attended the U. of Illinois, BS, 1959. First entered advertising with Compton in 1960. He is married and has one child. He is a member of Alpha Epsilon Pi, Alpha Kapper Psi, Alpha Delta Sigma and AFA. His hobbies are baseball and music. Accounts: P&G, Crisco, Pink Ribbon Dreme, Consolidated Cigar's LaPalina and Lovera.

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SEIDENBERG, BERYL

of Kastor, Hilton, Chesley, Clifford & Atherton, attended Beaver College. First entered advertising with Kastor, Farrell in 1953 as media assistant. Accounts: Minute Maid Co.-Snow Crap Div., Seabrook Farms, Drug Research Corp., Thayer Labs Div. of Revlon & Roosevelt Raceway.

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SEMONS, STEVEN L.

of Young & Rubicam was born March 19, 1933. Attended C.C.N.Y., BBA, 1955. First entered advertising with Cunningham & Walsh in 1953. He is married and has two children, Bannie and Andy. His hobby is chess. Account: General Foods.

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SENATORE, CARRIE

of J. Walter Thompson Co., was born March 12, 1929. She entered advertising with BBD & O in 1947, as secretary. Her hobbies are dramatics and skiing. She handles the following accounts: Blue Shield & Blue Cross.

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SHAHINIAN, DOROTHY

of Fuller & Smith & Ross, Inc., is a graduate of Syracuse (BA) 1949, and entered advertising with F&S&R in 1953, as estimator. Her hobbies are piano and golf. She handles the following accounts: Commercial Solvents Corp., Grumman Aircraft, Ruberoid Co., Soundscribe.

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SHAPIRO, MARVIN B.

of BBD&O was born Feb. 25, 1933. Attended Ithaca College, BS, 1956. First entered advertising with Weiss & Geller in 1956, as a buyer. Also held posts with Grey Advertising. Married to the former Naidia Berman.

ADVERTISING AGENCY TIME BUYERS

SHAPIRO, PAULE

of MacManus, John & Adams, Inc., was born June 11, 1932. She is a graduate of Boston U. (BS) 1953, and entered advertising with Sackel Co. as media buyer. Her hobbies are theatre arts, reading, water skiing, crossword puzzles, and languages. She handles the following accounts: Chas. Pfizer & Co., Garrett & Co., Riggio Tobacco, Good Humor, Hydrometals, Inc.

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SHEPPARD, RICHARD

of MacManus, John & Adams, Inc., was born March 19, 1932. He is a graduate of Wooster (BA) 1954, entered advertising with Brooke, Smith, French & Dorrance in 1956, as traffic coordinator, and held posts with W. B. Doner. His hobbies are swimming, music, and theatre.

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SHIMA, JOHN F.

of Kenyon & Eckhardt, Inc., was born Nov. 28, 1929. He attended N. Y. U., entered advertising with Kenyon & Eckhardt in 1947, as checking clerk, and held posts with Crowell-Collier Pub. Co. His hobbies are music, photography and sailing. He handles the Lever Bros. Co. account.

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SIMKO, GEORGE J.

of Kenyon & Eckhardt, Inc., was born Oct. 19, 1935. He entered advertising with K&E in 1953. His hobbies are golf, tennis, swimming and skiing. He handles the Lever Bros. Co. account.

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SLATTERY, ANNE H.

of Batten, Barton, Durstine & Osborn, Inc., was born March 21, 1928. She is a graduate of College of New Rochelle (BA) 1948, entered advertising with Geyer, Newell & Ganger in 1950, and held posts with Robert B. Grady Co., and CBS TV Network. She is married to Robert Bayley. Her accounts are American Tobacco Co., Armstrong Cork, Philca, Pittsburgh Plate Glass.

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SMITH, JACK 'JOHN' J.

of B.B.D&O was born May 26, 1931. Attended Fordham U., BA, 1953. First entered advertising with Ruthrauff & Ryan in 1953. Also held posts with S.S.C&B and Lennen & Newell. Accounts: Dodge, Armstrong Cork, First Nat'l. City, Liberty Mutual, Phoenix Mutual, N.Y. Racing, GE, Greater N.Y. Fund.

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SOWAAL, MARGUERITE

media buyer, of Fuller & Smith & Ross, was born Jan. 25, 1928. She attended MSU, and entered advertising with Stromberger. LaVene, McKenzie in 1955, as media assistant. She is married and has three children. Her hobbies are reading, writing and music. She handles the following accounts: McCullach Motors & International, GE Dealers of So. Calif., Occidental Life Ins. Co., Pacific Tile & Porcelain Co., Capital Co.

SPARKS, HENRY L.

of Young & Rubicam was born Sept. 24, 1909. Attended Williams College. First entered advertising with Young & Rubicam in 1930. Married the former Mary Peelle and has four children. He is a member of the Mt. Kisco Country Club. Accounts: GE Major, Moore McCormack, International Silver, Metropolitan Life, Simmons, Norcross, GE Radio-TV, Johnson & Johnson, Hendredon, Manufacturers Trust and Royal ★ ★ ★

SPRUYTENBURG, FRED

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born July 22, 1932. He graduated from Pace (BBA), and entered advertising with SSC & B in 1956, as assistant time buyer. He handles the following accounts: American Tobacco Co.—Pall Mall Cigarettes, Half & Half Smoking Tobacco, La Corona. ★ ★ ★

ST. GEORGES, JOSEPH F.

of Young & Rubicam was born June 4, 1926. Attended Yale, BA, 1948. First entered advertising with St. Georges & Keyes in 1950, as copy-contact. Also held posts with WOR-TV and Time Mag., Married and has five children. Accounts: American Airlines, Ethyl, Filbert, Lipton, Permolcel, Personal Products, Piels Beer and five others.

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STAAB, WALTER E.

of Kenyon & Eckhardt, Inc., was born April 12, 1933. Attended Rutgers University and Farleigh Dickinson, BA, 1955. First entered advertising with McCann-Erickson in 1956, as media-research analyst. Accounts: Beecham Products Inc., Brylcreem, Silvikrin and MacLeans.

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STACK, JAMES

of Young & Rubicam, Inc., was born May 11, 1923. Attended Fordham U. and NYU, BS, 1949, and MBA, 1953. First entered advertising with Y&R in 1953, as media operations supervisor. Married and has two children. Hobbies are sports and wood-working. Accounts: Drackett, Bardsen, American Home Foods, and National Sugar.

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STARK, JOAN G.

Supervisor of Spot broadcasting of Grey Advertising Agency, Inc., was born July, 1931. She attended Ohio State, entered advertising with William H. Weintraub in 1950, as time buyer, and held posts with Harris & Whitebrook. Her hobbies are horse-back riding, tennis, and collecting jewelry. She handles the following accounts: Chock Full O'Nuts, Chunky Chocolate, Lionel, Ideal, Macy's, Hudson, Ward Hossenfeld, Hoffman, Krueger, Wm. Wrigley.

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STARKWEATHER, RALPH

of J. Walter Thompson Co., Los Angeles, was born in 1925. A graduate of UCLA, he has been with J. Walter Thompson Co. for six years. His hobbies are sports car racing, photography and writing. He handles the following accounts: Douglas Aircraft, Garrett Corp.

STONE, ROBERT M.

of Compton Advertising, Inc., was born April 3, 1934. He is a graduate of Michigan State (BA), and entered advertising with Compton in 1959, as media trainee. He is married and has two children. His hobbies are golf, reading, music, and athletics. He handles the following accounts: Gleem, Crisco, Mobil Oil, General Baking Chesebrough.

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STUMBO, PHILIP A.

of McCann-Erickson, Inc., was born August 17, 1934. He attended Fordham and C.C.N.Y., entered advertising with Biow-Beirn-Toigo in 1954, as Radio-TV spot biller, and held posts with WABC-TV, Ted Bates. His hobbies are skiing, opera, theatre, ice skating and tennis. He handles the following accounts: National Biscuit Co., Bulova Watch, Westinghouse Electric, John Hancock, Look—Cowles Magazines.

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SULLIVAN, JEANNE

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Oct. 4, 1924. She entered advertising with Duane Jones, Co. in 1954, as secretary, and has held posts with Reggie Schuebel, Inc., and Norman, Craig & Kummel. She handles the following accounts: Carter Products — Rise Shave Cream; Lever Brothers—Breeze Detergent.

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SULLIVAN, WALTER E., Jr.

of Doyle, Dane, Bernbach, Inc., was born May 18, 1925. Attended Columbia U., AB in 1948, MA in 1950. First entered advertising with Benton & Bowles in 1953, as media analyst. Also held posts with Foote, Cone & Belding and Royal Typewriter Co; Married and has 4 children. Hobbies are Music, Golf and Tennis. Accounts: Schenley Industries, Yardley of London, The Lane Co., Warner Bros. Foundations, Ohrbach's Glendale Knitting Corp.

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SWART, RICHARD E., Jr.

of B.B.D&O was born August 4, 1934. Attended Williams College, BA, 1956. First entered advertising with B.B.D&O in 1955, as a trainee. Married to the former Jo Anne Schien, he has two children. His hobby is dramatics. Account: General Mills.

★ ★ ★

THULIN, KATHERINE

of Campbell-Mithun, Inc., was born Oct. 1, 1931. She is a graduate of Minnesota (BA), and entered advertising with Bulmer-Johnson in 1953, as secretary. Her hobby is skiing. She handles the following accounts: Larsen Co., Northern States Power Co., Minneapolis Symphony.

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TREA, RICHARD

of Kenyon & Eckhardt, Inc., was born Nov. 17, 1926. He is a graduate of Dickinson (BA) 1952, entered advertising with Benton & Bowles in 1952, as media research analyst, and held posts with Carl S. Brown Co., Inc. He is married and has one child. He handles the following accounts: Harold F. Ritchie, National Biscuit Co., Pepsi-Cola Co.

TREGRE, JEANNE M.

of Chirug & Cairns, Inc., attended St. John's U., BA, First entered advertising with Ogilvy, Benson & Mather, Inc. Accounts: Crayola Crayons, Hotel Roosevelt, Alderney Dairy Co., Aborn's Coffee, Dow Corning, Thorens, C&G Merriam Webster Dictionaries.

★ ★ ★

TULLY, TIM

of Compton Advertising, Inc., was born May 10, 1932. He is a graduate of Williams (BA), and entered advertising with Ted Bates in 1958, as mail-room trainee. His hobbies are theatre and tennis. He handles the following accounts: Duncan Hines, Drene.

★ ★ ★

TWIDDY, JOHN W.

of MacManus, John & Adams, Inc., was born Dec. 2, 1931. He attended Western Maryland College, entered advertising with Foote, Cone & Belding in 1955, as asst. media buyer, and held posts with TV Guide. He is married to Mary Kraft and has one child. He handles the following accounts: S. A. Schonbrunn & Co., S. B. Thomos, White Rock Corp., Van Munching Imports, U. S. Air Force.

★ ★ ★

VANDERWARKER, GORDON G.

media Manager of Donahue & Co., was born March 15, 1915. Attended Wesleyan U., BA, 1936. First entered advertising with NBC in 1937, as research clerk. Also held posts with ABC, Benton & Bowles, BBD&O, Needham, Louis & Brorby. Accounts: Corn Products, Gorham Silver, Holland-America Line, Business Week, Schieffelin & Co.

★ ★ ★

VERNON, FRANK J.

of Cunningham & Walsh, Inc., was born March 4, 1933. He is a graduate of Penn State (BA), and entered advertising with C&W in 1959, as estimator. He is married to Annette Galbavy and has one child. His hobbies are reading and sports. He handles the following accounts: American Cyanamid Co., Watchmakers of Switzerland.

★ ★ ★

VISCARDI, THOMAS

sr. Media Buyer of Young & Rubicam was born Aug. 22, 1916. Attended NYU. First entered advertising with Crosley, Inc., in 1936. Also held posts with CBS-radio and TV. Married to the former Rose Vastano he has one child. He is a member of the Elks and enjoys baseball, football and woodworking. Accounts are American Home Foods, General Cigar Co., Dictaphone, Esterbrook.

★ ★ ★

VITT, SAM B.

v.p. and media dir. of Doherty, Clifford, Steers & Shenfield, was born Oct. 23, 1926. He is a graduate of Dartmouth (BA) 1950, entered advertising with CBS in 1950, as a trainee, and has held posts with Benton & Bowles. He handles the following accounts: Bristol-Myers, Grove Labs, Paton McCormick, The Borden Co., Sonotone, Chemway, Noxema, Standard Triumph.

ADVERTISING AGENCY TIME BUYERS

WALLOWER, TED P.

of Batten, Barton, Durstine & Osborn, Inc., was born Jan. 21, 1918. He is a graduate of Missouri (BA) 1939, entered advertising with Birmingham Castleman in 1948, in accounting, and held posts with Morey Humm & Johnstone. He handles the following accounts: Du Pont, Penick & Ford, United Fruit, Pfeiffer's. ★ ★ ★

WALSH, DOLAN J.

of D'Arcy Advertising Co., St. Louis office, attended St. Louis U. He entered advertising with D'Arcy in 1951, in the outdoor dept. He is married and has one child. He handles the following accounts: Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe. ★ ★ ★

WARD, ALAN M., Jr.

of Young & Rubicam was born August 13, 1933. Attended NYU. First entered advertising with Y&R in 1956, as a trainee. Married to the former Joan Robertson he has one son. His hobby is boating. Accounts: Goodyear Tire & Rubber Co., Beech-Nut Baby Foods, Singer Sewing Machine Co. ★ ★ ★

WARNER, JOHN A.

of Young & Rubicam was born May 17, 1926. Attended Pace College, BBA, 1952. First entered advertising with Y&R in 1952, as a trainee. He also held posts with Pictures Inc. He is married and has three children. His hobby is refinishing old furniture. Accounts: Gulf Oil Corp., and General Electric. ★ ★ ★

WEISS, FREDERICK C., Jr.

of Young & Rubicam was born July 16, 1926. Attended Tufts U., BNS, in 1946 and AB in 1948. First entered advertising with Y&R in 1948. Also held posts with Fairchild Camera and Instrument Corp. Accounts: P&G, GE, The Travelers Insurance Cos. ★ ★ ★

WERMAN, HERBERT J.

of Grey Advertising Agency, Inc., was born Sept. 6, 1930. He is a graduate of Upsala (BBA) 1956, and entered advertising that year with Dancer-Fitzgerald-Sample. His hobbies are reading, music, and bowling. He handles the following accounts: Chock Full O'Nuts, Krueger Brewing, Hoffman Beverage. ★ ★ ★

WEYMOUTH, E. G., JR.

of Kudner Agency, Inc., was born Aug. 15, 1917. He attended Lehigh, entered advertising with Kudner in 1939, as trainee, and held posts with Colgate-Palmolive Co. He is married to Rachel Williams and has two children. He is a member of the Bronxville Field Club and the Rear Guards. He handles the following accounts: Renault, Sylvania, Arnold Bakers, Goodyear, Fisher Div. of GM, Colorforms. ★ ★ ★

WHITE, WILLIAM G.

of Cunningham & Walsh, Inc., was born Oct. 24, 1918. He is a graduate of U. of Toronto (BA), entered advertising with CFRB in 1939, in sales, and held posts with Benton & Bowles and Pedler & Ryan. He is married to Patricia Anderson and has three children. His hobby is community activities. ★ ★ ★

WIDHOLM, ROBERT

broadcast media supervisor of Doherty, Clifford, Steers & Shenfield, was born March 21, 1924. He is a graduate of Dartmouth (BA) 1947, and entered advertising with Lennen & Mitchell in 1948, as trainee. He handles the following accounts: Bristol-Myers, Borden Co., McCormick Co., Noxzema Chemical Co., Eastman Chemical Co. ★ ★ ★

WOLF, ALICE J.

of N. W. Ayer & Son, Inc., was born March 16, 1925. She graduated from Miami U. (O), entered advertising with J. Walter Thompson as secretary, and has held posts with Grey Adv. Agency and Dowling Adams, Inc. She is married to Seymour Kiel. Her hobbies are photography, cooking, deep-sea fishing, and travelling. She handles the following accounts: United Air Lines, Avondale Mills, Hilton Credit Cards, James Lee & Sons, Peoples Drug Co. ★ ★ ★

WOLFE, ROBERT D.

vice president in charge of Radio-TV, west coast, Grey Advertising Agency, Inc., was born Nov. 14, 1912. He is a graduate of Brown (PhB) 1934, entered advertising with Young & Rubicam in 1938, as script writer, and held posts with Kenyon & Eckhardt, Hicks & Greist, John W. Shaw Adv., Peck Agency, and Sweets Co. of America. He is married to Jeannette Scott and has two children. ★ ★ ★

WOODRUFF, F. CHARLES

of Sullivan, Stauffer, Colwell & Boyles, Inc., attended Columbo U., MA, 1956. First entered advertising with McCann Erickson. Accounts are Lever Bros., Best Foods, American Petroleum Inst. ★ ★ ★

YODER, DAVID J.

of B.B.D.&O was born April 11, 1937. Attended Ohio Wesleyan U., BA, 1959. First entered advertising with B.B.D.&O in 1959. His accounts are Campbell Soup and Bromo Seltzer. ★ ★ ★

ZIEGEL, LEONARD

assistant spot buyer of Compton Advertising, Inc., was born Jan. 23, 1933. He is a graduate of CCNY (BBA), and entered advertising with Compton in 1959, as media trainee. He is married to Norma Nemeth and has one child. His hobby is photography. He handles the following accounts: Duz, Ivory Soap, El Producto Cigars, Sterling Beer, Yankee Beer. ★ ★ ★

ZIEGLER, ISABEL

media supervisor of N. W. Ayer & Son, Philadelphia, is a graduate of Simmons College. She entered advertising with J. Walter Thompson as an assistant time buyer. ★ ★ ★

ZIZZAMIA, MARK H.

assistant time buyer of Compton Advertising, Inc., was born June 23, 1935. He is a graduate of Harvard (BA) 1957, and entered advertising with Compton in 1958, as media trainee. He handles the following accounts: Canada (7 Brands), Crisco. ★ ★ ★

Official Exchange Rates For Foreign Currency

<i>Country</i>	<i>Unit of Currency</i>	<i>Exchange Rate March, 1961</i>	<i>Current Collections</i>
Argentina	Peso	*\$.0125	Prompt
Australia	Pound	2.24	Prompt
Austria	Schilling	.0390	Prompt
Belgium	Franc	* .0201	Prompt
Bolivia	# Boliviano	* .00009	Fair
Brazil	Cruzeiro	* .0045	Fair-prompt
Canada	# Dollar	1.01¼	Prompt
Chile	Escudo	∞ .9550	Prompt
Colombia	Peso	* .125	Fair
Costa Rica	Colon	.1785	Prompt—fair
Cuba	Peso	1.0000	—
Denmark	Krone	.1450	Prompt
Dominican Rep.	# Peso	1.0000	Fair
Ecuador	Sucre	.0666	Fair
Egypt	Pound	2.88	—
Finland	Markka	.00315	Prompt
France	New Franc	∞ .2041	Prompt
West Germany	# Mark	.2520	Prompt
Greece	Drachma	∞ .0335	Prompt
Guatemala	# Quetzal	1.0000	Prompt—fair
Haiti	# Gourde	.2000	Prompt—fair
Honduras	# Lempira	.5000	Prompt—fair
Iceland	Krona	∞ .0265	Prompt
India	Rupee	.2100	Prompt
Iran	Rial	.0315	Fair—slow
Iraq	Dinar	2.80¼	Fair
Ireland	Pound	2.80	Prompt
Israel	Pound	.56	Prompt
Italy	Lira	.001612	Prompt
Japan	Yen	.0028	Prompt
Mexico	# Peso	.0800	Prompt
Morocco	Dinar	.002	Prompt
Netherlands	Guilder	.2780	Prompt
New Zealand	Pound	2.79	Prompt
Nicaragua	Cordoba	.1429	Prompt
Norway	Krone	.1403	Prompt
Pakistan	Rupee	.2100	—
Panama	# Balboa	1.0000	Prompt
Paraguay	# Guarani	.0085	Prompt
Peru	Sol	∞ .0370	Prompt—fair
Philippines	Peso	.37	—
Portugal	Escudo	.0350	Prompt
El Salvador	# Colon	.40	Prompt—fair
Spain	Peseta	.0168	—
Sweden	Krona	.1935	Prompt
Switzerland	# Franc	.2318	Prompt
Turkey	Pound	.1125	Slow
U. of S. Africa	Rand	2.8030	Prompt
United Kingdom	Pound	2.80	Prompt
Uruguay	Peso	* .0920	Prompt—fair
Venezuela	Bolivar	* .2175	Fair

* Free Rate. Many countries have several rates. # No foreign exchange restrictions.



Promotion's Key Role In Broadcasting Growth

By JOHN F. HURLBUT

President, Broadcasters' Promotion Association, Inc.

SOME time ago, I was asked to address two consecutive sessions of a broadcast management class on Promotion. Taking a long look at what one does and has done for a living is a revealing experience. Describing a many-faceted profession in 100 minutes of classroom time isn't easy.

But preparation for these classes revealed in sharp focus two facts of broadcast business life: the rapid growth of Promotion, and its key role in our industry.

Time was when the broadcast promotion man or woman had a rather indefinite job assignment — those chores that no one else wanted to take on. And much to the credit of many of today's veteran promotion people, they molded careers from seemingly unrelated miscellany.

1961's Promotion Manager is more than a "publicity man", or an "exploitation expert" or a "copy writer". He is a key executive with all the implications and demands of that term. He must plan as well as make deals, must create strategy and get things done. He is part of the management team and a skilled specialist.

Does this mean that he is a jack-of-all-trades? Not at all. It does mean that the Promotion Manager has an appreciation for the blend of the creative and the practical that is modern broadcasting.

Now that our profession has matured, what are the man-sized challenges that face promotion people in the years ahead?

In advertising, should media which are first in public attention be content with less than 25 per cent of the advertising dollar? This concern of broadcast ownership and sales management is an equal concern of promotion managership. It is up to the Promotion Manager to find new ways to demonstrate to more sellers that broadcasting media can move their products.

Such industry growth cannot be accomplished by individual station or group promotion alone. Our industry has to present a solid front. I have long contended that station Promotion people ought to meet at least once each six weeks to discuss strategy for getting revenue into our media.

But the most successful financial operation cannot continue without a license. The terms of a broadcasting license are as much a concern of the Promotion Manager as the General Manager and Owner. "Image" and "government regulation" are favorite topics of discussion at seminars, conventions and over lunch tables. As long as broadcasting stations are licensed by government, it is important that all government officials and members of Congress, as well as the FCC, are informed about what broadcasting is accomplishing. If their only source of information is mail from pressure and special interest groups, we are in trouble.

The Promotion Manager can and does contribute most positively to the "image" area. First, he can suggest apt topics for documentary or public service type programming. Secondly, he can reach those groups with information having to do with the nature of our business, as well as specific promotion of special interest programming.

In today's and tomorrow's broadcasting, Promotion has a defined role and an important one. It helps give a broadcasting organization purpose and direction.

To you the advertiser, broadcast promotion has special significance. Not so much for what it can do for your specific campaign at the moment, but for the long range strength Promotion gives the station you are buying.

I'm proud to be a Promotion Man, proud of Promotion's accomplishments, and I'm excited by its challenges.

Broadcasters' Promotion Association, Inc.

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c/o Post Office Box 9736
Cleveland 40, Ohio

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Pennsylvania's  **JET NET** Radio Stations

24 Counties • 3 Stations
SINGLE RATE CARD

WAZL HAZLETON
NBC - MUTUAL

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Represented by PAUL H. RAYMER CO., INC.



A Vic Diehm
RADIO GROUP

WTAL

TALLAHASSEE, FLA.

5000 Watts
1270 on the Dial

"THE VOICE
OF PROGRESS"

Represented
Nationally By
ROBERT MEEKER
ASSOCIATES, INC.

1961

**RADIO
NETWORKS**



**EXECUTIVE PERSONNEL
U. S. MAP OF NETWORK
OWNED & OPERATED
& AFFILIATED STATIONS**



Quality Radio Is Vital In Sustained Success

By ROBERT R. PAULEY
ABC Vice Pres. in Charge of Radio Network

ONE of the strangest things to me in the development of language is that a cliché becomes just that because it expresses a strong thought in a strong way. However with use and re-use, the phrase loses the power if not the meaning for which it was originally intended.

One example: "It takes money to make money."

No one that I know of disagrees with this statement. But many in the radio business have said the words then monetarily retrenched even further in efforts to make a profit while losing sight of the vital necessity in sustained success—quality.

Some have shown a profit by this method. But in so doing, they seem to have altered the shape and power of radio. At the first sign of trouble for radio a few years ago, expenditures were cut to make up for the very real loss of revenue; a necessary step perhaps then. But in many cases this procedure continues and broadcasters are content to remember the good old days rather than work for a few good new days.

It does take money to make money. And at ABC Radio, we believe it also takes money to provide the service that makes a radio network what it should be—a vital high quality entertainment medium.

At ABC, broadcasting means entertainment. As broadcasters we realize the full importance of furnishing the public with the best news gathering and reporting possible. The increased emphasis on news at ABC Radio in the past six months is tangible evidence of this realization.

But first of all, we are providers of entertainment. For 27 years now Don McNeill has been providing morning entertainment to ABC Radio listeners of the "Breakfast Club." But one of the reasons that both first and second quarter "Breakfast Club" sales are up this year is that we have never

stopped trying to find new ways to make the program even more appealing to the radio audience, and a good solid show is worth any additional money it might take.

A substantial money investment was also made by ABC Radio last year with the introduction of "Flair." A daily, 55-minute, afternoon program consisting of 11 segments, each lasting approximately 90 seconds, "Flair" counts among its roster of stars Theodore Bikel, Jonathan Winters, Margaret Truman, Harry Golden, Johnny Desmond, Fran Allison, Boris Karloff and Wayne & Shuster.

The money paid was worth the results. Affiliates from coast to coast jumped on the "Flair"—wagon and at the end of the year the program was being carried on 268 stations. Advertiser interest consistently increased and we anticipate impressive "Flair" sales gains during 1961.

Last year ABC Radio alone was willing to pay a record sum for radio rights to the Patterson-Johansson Heavyweight Championship Fight. With 61 million listeners—the largest audience in the history of advertising—tuning in, ABC Radio and the fight sponsors all found that the return was worth the investment. For the March 13 fight this year, ABC Radio spent even more money for the radio rights and quickly found sponsors.

Spending money is of course not the only answer to increasing the audience penetration and earning power of network radio. You must take into consideration the aims and desires of your affiliates and the public.

No station—and no listener—really wants a program service that reflects a philosophy of cost-cutting and minimal effort. Rather, from the news to entertainment programs that reflect quality and maximum effort will bring the best audience.

It takes some extra effort, some patience and it may take some spending, but remember, "It takes money to make money!"

American Broadcasting Co. Radio Network

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: *S*U*s*q*u*e*b*a*n*n*a* 7-5000

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(A Div. of AB-Paramount Theat., Inc.)

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Richard Hamilton	Supr. of Communications
George Milne	Dir. of Traffic & Comm.
Clure Owen	Administrative Assistant
John Preston	Dir. of Engineering Facilities
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Reginald Willcocks	Traffic Manager

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Martin Brown	Treas. of AB-PT & V.P. & Asst. Treas. ABC
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Charles Smith	Chief Accountant
Sam Barr	Mgr. of Data Processing
Grace Johnson	Dir. of Continuity Acceptance

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Mortimer Weinbach	V.P. & General Counsel
Charles DeBare	Gen'l Council for AM Network & Owned & Operated Stations
Richard L. Freund	V.P. in Chg. Labor Relations

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James C. Hagerty	V.P. in Charge
Thomas Velotta	V.P. for Sp. Projects
Donald Coe	Director of Special Events & Operations
Wiley Hance	Manager of Public Affairs
Jules Bergman	Science Editor
John Madigan	Dir. of News & Pub. Aff.
Frank Latourette	Nat'l News Editor

(Continued on Page 200)

BECAUSE THERE IS AN ABC RADIO NETWORK . . .

BECAUSE THERE IS AN ABC RADIO NETWORK –
millions of young adults meet entertaining people like Dick Van Dyke,
Jonathan Winters, Wayne & Schuster, Margaret Truman,
Bonnie Prudden, and so many other fascinating
personalities. (That's "Flair" on ABC Radio).

BECAUSE THERE IS AN ABC RADIO NETWORK –
60,000,000 Americans are right on the spot at a sporting event such as the
Patterson-Johannson fight (an ABC Radio exclusive).

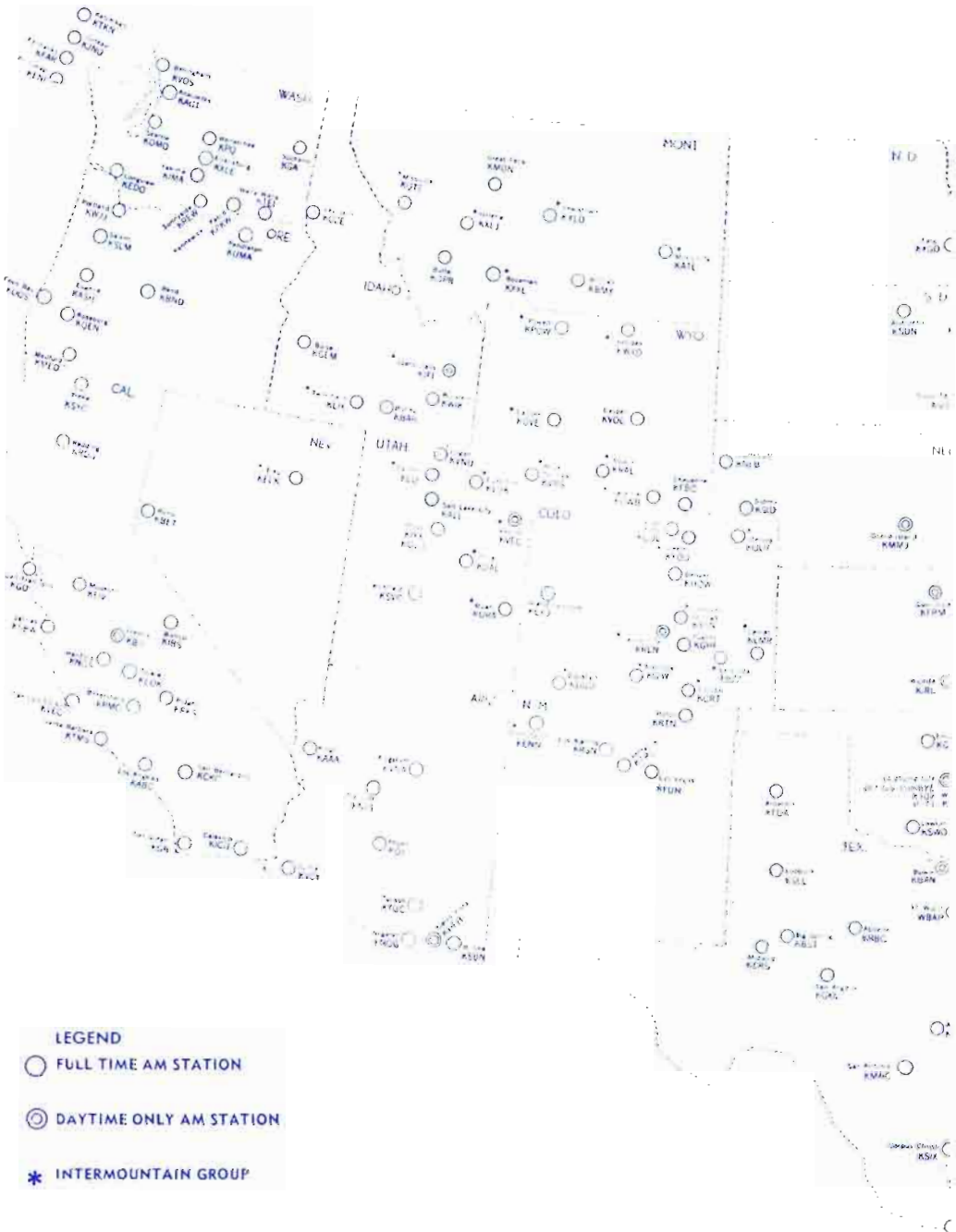
BECAUSE THERE IS AN ABC RADIO NETWORK –
every radio listener is kept in constant touch with the nation and the world.
Reporters and news analysts such as Alex Dreier,
John Cameron Swayze, Edward P. Morgan, Bill Shadel,
Paul Harvey work at ABC Radio – all through the day, all through the night.
That's because Americans must know the news.
And they *know* because there is an ABC Radio Network.

BECAUSE THERE IS AN ABC RADIO NETWORK –
more people have a better understanding of the men and women
who make national and international news through
such fine public service programs as Presidential Press Conference,
Issues and Answers, and From Capitol Hill.

BECAUSE THERE IS AN ABC RADIO NETWORK –
Don McNeill's Breakfast Club helps millions to get a happy start
every day . . . every day for 28 years. Yes, it's an everyday fact:
local ABC Radio stations will keep giving America the
best in public service, the best in entertainment, the best in news,
the best in sports, because there is an ABC RADIO NETWORK.







(Continued from Page 195)

Program

William Rafael Nat'l Pgm. Dir.
 Maurice Benkoil Asst. to Nat'l Pgm. Dir.
 George Sax National Dir. of Program
 Operations & Cooperative Program Mgr.
 Ruth Smith Supr. of Production, Control Unit
 Frank Vagnoni Manager of Music Division

Press Information

Michael J. Foster Vice President in Charge
 Stephen Strassberg Dir. Press Information

Continuity Acceptance

Grace Johnsen Dir. of Continuity Acceptance
 David S. Proctor Mgr., Sta. Clearance

Research

Elizabeth Harris Research Mgr.

Sales

James Duffy Nat'l Dir. of Sales
 Elizabeth Boucher Kelley Dir. of Sales Service
 Theodore Douglas Eastern Sls. Mgr.
 Jack Mann Nat'l Dir. of Sls. Dev., Adv. and Prom.

Station Relations

Earl Mullin Nat'l Dir. of Station Rel.
 Frank G. Atkinson Mgr. of Station Rel.

CHICAGO (WLS)

**1230 Washington Blvd.
 Chicago, Illinois**

Ralph Beaudin Pres.
 John Allen Controller
 Armand Belli Sales Mgr.
 Frederic Zellner Chief Eng.

DETROIT (WXYZ)

**1700 Stroh Building
 Detroit 26, Michigan**

John Gilbert General Manager
 Robert Baker Radio Pgm. Manager
 John Reynolds Comptroller
 Harold Christian V.P. in Charge of
 Merchandising
 Allen Franco Prom. & Pub. Mgr.
 Charles Kocher Chief Engineer
 Robert Baldrice Radio Sales Mgr.
 Jan Coil Traffic Mgr.

HOLLYWOOD (KABC)

**1539 N. Vine Street
 Hollywood 28, California**

James G. Riddell V.P. in charge W.D.
 Ben Hoberman V.P. & Gen. Mgr.
 J. Clifford Anderson Dir. of Spec. Service
 Dorothy L. Brown Continuity Acceptance Mgr.,
 Western Division
 Philip Brestoff Sls. Mgr.
 Ralph C. Denechand Mgr. of Engineering
 Operations, Western Division

Arthur Harvey Dir. Labor Rel.
 Milt Fishman Dir. Radio-TV News, W.D.
 Theodore Grenier Chief Engineer, Western
 Division
 Jon Meyers Prog. Mgr. KABC Radio
 Robert P. Myers Pacific Coast Counsel—ABC
 Florence T. Schiro Personnel Director
 John C. Wagner Controller, Western Division
 Harry Woodworth Western Sales Mgr.,
 ABC Network

PITTSBURGH (KQV)

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