

March Advertising Inc. 15 West 44th St., New York 10036. (212) 867-6683. Sy Levy, chmn; Michael R. Fabian, pres.

Radio-TV Media Dept.: Richard Klein, VP dir med.

Marcus Advertising Inc. 29001 Cedar Rd., Cleveland 44124. (216) 461-8000. Ed Manheim, exec VP.

Marketing Facts & Sales. Apt 212, 401 N. 10th St., Hamilton, Mont. 59840. (406) 363-5285. T. Norman Tvelter, pres.

The Marzchalk Co. (Subsidiary of The Interpublic Group of Companies) 1345 Ave. of the Americas, New York 10019. (212) 974-7700. Robert L. James, bd chmn & pres.

Cleveland 44114: 6701 Rockwell Ave. (216) 687-8800. Robert Gold, sr VP & gen mgr.

Marsteller Inc. 866 Third Ave., New York 10022. (212) PL2-6500. William A. Marsteller, bd chmn & chief exec off; R.G. Gaulke, pres; Peter Johns, VP, gen mgr; Joseph Newman, VP, med dir.

Chicago 60601: One East Wacker Drive. (312) 329-1100. R. Milton Lynnes, VP, gen mgr.

Pittsburgh 15219: 600 Grant St. (412) 456-2500. Richard Farrell, VP, gen mgr.

Los Angeles 90010: 3600 Wilshire Blvd. (213) DU 6-8600. Donald Brashers, VP, mgr client svcs.

McCaffrey and McCall Inc. 575 Lexington Ave., New York 10022. (212) 421-7500. David B. McCall, chmn & CEO; Donald C. Goss, exec VP; Margaret G. Wasley, exec VP; Joseph Sulton, sr VP dir net relations.

Radio-TV Media Dept.: Harris Lefkon, sr VP med dir; H. Thomas Wilson, VP, media mgr; Barbara Kunen, VP spot bcst mgr.

McCann-Erickson Inc. (International) 485 Lexington Ave., New York 10017. (212) 697-6000. Eugene Kummel, chmn; James Agnew, pres & CEO.

Affiliated companies in Switzerland, Belgium, France, Germany, Great Britain, Italy, Netherlands, Spain, Costa Rica, El Salvador, Guatemala, Mexico, Panama, Puerto Rico, Argentina, Brazil, Colombia, Ecuador, Peru, Uruguay, Venezuela, Australia, Hong Kong, Japan, Philippines.

Meldrum and Fewsmitth Inc. 1220 Huron Rd., Cleveland 44115. (216) 241-2141. Arthur E. Early, chmn & CEO; Terrence G.E. Parmelee, pres, chief operating officer; Warren J. Eggly, sr VP finance; J. Wesley Rosberg, sr VP admin.

Radio-TV Media Dept.: Chris Perry, VP creative svcs; Christopher Dieck, mgr audio visual svcs; W. Gene Thompson, VP media; Carol Guska, media planner/buyer.

Southfield, Mich. 49076: 26011 Evergreen Rd. (313) 358-5300. W. Dean Neill, exec VP.

Chicago 60601: 200 E. Randolph Dr. (312) 861-0006. T.E. Butterfield, sr VP gen mgr.

Meltzer, Aron & Lemen Inc. Steuart Tower, One Market Plaza, San Francisco 94105. (415) 543-0850. Richard N. Meltzer, bd chmn; Wallace X. Aron, pres.

Radio-TV Media Dept.: Stan Colberson, VP/med dir. Detroit 48226: 1950 First National Bank Bldg. (313) 961-4810. Robert D. MacGregor, VP.

New York 10020: 1221 Ave of the Americas. (212) 575-7940. John Coleman, VP, mgr.

Chicago 60606: 2 N. Riverside Plaza. (312) 454-0266. Valeria T. Feely, mgr.

Arthur Meyerhoff Associates Inc. (div of BBDO International Inc.) 410 N. Michigan Ave., Chicago 60611. (312) 337-7860. Roger Mohr, pres; A.E. Meyerhoff, bd chmn; Arthur Caplin, sr VP; Ernest Stern, sec. treas.

Radio-Television Dept.: Len Kay, med dir; Francine Goldfine, assoc med dir; Richard Lane, assoc media dir; Nancy Swiet, assoc media dir.

Milici/Valenti Advertising Inc. 700 Bishop St., Honolulu 96813. (808) 536-0881. Ray Milici, chmn; Frank Valenti, pres.

Radio-TV Media Dept.: J. Fitzgibbon, med dir.

Miller Advertising Agency Inc. 850 Third Ave., New York 10022. (212) 688-1300. Leonard J. Miller, chmn bd; Robert Miller, pres.

Moss Advertising Inc. 633 Third Ave., New York 10017. (212) 687-7377. Joseph Moss, chmn bd; Murray Brauman, pres; Pete Beiro, radio-TV media.

John F. Murray Advertising Agency Inc. 685 Third Ave., New York 10017. (212) 986-1000. Dan Rodgers, chmn; Earl Tyree, pres; A.C. Cestaro, VP finance & opns; Jack Bernhardt, VP, mgt supvr.

Media Dept.: Frank MacNamara, VP, med dir; John Conti, prime net TV supvr; Mary Anne McArdle, day net

TV supvr; Thalia Arsen, spot TV supvr; Katie Coke, spot radio mgr; Jules Neuberger, planning supvr.

W.S. Myers & Associates Inc. Ward Plaza, Honolulu 96814. (808) 531-3531. Jean K. Myers, pres; Robert Chum, VP creative dir; Richard Lee, VP; Ted Sax, VP radio-TV dir.

N

Nadler & Larimer Inc. 1350 Avenue of Americas, New York 10019. (212) 245-7300. Arch Nadler, chmn of bd; Robert Larimer, pres, creative dir; Irwin Goldberg, exec VP & co-creative dir.

Radio-TV Media Dept: Manas Sternschein, VP, med dir.

London: 7 Hertford St., Mayfair. Nadler, Larimer & Cromer.

Needham, Harper & Steers Advertising Inc. 909 Third Ave., New York 10022. (212) 758-7600. Paul C. Harper Jr., chmn of bd & CEO; Robert S. Marker, dir in charge; Michael Atkin, sr VP dir med svcs.

Chicago 60601: 303 E. Wacker Dr. (312) 861-0200. Keith Reinhard, pres.

Los Angeles 90024: Kirkeby Center, 10889 Wilshire Blvd. (213) 478-6525. Bradley H. Roberts, vice chmn, pres.

San Francisco 94133: 560 Pacific Ave. (415) 781-9230. Haldane E. King, VP, gen mgr.

Dayton 45423: Suite 2100, Winters Bank Tower. (513) 226-1515. Warren Stewart, sr VP, gen mgr.

Washington: 7700 Leesburg Pike, Falls Church, Va. 22043. (703) 790-1090. James Williams, sr VP & gen mgr.

Montreal H3A 1G8: 1110 Sherbrooke St. W. (514) 282-4178.

Newmark, Posner & Mitchell Inc. 300 E. 42nd St., New York 10017. (212) 867-3900. Sidney Posner, pres; Pearse A. Mitchell, chmn of bd.

New York Communications. 207 S. State Rd., Upper Darby, Pa. 19082. Michael Davis, pres; Paul Wentgier, VP; Edward Fingerhood, dir mktg & rsch.

Norman, Craig & Kummel Inc. 919 Third Ave., New York 10022. (212) 751-0900. W. Graham Lockey, chmn; Dan Rodgers, pres; N.B. Norman, chmn of fin; John Beresford, chmn of exec.

Radio-TV Media Dept.: Joel Kushins, VP-med dir.

Northlich, Stolley Inc. 200 W. Fourth St., Cincinnati 45202. (513) 421-8840. Alexander Stolley, pres; Charles W. Powers, sr VP; John A. Kerley, sr VP; Barry E. Raut, sr VP; Robert J. Terbrueggen, sec-treas & media dir; William M. LaWarre, sr VP creative dir; Judy A. Anzek, media mgr; Martin L. Schadler, media planner; Kath Dicome, media buyer; Susan C. Schoenling, asst media buyer; Suzanne Gibson, bcst prod mgr.

O

Ogilvy & Mather Inc. 2 East 48th St., New York 10017. (212) 688-6100. William E. Phillips, chmn; Kenneth Roman, pres.

Radio-TV Media Dept.: Jules Fine, exec VP, dir mktg svcs; William Chororas, sr VP & TV prod Kenneth Caffrey, sr VP, exec dir media opns; Lawrence Cole, sr VP, dir media svcs.

Los Angeles 90036: 5900 Wilshire Blvd. (213) 937-7900. Bourne Morris, sr VP & mgng dir.

Chicago 60601: 200 E. Randolph Dr. (312) 861-1166. Henry P. Bernhard, vice chmn; William E. Whitney, sr VP mgr; James Surmanek, sr VP med dir.

Houston 77002: One Allen Center. (713) 659-6688. Bruce Odza, sr VP & gen mgr.

San Francisco 94111: 120 Green St. (415) 981-0950. Hal Riney, sr VP & mgng dir; Alan Mooney, sr VP & gen mgr; Carol Lee Kelliher, bcst prod mgr.

Toronto M5J 1V5: 88/100 University Ave. (416) 593-7711.

Montreal H3B 2P6: Place du Canada. (514) 866-6961.

P

Paramount Advertising Agency. 52 Wellington St., Hong Kong. (5) 226096. James Kwok, mgng dir; Charles Lee, art dir; James Wong, gen mgr; Joel Laykin, creative dir; Carol Kim, campaign dir.

The Patten Corp. (Subsidiary of Patten Communications Corp.) 27200 Lahser Rd., Southfield, Mich. 48037. (313) 353-4520. Neil C. Churchill, pres; Douglas Ekman, sr VP; Joseph A. Castor, exec VP; Dale Peterson, media dir.

Portland, Ore. 97207: Box 1480. (503) 286-5731.

West Palm Beach, Fla. 33404: 100 W. Blue Heron Blvd. (305) 842-4616. Carl Como Tutera, gen mgr.

Lawrence Penzell & Associates. 106 E. 60th St., New York 10022. (212) 759-9411. Lawrence Penzell, pres; Hiram Penzell, VP; Lynette Penzell, sec/treas.

Sands Point, N.Y. 11050: 19 Hilldale Lane. (516) 883-5219. Lawrence Penzell.

Production and Programming Associates (PAPA). Box 3394, Irving, Tex. 75061. (214) 253-7725. Bruce Collier Jr., pres; Charles Yaryan, VP; Ed Lomax, sec treas; Chris Collier, radio-TV media dept.

R

L.W. Ramsey Advertising Agency. 111 E. 3rd St., Davenport, Iowa 52801. (319) 326-0157. A.M. Walgren, pres; Gordon S. Fowler, VP; Emory Yager, comp; Kent Francis, media dir; Nancy Benson-Peterson, media buyer.

Rives Smith Baldwin & Carlberg Inc. (Subsidiary of Young & Rubicam U.S.A.) Box 27359, Houston 77092. (713) 783-7640. Ben A. Baldwin Jr., pres; Richard E. Smith & W. Charles Carlberg, sr VPs & creative dirs; Ian Brookbanks, sr VP dir of client svcs; Sonia Jones, VP media dir; Patsy Weaver, Jan Engle, Judi Cardwell, Mary McGovern, media svcs.

Rothman and Lowry Inc. No. 1 Union Plaza, Little Rock, Ark. 72201. (501) 376-2051. Alan Rothman, pres; Bud Lowry, VP; Debbie Dollar, office mgr; Carl Williamson, art dir.

Ross Roy Inc. 2751 E. Jefferson Ave., Detroit 48207. (313) 568-6000. Ross Roy, chmn; John S. Pingel, pres; Gerald N. Moody, sr VP mktg svcs; Norman J. Traynor, VP radio-TV.

Ross Roy/N.Y.—Compton Inc. New York 10017: 555 Fifth Ave. (212) 586-6800. F. Henry Larson, pres.

R S M & K Incorporated. 770 Lexington Ave., New York 10021. (212) PLaza 9-7070. Mel Mohr, pres; Lansing Moore, dir mktg svcs and med; Leon Katz, chmn.

Radio-TV Media Dept.: Ken Kornbluth, exec VP direct account svcs.

Rumrill-Hoyt Inc. 635 Madison Ave., New York 10022. (212) 753-1770. Donald B. Miller, chmn bd; Gene Novak, pres, chief exec off, creative dir; John F. Hogan, exec VP, gen mgr.

Radio-TV Media Dept: John L. Lamson, VP, med dir. Rochester, New York 14603: 1895 Mt. Hope Ave. (716) BR 1-2150. Joe Valerio, sr VP, gen mgr.

Lowe Runkle Company. 6801 N. Broadway, Oklahoma City 73116. (405) 848-6800. Lowe Runkle, bd chmn & chief exec off; Howard Neumann, pres.

Radio-TV Media Dept: Fredda Stout, Pattie Meis, VPs media.

Dallas 75243: 12606 Greenville Ave. (214) 699-7700.

Tulsa, Okla. 74135: 5800 E. Skelly Dr. (918) 663-1050.

S

Sawdon & Bess Inc. 444 Madison Ave., New York 10022. (212) 751-6660. Jerome Bess, pres; John Paul Jones, exec VP.

Radio-TV Media Dept: John Prendergast, media dir; Abbott Wool, assoc media dir; D. Smith, sr bcst buyer. Boston 02914: 388 Hillside Ave., Needham Heights. (617) 444-5590. Paul Branzetti, mgr.

Charles Schlaifer & Co. Inc. 150 E. 58th St., New York 10022. (212) 688-1510. Charles Schlaifer, pres; Mort Hock, exec VP; Herb Joseph, VP; Diane Rosner, bcstg buyer.

Los Angeles 90028: 6430 Sunset Blvd. (213) 469-8147. Kenneth Goodman, VP.

Schwab Beatty, Div. of Marsteller Inc. 866 Third Ave., New York 10022. (212) 752-6500. Louis Magnani, pres; Leonard Reiss, vice chmn, creative dir.

Radio-TV Media Dept.: Donna Brown, med buyer.

Scott & Scott Advertising Inc. 9435 N. Drake Ave., Evanston, Ill. 60203. (312) 675-4714. R. Jack Scott, pres; Lucy A. Scott.

The Shaller Rubin Associates Inc. 909 Third Ave., New York 10022. (212) 758-3600. Milton Shaller, pres; Jack Schwartz, radio-TV dir.