

RADIO-TV TELEPHONE NUMBERS IN NEW YORK

J. M. Mathes, Inc.	Lexington	2-7450
Maxon, Inc.	Plaza	9-7676
McCann-Erickson, Inc.	Judson	6-3400
Emil Mogul Co., Inc.	TE	8-7100
Marey, Humm & Warwick, Inc.	Longacre	4-2240
Morse International, Inc.	Oxford	7-2100
Needham, Louis & Brorby	Plaza	7-0333
Norman Craig & Kummel	Plaza	1-0900
Peck Adv. Agency, Inc.	Plaza	3-0900
Fletcher D Richards, Inc.	Judson	6-5400
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
St. George & Keyes	YU	6-7575
Sullivan, Stauffer, Colwell & Bayles	Murray Hill	8-1600
Tatham-Laird	Plaza	3-7057
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	Chickering	4-3254
Geoffrey Wade	Plaza	5-4156
Warwick & Legler, Inc.	Murray Hill	4-5800
Weiss & Geller, Inc.	Plaza	3-4070
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Plaza	5-0404
Advertising Agency	Longacre	5-3320
Billboard, The	Plaza	7-2800
Broadcasting-Telesharing	Plaza	5-8354
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	3-6500

RADIO-TV DAILY Wisconsin 7-6336

Radio & Television Weekly	Walker	5-2576
Sales Management	Lexington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	Murray Hill	9-6620
Television Magazine	Plaza	3-3671
Tide	PL	7-2800
Variety	Judson	2-2700

News Associations

Associated Press	Plaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	Plaza	7-1111
Reuters	BRyant	9-8558
United Press Associations	Murray Hill	2-0400

Talent Agencies

Affiliated Artists	PL	5-3990
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Concerts Corp.	Columbus	5-3580
Frank Cooper Associates	PL	1-0725
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	ELdorado	5-1076
Music Corp. of America	Plaza	9-7500
Marjorie Morrow	Chickering	4-0644
William Morris Agency, Inc.	Judson	6-5100
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033
Shaw Artists Corp.	Murray Hill	8-2230

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	Circle	6-2431
AAAA	Lexington	2-7980
American Communications Assn.	Cortland	7-1374
American Federation of Musicians	Plaza	8-0600
AFTRA	Vanderbilt	6-1810

ASCAP	Murray Hill	8-8800
AMP	Plaza	9-8470
Broadcast Music, Inc.	Plaza	9-1500
Federal Communications Comm.	Watkins	4-1000
Federal Trade Commission	Cortland	7-7100
Institute of Radio Engineers	LE	5-5100
Music Publishers' Protective Association	Plaza	1-1930
NAPA	Circle	7-8194
Professional Music Men, Inc.	Columbus	5-7362
SESAC, Inc.	JU	6-3450
Song Writers' Protective Assn.	Circle	6-2536
Station Representatives Assn.	Murray Hill	5-4141
Writer's Guild of America	Plaza	7-3317

Radio-TV Programs and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	Judson	6-8500
Alton Alexander Productions	LO	8-3100
American Institute Food Products	Judson	6-7600
Audio-Video Recording Co.	Plaza	7-3091
Barry & Enright	Templeton	2-8600
Bosch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	Murray Hill	2-0777
The Bruce Chopman Co.	Wisconsin	7-9244
Cineffects, Inc.	Circle	6-0951
Coastal Recording Co.	Circle	6-3900
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	Oregon	9-3595
Decca Records, Inc.	Columbus	5-2300
Roy DeGroot, Consultants, Inc.	Murray Hill	7-6865
Empire Broadcasting Corp.	Plaza	9-4500
Allen A. Funt Radio Productions	Judson	6-5227
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Plaza	7-5959
Harry S. Goodman Radio Productions	Plaza	5-6131
Arthur Henley Productions	Plaza	5-7145
Hummert Radio Features	Judson	6-8500
International 16mm Corp.	Plaza	7-2265
Keystone Broadcasting System, Inc.	Plaza	7-1460
Long-Worth Feature Programs, Inc.	Judson	6-5700
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Judson	6-5100
Motion Picture Stages, Inc.	Plaza	3-4840
Music Corp. of America	Plaza	9-7500
Muzak Corp.	ORchard	4-7400
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Pyramid Productions, Inc.	Plaza	1-0430
Radio Artists Corp.	Murray Hill	8-0940
Radio Features of America	Judson	2-5130
Reomack Enterprises, Inc.	Circle	6-7300
Reeves Sound Studios, Inc.	Oregon	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	Murray Hill	8-0940
SESAC, Inc.	JU	6-3450
K. R. Smith	Rye, N. Y., RYE	7-1322
Henry Souvaine, Inc.	TRafalgar	3-1158
Richard Stark & Co.	REgent	7-9608
Television Screen Productions, Inc.	Murray Hill	2-8877
Transfilm, Inc.	Judson	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	ELdorado	5-0734
Roger White Productions	Plaza	5-3560
Wolf Associates	Plaza	5-2050
World Broadcasting System, Inc.	Murray Hill	8-4700
Wright, Wynn Associates	Plaza	3-4417
Frederic W. Ziv Co., Inc.	Murray Hill	8-4700
Ziv TV Programs	Murray Hill	8-4700

Radio and Television

TELEPHONE NUMBERS

in Chicago

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WBEZ	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEAW	AMbassador	2-1128
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	MIchigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUPERior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	UN	4-4606
WEFM	STate	2-1357
WFMT	STate	2-5668
WXRT	MONroe	6-9060
WSEL	ANdover	3-6767

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
Columbia Broadcasting System	WHitehall	4-6000
DuMont Television Network	SUPERior	7-0100
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUPERior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUPERior	7-8659
The Bolling Co.	WHitehall	3-2040
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Copper Publications	CEntral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUPERior	7-9052
Forjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	RAndolph	6-6431
The Katz Agency	CEntral	6-7343
Robt. S. Keller, Inc.	STate	2-5096
Joseph Hershey McGillvra, Inc.	STate	2-5282
Everett McKinney	SU	7-9052
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUPERior	7-8300
John E. Pearson Co.	STate	2-7494

John H. Perry Associates	Harrison	7-4008
Edward Petry & Co., Inc.	WHitehall	4-0011
William G. Rambeau Co.	ANdover	3-5566
Paul H. Roymer Co.	SUPERior	7-4473
Sears & Ayer, Inc.	SUPERior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	WHitehall	4-3434
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	Financial	6-1600
N. W. Ayer & Son, Inc.	ANdover	3-7111
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUPERior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Blackett Hill	SUPERior	7-6500
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.	DEarborn	2-4674
Doremus & Co.	CEntral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Foote, Cone & Belding	SUPERior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Goodkind, Joice & Morgan, Inc.	SUPERior	7-6747
Gordon, Best, Co., Inc.	STate	2-5060
Grant Advertising, Inc.	SUPERior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntral	6-1640
Needham, Louis Brorby, Inc.	WHitehall	4-3400
Olian & Bronner, Inc.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	Financial	6-1833
R. Jack Scott	WHitehall	4-6886
Russel M. Seeds Co.	WHitehall	3-2133
Tatham-Laird, Inc.	HARRISON	7-3700
J. Walter Thompson Co.	MOhawk	4-6700
Wade Advertising Agency	STate	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	Financial	6-0750

Radio-TV Program and Transcription Cos.

Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records, Inc.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Mel Galliant & Assoc.	DElaware	7-5216
L. S. Toogood Recording Co.	CEntral	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio & TV Productions	MOhawk	4-5757
Herbert S. Laufman	RAndolph	6-4086
Jules Power Prod.	DElaware	7-7422

Radio and Television

TELEPHONE NUMBERS

in Chicago

Les Lear Productions Corp.	FRanklin	2-7840
Modern Recording Studio	FIancial	6-4183
Monogram — Chicago	ANdover	3-7169
Morton Radio Productions, Inc.	CEntral	6-4144
Music Corp. of America	DElawore	7-1100
NBC Radio Recording Division	SUperior	7-8300
RCA Manufacturing Co.	WHitehall	4-4600
Walter Schwimmer Co.	FRanklin	2-4392
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	FIancial	6-5450
Ziv Television Programs, Inc.	WH	4-1030

News Agencies and Ass'ns.

Associated Press	STate	2-7700
International News Service	DE	2-0427
Press Associates, Inc.	SUperior	7-0907
RADIO-TV DAILY	DEarborn	2-6757
United Press	FRanklin	2-9000
City News Bureau	STate	2-8100
Community News	RAndolph	6-0002

Radio, Television and Government

TELEPHONE NUMBERS

in Washington

Federal Departments and Agencies

American National Red Cross	REpublic	7-8300
Archives, National	REpublic	7-7500
Business and Defense Services Administration	STERling	3-9200
Capital, U. S. (Senate, House)	NATIONAL	8-3120
Census, Bureau of The	LUdlow	4-3000
Commerce, Department of	STERling	3-9200
Copyright Office, Library of Congress	STERling	3-0400
Court of Customs and Patent Appeals	NATIONAL	8-4696
Department of Defense	LIberty	5-6700
Air Force, Department of The	LIberty	5-6700
Army, Department of The	LIberty	5-6700
Navy, Department of The	LIberty	5-6700
Defense Mobilization, Office of	EXecutive	3-3300
Executive Mansion (White House)	NATIONAL	8-1414
Federal Communications Commission	EXecutive	3-3620
Federal Trade Commission	EXecutive	3-6800
Government Printing Office	STERling	3-6840
Interior, Department of The	REpublic	7-1820
Justice, Department of	REpublic	7-8200
Labor, Department of	EXecutive	3-2420
National Labor Relations Board	STERling	3-7373
National Research Council	EXecutive	3-8100
Patent Office	STERling	3-9200
Post Office Department	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	NATIONAL	8-3120
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
U.S.M.C., AM-TV, Info. Div.	LIberty	5-6700, Ext. 41056
White House	NATIONAL	8-1414

Non-Governmental

Clear Channel Broadcasting Service	EXecutive	3-0255
National Association of Radio and TV Broadcasters	DEcatur	2-9300
National Press Club	REpublic	7-2500

RADIO-TV DAILY

Radio, Electronics-Television Manufacturers Association	NATIONAL	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	DIstrict	7-1260
Westinghouse Radio Stations	STERling	3-0903

AM Radio Stations

WARL	KEmore	6-9000
WEAM	JAckson	7-7100
WFAN	REpublic	7-8000
WFAX	JEfferson	2-0900
WGAY	JUniper	9-1050
WGMS	EXecutive	3-8676
WINX	POplar	2-4357
WMAL	KEllogg	7-1100
WOL	HObart	2-9300
WOOK	REpublic	7-8000
WPIK	OVerlook	3-3000
WRC	ADams	4-5400
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUckerman	2-7600

FM Radio Stations

WASH-FM	DIstrict	7-1356
WBUZ	REdwood	6-8000
WGAY-FM	JUniper	9-1050
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WOOK-FM	STERling	3-7265
WRC-FM	ADams	4-5400
WTOP-FM	EMerson	2-9300
WWDC-FM	TUckerman	2-7600

Television Stations

WMAL-TV	KEllogg	7-1100
WRC-TV	ADams	4-5400
WTOP-TV	EMerson	2-9300
WTTG	STERling	3-5300

News Services

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

Networks

ABC	REpublic	7-6013
CBS	EMerson	2-9300
MBS	STERling	3-3500
NBC	ADams	4-5400

Radio and Television

TELEPHONE NUMBERS

in Los Angeles

AM Radio Stations

KALI (Pasadena)	RYan	1-7149
KBIG	HOLlywood	3-3205
KBLA	STate	7-3619
KABC	NOrmandy	3-3311
KFAC	WEbster	8-0161
KFI	DUnkirk	2-2121
KFOX	NEvada	6-7868
KPOP	DUnkirk	8-2345
KFWB	HOLlywood	3-5151
KGER	NEvada	6-4774
KGJF	HOLlywood	4-0201
KGIL (Sherman Oaks)	STanley	7-3467
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	HOLlywood	2-7271
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KDAY (Santa Monica)	HOLlywood	9-5111
KPOL	WEbster	8-2345
KRKD	HOLlywood	5-2181
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KUTE (Glendale)	Citrus	4-1414
KFWB-FM	HOLlywood	3-5151
KHJ-FM	HOLlywood	2-2133
KNX-FM	HOLlywood	9-1212
KFOX (Long Beach)	NEvada	6-7868
KNOB (Long Beach)	Long Beach	8-5519
KABC	NO	3-3311
KFAC-FM	WEbster	8-0161
KNX-FM	HOLlywood	9-1212
KRKD-FM	MADison	5-2121
KWKW-FM (Pasadena)	RYan	1-6744
KCBH	BR	2-7105

Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHJ-TV	HOLlywood	2-2133
KRCA	HOLlywood	9-6161
KNXT	WEbster	8-3060
KTLA	HOLlywood	9-3181
KTTV	HOLlywood	2-7111

Networks

American Broadcasting Company (Television Center)	NOrmandy	3-3311
American Broadcasting Company (Radio Center)	HOLlywood	2-3141
Columbia Broadcasting System	HOLlywood	9-1212
CBS-Radio	HOLlywood	9-1212
CBS Television—Television City	WEbster	8-3000
Mutual-Don Lee Broadcasting System	HOLlywood	2-2133
National Broadcasting Company	HOLlywood	9-6161

Station Representatives

American Jewish Broadcasting	BRadshaw	2-7931
AM Radio Sales Co.	HOLlywood	5-0695
Avery-Knodel, Inc.	DUnkirk	5-6394
Walter Biddick Co.	Richmond	9-6184
Best, H. L. F.	OLive	5-8326
John Blair & Co.	DUnkirk	7-1333
Blair-TV, Inc.	DUnkirk	1-3811

Bolling Company, Inc.	BRadshaw	2-0544
The Branham Co.	WEbster	1-1551
Broadcast Times Sales	HOLlywood	5-1755
Burke-Stuart	OLive	2-1313
Burn-Smith Co., Inc.	DUnkirk	2-3200
CBS-Radio Spot Sales	HOLlywood	9-1212
Cowling, Charles	HOLlywood	5-2453
Forjoe & Co.	MADison	6-8329
Gill-Perna	DUnkirk	7-4388
W. S. Grant Co.	HOLlywood	3-7194
Headley-Reed Co.	HOLlywood	7-1480
H-R Representatives Inc.	HOLlywood	7-1480
The Katz Agency	DUnkirk	5-6284
King, Frank & Co.	DUnkirk	5-6213
Meeker Co.	HOLlywood	2-2351
Tracy Moore	HOLlywood	2-2351
NBC-KRCA Spot Sales	HOLlywood	9-6161
Oakes, Harlan G., Associates	DUnkirk	2-3200
Lee F. O'Connell Co.	OLympia	2-1313
Paschall, Berton, Co.	HOLlywood	9-3946
John Pearson Co.	DUnkirk	7-4388
Peters, Griffin, Woodward, Inc.	HOLlywood	9-1688
Edward Petry Co.	TUcker	3171
Radio TV Representatives, Inc.	OLympia	5-7597
Wm. G. Rambeau Co.	HOLlywood	5-2453
Paul H. Ramyer	HOLlywood	2-2376
Venard, Rintoul, McConnell	DUnkirk	8-4151
Video Views	HOLlywood	3-4179
Walker Co.	DUnkirk	2-3200
Weed & Company	HOLlywood	2-6676
Western Radio Sales	HOLlywood	5-1755
Young, Adam J., Jr.	HOLlywood	2-2289

Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk	7-7305
Action in Advertising	DUnkirk	3-3114
Ad Associates	WEbster	3-7501
Ad Larson	NOrmandy	4-6652
Admar Service Adv.	Thornwall	8-0708
Advertising Engineers Corp.	Mutual	5039
Advertisers Production Agency	Richmond	9-7761
Alber, R. H., Co.	HOLlywood	9-8273
Allen & Marshall Adv., Agency	DUnkirk	7-5163
Allen, Martin, Co.	WEbster	3-0734
Allied Advertising Agency	DUnkirk	7-7331
Anderson-McConnell Adv. Agency	WEbster	1-1761
Associated Advertising Agency	Crestview	1-7227
Atchison, R. B., Adv. Agency	Richmond	9-2404
Atherton Advertising Agency	OLive	3-2246
ATN Service Adv.	WEbster	8-4323
Ayer, N. W., & Son, Inc.	HOLlywood	3-4871
Baldwin, Ben, Adv. Agency	HOLlywood	2-0908
Banning Co.	DUnkirk	8-3456
Barnes Chase Co.	DUnkirk	4-1193
Barnes, John, & Assoc.	HOLlywood	3-0387
Baron, Richard, Co.	HOLlywood	2-5657
Bates, Ted., & Co.	HOLlywood	9-2161
Baus & Ross Co.	DUnkirk	8-1107
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood	9-7337
(Los Angeles)	WEbster	1-1234
Beaumont & Hohman, Inc.	MADison	9-2676
Beckman, Hamilton & Associates	OLive	3-0910
Bejach, Leo Adv.	CRestview	4-4555
Belford, Ed, Agency	POplar	6-4334
Bell, Howard, Advertising	PLeasant	3-2339
Bennett, Harry, Adv. Agency	DUnkirk	7-8371
Benton & Bowles, Inc.	HOLlywood	4-9151
Berghoff Associates, Inc.	OLive	5-7536
Besel Advertising	AN	3-5121
Bishop & Assoc. Inc.	NOrmandy	2-1158
Bloch Advertising Agency	HOLlywood	2-5668
Bogerts, The	HOLlywood	3-6871
Boyd, John R., Co.	LUdlow	9-1644
Bowes, Chas. Adv. Co.	DUnkirk	1-3881



RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES



Bozell & Jacobs, Inc.	Bradshaw	2-2081	Irwin, Howard & Associates	Dunkirk	8-1219
Brand, Michael, Assoc.	Crestview	6-2991	Johnson, J. Howard	Madison	5-8044
Broadcasting Advertising	Bradshaw	2-4840	Juneau, C. B., Inc.	Olive	3-1770
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	Mutual	8154	Kaufmann, Hans E., & Co.	Hollywood	3-3800
Brooks Advertising Agency	Hollywood	4-1158	Keane, Raymond, Adv. Agcy., Inc.	Webster	3-9221
Brown, Byron H., & Assoc.	Olympia	3-2320	Keefer, Ray & Assoc.	Angelus	1-6141
Buchanan & Co., Inc.	Olive	2-0810	Kellogg, Edward S., Co.	Dunkirk	7-5213
Bull, Frank & Co.	Hollywood	5-4195	Kelso, M. H., & Co.	Dunkirk	2-2072
Burnett, Leo, Co., Inc.	Hollywood	4-7374	Kenyon & Eckhardt, Inc.	Hollywood	3-2101
Buxton, Erwin	Ryan	1-5541	Killingsworth Co., Inc.	Dunkirk	5-6111
California Adv., Agency	Hollywood	3-3189	Clitten, Martin R., Co., Inc.	Dunkirk	7-8396
Calkins, Holden, Inc.	Webster	6-5145	Landsdale, The Company	Dunkirk	5-2007
Calvert & Perry	Granite	2-9544	Lawrence Co., The	Bradshaw	2-5820
Campbell-Ewald Co.	Dunkirk	9-1334	Lennen & Newell, Inc.	Crestview	1-7221
Caples Co., The	Dunkirk	7-4255	Lenz, J. M., Advertising	Webster	6-1682
Carlson, Milton, Co.	Dunkirk	8-9464	Little & Co.	Dunkirk	9-1267
Carson-Roberts Inc.	Bradshaw	2-8366	Logan, Dudley L., Adv.	Dunkirk	2-8471
Case, Roger T., Assoc.	Hemlock	7-3503	Mack-Wharton, Advertising	Webster	8-5187
Castor & Assoc.	Oleader	2-1315	MacManus, John & Adams, Inc.	Webster	3-9569
Citizen Advertising Agency, Inc.	Vandyke	2463	Mann Advertising Co., Inc.	Dunkirk	2-1179
Clark, Darwin H., Co.	Madison	5-2441	Martha's Adv. Service	Madison	6-4897
Cloward, Velma, Advertising	Dunkirk	4-2558	Marto, Walter, Adv. Agcy.	Sycamore	6-2239
Collard, Clark, Adv. Agency	Dunkirk	7-3388	Mayers Co., Inc., The	Dunkirk	8-2111
Cole, Fischer & Rogaw	Crestview	6-3195	Mayne Charles H., Co.	Olive	3-0990
Cole, Val Advertising Agency	Crestview	5-8462	Mays & Co., Advertising	Trinity	8534
Compton Advertising, Inc.	Hollywood	9-8107	McCann-Erickson, Inc. (Los Angeles)	Dunkirk	5-3301
Consolidated Adv. Directors	Crestview	6-4012	McCreary, Walter, Inc.	BR	2-2168
Cormier, Ray, Adv.	Hollywood	2-1217	McElroy Advertising Agency	Richmond	9-2047
Crank Chef, Co.	Hollywood	3-5128	McHugh-Cather Co.	Bradshaw	2-0233
Culbertson, Robert C. Adv.	Olive	5-8514	McKee, Burns Advertising	Hollywood	7-4218
Culp, Earl R., Co.	Dunkirk	2-8406	McLain, W. R. & Associates	Northway	3-8209
Cunningham & Walsh, Inc.	Crestview	4-7241	McNeill & McCreary	Hollywood	4-7252
Dancer-Fitzgerald-Sample, Inc.	Hollywood	2-3256	Meany, Phillip J., Co., Adv.	Michigan	3601
D'Arcy Adv. Co.	Dunkirk	5-3171	Meehl, Michael, Adv.	Ryan	1-8017
Davis, Charlie, Advertising	AXminster	3-5508	Meltzer, Richard, Adv.	Webster	8-2993
Davis-Harrison-Simmons, Inc.	Hollywood	3-7101	Meyerhoff, Arthur A., Agency	Crestview	4-6863
Dennis, Robt., Adv.	Cleveland	5-6367	Miner, Dan B., Co.	Dunkirk	8-3301
Donald, Dick, Adv.	Dunkirk	8-2371	Moody, Thomas, & Associates	Dunkirk	2-0544
Doyle, Dane & Bernbach	Dunkirk	8-2233	Mooge-Privett, Inc.	Webster	6-7243
Dazier & Eastman Adv.	Richmond	9-7091	Morgan, Raymond R., Co.	Hollywood	3-4194
Durstine, Roy S., Inc.	Dunkirk	8-3411	Mottl & Siteman Adv. Agcy.	Webster	8-6288
Dreyfus Co. Adv.	Olive	5-8255	Mullens, Earl	Hollywood	7-6318
Ebberts, Dan, Adv. Serv.	Ludlo	9-1961	Neale Advertising Association	Hollywood	1-9955
Edwards, Adv. Agency, The	Olive	5-7850	Needham, Louis & Brorby, Inc.	Hollywood	2-2391
Ehler, Grace	Madison	6-2221	Nelson Advertising Service	Dunkirk	7-8368
Eisaman-Johns, Advertising	Crestview	1-5196	Newman, Mike, & Assoc.	Dunkirk	9-6649
Enterprise Adv. Agency	Madison	6-3392	Olen, David, Advertising	Olive	5-7290
Empire Adv. Corp.	Olive	3-2764	Pardee Co., The	Hollywood	2-7306
Erwin, Wasey, & Co., Ltd.	Webster	1-1211	Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.)	LB	6-1259
Fagan, O. K. Advertising Agcy.	Vandyke	2192	Patton, George, Advertising	Hollywood	2-0841
Farfax, Inc.	OXnard	4-5270	Perrett Co., The	Mutual	2388
Fehlman, Warren P. Adv. Co.	OXnard	4-5270	Porter, Wesley H., Adv.	AXminster	3-0400
Foote, Cone & Belding (Hollywood)	Hollywood	9-6265	Productive Advertising	AXminster	1-1322
Foote, Cone & Belding (Los Angeles)	Madison	9-3611	Raymond, J. W. Adv. Agcy.	Richmond	7-5391
Gardner, H. M., & Assoc.	Olive	5-7620	Raymond, Larry Co.	Webster	6-8125
Geissinger, W. B., & Co.	Webster	3-7178	Rirger, Lee, Advertising	Webster	3-8131
General Advertising Agency, Inc.	Hollywood	3-5128	Robin, Lee & Arnold	Crestview	4-5853
Gerstenkorn, Henry Co.	Dunkirk	7-4285	Robinson, Elwood J., Adv.	Mutual	6293
Gill Clifford Agency	Olive	5-8388	Roche-Eckhoff & Lee	Olive	5-7670
Glasser-Goiley, Inc.	Dunkirk	4-2141	Rockett-Lauritzen	REpublic	4-2106
Glenn Advertising, Inc.	Webster	3-9369	Ross, Charles, Adv. Agency	Hollywood	2-1184
Goldstone, Tobias	Crestview	6-1071	Ross, Ellsworth, Inc.	Dunkirk	8-3608
Gonda, Francis D., Adv. Agency	Hollywood	2-6017	Ross, Roy, Inc.	Hollywood	9-6263
Goodman, Anderson Advertising	Webster	8-3993	Ruthrauff & Ryan, Inc.	Dunkirk	8-0571
Gregory-House, Inc.	Hollywood	4-7511	Scholtz Advertising Service	Michigan	2396
Guenin-Johnstone Advertising	Dunkirk	5-1788	Schurrer, Lou, Adv.	Hollywood	3-3800
Guild, Bascom & Bonfigli	Hollywood	9-8217	Scott, M. B. Inc., Advertising	Crestview	4-7585
Hadlock & Associates	Hollywood	2-6731	Sebrell, J. B. Adv. Agcy.	Madison	6-9397
Harrington-Richards	Webster	3-5577	Seeds, Russell M., Co., Inc.	Crestview	4-7613
Harvey, William W., Inc.	Hollywood	2-0874	Shane, Leonard, Agency, The	Crestview	9-2258
Heintz & Co., Inc.	Madison	9-3181	Sheldon, Lisle Adv.	Hollywood	3-2366
Hicks & Griest	Dunkirk	5-1721	Shelley, James P.	Webster	8-2077
Hill, Don	MI	5149	Sieck, H. Charles, Inc., Ltd.	Bradshaw	2-6403
Hixson & Jorgensen, Inc.	Dunkirk	8-3121	Simmons, Dean	Webster	1-1311
Hoel, John D., Adv. Agency	Ryan	1-7131	Smalley, Levitt & Smith	Mutual	5336
Houston Adv. Services Co.	Dunkirk	9-4171	Smith & Ganz, Inc. Adv.	Oldfield	2-4151
Howard, Bob Advertising Agency	Crestview	6-1829	Speer Advertising Agency	Richmond	7-9626
Hubley Adv. Agency	Dunkirk	2-2366	Stahl, Charles N. Adv. Agency	Hollywood	2-7344
Hunter & Wilhite Advertising	Hollywood	4-4191	Stebbins, Barton A., Adv.	Dunkirk	8-8131
Irwin Co., Inc.	Bradshaw	2-5455	Stebbins, Hal, Inc.	Richmond	9-5317
			Steller, Millar & Lester, Inc.	Dunkirk	7-5377

RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES

Stadel Adv.	Hollywood	9-7163
Straus, J. M. & Co.	Dunkirk	3-5072
Stromberger, LaVane & McKenzie	Dunkirk	5-2211
Sudlor Co.	Bradshaw	2-3438
Sullivan Stauffer Colwell & Bayles, Inc.	Hollywood	4-2119
Swoffard & Co.	Bradshaw	2-2781
Taggart & Young	Webster	3-8108
Thompson, J. Walter, Co.	Webster	3-7201
Tilds & Cantz Advertising	Hollywood	2-1157
Tullis Co., Inc., The	Hollywood	2-6333
Universal Advertising Agency, Inc.	Hollywood	4-8218
Van der Boom, Hunt, McNaughton, Inc.	Dunkirk	2-6203
Van-Scott, Inc.	Dunkirk	9-2300
Victor, A. J. Company	AXminster	4-7555
Wade, Geoffrey Adv. Agency	Hollywood	4-7457
Waldman, Harvey & Associates	Richmond	7-5241
Webster, R. W., Adv.	MAdison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser, Marty	CRestview	5-4535
Welsh, Hollander & Coleman	Dunkirk	9-1171
Wessells, George M., Company	Webster	6-7668
West-Marquis Inc.	MAdison	9-2214
Western Advertising Agency	WEbster	8-2681
Westwood, Tom Adv. Agcy.	CH	5-5051
Wilder, Alvin	WEbster	8-2781
Williams, Dallas & Sons	Hollywood	2-6396
Willis, Harry G., & Assoc.	CHapman	5-3325
Wynne-Alexander Advertising Agency	PY	1-2319
Youna. M. M. Adv.	Hollywood	2-2684
Young & Rubicam, Inc.	Hollywood	9-2731

Radio-TV Programs and Transcription Cos.

Alexander Film Co.	Hollywood	9-7396
American Broadcasting Co.	Hollywood	2-3141
Bates, Bill	Hollywood	3-6436
B & B Recording Studios	PLeasant	6-0949
Bob White Productions	WEbster	5-5398
Bonded TV Film Service, Inc.	CRestview	4-5847
Cascade Pictures of Calif., Inc.	TEXas	0-4520
Cheshire & Associates	Hollywood	9-4580
Columbia Records, Inc.	BRAdshaw	2-5411
Commodore Productions	BRAdshaw	2-4701
Cooly Spade Enterprises	STANley	7-7970
Crosby, Bing, Enterprises	BRAdshaw	2-2771
Custom Recorders	STANley	7-2557
Dudley, Television Corp.	CRestview	1-7258
Eccles Recordings, Inc.	Hollywood	4-8351
Electro-Vox Recording Studios	Hollywood	5-2189
Fairbanks, Jerry, Inc.	Hollywood	2-1101
Five-Star Productions	Hollywood	3-4807
General Artists Corp.	CRestview	1-8101
General Television Enterprises Inc.	Hollywood	5-4146
Gibson, Grace, Radio Prods.	Hollywood	9-4580
Gray, Jeanne, TV & Radio Prods.	CRestview	4-5720
Guedel, John, Radio Productions	WEbster	6-6291
Hollywood Central Recording Studios Inc.	Hollywood	3-2131
Johnson, Ed Film Co.	Hollywood	2-5566
MacGregor, C. P., Sound Studios	DUNKirk	4-4191
Marquis, Arnold, Productions, Inc.	CRestview	6-8796
MCA-TV	SUNset	3-8894
M-G-M Radio Attractions	TEXas	0-3311
Music City	Hollywood	9-8211
Patin, Ray, Productions	Hollywood	2-1147
RCA, Victor Division	Hollywood	4-5171
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
Sande, Robert	STANley	7-2382
Screen Gems, Inc.	Hollywood	2-3111
Snader Telescriptions Corp.	CRestview	4-6651
Song Ads	Hollywood	5-6181
Steffner, Wayne, Prods.	Hollywood	3-4173
Stevens, J. G., Inc.	Hollywood	4-8361
Stokey, Mike, Productions	Hollywood	2-1241

Studio & Artists Recorders	Hollywood	4-8241
Sutherland, John, Prods., Inc.	DUNKirk	8-5121
Telefilm, Inc.	Hollywood	9-7205
Telepix Corp.	Hollywood	4-7391
TV Spots	Hollywood	5-5171
TeeVee Co., The	BRAdshaw	2-1376
Television Guild Productions	Hollywood	9-2895
Thomas Co., The	Hollywood	4-6564
Tuchman, Harris, Productions	WEbster	6-7189
Universal Recorders	Hollywood	9-8282
Vitapix Corporation	CRestview	1-7191
WRS Recording Lab.	Hollywood	5-1454
Wendelken, Dick Productions	Hollywood	5-9207
Western Recorders	Hollywood	3-6811
Wilding Picture Prods. of California	WEbster	8-0183
Wiley, Fletcher, Prods.	Hollywood	9-1212
World Broadcasting System	OLdfield	4-2800
Wright, Carter, Enterprises, Inc.	Hollywood	9-0944
Ziv, Frederic W., Co.	OLdfield	4-2800
Ziv Television Programs, Inc.	OLdfield	4-2800

Radio and TV Artists Agencies

Affiliated Artists' Agency	CRestview	4-5915
Ainsworth, Helen	CRestview	62062
Allied Casting	Hollywood	3-7124
Alvarado, Carlos	CRestview	57203
American Federation of Radio and Television Artists	Hollywood	4-5125
Artigue, Louis	CRestview	6-4652
Artists Management Co.	CRestview	4-4963
	or BRAdshaw	2-4531
Artists, Ltd.	CRestview	67015
Auer, Miles, Bohm	Hollywood	9-1691
Bender-Ward	OLympia	2-1465
Bergerman, Stanley, & Co.	CRestview	6-9667
Bernie, Herman	CRestview	50117
Brandies, Bob, Agency	Hollywood	5-6978
Business Administration Co.	CRestview	67071
Candelario's, (Sante Fe., N. Mex.)		2-1391
Charney, William B.	Hollywood	9-1131
Columbia Artists Management	MAdison	62327
Cooper, Ray	CRestview	69769
Stanley Cowan, Inc., 9163 Sunset—B. Hills	CRestview	6-3103
Darrow, Agency	GRAnite	2-9514
Demling, Gus	CRestview	12161
Deuser, Lewis J.	CRestview	19134
Doak, Virginia	BRAdshaw	2-6211
Draesemer, Isabelle, Agency	Hollywood	4-1782
	& WEbster	5-1759
Edington-Cloutman Agency	CRestview	4-5141
Fame Agency, 8208 Sunset—L. A. 46	Hollywood	5-2254
Famous Artists	CRestview	15222
Feins, Bernard	CRestview	51155
Frings, Kurt	CRestview	1-6115
Frye, Clinton L.	Hollywood	9-4567
Garfield, Milton, Agency	CRestview	5-5074
General Artists	BRAdshaw	2-4259
Gertz, Mitchell	CRestview	45491
Gold, Sid	CRestview	4-7247
Goldstone, Jules	CRestview	51191
Goldstone Tobias	CRestview	61071
Gordon-Molson	CRestview	16111
Gregory Assts.	OLeander	5-7538
Green, Ivan	CRestview	45129
Greshler, Abner	CRestview	45339
Grossman, Milton M., Agency	CRestview	6-6163
Halliburton, Jeanne	CRestview	5-5575
Hamilburg, Mitchell	CRestview	54171
Herdan-Sherrell	CRestview	15236
Hershon, Red, Agency	CRestview	46381
Herzbrun, Walt	CRestview	64157
H.I.T. Agency	CRestview	1-3132
Howard, Sam, Agency	CRestview	4-7367
Hyde Agency	Hollywood	2-0426
Ingersoll, George Agency	Hollywood	7-0862
Irwin, Lou	CRestview	1-7131
ITA	Hollywood	26416

Jackson, Edith	Hollywood 7-0155
Jacobson, Vernon	CRestview 52545
Jaffe Agency	CRestview 66121
Katz, Fred, Agency	CRestview 6-3189
Kohner, Paul	CRestview 15165
Lance, Leon O.	CRestview 66014
Lauren, J. W. Agency	Hollywood 7-5087
Lazar, Irving	CRestview 56153
Leonetti, Caroline, Ltd.	Hollywood 2-2345
Leonard, Fred	Hollywood 4-7546
Lesser, Ted	MUtual 7356
Levee, M. C.	CRestview 6-6285
Levee, Sid	CRestview 66285
Lewis, Henry	CRestview 55129
Linder, Jack	Hollywood 7-4480
Longenecker, Robt.	OLive 33770
McConkey Artists Corp.	Hollywood 3-7141
McMillan, Hazel, Agency	CRestview 1-7781
MacQuarrie Agency	OLive 21180
MCA Artists	CRestview 62001
Manuel-Baird	CRestview 45288
Marx, Burt	CRestview 17171
Medford, Ben	CRestview 17021
Messinger, Lili	CRestview 5-8541
Meyers, Walter	CRestview 18161
Mishkin Agency	OLive 20944
Moore, Lola	CRestview 65401
Morris, William	CRestview 47451
Ochs, Al	Hollywood 96470
Oliver, Maurine	CRestview 1-6382
Oriental Casting	CRestview 6-8475
Orsatti & Co.	CRestview 66241
Pearson, Ben	CRestview 4-5488
Pomeroy Jack	Hollywood 9-6366
Powers-Stanley Agency	Hollywood 20791
Preminger, Ingo, Agency	Hollywood 27396
Rocamora, Wynn	CRestview 45431
Rosenberg & Coryell	CRestview 18121
Milt Rosner	CRestview 67023
Rush, Art	Hollywood 4-5161
Ryan, Frank	CRestview 14627
Salkow, Lester	CRestview 54505
Schwartz Agency	CRestview 55132
Seamen, Geo.	Hollywood 21161
Sennes, Frank	CRestview 46975
Shauer, M. A.	CRestview 11103
Shaw-Glenn Agency	CRestview 5-8582
Sherman, Edward	CRestview 50186
Shiffrin, William	CRestview 17261
Short, Antrim	CRestview 54137

Shurr, Louis	CRestview 11116
Small, Paul	CRestview 4-5877
Snitzer, Lou-Fritschi, Al, Inc.	Hollywood 9-6271
Somlyo, E. T.	CRestview 6-2041
Stempel, Frank	OLive 21404
Stewart, Rosalie	CRestview 46123
Swanson, H. N.	CRestview 15115
Swaverland, Harold	Hollywood 4-7265
Thompson, D. H.	CRestview 12188
Ullman, George	CRestview 45238
Vitt, Angie	CRestview 64484
Wadsworth, J. B.	CRestview 60698
Wargin, Milan, Agency	Hollywood 3-0604
Weiner, Jack	CRestview 67081
Weintraub, Murry	CRestview 1-1137
Welch, Suey, Agency	Hollywood 4-2461
Wendling, Chas.	CRestview 62348
White, Wm. B.	CRestview 46301
Wiley, Richard	CRestview 54179
Wilkins, Paul	CRestview 16188
Willson, Henry	CRestview 6-3201
Winkler, Daniel M.	CRestview 17244
Woliver Agency	Hollywood 5-8888
Wookey, Betty, Agency	Hollywood 2-2301

Publications

Billboard Publishing Co.	Hollywood 9-5831
Broadcasting-Telecasting	Hollywood 3-8181
Film Daily, The	Hollywood 9-5358
Hollywood Reporter	Hollywood 4-7411
Radio & TV Exchange	Hollywood 4-0101
RADIO-TV DAILY	Hollywood 9-3951
Radio-Television Mirror	CRestview 6-6293
Sponsor	Hollywood 4-8089
TV Guide Publication	NORMandy 2-3101
TV-Radio Life	Hollywood 4-9275
Variety	Hollywood 9-1141

Radio-TV Audience Surveys

American Research Bureau	Cumberlin 3-3149
Facts Consolidated	OLive 3-3114
Moffett Research Co.	Hollywood 3-5653

Advertising Agency Failures See Page 51

Radio-TV Set Production, 1956 See Page 37

All-American Favorites of 1956 See Page 67

Ten Top Radio-TV News Events, 1956 See Page 71

Auto Radio Set Sales See Page 61

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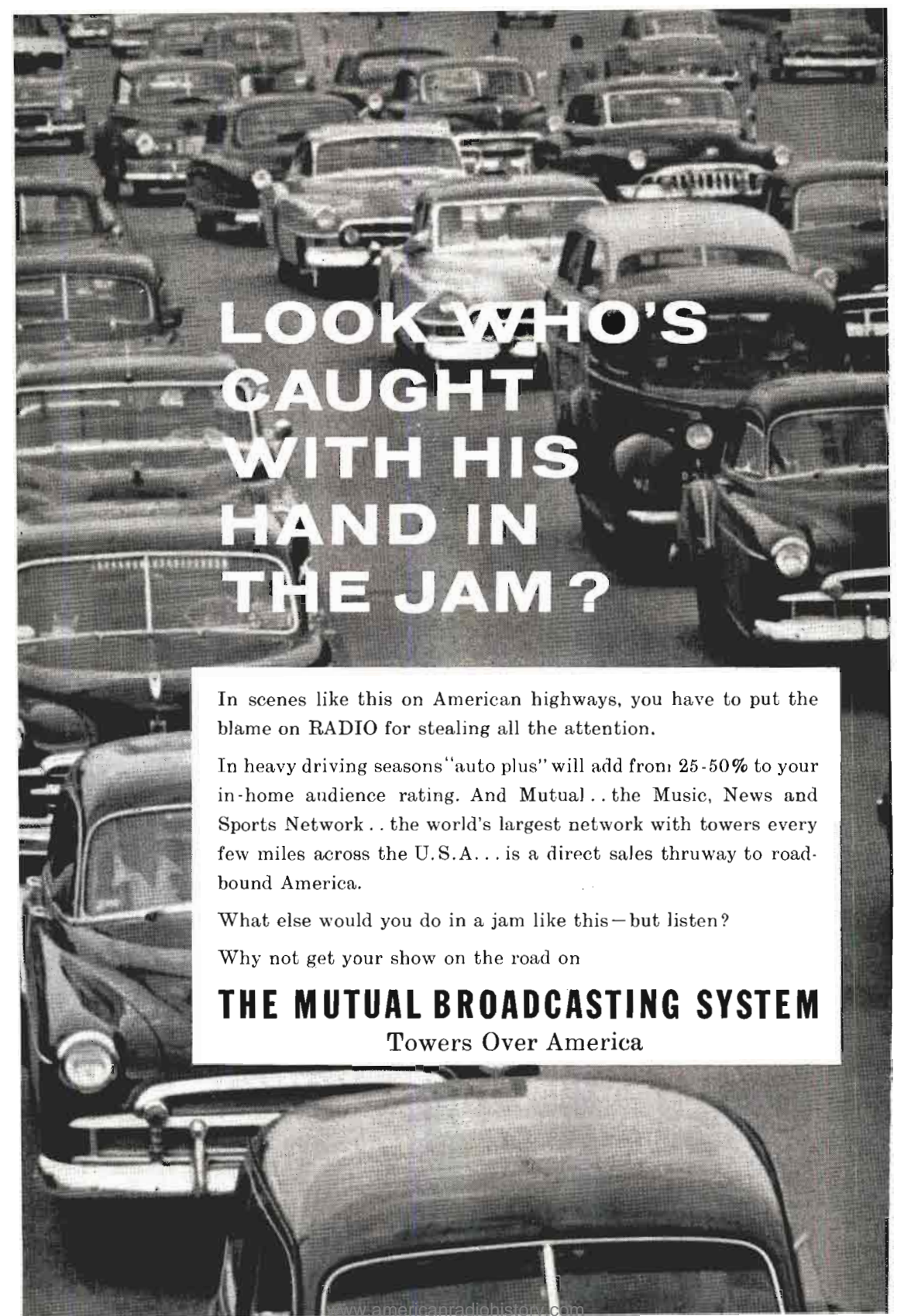
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Towers Over America

Feature Film Releases Cause New Attitudes in TV Programming



By
MICHAEL M.
SILLERMAN
Executive Vice President
Television Programs
of America, Inc.

THAT sage philosopher, Goodman Ace, once made a pungent observation to the effect that "Time wounds all heels." I have often thought that this is much more than a typically Ace-high play on words; it's an acutely discerning comment on the inevitability of right landing right side up.



All this comes to mind looking back at the past year during which feature films hit television with so much force, so much force, in fact, that there were more dire prognosticators around than unanswered questions in the "\$64,000 Question" vault. These prognosticators predicted, variously, the end of syndicated TV film, a stampede of advertisers cancelling all other media so they could climb on the feature film band wagon, the end or at least a sharp curtailment in live programming by the networks, and an unending parade of film buyers to the cashiers' windows of feature film distributors, with said film buyers plunking down large stacks of boodle and pleading to be sold more and more features.

Of course, none of these things has happened. This supply of pre-1948 feature films has been introduced in an orderly manner. But, just in the event any one needs to be reminded, the networks have continued programming live as before, and indeed, are making plans for even more lavish, high-budgeted shows. New syndicated film properties are being produced as they have been for ten years or so with millions budgeted for the purpose. Advertisers—local, regional and national—have continued investing not only in every kind of medium, but in the wide diversity of buys available in TV—programs, spots, participations, time signals, weather reports, station breaks, and of course, the new supply of feature films. Please note, the line reads new supply of feature films—not new feature films, which they most assuredly are not.



For in all the excitement attendant upon the deluge of features finally being made available to TV, it seems to me that several important points have been overlooked. Perhaps the most important is that these feature films would, of necessity, be programmed in time previously allotted for the old, old feature films. In most instances, this has been true and will continue to be true. Another is that no one program type in TV can meet the needs of all clients—any one-dish diet becomes boring. But just as some advertisers

use black and white magazine space, others use color spreads; others use one page units and others short one column inserts, so do the needs of TV advertisers vary in every instance. Some need their own exclusive program, affording maximum sponsor identification, merchandising and promotion. Others need alternations, supplementary spot campaigns or participations in feature films. Television is an amalgam of various kinds of programs and powerful sales devices—thus its marked success. Feature films are part of that amalgam, but so is every other program type.



But, while feature films didn't up-end TV as so many forecast, they did contribute in other ways. They injected an additional source of program supply, and hastened the departure of some outmoded properties. They centered attention anew on film programming and they gave television, as a medium, something new to talk about. All this is salutary in a business which requires new blood and new ideas constantly, and where program longevity most often is a fraction of what it was in radio. Furthermore, feature films helped in sharpening the competitive phases of programming (although it doesn't seem that it could get more competitive) thus accounting for budget increases for new shows, both by the networks and the film producers. Both the public and advertisers are benefiting.

Another consequence of the opening of the feature film vaults was to refine the quality of feature film TV shows. Both film buyers and the audience became more selective. In the case of TPA, this helped, dramatically and new interest centered on our own feature films, the Edward Small package. Presumably, it's the fact that quality begets quality.

Undoubtedly, new program forms will be introduced to TV within the near future, just as has happened since the start of broadcasting. These new program forms, and all those we know now, will last and be successful just so long as they observe the age-old entertainment maxim—"The show's the thing." Or, as Goodman Ace might say, "Time cancels all flop shows."

More top performers
in entertainment and
business stand behind
our microphone than
anywhere else in radio.
And as a logical result,
the biggest audiences
are tuned to the CBS



Radio Network

"Direct From Paris"

RDF

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

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



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

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

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — Director in North America

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

NEWS SERVICES

Associated Press

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Lloyd Stratton
Radio News Editor.....John A. Aspinwall

Hearst Metrotone News, Inc.

New York—450 West 56th Street.....PLaza 7-4120

Executives

Exec. Vice-President.....C. B. Stratton
Production Director.....William T. Montague
News Editor.....Marshall P. Davidson

International News Service

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager.....J. Kingsbury Smith
Associate General Manager.....Barry Faris
Assistant General Manager.....Philip G. Reed
King Features Sales.....Frank J. Nicht
Business Manager.....Robert W. Brown
Managing Editor.....Paul R. Allerup
Television Sales Manager.....Robert H. Reid

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President.....Frank J. Starzel
V.P.....Oliver Gramling
Radio News Editor.....John A. Aspinwall

Reuters

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

North American Manager.....D. Kimpton Rogers
Editor.....A. W. V. King
Accountant.....Marjorie Hathaway
Chief Washington Correspondent.....Paul Scott Rankine
North American Service Editor.....Charles B. Lynch

United Press Associations

New York—220 East 42nd Street.....MUrray Hill 2-0400

Executives

President & General Manager.....Frank H. Bartholomew
V.P. & General European Mgr.....Thomas Curran
Vice-President & General Business Manager..Mims Thomason
V.P. and General News Manager.....Earl J. Johnson
V.P., General Foreign Manager.....Joseph L. Jones
Radio News Manager.....John J. Madigan
Ass't General News Mgr.....William C. Payette
V.P. & General Sales Manager.....Leroy Keller

“HEY, JEANNIE!”



JEANNIE CARSON

COAST-TO-COAST

SATURDAY NIGHTS, 9:30

CBS-TV

Feature Films Have Revolutionary Impact On TV Spot Selling



By
FRANK M. HEADLEY
President
H-R Television, Inc.

TELEVISION history will record 1956 as the year of the great feature film breakthrough. The considerable impact feature film is having on the entire television industry is no longer news, but the far-reaching effects and long-range ramifications of this new programming force is still to be fully realized, and I might add, difficult to predict.

All of the major American motion picture studios save Paramount (and it is on the brink) are saturating the airwaves with hundreds of pre-1948-vintage features, and the clicking of the TV dials echoed by the clicking of the audience survey comptometers add up to solid audiences all across the country for the big name movies.



As stations in almost all markets bought and scheduled more and more good feature film (increasingly in prime time), old programming and time-buying formulas were scrapped and new techniques created to fit the changing times. Although the stir caused by the feature film revolution is being felt by all facets of the industry, nowhere is the impact more pronounced than in national spot.

Perhaps the one most important ramifications of the feature-film breakthrough is the fact it has increased competition among television stations—especially in markets having three or more stations. In effect, therefore, it has tended to minimize the differences between network affiliations. Until the past year, independent TV stations in all but the largest markets had to fight hard to keep themselves in the black. Today, because of the advent of feature films, such properties, if well run, can look forward to increasing profit taking.



There are three basic sales plans for offering feature films on a national spot basis: 1) the saturation sale, in which the station runs a single feature for the better part of a week, and the advertiser is sold a participation in each showing of the film, 2) as a spot carrier, in which a new feature is scheduled each evening, 3) on a sponsorship basis, in which an advertiser is sold the entire time period in which the top-grade features are run.

1) There are many variations of the saturation sale. Some stations run the same film twice during the same day or same evening, or even on a back-to-back continuous basis. All of the saturation plans are based on accumulation of unduplicated audiences,

and the resulting high cumulative weekly ratings.

2) As a spot carrier, in which a new feature is scheduled each evening, the movies must successfully compete with the network shows against which they are pitted, and must come up with equal or better ratings. That they can do this has been amply demonstrated. For example, during a single week in November 1956, according to A.R.B., KBET-TV, Sacramento, ran three features which dominated the market in their time periods, outrating such top network offerings as "Robert Montgomery Presents," "The Lawrence Welk Show," and "This is Your Life."



3) The third sales plan, the sale of the entire feature film time period to a single sponsor, has its share of proponents. Although the over-all cost is higher, this plan has appeal for multi-product sponsors. In addition, there is widespread belief that full sponsorship of a feature film program has prestige value by identifying sponsors with first-rate motion pictures. Finally, this plan offers merchandising tie-ins with dealers and distributors and guarantees impact through repetition.

Good feature films constitute good programming, and as such provide benefits to stations, representatives, advertisers and networks. Advertisers, particularly have gained, and in numerous respects. Film programs enable advertisers to purchase minute participations in time periods having "class A" ratings. Furthermore they afford a vehicle for attracting an all-family audience with a high adult composition.



However, feature films have their drawbacks, too. Package costs are high, and most stations find they must expend extensive air time in airing multiple showings. Furthermore, all packages contain many more "B" and "C" features than three to four starrers, and the total supply of features is limited. However, the immediate future is extremely bright, and the long-range view is not exactly dim, either.

Entertainment Productions, Incorporated



\$64,000 Question

Conversation

Giant Step

Down You Go

The Big Surprise

Stop The Music

\$64,000 Challenge

Quiz Kids



HARRY FLEISCHMAN, *President* **STEVEN CARLIN**, *Executive Producer*

575 Madison Ave., New York 22, N. Y. PLaza 9-3700



Large Negro Market Attracts Increasing Industry Attention



By
EDITH DICK
Station Manager
WWRL, New York City

NEGRO radio, with a vast buying audience of nearly 17,000,000 persons and with over \$15,000,000 annual income to spend, is attracting increasing attention from broadcasters, advertisers, and agencies, alike.

This huge audience offers a market greater than all of Canada with per capita income higher than the Canadians.



Census Bureau figures reveal one out of every ten Americans is a Negro; that the Negro population is increasing faster than the white; and the Negro income level has been increasing notably faster than the white. Study the Negro market and you will discover that New York City's nearly 1,300,000 Negro population exceeds the entire population of Pittsburgh, Boston, St. Louis or San Francisco.

Just as the Negro population has increased so has its ability to buy more and better things. Over 91 per cent of Negroes able to work are employed. Negroes today are building bigger homes, buying higher priced cars, wearing better clothes and enjoying more luxuries.

In New York City, it is estimated, Negroes spend \$250,000,000 annually on food, nearly 10 per cent own their own homes, more than 50 per cent use bottled beer, while 56 per cent of the men and 46 per cent of the women smoke cigarettes.



A recent survey revealed over 700 stations nationwide are broadcasting some type of Negro programming while 220 stations direct part or all of their broadcasts to the Negro audience. Nationally, 95 per cent of Negroes have radios. In New York City, Negro set ownership approaches a saturation 98 per cent.

National advertisers have recognized the growing importance of the responsive Negro market and are using it in greater numbers and with increasing frequency. Three years ago about 100 national advertisers utilized Negro radio. Today, between 300 to 400 national advertisers are beaming their messages to this huge specialized market. And for specific reasons: it gets an audience, it convinces them and it sells them. Negro listeners, advertisers have learned, are more responsive, more brand conscious and more loyal to advertisers than the average audience.

Specialized programming directed toward the Negro market can pay off in audience ratings and business for the independent sta-

tion which must compete against high-budgeted, star-studded television and network radio shows. Pulse surveys have revealed more Negroes listen to WWRL than the network, big name personalities and shows. Likewise, the surveys disclosed, more Negroes listen to WWRL's "Dr. Jive" disc jockey show than to broadcasts of New York's three major baseball teams combined. WWRL's Negro programs pull thousands of letters weekly without giveaway gimmicks.



Negroes are intensive radio listeners and deeply loyal to Negro-appeal stations and their personalities. The station which seeks to appeal to the Negro audience must know and understand the Negro. A record library and a Negro disc jockey alone won't create a business bonanza and a pyramiding Pulse.

WWRL, which in 1940 pioneered Negro broadcasting in New York City, utilizes appealing personalities, carefully selected music, special events, newscasts of interest to and about the Negro, women's shows, forums on timely Negro issues, and local and national sports news about Negroes. WWRL, and its personalities, take an active sincere interest in the welfare, growth and betterment of the Negro community it serves. WWRL's "Dr. Jive" serves as "Mayor" of Harlem, elected in a popularity contest, and leads the fight against juvenile delinquency. Its performers appear at Negro benefit shows, aid charity causes and serve on community drives.



In addition to offering the advertiser a large, responsive audience, WWRL backs sponsors with an intensive merchandising and promotion program. This includes program advertisements in Negro newspapers, floor displays, window posters and shelf tapes in drug stores, groceries and supermarkets in Negro communities; appearances by station personalities at store promotions, direct mail promotion to store outlets, testimonials by WWRL performers, plus a Negro merchandising staff; all utilized to help keep the sponsors' products moving off the store shelf.

ROBERT MONTGOMERY

Presents

THE JOHNSON'S WAX PROGRAM

and

THE MENNEN HOUR

NBC — TELEVISION

MONDAYS — 9:30-10:30 PM EST

PGW-“Project Information” and Univac to Spur Spot Industry



By RUSSEL
WOODWARD
Exec. Vice President
Peters, Griffin,
Woodward, Inc.

AT Peters, Griffin, Woodward, Inc., we have never been too concerned with “what has been” as much as we have with “what will be.” Our sights are set on the tomorrow of our business—not the yesterday.

With this outlook foremost in mind, PGW, during a record-shattering year for overall National Spot appropriations, launched a number of projects designed more for the representative field as a whole rather than Peters, Griffin, Woodward, in particular. We have spent a good portion of our business years enhancing and furthering the representative field and not just our own activities because we firmly believe that one is only as good as the other. We like to think of our growth as a reflection of the growth of the whole Spot Broadcasting business. Our projects, innovations, ideas, and strides are designed primarily with that in mind.



One such project during the past year was our PGW-“Project Information.” This giant project was based on 114 different studies of market conditions resulting in separate market and station references for every radio and television station represented by PGW. The project was, and is currently being, distributed to advertising agencies and advertisers across the nation.

PGW’s “Project Information” is a continuation of the company’s policy of providing unusual service in behalf of the Spot Broadcasting industry to both advertisers and station clients.



Of the quarter million printed materials in our “Project Information”, some are designed for the use of agency media departments, some for account executives and plans boards, and some for marketing and advertising managers.

PGW-“Project Information” for radio and television is an encyclopedia of market data containing both “Market” and “Station” stories, each featured by the latest reliable station contour maps, pictures, and all types of sales figures. Other features include individual market weather conditions, college

enrollments, a listing of all retail outlets, and a list of competing broadcasting stations as well as pertinent information on local newspapers.



We like to think too of another PGW giant stride conceived during the past year. After months of joint study between Peters, Griffin, Woodward, Inc., and Remington Rand engineers, an electronic system, utilizing the principles of the famed Univac, will store information on programs, availabilities, and rates for both radio and television. When this kind of information is required for an advertiser or advertising agency, the electronic system automatically and immediately reproduces the answers. Jones Scovern, Vice President of Peters, Griffin, Woodward, Inc., who directed the research and study leading to the development of the electronic system, summed up the reasons why PGW took the automation initiative: “Spot Radio and Spot Television today represent a very important part of the advertiser’s budget, and as radio and television representatives, it is incumbent upon us to provide complete, accurate information at the earliest possible moment. Some years ago PGW developed standard availability confirmations and schedule change forms, as well as a simplified method of handling broadcast contracts. While these have been very successful, the growth of spot radio and spot television poses new problems. The duplication of typing information from one form to another, and checking for accuracy, consumes many hours of secretarial time—work that will be done automatically—electronically”.



As a result of this pioneering work of expanding information, and introducing engineering electronics into the needs of the broadcasting industry, by Peters, Griffin, Woodward and Remington Rand, other station representative firms will have the planning, experimentation, and experience available to them.

Lever Brothers Company

PRESENTS ON TELEVISION

FOR 1957 EVENING ENJOYMENT —

LUX VIDEO THEATRE

- ★ Live from Hollywood
- ★ In Color
- ★ Hour-long
- ★ Top Stars
- ★ Famous Movie
- ★ Stories

THURSDAYS
on **NBC**

ON TRIAL

- ★ Action Drama in the Courtroom
- ★ Starring Joseph Cotten

FRIDAYS
on **NBC**

SIR LANCELOT

- ★ The Knights of the Round Table
- ★ Exciting, Colorful Stories
- ★ Action-packed

MONDAYS
on **NBC**

FOR 1957 DAYTIME ENJOYMENT —

THE GARRY MOORE SHOW

Mondays — Wednesdays —
Fridays on **CBS**

ART LINKLETTER'S HOUSE PARTY

Mondays — Wednesdays —
Fridays on **CBS**

BUSINESS

ADVERTISING AGENCIES

PERSONNEL LISTINGS

RADIO SPONSORS

TELEVISION SPONSORS

AGENCY TIMEBUYER

BIOGRAPHIES

1957

ETHEL MERMAN · JOHN CASSAVETES · JESSICA
 TANDY · HUME CRONYN · JOHN KERR · CLIFF
 ROBERTSON · CAMERON MITCHELL · JAMES
 GREGORY · MARSHALL THOMPSON · BIFF
 Mc GUIRE · MACDONALD CAREY · KIM HUNTER ·
 RALPH BELLAMY · PAT O'BRIEN · IMOGENE
 COCA · EVERETT SLOANE · JACK WARDEN ·
 ALBERT SALMI · PHILIP ABBOTT · LOIS
 SMITH · GRACIE FIELDS · JACKIE COOPER ·
 EVELYN VARDEN · LUTHER ADLER · VIRGINIA
 VINCENT · MARK RICHMAN · PAUL NEWMAN ·
 LISA DANIELS · NORMAN LLOYD · FRITZ
 WEAVER · GEORGANN JOHNSON · GYPSY
 ROSE LEE · LEORA DANA · FRANCHOT TONE ·
 ARNOLD MOSS · JOHN SHARPE · BENNYE
 GATTEYS · JIMMY BOYD · ANN SHERIDAN ·
 THEODORE BIKEL · WILLIAM LEMASSENA

*These are the compelling talents who helped make 1956
 such a successful year for Television's finest entertainment.*



U. S. STEEL HOUR · Produced by the THEATRE GUILD

TELEVISION OWNERSHIP

As a Percentage of All Families in the U. S. and in Each of 28 Geographic and Family Type Groups

• *Figures released by the Market Research Corporation of America, based on a nationwide study of 28 geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during 1957 revealed these percentage increases:*

	Jan. '56 Per Cent	Apr. '56 Per Cent	July '56 Per Cent	Oct. '56 Per Cent
UNITED STATES TOTAL.....	74	75	76	78
REGIONS:				
Northeast	86	88	88	88
South	61	63	64	68
North Central	77	77	79	80
Mountain & Southwest.....	60	60	62	65
Pacific	74	74	76	77
CITY SIZE:				
Farm	51	53	54	57
Under 2,500	63	64	67	69
2,500 to 50,000.....	62	62	65	66
50,000 to 500,000.....	80	80	82	83
500,000 and Over.....	89	89	89	90
TOTAL FAMILY INCOME:				
Upper Fourth	86	86	87	89
Next Fourth	81	82	85	86
Next Fourth	75	75	76	77
Lowest Fourth	54	56	58	59
EDUCATION OF FAMILY HEAD:				
Grade School	67	68	70	71
High School	82	82	83	85
College	79	79	79	81
SIZE OF FAMILIES:				
1 & 2 Members.....	66	67	69	70
3 Members	77	78	81	83
4 & 5 Members.....	84	84	85	86
6 Members & Over.....	74	74	74	74
AGE OF HOUSEWIFE:				
Under 35 Years.....	81	81	82	84
35 thru 44 years.....	79	79	82	84
45 Years & Over.....	67	68	70	71
PRESENCE OF CHILDREN:				
5 Years & Under.....	80	80	81	83
6-12 Years	82	82	83	84
13-20 Years	76	76	78	80
No Children	68	63	70	71

Source: Market Research Corporation of America.

ETHEL BARRYMORE • JAMES EARL RAY • ART CARNEY • ETHEL MERMAN
 BRIAN DONLEVY • ZACHARY SCOT • SHELLEY WINTERS • WARD BOND
 PAUL DOUGLAS • CLAUDE RAINS • JACQUES BERTELLI • JACK OAKIE • JOANNE DRU
 EDMOND O'BRIEN • BARRY BURTON • RITA MARO • BARBARA BRITTON
 PETER LORRE • ETHEL BROWNE • JAMES HANCOCK • ROBINSON • TOM DRAKE
 DICK POWELL • MARY MCGRAW • JAMES EARL RAY • ASTOR • GUY MADISON
 MARGUERITE PLAZZA • JAMES EARL RAY • DIANA LYNN • RORY
 CALHOUN • RED SKELTON • JAMES EARL RAY • DOROTHY McGUIRE • GENE
 NELSON • JEFF HUNTER • JAMES EARL RAY • BETTY GRABLE • ROBERT
 PRESTON • PAUL HENREID • JAMES EARL RAY • ARNOLD • TONY MARTIN
 MARGARET O'BRIEN • JAMES EARL RAY • WARD DUFF • SIR CEDRIC
 HARDWICKE • MAUREEN O'NEILL • JAMES EARL RAY • WENDELL COREY • SYLVIA
 SIDNEY • TERESA WRIGHT • JAMES EARL RAY • HENRIE • VANESSA BROWN
 PAT O'BRIEN • LLOYD BRUCE • JAMES EARL RAY • ALYN MAXWELL • JOHNNIE
 RAY • DAN DALEY • JAMES EARL RAY • JAMES EARL RAY • DENNIS O'KEEFE



“CLIMAX!” AND “SHOWER OF STARS”

TOPS IN TV DRAMA AND VARIETY

Now in its third year of “Climax!” and “Shower of Stars” with top caliber stories and star casts, Chrysler Corporation is proud to present this outstanding television

entertainment. Your host, **Bill Lundigan**, welcomes you to each of these thrilling dramatic or musical productions, telecast live every week from Television City, Hollywood.

Thursday nights 8:30 to 9:30 EST—CBS-TV.

CHRYSLER CORPORATION  **THE FORWARD LOOK**

PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL

Network, Agency, or Indie Packager for TV Production?



By
BARTON A.
CUMMINGS
President
Compton Advertising,
Inc.

THERE is no neat and easy answer to the perennial question—which is preferable, an agency, network or independently produced program? That was the position taken by Lewis H. Titterton, who is in charge of TV programming at our agency when I discussed the matter with him. Together we took a nostalgic look at the history of radio programming which demonstrated clearly that in the early days the networks produced practically all programs, in the next period the agencies took over the bulk of the work, but in the heyday of radio in the late 1930's and post-war 1940's networks took a back seat while agencies shared most of the programming with independent package producers.



In the relatively short span of television we have seen an even greater fluctuating change in emphasis. Again in the earliest days the great bulk of programs were produced by networks with the agencies rather rapidly increasing their share of the work. However, the immensely greater expense of television programming over that of radio and the problem of absorbing into the agencies the vast number of new people necessary to handle agency-produced programs soon caused the mushrooming of the independent package producers.

Because competition is stimulating and healthy in the program field as in any other, and because there is room for all comers as sources of original program ideas, we believe that agencies, networks and packagers can jointly provide better programming than could any single one if it were to dominate the field to the exclusion of the others. Currently this agency is providing for its clients all three kinds of television programs. What to us is most important is effective control where possible over the costs and quality of a program, regardless of its origin.



A network controlling facilities is in a position to experiment with new patterns and new and rewarding channels. The fact that a network has numerous potential sponsors for any one show it develops makes bold and imaginative new programming possible. The networks can and do create the large programs which require multiple sponsorship and for this reason cannot be produced by the agencies.

The independent packager, working in an

intensely competitive field and with limited network time periods available for the launching of his programs, has the difficult task of creating exciting ideas while molding them along fairly traditional lines.



There are times when neither the network nor the packager has a program that satisfies the specific advertising or merchandising needs of an advertiser. When this is the case, it is obviously the duty of the agency to create such a program. If the program by its nature is complex and requires a substantial staff, it is always possible for the agency to arrange to have the program packaged by one of the competent package producers. Where this is done the agency, knowing every item in the budget in just as much detail as though the program were agency-produced, can effectively fight the battle of spiralling program costs.



Where an advertiser through its agency buys one or more segments of a network package of which other segments are sponsored by other advertisers, it is obviously impossible for any one agency to exercise legal right of approval over all arrangements of the show. Where, however, an agency buys a complete package for one of its clients it is in most cases possible to obtain effective control, not in order to place a heavy hand on or to impede the imaginations of the creative people associated with the program, but by objective criticism to improve and sharpen a program's material.

We believe from experience that there is not only room for the three sources of shows, but there is a real necessity for all and that the earlier the agencies can work with the networks and package producers during the period when a show is in its planning stage, the better the results will be.

AMERICAN-STANDARD
*Plumbing Fixtures,
 Heating-Cooling Equipment*
 "Home"†

THE AMERICAN TOBACCO COMPANY
Lucky Strike Cigarettes
 "Your Hit Parade"*
 "The Jack Benny Program"*

"Private Secretary,"* starring
 Ann Sothern

ARMSTRONG CORK COMPANY
Resilient Floors
 "Armstrong Circle Theatre"*

BRISTOL-MYERS COMPANY
 "Ban" Deodorant—*Trushay*,
 "Alfred Hitchcock Presents"*†

"Arthur Godfrey and His Friends"*†
 "Arthur Godfrey Time"*†
 "Garry Moore Show"*†
 "Playhouse 90"*†

CAMPBELL SOUP COMPANY
 "Lassie"
 "On Trial"*

**DE SOTO-PLYMOUTH DEALERS
 OF AMERICA**
 "You Bet Your Life,"* starring
 Groucho Marx

E. I. DU PONT DE NEMOURS & CO. (INC.)
 "Du Pont Theater"

GENERAL ELECTRIC COMPANY
 "The General Electric Theater"
 "Cheyenne"*

THE B. F. GOODRICH COMPANY
 "Life-Saver" Tubeless Tires
 "The George Burns & Gracie Allen
 Show"*

GENERAL MILLS, INC.
*Betty Crocker Mixes, and Other
 General Mills Products*
 "Bob Crosby Show"*†
 "Garry Moore Show"*†
 "Valiant Lady"†
 "Giant Step"
 "Lone Ranger"†

LEVER BROTHERS COMPANY
 "Art Linkletter's House Party"*†
 "On Trial"*

REVLON PRODUCTS CORP.
*'Satin-Set,' 'Touch-and-Glow,'
 Lipsticks and 'Futurama,' and
 Nail Enamel*
 "The \$64,000 Question"
 "The \$64,000 Challenge"†

UNITED STATES STEEL CORP.
 "United States Steel Hour"*

VICK CHEMICAL COMPANY
Vicks Products Division
 "The Big Story"*
 "The Jonathan Winters Show"

**VITAMIN CORPORATION
 OF AMERICA**
 "The Steve Allen Show"†
 "Today"†
 "Tonight"†

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic
 "The Adventures of Robin Hood"*

*Alternate weeks **Segment
 †Participating



B B D O ADVERTISING

BATTEN, BARTON, DURSTINE & OSBORN, INC.
 NEW YORK • ATLANTA • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DALLAS • DETROIT
 HOLLYWOOD • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • SAN FRANCISCO • SEATTLE • TORONTO

Advertising Council Boasts Fine Public Service Record



By
GORDON C. KINNEY
Director of Radio and
Television, The Adver-
tising Council, Inc.

THE past year, in the area of public service broadcasting and advertising, was perhaps the most eventful and significant in over a decade. Certainly, it was The Advertising Council's biggest peacetime year. The volume of advertising contributed by advertising media and advertisers to public service projects reached the total of \$149,069,000 as against the 1955 total of \$120,000,000. Not since World War II has public service advertising reached such a high point.



And during this year broadcasters and their advertisers — local, regional and national — gave *more* support to *more* public interest information projects than they had in any previous year. They mounted the largest Register And Vote Campaign in history and closed 1956 by conducting the tremendously effective Hungarian Emergency Relief Campaign—all the while giving forceful assistance to 14 other vital public interest programs and 46 additional causes. This record includes only Advertising Council projects, and does not include hundreds of purely local community projects which radio and television stations assisted generously in their localities.



Network and regional advertisers alone contributed in 1956 a total circulation of 10,612,353,000 radio and television home impressions to those campaigns supported by the Council (in 1955 the total was 6,174,667,000). These 10½ billion home impressions resulted from sponsored programs only. The additional circulation contributed by local stations and by network sustaining shows easily would double this figure. These estimates are based on ratings of individual programs, provided to the Council free by The A. C. Nielsen Company. A home impression is one message heard once in one home.

While the scope of this public service is impressive, fortunately the *campaign results* also are impressive—results of which broadcasters can be proud.

Here are but a few such results registered in 1956:

The ACTION campaign stimulated 13,200 individual requests for assistance. Sponsors of the BETTER SCHOOLS campaign reported 12 to 15 thousand local citizens committees working for better schools. Four years ago there were 17.

PTA membership totals 10,130,000, an increase of 720,718 over the year before.

The HUNGARIAN EMERGENCY RELIEF campaign successfully reached its goal of 5 million dollars for the Red Cross and 1½ million CARE.

The annual average of forest fires in recent years was 300,000. In 1956 it dropped to 166,000. The area burned dropped from 30,000,000 acres to 8,000,000 acres.



In 1952 the enrollment of volunteers as plane spotters in the Ground Observer Corps was under 90,000. Today it is 400,000. In addition a million men and women have been trained as observers. In the 1956 drive, the Red Cross raised \$84,950,756 and achieved a membership of 24,000,000 people.

Two million \$1 packages have been sent to hungry people as a result of the CARE Food Crusade.

The greatest total vote in history was cast in 1956 — 62,118,936, as compared with the 1952 total of 61,351,919. A total of 80,158,364 registered in 1956, an increase in registration of 4,578,579 over 1952.

During the ten years the Council has assisted on the STOP ACCIDENTS campaign, the traffic accident death rate per 100 million vehicle miles was reduced from 11.3 to a low of 6.3. Although selling U. S. Savings Bonds is an up-hill fight, holders of U. S. Savings Bonds reached an all-time high the past year. 40 million Americans now own E and H bonds worth 41 million dollars.



From all indications the public relations of the Council, and through it the public relations of broadcasting, of advertising and of business, continue to forge ahead. Whereas, not too many years ago, certain groups in America—educators, clergymen and perhaps physicians — were critical of "advertising", today these very groups form perhaps the loudest cheering section for the mass communications media.



ON-TARGET TELEVISION



KUDNER AGENCY, INC.

**LOS ANGELES NEW YORK DETROIT WASHINGTON
DAYTON SAN FRANCISCO**

ADVERTISING AGENCIES


RADIO ACCOUNTS

TV ACCOUNTS

PERSONNEL

1957

THE FIRST HUNDRED MILLION DOLLAR YEAR



A couple of months ago a milestone was passed when McCann-Erickson TV-Radio billing hit a rate of a hundred million dollars annually. A glance at the accompanying charts shows that this covers every radio and TV network, hundreds of local stations—every kind of programming—every type of commercial. Like all agencies, and most people, we like to set ourselves goals. Probably it was one of our goals to be the first to reach the hundred million mark in this field—but right now there's only time to thank the many people responsible for having done it. The networks and stations who have done so much to bring these media to their present high point of effectiveness . . . the producing outlets and the talent agencies who have contributed so much to the quality of our product.

McCann-Erickson, Inc.

Network and Regional TV Programs

NIGHTTIME

Special Programs

Cinderella
Great Sebastians, The
Mayerling
Mr. Broadway
Romeo and Juliet
Ruggles of Red Gap
Shower of Stars

One Hour

Climax
Disneyland
Jackie Gleason Show
Robert Montgomery Presents
Studio One
Warner Brothers Presents
Wednesday Night Fights

Half Hour

Adventures of Jim Bowie
Crunch and Des
Death Valley Days
Dragnet
Esso Golden Playhouse
Gale Storm Show, The
Lone Ranger
National Biscuit
Theatre
Noah's Ark
Texas in Review

Quarter Hour

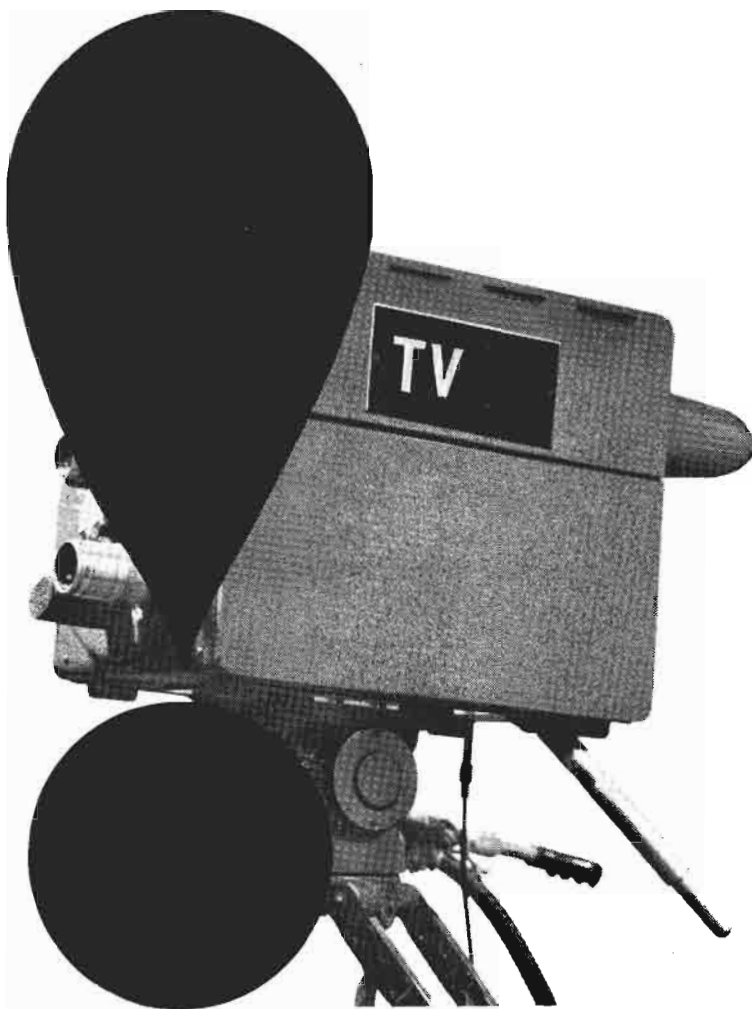
Coke Time
Esso Reporter
Powerland U.S.A.
Sohio Reporter

DAYTIME

Half Hour
Lone Ranger
Sky King

Quarter Hour
Bob Crosby
Don McNeil
Garry Moore
Home
House Party
It Could Be You
Mickey Mouse Club
Ohio Story
Our Miss Brooks
Queen For A Day
Tennessee Ernie
Ford
Today
Valiant Lady

New York, Boston, Atlanta, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.



Clients using other than Network Programs:

TELEVISION

American Safety Razor Corp.
 American Trust Co.
 Bell Brand Foods, Ltd.
 Bulova Watch Co.
 California Packing Corp.
 California Spray Chemical Corp.
 California Wine Association
 Chesebrough-Pond's Inc.
 Chrysler Division
 Cleveland Electric Illuminating Co.
 Coca-Cola Bottling Companies (Various Cities)
 Columbia Records, Inc.
 Cowles Magazines, Inc.
 Columbus & Southern Ohio Electric Co.
 Esso Standard Oil Company
 Gray Drug Stores, Inc.
 Liggett & Myers
 Lincoln Bank & Trust Co.
 Lucky Lager Brewing Company
 Mead-Johnson & Co.
 The Mennen Company

Milk Foundation, Inc.
 National Biscuit Company (Various Products)
 National Lead Co.
 The Nestlé Company, Inc. (Various Products)
 Ohio Bell Telephone Company
 Pacific Power & Light Company
 Rival Packing Co.
 S. O. S. Company
 Southern California and Southern Counties Gas Companies
 Standard Oil Company (Ohio)
 Stegmaier Brewing Co.
 Swift & Company (Various Products)

RADIO

Allied Chemical & Dye Corp. Barrett Division
 American Safety Razor Corp.
 American Trust Co.
 Bulova Watch Co.
 California Packing Corp. (Del Monte)

California Spray Chemical Corp.
 California Wine Association
 Central Vermont Railway
 Chesebrough-Pond's Inc.
 Chrysler Division
 Cleveland Electric Illuminating Co.
 Coca-Cola Bottling Companies (Various Cities)
 Columbia Records, Inc.
 Esso Standard Oil Co.
 Gray Drug Stores, Inc.
 The Halle Bros. Co.
 Hampden Brewing Co.
 Humble Oil Co.
 Liggett & Myers
 Lucky Lager Brewing Company
 Lyon Tailoring Inc.
 Manufacturers Trust Company
 Mead-Johnson & Co.
 The Mennen Company
 The Milk Foundation
 The Milnot Co.
 National Biscuit Company (Various Products)
 National City Bank of Cleveland
 The Nestlé Company, Inc. (Various Products)
 Norwegian Cannery Assoc.

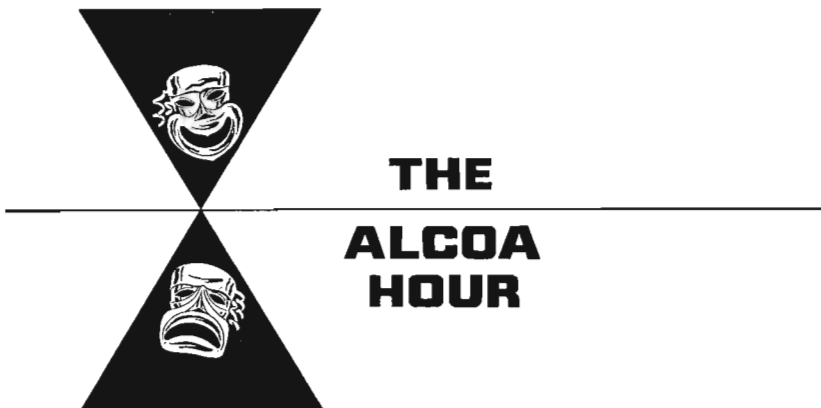
Ohio Bell Telephone Company
 Pacific Power & Light Company
 Rival Packing Co.
 Seeck & Kade, Inc.
 S. O. S. Company
 Southern California and Southern Counties Gas Companies
 Standard Oil Company (Ohio)
 Stegmaier Brewing Co.
 Swift & Company
 Tidy House Products Co.

*the best in Sunday evening
entertainment*

NBC-TV 9-10 P.M., E.S.T.

*Aluminum Company of America
presenting*

**THE
ALCOA
HOUR**



**THE
ALCOA
HOUR**

Fuller & Smith & Ross, Inc.
ADVERTISING

ADVERTISING AGENCIES

— AGENCY RECOGNITION SYMBOLS —

AAAA—AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
 ABC—AUDIT BUREAU OF CIRCULATION
 ABP—ASSOCIATED BUSINESS PAPERS
 AFA—ADVERTISING FEDERATION OF AMERICA
 ANPA—AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION
 APA—AGRICULTURAL PUBLISHERS ASSOCIATION
 NOAB—NATIONAL OUTDOOR ADVERTISING BUREAU
 PPA—PERIODICAL PUBLISHERS' ASSOCIATION
 SNPA—SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

A. D. ADAMS ADVERTISING

562 Fifth Ave., New York 36, N. Y.

Phone: Circle 6-2940

ABP

Owner.....A. D. Adams
 Dynavox Corp. (phonographs), Long Island City, N. Y.

AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland, Calif.

Phone: Higate 4-6580

AFA—NBP—CNPA—SCAAA

Owner, Radio & TV Dir.....Ad Fried
 Radio & TV Time Buyer..Louise Sirignano
 Music Dir., & Librarian.....Elaine Fried
 TV Art Dir.....Gerhardt Jacobi
 Prod. Dir.....Al Wilson
 Acct. Executives..Ad Fried, Louise Sirignano,
 Al Wilson, Elaine Fried, Gerhardt Jacobi.

Radio Accounts: Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Company (Marine Switches), Oakland, Calif.; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Daniel Dillon Co., (Children's Sportswear), San Francisco, Calif.; Duplex Dean Plans (Real Estate), Danville, Calif.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Oakland Light Opera Assn. Joaquin Miller Park, Oakland, Calif. (Musicals); Thermae Products, Inc. (Rocky Mt. Hot Springs Mineral Baths), Oakland, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix concrete), Oakland, Calif.; Dick's Home Furnishers (Home Furnishings), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; The Quiet Hour (Religious), Chicago, Ill.; Lou Winston (Surpluses), Oakland, Calif.; Roto-Rooter of Bay Area (Area Franchise Holder), Oakland, Calif.; Span-A-Form (Bldg. Forms), Oakland, Calif.; Elysee Cosmetic Co. (Cosmetics), San Francisco; United

Trading Stamps, Western Divisional Hdqtrs. (Trading Stamps), Oakland, Calif.; Del-Tra Co. (Bakery Equipment), Oakland, Calif.; Brazil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland, Calif.; Murphy Buick Co. (Car Distributor), Oakland, Calif.; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

TV Accounts: Battery Products Co. (Arro Lyte Batteries), Oakland; Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns), Oakland; Cochran & Celli (California's Oldest Chevrolet Dealer), Oakland; Oakland Light Opera Assn. (Musicals); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area), Del-Tra Co. (Bakery Equipment), Oakland, Brazil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland; Murphy Buick Co. (Car Distributor), Oakland; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

WILLIAM HART ADLER, INC.

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

Phone: Whitehall 4-5210

AAAA—ABP—ABC—ANPA—APA—NOAB
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 Vice Pres.....Thorpe E. Wright
 Vice-Pres.....A. B. Stone
 V.P., Art Director.....Leslie Meyers
 Time Buyer.....Alidor Belskis
 Publicity Director.....Ben Graves
 Asst. to Pres.....John J. Petrie
 Media Director.....Betty Sickinger

Branch Office

101 Park Ave., New York, N. Y.

Manager.....J. C. Berens
Radio Accounts: Aladdin Industries, Inc., (Lamps, Vacuum bottles, Kerosene Products), Nashville, Tenn.

TV Accounts: Aladdin Industries, Inc.; Conlon-Moore Corp., (major appliances), Chicago.



YOUNG & RUBICAM, INC.
ADVERTISING

New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood
Montreal • Toronto • Mexico City • San Juan • London

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15th & New York Ave., N.W.
Washington 5, D. C.

Phone: District 7-0551

President.....John E. Waterfield
Secretary.....E. H. Bell

AITKIN-KYNETT CO.

1400 South Penn Square,
Philadelphia 2, Pa.

Phone: Rittenhouse 6-7810

AAAA—ABC—ABP—ANPA—AFA

Senior Partner.....H. H. Kynett
Partners.....M. E. Goldman,
H. A. Medholdt, George B. Barnard, Allen
C. Smith

TV Dept. Head.....Richard Olanoff
Radio Dept. Head.....Allen Gray

Radio Accounts: Conrad-Pyle Co., West Grove Pa. (Rose Growers); Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); Stephano Bros., (Cigarettes); Wolf's Head Oil Refining Co., (Motor Oil); First Camden National Bank & Trust Co., Camden, N. J.; Girard Trust Corn Ex. Kk., Philadelphia, Pa.; Spaulding Bakeries, Inc., Binghamton, N. Y.; Sunshine Packing Corp. (Frozen Foods); North East, Pa.; Exide Automotive Div. (Batteries), Philadelphia; Campbell Chain Co. (Auto Tire Chains), York, Pa.; Fels and Co. (Laundry Products), Philadelphia, Pa.; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio.

TV Accounts: Booth Bottling Co., Philadelphia, Pa.; Mrs. Paul's Kitchens, Inc., Philadelphia; Spaulding Bakeries, Inc., Binghamton, N. Y.; Exide Automotive Div. (Batteries) Philadelphia; Campbell Chain Co., York, Pa.; Fels and Co., Philadelphia; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio.

R. H. ALBER CO.

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

Phone: HOLlywood 9-8273

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

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

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

Estimated Radio-TV Billings: \$336,152.47.

ALLEN & REYNOLDS

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

Phone: Atlantic 4445

AAAA—ABP—ANPA—AFA—ABC

Partners.....Milton H. Reynolds,
R. H. Reynolds, Q. H. Moore, Helen C.

Moeller, Milton J. Stephan, Kermit Hansen, W. J. Newens

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

Radio Accounts: Carpenter Oil Co. (Gas, Oil & Automotive Products); Evans Laundry; Glaser's Provision's Co., Inc. (Prepared Meat Products); T. H. Maenner Co. (Real Estate); Merchants Biscuit Co.; Omaha Public Power District (Public Utility); P. F. Peterson Baking Co., Omaha, Cedar Rapids, Davenport, Des Moines; Tekseed Hybrid Co. (Hybrid Corn); U. S. National Bank; Fairmont Foods Co. (Dairy, Frozen Foods); Woodmen Accident Co. (Insurance); Lincoln, Nebr.; Commercial Savings & Loan Assoc.; Dundee Presbyterian Church; Gericlick Motors; George H. Lee Co. (Poultry Remedies); Securities Acceptance Corp.; Sidles Conditioned Air Co.; Uncle Sam Breakfast Foods Co.

TV Accounts: Fairmont Foods Co. (Dairy Products & Frozen Foods); Merchants Biscuit Co. (Cookies and Crackers); Omaha Public Power District (Public Utility); Paxton & Vierling Steel Co. (Industrial Steel Products); P. F. Petersen Baking Co. (Pastries) Omaha, Cedar Rapids, Davenport, Des Moines; Tekseed Hybrid Co. (Hybrid Corn); Sidles Conditioned Air Co. (Air-Conditioning Equipment); U. S. National Bank; Woodmen Accident Co. (Insurance), Lincoln, Nebr.; Commercial Savings & Loan Assoc., Omaha; O. A. Cooper Feeds (Live-stock Feeds), Humboldt, Iowa; T. H. Maenner (Real Estate); Nebraska-Iowa Electrical Council; Uncle Sam Breakfast Food Co., all Omaha.

ALLIED ADVERTISING AGENCIES

167 So. Vermont Ave., Los Angeles 4, Calif.

Phone: DUnkirk 7-7331

President, Gen. Mgr.....W. Fehr Gardner
Radio-TV Director.....Stuart Heinemann
Treasurer.....Maxine Blankenship
Art Director.....Jack Robins
Account Execs.....Dick Gardner, Milton Hoffman

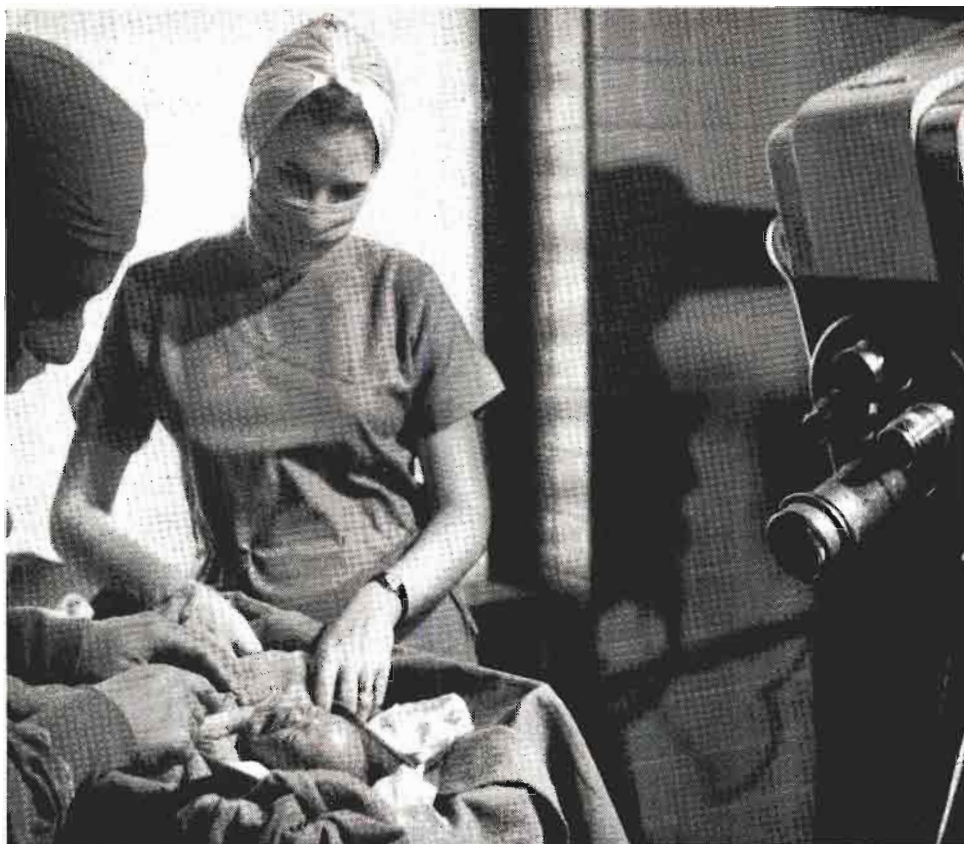
Radio Accounts: Arden Farms (Dairy Products); Gold Furniture Co.; Pavo de Grande, Inc. (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; United Sporting Goods; Calif. Record Distributors, Pacific Hi-Fi House (Electronic Equipment), all Los Angeles,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

TV Accounts: Gold Furniture Co.; Pridham Davis (Optometrist); Arden Farms (Dairy Products); Pavo de Grande (Turkeys); Westons 909 Garage, Globe Dept. Stores, Dr. F. E. Campbell (Dental Services), West Pico Furniture Co., Bowles & Co. (Real Estate), all Los Angeles, Calif.

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.

Phone: MU 8-5800



Unable to breathe adequately, this premature baby must have oxygen administered into its lungs. New methods like this are keeping infants as tiny as 1 pound 8 ounces *alive and able to develop naturally*



TELEVISION: from the premature babies' nursery, Baltimore's Sinai Hospital

THIS TELECAST described the new methods which are helping to save premature babies.

This is one of a series dealing with new medical techniques in the treatment of mental disease, diabetes, and so on.

These telecasts come from medical schools and hospital research centers.

To make these broadcasts possible, the schools and hospitals, obviously, have had to see the educational value of the series. Their sympathy with the purposes of the series has led them, with the American Medical Association, to

give their wholehearted co-operation.

To be of value, of course, these programs have had to be *authentic* portrayals of the new techniques under discussion. The doctors, the nurses, the patients—all are real.

"Medical Horizons," as this television series is called, was developed with CIBA Pharmaceutical Products Inc. by the J. Walter Thompson Company to meet very special and professional problems. *It is produced and directed by J. Walter Thompson Company.*

J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D.C., Miami



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 President.....John A. Cairns
 Exec. V.P.....Thomas Vohs
 TreasurerAbraham Fisher
 Vice Pres., Radio-TV.....Victor Seydel
 AssistantAnn Burkholder
 ProducerFrank Lowe

Radio Accounts: Aborn Coffee, Union Carbide & Carbon (Dynel Div.); New York, N. Y.; Dow Corning Corp. (Silicone Division), Midland, Mich.; Wynn Oil Co., Mineola, N. Y.; Alderney Dairy, Newark, N. J.; Seeman Bros. (White Rose Tea); National Home Furnishing Show, N. Y. C.

TV Accounts: C. H. Masland & Sons, (Rugs and Carpets), Carlisle, Pa.; Associated Bulb Growers of Holland; Aborn Coffee, New York, N. Y.; Wynn Oil Co. (Friction Proofing) Mineola, N. Y.; Nat'l. Home Furnishings Show; Seeman Bros. (White Rose Tea) N. Y. C.

ATHERTON ADVERTISING AGENCY

8455 Melrose Pl., Los Angeles 46, Calif.

Phone: OLive 3-2246

AAAA-ABP-ANPA-APA

Owner.....Alfred A. Atherton
 Media Dir.....Alice Asdour

Radio Accounts: Acousticon, Div. of Dictograph Products, Inc.—West Coast only—(Acousticon Hearing Aids), San Francisco, Calif.; Pacific Hawaiian Products Co. (Soft Drink), Fullerton, Calif.

TV Account: Pacific Hawaiian Products Co. (Soft Drink), Fullerton, Calif.

ATHERTON & CURRIER, INC.

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

Phone: ORegon 9-5055

ABP-ANPA-AFA

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 Vice-PresidentLester Stone
 Secy.-Treasurer.....Z. A. Torok
 Vice-Pres., Dir., Copy & Plans..J. D. Molnar
 Vice-Pres., Radio Dir. & Talent

BuyerJ. P. Atherton
 Media Director.....Hubert Sweet
 Research Director.....Jay Schiller
 Marketing Director.....William Updegraff

Branch Office

Concourse Bldg., Toronto, Ont., Canada
 V.P., Gen. Mgr.....William McDonald

ATLANTIC ADVERTISING COMPANY

220 West 42nd St., New York 36, N. Y.

Phone: LOngacre 5-2674

PPA

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 Art Dir.....M. Charles
 Production Mgr.....Don Williams
 Space Buyer.....Wm. Silverstein
 Act. Executives....Irving H. Glick, Murry E. Cohen, Wm. Silverstein, Albert Coleman

AUBREY, FINLAY, MARLEY & HODGSON, INC.

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

Phone: FInance:l 6-1600

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 Radio-TV Time Buyer.....Pat Kral

Radio Accounts: International Harvester Co. (Farm Equipment Div.); International Mineral & Chemical Co. (Potash Div.); Terry Foods, Inc.; Illinois Farm Supply Co. (Fertilizer, Feed, Petroleum), Williamson Candy Co. (Oh Henry!), all Chicago.

TV Accounts: Illinois Farm Supply Co.; Terry Foods, Inc. (Frozen Prepared Beef Prod.) Williamson Candy Co. (Oh Henry!).

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.

Phone: LOmbard 3-0100

ANPA-ABP-ABC

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 President.....Warner S. Shelly

Radio-TV Department

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

Phone: PLaza 7-5700

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 V.P., Radio-TV Plans.....T. J. McDermott
 Programming &

ProductionT. H. Calhoun
 Copy Chief.....John W. Esau
 Radio-TV Research.....H. L. Smith, Jr.
 Film Production.....G. D. Gudebrod
 Radio-TV Traffic.....Joseph Battaglia
 Broadcast Media.....George McCoy
 Sports.....C. W. Wilds
 Chief Time Buyer.....R. S. Bunbury
 Time Buyers.....P. F. Kizenberg, E. Oglc,
 J. N. Sinnot, H. Hartwig, F. McClafferty,
 V. Ritter, W. Millar, I. Ziegler, S. Israel,
 A Randall.

Branch Offices

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

Phone: PLaza 7-5700

Vice-President.....John D. Upton
 920 Statler Office Bldg., Boston 16, Mass.

Phone: HUbbard 2-4970

Vice President.....F. Craig Greiner
 135 S. LaSalle St., Chicago 3, Ill.

Phone: ANdover 3-7111

Vice-President.....Allen R. Memhard, Jr.
 Radio-TV Prod.....James E. Robertson

4170 Penohscott Bldg., Detroit 26, Mich.

Phone: WOodward 5-3322

Vice-PresidentJohn Garherson
 714 Taft Bldg., Hollywood 28, Calif.

Phone: HOllywood 3-4871

ManagerGlenhall Taylor
 235 Dillingham Bldg., Honolulu 16, Hawaii

Phone: 50-3681

Phone: HOHonolulu 6193

Manager.....James P. Smith
Radio Accounts: American Telephone and Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, The Chesapeake & Potomac Telephone Companies,

J. M. MATHES

I N C O R P O R A T E D

260 MADISON AVENUE

NEW YORK 16, N. Y.

SERVING
IN TELEVISION,
RADIO AND
MOTION PICTURES

- Bakelite Company, Division of Union Carbide and Carbon Corporation
- Bates Fabrics, Inc.
- Bermuda Trade Development Board
- Brown Company
- Canada Dry Ginger Ale, Inc.
- Carbola Chemical Company, Inc.
- Judson Dunaway Corporation
- Economics Laboratory, Inc.
- Luden's, Incorporated
- Northam Warren Corporation
- The Pure Food Company, Inc.
- Union Carbide and Carbon Corporation
- Wagner Baking Corporation

Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Johnson & Johnson, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, Plymouth Cooperative Advertising Program, Seabrook Farms Company, Sheffield Farms Company, Tasty Baking Company, United Air Lines, Avis Rent-A-Car System, Ohio Oil Co., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Polk-Miller Products Corp., Hamilton Watch Co., Phillip Morris Co.; Gordon Baking Co.; Plymouth Factory Cooperative Adv. Pgm.; Sealtest Supplee Div., Nat'l. Dairy Products Corp.

TV Accounts: American Telephone & Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, Bissell Carpet Sweeper Company, Carrier Corporation, The Chesapeake & Potomac Telephone Companies, Reuben H. Donnelley Corporation, Electric Companies Advertising Program, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, National Dairy Products Corporation — Sealtest, Ohio Company, Plymouth Cooperative Advertising Program, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Seabrook Farms Co., SeaPak Corp., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Johnson and Johnson, The First Penns-Banking & Trust Co., Sheffield Farms, Phillip Morris Co.; Gordon Baking Co.; Plymouth Factory Coop. Adv. Pgm.

AYLIN ADVERTISING AGENCY

904 Lovett Blvd., Houston, Texas
Phone: JACKson 9-3766
AAAA

President.....Robert N. Aylin
Account Executive.....Robert A. Lahr
Account Executive.....Alston P. Cameron
Account Executive.....Charles H. Lewis
Radio & TV Dir.....Jo Moore
Art Director.....Roger I. Helm

Radio Accounts: Black-Brollier, Inc. (Concrete Building Materials), Houston, Texas; Henke & Pilot, Inc. (Chain Supermarkets), Houston, Texas; James Bute Co. (Paints), Houston, Texas; Craig's Women's Apparel, Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; Rheem Mfg. Co. (Heaters), Houston, Texas; Clark & Courts (office supplies), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post (Daily Newspaper), Houston, Texas; Bank of the Southwest, Houston, Tex.; Merchants Nat'l. Bank, Port Arthur, Tex.; C. B. Delhomme (Boat Sales & Service), Houston.

TV Accounts: Henke & Pilot Supermarkets, Houston, Texas; Rheem Manufacturing

Co. (heaters, air conditioners, ranges), Houston, Texas; Abert Berry (cars); Houston, Texas; James Bute Co. (Paints), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post (Daily Newspaper), Houston, Texas; Nichols Industries (Toy Guns), Jacksonville, Texas; Bank of the Southwest, Houston.

BADGER & BROWNING & HERSEY, INC.

550 Fifth Ave., New York 36, N. Y.
Phone: Circle 7-3719

Chairman of Board.....J. L. Badger
Pres., Treasurer.....F. S. Browning
Dir., Merchandising.....Richard Mason

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Mng., TV Dept.....Hazel Blair
TV Time Buyer.....Don Farrow
Prod. (Radio).....John Powell
Radio Comm. & Traffic.....Marj Bell
1557 MacKay St., Montreal, Que.

Phone: Plateau 3959

Manager.....John Hull
Production.....T. V. M. Holloway

Radio Accounts: General Foods, Ltd.; Adams Brands Sales, Ltd.; Frigidaire Products of Canada, Ltd.; The Carnation Co., Ltd.; Pharmaco, Inc. (Feen-a-mint); Supreme Drug, Ltd. (Poligrip and Poli-dent); Manufacturers Life Inc. Co.; Canadian Cannery Ltd.

TV Accounts: Frigidaire Products of Canada, Ltd.; Adams Brands Sales Ltd.; General Foods, Ltd.; Canadian Cannery Ltd., Canadian Kodak Co., Ltd.; Carnation Co. Ltd.; Pharmaco, Inc. (Feen-a-mint); Kaufman Rubber Co.; Magic Popcorn Co.; Supreme Drug Ltd. (Polident & Poligrip)

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

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

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

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 Cur Wave Set Lotion, Heather Rouges) New
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 Copy Assistant.....D. Kogler
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 N. Y.; General Electric (Community Rela-
 tions), Syracuse, N. Y.; Will & Baumer Can-
 dle Co. (Candles), Syracuse, N. Y.; A. V.
 Smith Co. (Peas, beans), Marcellus, N. Y.;
 National Pet Foods (Kalico Kat cat food),
 Marcellus, N. Y.; Haberle Brewing Co.,
 Syracuse.
TV Accounts: Dairymen's League Co-op
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 cuse, N. Y.; General Electric (Community

Relations), Syracuse, N. Y.; Haberle Brew-
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 Phone: DU 4-1193
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 hist Co., Inc. (Cold Preparations), Yonkers
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 After-Shave Lotions, Palmolive Shampoo,
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 ducts Co. (Kitchen Bouquet, B in B Mush-
 rooms, Cream of Rice), West Chester, Pa.;
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 Brands, Inc. (Royal Desserts, Royal Baking
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 ine, Pets Food Div.—Hunt Club, Walter
 Kendall Fives, Old Trusty); Whitehall Phar-
 maceutical Co. (Anacin, Buffered Anacin, Buf-
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Phone: WALnut 4-3780

Radio & TV Accounts: American Home, American Institute of Men's and Boy's Wear, American Radiator & Standard Sanitary Corp., American Safety Razor, American Tobacco Co., Armstrong Cork, Bristol Myers, California Oil, Campbell Soup, Con Edison, Continental Can, Curtis Circulation Co., Saturday Evening Post, Holiday, Ethyl, First National City Bank, General Baking, G. E. Live Better Electrically, G. E. Institutional, General Mills, International Salt, Lever Bros., National Cranberry, National Gypsum, N. Y. Telephone, Oneida, Penick & Ford, Philco Corp., Readers Digest, Revlon, Schaefer, Schenley, United Fruit, U. S. Steel, Vioks Chemical, Boston 5 Cent Savings Bank, 1st National Bank of Boston, New England Coke, Shreve, Crump & Low, Southern New England Telephone, Stearns Co., Bausch & Lomb, Marine Trust, J. R. Wood, Barcalo, Niagara Mohawk, Pfeiffer's Foods, Wildroot, Libby, McNeill & Libby, Westlox, B. F. Goodrich, Timken, DeSoto, Rexall Drug, V.C.A., Cream of Wheat, Doughboy Industries, F & M Savings Bank, Gumble-Skogmo, Hormel, Iron Mining, DuPont, Minnesota Mining, Northern Pacific, Northrup King, Northwestern Bell, Rapinwax, Scott-Atwater, Toro Manufacturing, Fort Pitt Brewing, Sea Breeze, Cling Peach, MJB, Pacific Gas & Electric, Pacific Telephone & Telegraph, Spreckels Sugar, Standard Oil of California, Sunlite Bakery, Bank of America, Peter Hand Brewery, Ladies Home Journal.

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TV Accounts: Quaker City Chocolate & Confectionery Co., Inc., Phila., Pa.; Phila. Dairy Products Co., Inc.; General Electric (TV, Elec. Blankets, etc.), Philadelphia, Pa.; J. Frank & Sons (Soft Drink Bottlers), Philadelphia, Pa.; C. F. Simonin's Sons, Inc., Philadelphia, Pa.; Blue Magic, Inc. (Liquid Starch), Philadelphia.

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Radio Accounts: L. S. Ayres & Co. (Dept. Store); Indianapolis Nash; Sap's Bakery; Sutton Sales Co. (Appliances), all Indianapolis, Ind.

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

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

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 val Tours, Inc. (Tours in England), N. Y. C.

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 nental Oil Co.

TV Accounts: American Express Co.; Gen-
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 Publicity, Research Dir..... Pat Dunn

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 ants), Downey, Calif.; Pride Products (Juv-
 enile Products) Glendale, Calif.; Stanley
 Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp.
 (Shutters), D. Fernmon & Co. (Brassieres),
 Los Angeles, also mail order accounts.

TV Accounts: Alladin Plastics (House-
 wares); Baby Line Furniture Corp.; Horns-
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 Bleach), Jackson, Miss.; Helene Curtis In-
 dustries, Inc. (Suave, Men's Suave Creme
 Shampoo, Beauty Shop Supplies & Equip-
 ment), Chicago; General Finance Loan Co.,
 Chicago; Maybelline Co., Chicago; Consoli-
 dated Royal Chemical Corp.

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

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

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

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Treas.....John Ebner
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Media, Research Dir.....R. S. Liptak
Media Buyer.....Christina Muirhead
Production Mgr.....Maida Rector

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1060 Bishop St., Honolulu, Hawaii

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Accounts: Ampex Corp. (Tape Recorders, Speakers); International Engineering Co. (Engineering & Construction); Lenkurt Electric Co. (Electronic Equipment, Components); Miller Freeman Publications (Publishers); Sherman, Clay & Co. (Musical Instruments, etc.) Barnes Heating Equipment; Cutter Laboratories, (Pharmaceuticals); Plastic Lume, Inc. (Venetian Blind Slats); Schlage Lock Co. (Builders Hardware); E. A. Thompson Co. (Waxes, Polishers, Cleaners, Water Seal); Tubbs Cordage Co. (Rope & Twine); Varian Associates (Electronic Controls & Components); H. S. Watson Co. (Truck Transmissions & Tools); Western Machinery Co. (Mining and Process Machinery); Westinghouse Electric Corp. (Electric Home Heater Div.); William Wallace Co. (Metalbestos Gas Vent Pipe).

BOONE & CUMMINGS

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

ABP

Partners.....Malcolm Cummings,
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Radio Accounts: DeMontrond Buick; First City National Bank, Straus-Frank (Worthington Air Conditioners); Danburg's (Dry Goods & Appliances); Southwestern Savings & Loan, Loew's State Theatre; Sharpstown (New Homes); South Main State Bank, Palms Shopping Center, all Houston, Tex.

TV Accounts: DeMontrond Buick, First City National Bank, Straus-Frank, Dexter Diaper, Southwestern Savings & Loan, Palms Shopping Center, Sharpstown, Loew's Theatre, Lakewood Heights (Vacation Lots), all Houston, Tex.

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TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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Phone: BAltimore 1-4997

Manager.....Bert Bremson
340 North Rodeo Drive, Beverly Hills, Calif.

Phone: BRadshaw 2-2081

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

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Phone: DEXter 1-5313, 1-4115

ABP—APA—ANPA—NBP

Radio Director.....Arthur Braitsch

Secretary.....Roberta A. Rodgers

Time Buyer.....John A. Lorimer

Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Strand Theater, Weybosset Markets, White Pontiac Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).

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

J. CARSON BRANTLEY ADV.

AGENCY

Owen Bldg., Salisbury, N. C.

Phone: 900

Pres.-Radio Dir.....J. Carson Brantley

Treasurer.....A. R. Monroe

Production.....June Brantley

Radio Accounts: Carolina Beverage Corp. (Cheerwine), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., L. B. Coulter Co. (Cosmetics), Free Enterprise Train, (National Train Tour), Salisbury, N. C.; Banna Co. (Banatol), Salisbury, N. C.

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

Estimated Radio Billings: \$130,000.00

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.

Phone: HEmllock 2-4650

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Radio Accounts: Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; D. J. Murray Mfg. Co. (Unit Heaters), Wausau, Wis.; Essential Products Co. (Overhead Garage Doors), Little Chute, Wis.; Unit Structures, Inc. (Laminated Rafters) Peshtigo, Wis.

TV Accounts: Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; Greenheck Bros. Mfg. Co. (Kaddy Kooler), Schofield, Wis.; Essential Products Co., Berlin Chapman Co., Berlin, Wis. (Overhead Garage Doors), Little Chute, Wis.

Estimated Radio & TV Billings: \$20,000.

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Radio Accounts: Int'l Breweries, Inc.; Mullins Mfg. Corp. (Youngstown Kitchens).

TV Accounts: Mullins Mfg. Corp., The Ironite, Inc., Int'l Breweries, Inc.

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Phone: TRinity 0558

ANPA—APA—ABP—PPA

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 Time Buyer.....A. R. Brooks
 SecretaryBarbara Vosburgh

Radio-TV Accounts: Bekins Van and Storage Company, Western Stove Company.

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General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-8250

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 Asst. Dir. Radio-TV...Richard F. Reynolds
 1680 N. Vine St., Hollywood, Calif.
 Phone: HOLlywood 2-7675

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 720 Fifth Ave., New York, N. Y.
 Phone: COLUMbus 5-1004

Manager.....F. E. Egan
Radio Accounts: Oldsmobile Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.
TV Accounts: AC Spark Plug Div., Gen. Motors Corp. (Spark Plugs Oil Filters, Fuel Pumps, etc.), Flint, Mich.; Oldsmobile Div., Gen. Motors Corp. (Automobiles), Lansing, Mich.; Harrison Radiator Div. (Radiators, defrosters, heaters, thermostats, car air conditioning systems, etc.), Lockport, N. Y.; Hyatt Bearing Div. (Hy-Roll Bearings, etc.) Harrison, N. J.; New Departure Div. (Ball Bearings, bicycle coaster brakes, etc.) Bristol, Conn.; Saginaw Steering Gear Div. (Power and manual steering gears, etc.) Saginaw, Mich.

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Radio-TV Prod.....Allen Black

Branch Office

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

ManagerHoward Blake
Radio Accounts: Coty, Inc. (Cosmetics),
New York City; Rad White Crystal Bleach
(Household Products), New York City;
Sitruie, Inc. (Paper Products) New York
City; North American Accident Insurance
Co., Newark, N. J.; Yonkers Raceway, Yon-
kers, N. Y.; Roosevelt Raceway, Westbury,
N. Y.

TV Accounts: Coty, Inc., Rad White Cryst-
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Roosevelt Raceway.

BUCHANAN & CO.

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Phone: BRyant 9-7900

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Sec'y-Treas.....A. Grance Barrett
Radio-TV Dir.....Nat Strom

Branch Offices

451 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLYmpia 2-0810

Vice Pres.....Frank O'Brien
235 Montgomery Street, San Francisco
Acct. Exec.....John McNeely
Radio Accounts: Tidewater Oil Co., New
York, N. Y., San Francisco, Calif.; Reynolds
Metals Co. (Farm Building Products, Alumi-
num Foil) New York, N. Y.; Air France
(Airline) New York, N. Y.; United Para-
mount Theatres Corp. (Motion Pictures)
New York; Western Airlines, Los Angeles,
Calif.; Wilbur Clark's Desert Inn (Resort)
Los Angeles; Paramount Pictures (Motion
Pictures) Los Angeles.

TV Accounts: Reynolds Metals Co. (Alumi-
num) New York; Tidewater Oil Co., New
York, San Francisco; Western Airlines, Los
Angeles; United Paramount Theatres Corp.;
Paramount Pictures, Los Angeles, Calif.

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Phone: ATLantic 2125

ABP—ANPA—APA—NOAB—PPA—NBP
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Ptnr., Dir. Radio-TV—J. Adam Reinemund

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Phone: CEntral 6-5959

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Phone: MUrray Hill 8-9480

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

Phone: HOLlywood 4-7374

Manager.....Wendell Williams

Radio Accounts: Harris Trust & Savings
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Mixes) Minneapolis, Minn.; Pure Oil Co.
(Gasoline, oil, lubricants, tires, batteries and
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(Washers, dryers, ranges, refrigerators) New-
ton, Iowa; Motorola, Inc. (Radio and Tele-
vision Sets, phonographs) Chicago; Camp-
bell Soup Co. (Frozen soups, Franco-Ameri-
can Products, Quality campaign, Tomato
juice) Camden, N. J.; Philip Morris, Inc.
(Marlboro Cigarettes) New York; Proctor
& Gamble Co. (Camay, Joy, Lava, Jif Pea-
nut Butter, Secret Deodorant) Cincinnati,
Ohio; Pabst Brewing Co. (Pabst Blue Rib-
hon Beer, Eastside Old Tap Lager, Old Tank-
ard Ale) Chicago, Ill.; Eastside Brewery,
Los Angeles, Calif.

TV Accounts: Bauer & Black; Brown Shoe
Co. (Air Step, Buster Brown, Life Stride,
Naturalizer, Pedwin, Risque, Robin Hood,
Roblee, Westport) St. Louis, Mo.; Kellogg
Co. (Cereals and dog food) Battle Creek,
Mich.; Pillsbury Mills (Baking Mixes) Min-
neapolis, Minn.; The Pure Oil Co. (Gasoline,
oil, lubricants, tires, batteries and accesso-
ries) Chicago; Blue Jay Products, Chicago;
Campbell Soup Co. (Frozen Soups, Franco-
American Products Quality Campaign, To-
mato Juice) Camden, N. J.; Commonwealth
Edison Co., Chicago; Green Giant Co. (Peas,
cream style corn, Niblets Brand Whole Ker-
nel Corn, Mexicorn, Kounty Kist Brand
Peas and Corn) LeSueur, Minn.; Harris
Trust & Savings Bank, Chicago; The Hoover
Co. (Vacuum cleaners, floor polishers, small
appliances) N. Canton, Ohio; The Maytag
Co. (washers, dryers, ranges, refrigeration)
Newton, Iowa; Motorola, Inc. (Radio and
TV sets, phonographs) Chicago; Chas. Pfizer
& Co. (Animal Health Products) Brooklyn,
N. Y.; Philip Morris, Inc. (Marlboro Ciga-
rettes) New York, N. Y.; Proctor & Gamble
Co. (Camay, Joy, Lava, Jif Peanut Butter,
Secret Deodorant) Cincinnati; Atchison, To-



DON RUSSELL



peka & Santa Fe R. R., Chicago; Tea Council of U. S. A., New York; Pabst Brewing Co., Chicago; Crane Co. (Plumbing and Heating equipment) Chicago, Ill.; Eastside Brewery, Los Angeles, Calif.

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Leo McPherson, John Metzger, Charles
Mougey, Nick Popa, Walter Seifert, Robert
Stailey, Martha Sullivan, Staff Taylor, Her-
bert Wise and John Young.

Radio Accounts: August Wagner Breweries; City National Bank & Trust; Dollar Federal Savings; Farm Bureau Co-op of Ohio (Feeds, fertilizers, gas, oil, appliances); Lazarus Basement (Department Store); T. Marzetti Co. (Salad Dressings); Buckeye Foods Co. (Potato Chips); Glick's Furniture; Ohio State Fair, all Columbus, Ohio

TV Accounts: August Wagner Breweries, Dollar Federal Savings, Lazarus Basement, Marzetti's, Ohio State Fair, Buckeye Foods, all Columbus, Ohio; Styron-Beggs Co. (Cough Syrup), Newark, Ohio; Marble Cliff Lumber Co.; Majestic Paint; Nationwide Insurance Agents, all Columbus, Ohio.

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

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Media Dir.....David R. Williams
Radio-TV Dir.....Harold Cabot, Jr.

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Phone: York 5145

Vice Pres.....Harry W. Witt
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Phone: Main 3086

ManagerGeorge Ludcke
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TV Accounts: Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; New York Stock Exchange.

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Phone: TRinity 2-6200

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Phone: CEntral 6-1946

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 Phone: JACKson 4-3858

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 Phone: REpublic 7-7400

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 Phone: Randolph 2094

Manager.....George A. Back
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 Phone: Jefferson 1-5601

Manager.....Ross C. Morgan, Jr.
 1750 N. Vine St., Hollywood, Calif.
 Phone: HOLlywood 9-2931

Manager.....Richard L. Eastland
 Account Exec. for Radio, TV..Willard Hanes
 441 Vine St., Cincinnati 2, Ohio
 Phone: MAIn 1-0500

Manager.....James E. Defebaugh
 1700 Broadway, Denver 2, Colo.
 Phone: TABoR 5-5231

Manager.....Richard H. Katerndahl
Radio Accounts: Chevrolet Motor Div.,
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 Co.; Allen B. DuMont Laboratories, Inc.;
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 Retail Corp., Div. of General Shoe Corp.;
 Goebel Brewing Co.; National Bank of De-
 troit; Rheem Manufacturing Co.; United
 Motors Service Div., General Motors Corp.

Television Accounts: Chevrolet Motor Div.,
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 United Motors Service Div., General Motors
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CAMPBELL-MITHUN, INC.

1300 Northwestern Bank Bldg.,
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TV Accounts: Revlon Products, Inc. (Medicated Silicare, Sun Bath, Baby Silicare), New York; Chas. Pfizer & Co. (Candettes), Brooklyn, N. Y.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.; Casco Products Corp. (Steam Irons, Heating Pads), Bridgeport, Conn.; Century Brewery Corp. (Regent Beer), Norfolk, Va.; Flav-r Straws, Inc., New York; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Wearever pens & pencils), N. Bergen, N. J.; Ave Marie Institute (Blue Army), Washington, N. J.

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TV Accounts: Wine Advisory Board of California, San Francisco; Alemite Co. of



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TV Accounts: Carling Brewing Co. (Stag Beer), St. Louis, Mo.; Helbros Watch Co. (Helbros Watches), New York, N. Y.; Toastmaster Products, Div. McGraw Electric Co. (Toastmaster, Automatic Toasters, Waffle Bakers, Hot Food Servers), Elgin, Ill.; Barbasol Co. (Shaving Cream, Skin Freshener, Lotion, Deodorant), Indianapolis, Ind.; Campana Sales Co. (Ayds, Italian Balm), Batavia, Ill.; Consolidated Cigar Sales Co. (Harvester and Dutch Masters Cigars), New York, N. Y.; John H. Dulany & Son (Frozen Foods), Fruitland, Md.; Albers Milling Co. (Cereals, Dog Foods, Cat Food, Feeds), Los Angeles, Calif.; Arizona Brewing Co. (A-1 Pilsner Beer), Phoenix, Ariz.; Carnation Co. (Evaporated Milk, Malted Milk, Crunch, Fresh Milk Products, Ice Cream, Gold Cross), Los Angeles, Calif.; Instant Milk Co. (Carnation Instant Milk, Carnation Instant Chocolate Drink), Los Angeles, Calif.;

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

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TV Accounts: First National Bank, Springfield, Ill.

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

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

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

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Radio & TV Accounts: Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pemsauken, N. J.; Anbesol Co. (Antiseptic), Newark, N. J.; Sardeau, Inc. (Bath Oil), N. Y. C.

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TV Accounts: Bell Savings & Loan Assn., Chicago; Tam O' Shanter Country Club, (Golf Tournaments), Chicago; Chas. Kee-shin Poultry Co. (Frozen Poultry), Chicago; Oncrete Products (Paint); North American Mushroom.

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chase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork products), Phila.; B & O Railroad (Transportation), Baltimore.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Philadelphia.

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TV Accounts: Adler Shoes for Men,
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TV Accounts: Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver; B. K. Sweeney Mfg. Co. (Distributors), Denver.

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TV Accounts: Cameo Curtains, Inc. (Curtains — Draperies); Levolor Lorentzen, Inc.; DeJUR Amco Corp.; Shircraft Co.; Toy Guidance Council, Inc. (Educator Toys), New York.

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Phone: HO 3-3251

Managing Partner.....Jimmy Fritz
Secretary.....Marion Vaughn
Account Execs.H. A. Helm, David Camm
Production.....Don Cordray

Radio Accounts: Advance Muffler Service, Compton, Calif.; Citizens Filing Service (Land), Hollywood; McDaniel's Markets, Los Angeles; Wilshire Federal Savings, Los Angeles; Valley Ford (Autos), Burbank, Calif.; Pasadena Firemen's Fund (Entertainment), Pasadena; Century Oldsmobile, Van Nuys, Calif.; Stansbury Buick, Burbank; Paine & Co. (Potato Chips), Los Angeles.

TV Accounts: Citizens Filing Service, McDaniel's Markets, Valley Ford, Pasadena Firemen's Fund, Holt Motors (Dodge-Plymouth), Los Angeles; Stansbury Buick, Phil Hall Buick, Hollywood; Maunch-Davis Buick, Los Angeles.

Estimated Radio-TV Billings: \$216,000.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone: Liberty 2-6140
ANPA—APA—PPA

President, Treasurer.....Karl M. Frost
Vice Presidents.....Florence A. Dondero,
Raymond E. McLaughlin
V.P., Radio & TV Dir...Harvey P. Newcomb
V.P., Production Manager.Harold E. Besson
Radio & TV

Time Buyer.....Virginia M. Fairweather
Space Buyer.....Anna V. Turner

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Boston, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Co. (Fuel Prods.), Cambridge, Mass.

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

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.
Phone: CHerry 1-6700

AAAA—ABP—ANPA—APA—NOAB—PPA
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President (N. Y.).....R. E. Allen
Secretary-Treasurer.....C. C. Reidenbaugh
Exec. V.P., Mgr. (Cleveland)...J. C. Maddox

Media Dept. Mgr. (Clvld.)...W. G. Chalkley
Asst. Treas., Media Dept. Mgr.

(Chicago).....C. W. Billingsley
Film Visual Dept.

(Cleveland Office).....David Adam
Dir., Radio-TV.....Tom Slater

Branch Offices

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600

Vice-Pres. & Mgr.....R. Nicholson
105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5041

Chm. Exec. Conim. & Mgr.....E. J. Lauesen

Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope). Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Div., Carrier Corp. (Gas Heaters), Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing), Linen Thread Co., Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Sherwin-Williams Co. (Paint), Sterling-Lindner-Davis Co. (Dept. Store), American Greetings Corp. (Publishers), American Society for Metals, Central National Bank, Chicago & Eastern Illinois R. R., Jack & Heintz (Precision Equipment).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Sterling-Lindner-Davis Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co.

FURMAN, FEINER & CO., INC.

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

Pres., Radio Time Buyer...Norman Furman
Vice-President.....Irving J. Gottlieb
Art Director.....Edwin R. Swaback
Acct. Execs.....Nat Roth, Lon Shaw,
Rose Rodriguez

Space Buyer.....Alice Simon

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Central 1-3200

President.....Charles E. Claggett
Sec. & Treas.....H. S. Gardner, Jr.
V.P. Chg. Radio-TV.....William Fisher

Branch Office

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

Vice-President.....Roland Martini

Radio Accounts: Pet Milk Co. (Evaporated milk, instant Pet Nonfat Dry Milk, Justo); Anheuser-Busch, Inc. (Busch Bavarian Beer); Ralston Purina Co. (Feeds and Dog Chow); Southwestern Bell Telephone Co.; Union Electric Co. of Missouri; First National Bank; St. Louis Independent Packing Co. (Ham, Table-Ready Meats, Bacon); Barton Manufacturing Co. (Shoe Polish); Wabash Railroad; Procter & Gamble (Dun-

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

GAYNOR COLMAN PRENTIS & VARLEY, INC.

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

President Paul Gaynor
 Exec. Vice Pres..... John J. Ducas
 Vice Pres..... Leslie B. Cort
 Treas. & Media Dir..... Edwin J. Marra
 Creative Director..... Alan Slatter
 Art Director..... Charles Carl
 Publicity Director..... F. D. Walker
 Production Manager..... George J. Cisneros
 Traffic Manager..... Harry Shearman
 Account Executives..... Richard D. Falcon.
 Paul V. Higgins, John Halloran, Thomas Darge, Richard Logan, Arthur Larsen

Accounts: All American Engineering Co., Wilmington, Del.; American Moninger Greenhouse Co., Brooklyn, N. Y.; J. & E. Atkinson, Ltd., New York; Austenal, Inc., New York; Automatic Switch Co., Orange, N. J.; B. G. Corp., Ridgefield, N. J.; British European Airways, New York; Brush Aboe, New York; California Eastern Aviation, Washington, D. C.; H. W. Carter & Co., Colford, England; Crowley's Milk Co., Binghamton, N. Y.; Thomas A. Edison, West Orange, N. J.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; General Electric Co., Cincinnati, Ohio; Gibraltar Tourist Bureau, Gibraltar; J. Goddard & Sons, New York; Institute of the Aeronautical Sciences, New York; Jaeger Co., New York; Lines Brothers, London; Liquidometer Corp., Long Island City, N. Y.; Link Aviation, Binghamton, N. Y.; Lundy Manufacturing Corp., Long Island City, N. Y.; J. A. Maurer, Long Island City, N. Y.; William MacDonald & Sons, Glasgow, Scotland; McGraw-Hill Publishing Co. (Aviation Week), New York; Precision Film Laboratories, New York; Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter Co.), Newark, N. J.; Rotol Ltd., Gloucester, England; Saint's Satin Wax, London; Social Research, Chicago; Stonco Electric Products Co., Kenilworth, N. J.; Vertol Aircraft Corp., Morton, Pa.; Universal Leaseways System, Cleveland, Ohio; Thomas O. Woolf & Son Co., New York; Witco Chemical Co., New York.

GEARE-MARSTON, INC.

(Subsidiary of Ruthrauff & Ryan)
 22nd & Locust St., Philadelphia 3, Pa.
 Phone: LOcust 4-3551

AAAA-ABC-ABP-ANPA

President..... Norman W. Geare
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 Vice President..... Horace D. Nalle

V.P., Dir. of Service..... Karl L. Gauck
 V.P.-Media Director..... Frank C. Murphy
 Secretary..... William G. Huckel
 Treasurer..... Elizabeth A. Heath
 Art Director..... Richard G. Cummins
 Production Manager..... Jesse A. Plumley
 Research Director..... George E. O'Connor
 Radio & TV Dir.... Frederick C. McCormack
 Radio & TV Time Buyer.... Joan O. McCrea

Branch Office

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

Vice-President..... Charles S. O'Donnell
Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.; American Cyanamid Co. (Food Industry Div. "Acronize") New York; Bachmann Brothers, Inc. (Solarex Sun Glasses), Philadelphia; Caloric Appliance Corp. (Gas Ranges), Philadelphia; Personal Products Corp. (Jonny Mop Div., Disposable Toilet Cleaners) Milltown, N. J.; Lawn-Boy (Rotary Powered Mowers) Lamar, Mo.; Firetabs Corp. (Charcoal Briquettes) Bala-Cynwyd, Pa.; E. K. Tryon Co. (Hardware Wholesale Distributor), Philadelphia.

TV Accounts: American Cyanamid Co.; Caloric Appliance Corp.; Personal Products Corp.; Lawn-Boy; Pennsylvania Salt Mfg. Co.; Strawbridge and Clothier; E. K. Tryon Co.; Western Saving Fund Society; Valspar Corp. (Paint and Varnish) Philadelphia.

GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
 Phone: PLaza 8-1100

President Budd Getschal
 Exec. Vice Pres..... Thomas D. Murray
 Media Director..... Gerald Gilbert
Radio & TV Accounts: E. & J. Gallo Winery, Modesto, Calif.; Ludwig, Baumann & Spear's (Dept. Store); New York City, Sealy Mattress Co., New York City; Darling Toys, Inc., New York City.

GEYER ADVERTISING INC.

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

AAAA-ABP-ANPA-ABC

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 President..... Sam M. Ballard
 V.P., Sec'y..... John R. Geyer
 Treasurer..... John R. Kunz
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 V.P., Mktg. Dir..... R. C. Robertson
 Vice Pres., Acct. Supervisor.. Frank Kearney
 Vice Pres..... Winslow H. Case
 Vice Pres..... Donald Gill
 V.P. Copy Directors..... Edward Zern,
 A. Vernon Bowen, Whiting Hall
 Vice-Presidents A. LaSala,
 R. P. Wilson
 V.P. & Art Director..... A. A. Surin
 V.P., Radio-TV Creative Dir.... Ray J. Mauer
 Time Buyers..... Elizabeth Powell,
 E. S. Richardson
 Prod. Mgr..... LeRoy Emmerich
 Business Manager..... D. W. McGuinn



Film Supervisor.....James Harkey
Media Dir.....Lewis H. Happ

Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520

Vice Presidents....N. Nyland, John Henry
931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145

Vice President & Mgr.....E. G. Frost
Radio Accounts: American Home Foods (Burnett's Vanilla Extracts), N. Y. C.; American Motors Corp. (Nash cars & Kelvinator Appliances), Detroit, Mich.; Boyle-Midway, Div. Am. Home Prod. (Aerowax, Black Flag Aerosol, Easy-Off, Aero Shave, Old English Wax, Griffin Shoe Polish); Olivetti Corp. of Am. (Typewriters & Business Machines), N. Y. C.; Paul Masson Vineyards (Wines, Champagnes, Brandy), San Francisco.

TV Accounts: American Home Foods; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Paul Masson Vineyards.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: 4-2444

ABC-ABP-ANPA-AFA-SNPA-APA
NOAB-AAAN

President.....J. Burr Gibbons
Vice President.....John B. Gibbons
Secretary.....Viola Neese
Radio-TV Dir.....Mercedes (Dee) Freiday

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, antifreeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfr. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Chek, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Fiance Corporation (loans), Ardmore & Duncan, Okla.

TV Accounts: Tom P. McDermott, Inc. (tires & appliances, anti freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Pedrick Laboratories, Inc. (Dog & Cat Food), Sand Springs; Stanley Funeral Service, Tulsa; Sand Springs Farms (Turkeys), Sand Springs, Okla.; Mitchell Mfr. Co. (Auto Seats), Ft. Smith, Ark.; Community Finance Corp., Ardmore & Duncan, Public Service Co. of Okla., V.-Chek, Inc., Tulsa.

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 Time Buyer.....Gloria Lubin
Publicity Director.....Buddy Basch
Rad-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cahana Club); Seagram Laboratories (No-Lax), New York.

GILLHAM ADVERTISING AGENCY

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

Phone: 4-5516

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Senior Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President.....Wendell J. Ashton
Vice President.....J. Y. Tipton
Vice-President.....Herber G. Wolsey
TV-Radio.....Arthur Atack, George Barrus
Secretary.....Marjorie Farrell
Space Buyer.....Esther Gook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, General Electric Co., Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Porter-Scarpelli Macaroni Co., Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Streator Chevrolet Co., Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co., First Security Banks.

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

BERT S. GITTINS ADVERTISING

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

ABP-ANPA-NOAB-PPA-APA

President.....Bert S. Gittins
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Dir.....Gerald L. Seaman

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

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

GLENN ADVERTISING INC.

304 First Life Bldg., 301 E. 5th St.
Fort Worth 2, Texas
Phone: ED 2-4476

ANPA-ABP-AAAA

President.....Ray K. Glenn
 Exec. Vice Pres.....John H. Stewart
 Vice Presidents.....Merle W. Bell,
 Ward M. Wilcox, Robert O. Holleron, Jr.,
 Duke Burgess
 Secretary.....Grace Gallison

Branch Offices

1725 Republic National Bank Bldg., Dallas,
 Tex.

Phone: RI 6686

V.P., Mgr.....Ward M. Wilcox
 1505 Transit Tower, San Antonio, Tex.

Phone: CA 7-2369

Vice President.....Robert O. Halleron, Jr.
 803 Lovett Blvd., Houston, Texas

Phone: CA 4-2729

Manager.....Rex Potter
 6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 3-9369

Manager.....Raymond Prochnow
Radio Accounts: Circle D. Foods Co. (Corn

Chips Prods.), Dallas; Delaware Punch Co. of
 America (Beverage), San Antonio; Fort
 Worth National Bank, Fort Worth; Fort
 Worth Sand & Gravel Co. (Building Ma-
 terials), Fort Worth; Gebhardt Chili Powder
 Co. (Chili Products), San Antonio; Globe
 Laboratories (Veterinarian Pharmaceutics),
 Fort Worth; Lone Star Brewing Co., San
 Antonio; Republic National Bank, Dallas;
 Radio Station KITE, San Antonio, Tex.;
 WBAP-AM-FM-TV, Fort Worth; Texas &
 Pacific Railway (Transportation), Dallas;
 Texas Industries (Building Products), Dallas.

TV Accounts: Circle D Foods Co. (Corn
 Chip Products), Dallas; Delaware Punch
 Co. of America, San Antonio; Fort Worth
 National Bank, Fort Worth; Fort Worth
 Sand & Gravel Co. (Building Products),
 Fort Worth; Lone Star Brewing Co., San An-
 tonio; Republic National Bank; Dallas;
 Texas & Pacific Railway, Dallas; Texas In-
 dustries, Inc. (Building Materials), Dallas.

**GOODKIND, JOICE & MORGAN,
 INC.**

919 North Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-6746

AAAA-ANPA-ABP-APA-PPA-NBP

Chr. of Bd.....Clyde M. Joice
 President.....Donald H. Kemper
 Copy Chief.....Garrick M. Taylor
 Secy. & Media Dir...Florence A. Neighbors
 Treas., Prod. Mgr.....J. Alden Joice
 Vice President.....Henry Nathan

Radio Accounts: Planters Nut & Chocolate
 Co., Goldenrod Ice Cream Co., Planters
 Nut & Chocolate Co., The Illinois Canning
 Co., C. H. Runciman Co., Lowell, Mich.

TV Accounts: Goldenrod Ice Cream Co.
 (Ice Cream), Chicago, Ill.; The Illinois
 Canning Co.; C. H. Runciman Co., Lowell,
 Mich.; Planters Nut & Chocolate Co., Wilkes-
 Barre, Pa.

**GOTHAM-VLADIMIR
 ADVERTISING, INC.**

342 Madison Ave., New York 36, N. Y.

Phone: OXford 7-4300

ABP-AFA-ANPA-AAAA

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 Chmn. Exec. Comm...Duncan D. Sutphen, Jr.
 President.....Irwin A. Vladimir
 Exec. V.P. & Treas.....Arthur A. Kron
 Vice-Presidents.....Robert F. Kendall,
 Arthur F. Connolly, Daniel C. Kaufherr,
 Richard H. Hobbs, C. G. Rourke, Joseph T.
 Sloane, M. Craig Spitz, Evelyn Ringrose

Secretary.....Chester A. Priest
 Dir. Radio & Television...Arthur A. Kron
 Dir. Pub. Relations.....Kay Long
Radio Accounts: Lutheran Laymen's
 League (Lutheran Church-Missouri Synod),
 St. Louis, Mo.; L. A. V. (Venezuelan Air-
 lines), New York, N. Y.; Japan Canned Crab-
 meat Sales Co., Tokyo.

**GOURFAIN-COBB
 AND ASSOCIATES**

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

Phone: WH 4-5230

President.....A. S. Gourfain, Jr.
 Vice President.....Dade Ellison
 Production Manager.....Myron Stewart
 Media Director.....Louise Adams

GRAND & WADSWORTH, INC.

120 E. 56th St., New York 22, N. Y.

Phone: PLaza 5-4082

ANPA-APA-PPA-ABP-NBP

President, Treasurer.....Ivan B. Romig
 Vice Presidents.....Wm. Eichhorn, Wm.
 Walker, Russell Kolburne

Sec'y. Media Dir.....Blanche Jampol
 Art Director.....Joseph De Gaetano
 Production Manager.....Sheldon Kolburne

GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-6500

ANPA-APA-ABP-PPA-ANPA-NOAB

President.....Will C. Grant
 Exec. V.P. Chg. Cen.

Creative Staff.....Howard A. Jones
 Vice-Presidents.....Valeria T. Feely,
 Carl M. Post, John G. Copeland, W. R.
 Watson, Andrew J. Shepard

Secretary.....Mary Waller Grant
 V.P. & Art Dir.....Loren G. Moore
 V.P., Research Dir.....Kay Sheldon
 Media Director.....Reginald L. Dellow
 Asst. Dir. Radio-TV Media....Fred Norman
 Time Supervisor.....Dene Voigt
 Radio & TV Dir. (Chicago)...Jeanne Ruzek
 Production Mgr.....Harry White
 Chicago Art Dir.....Fleetwood Burt
 Asst. Art Dir.....Albert Fischer
 V.P. Personnel.....Donald C. Turner
 V.P. Operations,

Int'l Div.....Fred Spence
 Copy Group Head.....Wallace Capel
 Acct. Executives.....Will C. Grant,
 Howard A. Jones, W. R. Watson, Andrew
 Shepard, Glen Shears, Carl Post, Fred
 Spence, Donald Matthews, Jack MacDon-
 ald



Branch Offices

- 711 Third Ave., New York 17, N. Y.
Phone: OXFord 7-5800
- V.P. Chg. N. Y. Office.....Lawrence Stapleton
29th Floor, Guardian Bldg., Detroit 26, Mich.
Phone: WOODwood 3-9400
- Exec. V.P.....Lawrence McIntosh
2003 Davis Bldg., Dallas 3, Tex.
Phone: Prospect 8121
- V.P. Chg. Dallas Office.....Donald Wagnitz
Hulman Bldg., Dayton 2, Ohio
Phone: Michigan 9562
- V.P. Chg. Dayton Office
& A-E.....V. P. Black
American Bank Bldg., Portland, Ore.
Phone: CA 2-9609
- Mgr. & Acct. Exec.....John A. Giesy
One Nob Hill Circle, San Francisco 5, Calif.
Phone: SUTter 1-8424
- V.P. Chg. San Fran. Off.....Jack Edwards
13th St. at Second Ave., S.W., Miami 36, Fla.
Phone: FRanklin 3-6611
- V.P. Chg. Caribbean Oper.....John A. Dey
Taft Bldg., Hollywood 28, Calif.
Phone: HO 1-9231
- V.P. Chg. Hollywood Off....Paul L. Bradley

Accounts: Airtemp Div. of Chrysler Corp.; Brown & Williamson Export; Coca Cola (Foreign), N. Y.; Colgate-Palmolive Ltd.; Dodge Brothers Corp., Div. of Chrysler Corp.; Drake Hotel; Florida Power & Light Co.; Iodent Chemical Co.; LACSA—Costa Rican Airlines.

GRAY & ROGERS

- 12 South 12th St., Philadelphia 7, Pa.
Phone: WALnut 2-4808
- ANPA—ABP—ABC—AAAA—APA
- Partner.....Jerome B. Gray
Partner-TV Dir.....Edmund H. Rogers
Partner.....Robert W. Graham
Partners.....Sherman G. Landers,
Russell K. Carter, William B. Edwards,
Atherton Seeley, David B. Arnold, Thelma Beresin, Franklin P. Jones, Granville Worrell, Albert R. Bochrach
- Radio-TV Dept.....Walter M. Erickson
Production Mgr.....Alex Irvine
Media Director.....David B. Arnold

Radio Accounts: The M. A. Hanna Company (Coal), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Telephone Co. of Pa. (Services), Philadelphia; Diamond State Telephone Company (Services); Delaware; Lee Tire & Rubber Co. (Tires), Conshohocken; Charles Marchand Co. (Hair Rinses), N. Y., N. Y.; Vogel-Ritt (Termite & Pest Control), Philadelphia.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; The Bell Telephone Co. of Penna. (Ser-

vices), Philadelphia; Diamond State Telephone Co. (Services), Delaware; Charles Marchand Company (Hair Rinses), N. Y. C.; Philadelphia; Lee Tire & Rubber Co. (Tires).

MONROE GREENTHAL CO., INC.

- 595 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-8640
- ANPA—APA—PPA—ABP
- Pres., Treas.....Monroe W. Greenthal
V.P., Creative Dir.....David E. Diener
Production Mgr.....Joseph Boggiano
Radio & TV Dir.....Harvey Schulman
V.P., Media Dir.....Herb Hauser
Art Directors.....Oscar Krauss, Otto Luther
Accounts: Fabian Theatres Corp., N. Y., N. Y.; Fine Arts Theatre, N. Y.; Palladium Radio Productions, Inc.; Paris Theatre; Rank, J. Arthur, N. Y.; Reade, Walter, Theatres, N. Y.; Stanley Warner Cinerama Corp., N. Y.; United Artists Corp.; Associated Artists; DCA; Little Carnegie Theatre, Sutton Theatre.

GREY ADVERTISING AGENCY, INC.

- 430 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3500
- AAAA—ABP—ANPA—APA—NOAB—PPA
Bd. Chrmn., Head Exec. Comm...Lawrence Valenstein
- President.....Arthur C. Fatt
Asst. to the Chairman,
Secretary.....Norman J. J. Berger
President.....Arthur C. Fatt
Exec. V.P., Acct. Sup....Herbert D. Strauss
V.P. & Radio-TV Dir....Alfred L. Hollender
V.P., Radio-TV.....Hal Davis
V.P., Mgr. Prod.....Ralph Froelich
V.P. Media Dir.....E. L. Decker
V.P., Acct. Supvs.: Ralph Axthelm, Leroy Block, B. I. Brownold, Samuel Dalsimer, Theo. Kaufman, Ben Laitin, Joseph Lorin, Edward Meyer, David Rand, Edmund R. Richer, Jules Singer, Jerome Stolzoff, John A. Kuneau.

Radio Accounts: Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Mennen Co., (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.

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

GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13, O.
Phone: TOWER 1-3232

NOAB—SNPA
NOAB—SNPA

President.....Kenneth W. Akers
Vice President.....Charles Farran
Vice President.....L. R. Canfield
Secretary-Treas.....John F. Davis
V.P., Media Dir.....William A. Weaver
Dir. of Radio & TV.....Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Tire Division), Akron, Ohio; Cockshutt Farm Equipment Co., Bellevue, Ohio.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, etc.), Akron, Ohio; Nickles Bakery.

JULIAN GROSS & ASSOCIATES, INC.

770 Asylum Ave., Hartford 5, Conn.
Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
Vice Pres.Declan J. Powers
Prod. Mgr.Larry Selwyn

ART GRUBER ASSOCIATES

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

President.....Art Gruber
Secretary.....E. M. Gruber
Account Exec.Norman Vinitsky
ProductionKarin Johnson, Lois Huseby

Radio & TV Accounts: Authorized TV (Television Service), Minneapolis; Authorized Agency (Picture Tube Insurance), Minneapolis; Downtown Chevrolet (Automobiles), Minneapolis; Thompson Construction Co. (Homes), Minneapolis; Old Home Creameries (Cottage Cheese, Butter), Minneapolis & Moose Lake; Sesame Lift-A-Dor (Garage Door Operators), Minneapolis, Duluth, Rochester, LaCrosse; Pepsi Cola (Bottling) Twin Cities; Minnesota Bowling Proprietors, Minneapolis.

GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.
Phone: YUkon 2-6040

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Bd. Chmn., Crea. Dir.David Bascom
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V.P., Media Dir.Rod Macdonald
V.P., Dir. Copy-TV Depts. ...Courtenay Moon
Media Dir.Richard Tyler

Time Buyers Jan Brown,
Janice Carrel, Marcelee Sanders.

Branch Offices

515 Madison Ave., New York, N. Y.
1750 N. Vine Capitol Tower,
Hollywood 28, Calif.

Program DirectorDave Fulmer
TV Accounts: Ralston Purina Co.; Skippy
Peanut Butter, Div. of The Best Foods;
Regal Pale Brewing Co.

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655 Madison Ave., New York 21, N. Y.
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V.P., Radio Dir.....Paul G. Gumbinner
Exec. V.P.....Morton Freund
Associate Counsel.....L. S. Goldsmith
VP in Chg Prod.....Herman Kornblum
Art Directors.....Stuart Campbell,
Hershel Bramson

Acct. Executives.....Graeme Macleod,
Estelle Farman, Muriel C. Hahn, Robert
Lurie, Sy Ethan, Stanley Evans

Accounts: American Tobacco Co., Stanley
Evans, Roi-Tan Cigars; Dunhill, Alfred
of London, Inc., New York, N. Y.;
Heublein, G. F. & Bro., Inc., Hartford,
N. Y.; Heublein, G. F. & Bro., Inc., Hartford,
Conn. (Smirnoff Vodka, Bell's Scotch);
London Character Shoes, New York, N. Y.;
S. A. Schonbrunn Company, Inc., New York,
N. Y. (Savarin Coffee).

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Times Tower, N. Y. 36, N. Y.
Phone: BRyant 9-2900

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Art Dir.....Sidney Nemirov
Production Mgr.....Louis Fillipo
Acct. Executives.....William P. Gunn,
George J. Walsh, John J. Crimmins, John
A. Finneran, Dennis Sullivan, Sadye Curtis,
George P. Butterly

Accounts: Dobbs Truss Co.; Garrett F. C.
Co., Inc.; Inter-County Title Guaranty and
Mortgage Co.; Jenkins-Gibson & Co.; N. Y.
University Press; Pinnacle Products Corp.;
Popular Priced Resorts Assn.; Romweber
Furniture Co.; Shawnee Press; Waring,
Fred. Enterprises; Wolfe, William P., Organization; Stephen Wise Free Synagogue;
Zophar Mills, Inc.

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

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....S. P. Levine
Radio Accounts: Mohawk National Bank,



Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.; Alvord Glove Co., Mayfield, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Schenectady Savings & Loan Assn.

HANSON, CLEM T., CO.

1409 - 15th St., Moline, Ill.

Phone: 2-3022

ABP—NBP—APA

Owner, Acct. Exec. Clem T. Hanson
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Accounts: Allen-Klapp Co. (Newspaper Representatives) Chicago; American Magnetics Co. (Magnetic Separators) Moline, Ill.; Anthes Force Oiler Co. (Truck Safety Equipment) Ft. Madison, Ia.; Baker's Dairy, Moline, Ill.; Blackhawk Films (Home Movie Films) Davenport, Ia.; Eastin Pictures, (Educational Films) Davenport, Ia.; H-O-N Co., The (Office Equipment), Muscatine, Ia.; Holst-Kakert Co. (Carpet Cleaning) Moline, Ill.; Lofgren Distributing Co. (Radio and TV) Moline, Ill.; Moline Accessories Corp. (Elevator Parts) Moline, Ill.; Moline Iron Works (Castings) Moline, Ill.; Prime-Mover Co. (Materials Handling Equipment) Muscatine, Ia.; Rock Island Argus (Newspaper) Rock Island, Ill.; Stampings, Inc. (Bottled Gas Housings) Davenport, Ia.; Uptown National Bank, Moline, Ill.; Van Vooren Products (Welding Equipment) East Moline, Ill.; Veterans Information Service, Moline, Ill.; Station WHBF AM-FM-TV, Rock Island, Ill.; Warsaw Brewing Corp., Warsaw, Ill.; Z-F Co. (Grease-seal and Underground Pumping Stations) Moline, Ill.

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Triangle Bldg., Rochester 14, N. Y.

Phone: LOcust 3520

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J. M. Nixon, E. W. Phillips, John M. Sullivan, Charles R. Milne

Production Manager... James V. Mannhardt
Comptroller A. L. Kearns

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester,

N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.; Unit Parts Rochester Corp., Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.

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

GEORGE H. HARTMAN CO.

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

Phone: ANdover 3-0130

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Vice Pres. Thomas-Kivlan, David R. Coey
V. P., Art Dir. Alfred Fester
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Media Dir., Radio-TV Time

Buyer Virginia Caldwell
Production Mgr. Philip Navigato
Radio & TV Director John D. Berg
Radio & TV Talent Buyer Jack Leonard
Research Dir. Burton Wasserman

Branch Office

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

Phone: MUrray Hill 9-8637

Radio-TV Dir. John Berg

F. H. HAYHURST COMPANY LIMITED

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

Phone: EMpire 6-0731

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V.P. H. W. E. Pepler
V.P. N. L. Drynan
Director D. J. Leonard
Radio-TV Director R. D. Amos
Asst. Dir. C. M. Harrison
Timebuyer M. Martin
Radio Prod. S. Hannah

Branch Office

1510 Drummond St., Montreal, Que.

Phone: HARbour 0131



Fr. Radio Sup.....Marcel Dubuc
 Manager.....J. B. Leupold

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Canadian Cannery Limited (Soups, Baby Food), Hamilton, Ont.; Acousticon (Hearing Aids), Toronto; Procter & Gamble Ltd. (Camay Soap); Pierce's Proprietaries Inc. (Golden Medicine Discovery); MacFeeters Creamery (Golden Bar Cheese & Honey-butter); Dack's Shoes; Elizabeth Arden; G. T. Fulford, Ltd.; The Gazette; Walter M. Lowney Co.; Scotch Anthracite Coal; Smith-Corona Canada Ltd.; The Thomas (Mobile) Ltd.; Wonder Pak, Inc.

TV Accounts: Canadian Cannery Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Brading Breweries Ltd.; Loblaw's Ltd.; St. Lawrence Starch Co. Ltd.; Visking, Ltd.; Canada Permanent Trust.

HERALD ADVERTISING AGENCY, INC.

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

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

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 Phone: Broadway 1-2710
 AAAA-ABP-ANPA-APA

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 Vice-President.....John Rock
 Radio and TV Dir.....Pat Kocian

Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Ace Foods, Inc. (Restaurant & Caterers), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.

HICKS & GREIST, INC.

555 Fifth Ave., New York 20, N. Y.
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 TV-Radio Copy.....L. Lokes

Branch Office

3450 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUmkirk 5-1721

V.P., Gen. Mgr.....Robert Black
Radio Accounts: Brill Foods (Canned Specialties) Newark, N. J.; Better Heat with Oil Council, New York; Dixie Cup Co. (Paper Cups, plates) Easton, Pa.; Lewyt Corp., (Vacuum Cleaners) Long Island City, N. Y.; Sandura Corp. (Floor, Wall & Counter Cover.) Philadelphia; Servel, Inc. Taylor-Reed Corp. (Q-T Frosting, Cocoa Marsh, Spandy E-Z Pop) Glen Brook, Conn.

TV Accounts: Dixie Cup, Lewyt Corp., Walter Johnson (Powerhouse candy and other candy products) Chicago; Taylor-Reed Corp. Sandura Corp.

HILL & KNOWLTON, INC.

150 E. 42nd St., New York 17, N. Y.
 Phone: OXford 7-5600
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 Sec., Treas.Harry S. Cooper
 Art DirectorM. Richard Kaufmann

Branch Office

1000 Vermont Ave., N. W.
 Washington 5, D. C.
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Vice President.....Avery McBee

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4 West 58th St., New York 19, N. Y.
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 Time Buyer.....Maria Carayax
 Space BuyerEstelle Kahn
 Production ManagerDaniel Casey
 Acct. Executives.....Louis J. Riggio,
 James Williamson, Frank Fox, Wm. Tirrell,
 Joseph P. Quin, Jr., Robert Fine

Accounts: Bjelland, Chr., Co., Inc., New York City; Chess, Mary, Inc. (Cosmetics), New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; National Yeast Corp., Belleville, N. J.; Parfums Evyann, New York City; Savoy-Plaza Hotel, New York City; Shirriff's Limited, Toronto, Canada; Vermont Industries of America, Inc., New York City.

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136 Federal St., Boston 10, Mass.
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 Exec. Vice-President Langley C. Keyes
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Accounts: Carter's Ink Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; Radio Station WHDH, Boston; Swift & Co.

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 Secretary Kathryn H. Ferguson
 Art Director Edwin R. Deady
 Production Mgr. W. Leon Mitchell
Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Radio Station WSLS, Roanoke, Va.

BRYAN HOUSTON, INC.

730 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-6400

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 V.P. Dir. Radio-TV. Wm. B. Templeton
 V.P. Dir. Media. H. Dobbertein
Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap); Nestle Company (Nescafe Instant Coffee).
TV Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Veto Cream, Veto Spray); Nestle Co. (Nescafe Instant Coffee).

HORTON-NOYES COMPANY

Industrial Bank Bldg.
 Providence 3, R. I.
 Phone: GASpee 1-2087
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 Partner C. Darrell Prutzman
 Partner Carroll H. Rickard
 Associates Herbert W. Gerlach,
 William P. Meigs, A. E. VanWagner
 Dir. Radio-TV. Henry C. Hart, Jr.
Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Hammers), Collinsville.

Conn.; Nashua Corp., (Paper Packaging), Nashua, N. H.; Cryovac Co. (Food Packaging) Cambridge, Mass.; Rumford Chemical Works (Cleaner) East Providence, R. I.; Westfield Mfg. Co. (Columbia Bicycles), Westfield, Mass.

TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass. The Collins Co.

Estimated Radio-TV Billings: \$125,000.

CHARLES W. HOYT CO., INC.

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

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Branch Office

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

Frank A. Whipple

Radio Accounts: American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; Stahl-Meyer Inc. (Meat Products), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; KLM Royal Dutch Airlines; Brock-Hall Dairy Co., Hamden, Conn.; New York & New England Apple Inst., Kingston, N. Y.; Colgate Palmolive Co. (Kirkman Detergent), Jersey City, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Monticello Drug Co., (666 Products), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chi-net Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnstown, N. Y.; Merck & Co., Inc., Rahway, N. J.

TV Accounts: American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn., (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

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33-35 Hayden St., Toronto, Ont., Canada
Phone: Kingsdale 6661

ManagerWilliam Bounsall
Radio Accounts: E. E. Bausch & Son Co.,
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TV Accounts: Lincoln Rochester Trust
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171 Madison Ave., New York 16, N. Y.
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Vice-PresidentHerman Kastor
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V.P. & Copy Chief.....Ashley Belbin
Media Dir.....Harvey Mann
Radio-TV Director.....James H. West
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Co. (American Family Flakes), International
Milling Co. (Robin Hood Flour), Union
Starch & Refining Co. (Reddi Starch),
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400 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1400

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V.P., Media Dir., Radio Time and TV
Buyer.....Jack B. Peters
Radio, TV Dir., Time Buyer....H. B. Walsh
Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Pierce's Proprietaries, New York.
TV Account: Hickok Mfg. Co., Rochester, N. Y.

JOSEPH KATZ CO.

10 West Chase St., Baltimore 1, Md.

Phone: LE 9-1500

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V.P., Mgr.Morton Salan
V.P. & Art Dir.....George C. Adams
Media BuyerJean Mitchell
Vice PresidentStanley Blumberg
Radio-TV Dir.....Frederick Elrick

Branch Office

Amoco Bldg., 555 Fifth Ave., New York, N. Y.
Phone: Murray Hill 7-0250

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Sr. Vice Pres.....Harry Kullen
V.P. & Radio-TV Dir.....Robert G. Swan
Assoc. Radio-TV Dirs.....Richard Katz,
Alice Polver

Radio Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore, Md.; Gibbs & Co., Inc. (Gibbs Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines) Baltimore.

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

HENRY J. KAUFMAN & ASSOCIATES

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

Phone: District 7-7400

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Creative Director.....Wm. F. Sigmund
Radio Director.....Jeffrey A. Abel
TV Director.....Robert S. Maurer
Client Service Dir.....Alfred H. Edelson
Art Director.....Eugene T. Hoover
Copy Chief.....Theodore D. Mandelstam

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio

Phone: Parkway 1310

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Phone: JUDson 2-1797

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Sec'y-Treas.....P. Keilson
Scripts & Commercials.....Janet Sternberg
Media Dir.....Phyllis Pion

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Phone: TEmplebar 6-2582

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TV Accounts: First Savings & Loan Assn.

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

Phone: MU 8-5700

AAAA—ABP—ANPA—PPA—ABC

NOAB—APA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
V. Chmn. of Bd.Edwin Cox
Sr. V.P., Corporate Service,

Treas.David C. Stewart
Vice Presidents.....Garth Montgomery,
E. W. Newson, William Green, Donald Maggini, G. Lathrop, G. T. C. Fry, Douglas Coyle, George Oswald, Norman Bertels, Richard Allewelt, Robert Barker, William King, Budd Hemmick, William Rienecke, William Berech, Frederic Flanagan, Sidney Silleck, Donald M. Smith, Jr., Joseph Lieb, Robert Cole, John Soughan, Douglas Keys, Peter Stewart, William Weber, Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Alter, Edward Mante, Lester Swenson, Robert Young, Jr.

Art Manager.....Edward Mante
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV.....J. S. Bealle
Sr. V.P., Mktg. ServicesG. Maxwell Ule

Branch Offices

645 Griswold St., Detroit 26, Mich.

Phone: WOODward 5-0300

Vice Pres., Mgr.....David Gillespie
620 Market St., San Francisco
Mgr., Vice Pres.....Sydney G. Walton
321 Bloor St., E., Toronto, Ont.
Mgr., Vice Pres.....Donald E. Smith
Nat'l. Bank Bldg., Phila. 7, Pa.
Phone: RITtenhouse 6-8020
Equitable Bldg., Hollywood 28, Calif.
Phone: HO: 3-2101

ADVERTISING AGENCIES

V.P., Mgr.....Jack Runyon
795 Peachtree St. N. E., Atlanta 3, Ga.
Phone: TRinity 5-7761

V.P., Mgr.....John Shannon
221 N. LaSalle St., Chicago, Ill.
FInancial 6-4020

V.P., Mgr.....Walter Lawrence
Radio Accounts: Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Shell Oil Co. (Institutional); Chase Manhattan Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Institutional Advertising); Pepsi Cola.

TV Accounts: Same as above with the exception of Beech-Nut (no television).

J. M. KESLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.
Phone: MArket 3-0007

Owner, Pres.....J. M. Kesslinger
Media Director.....H. C. R. Kesslinger
Research DirectorMitchell Krauss
Account ExecutivesJoseph M. Dietz,
Morton Howard Roth, Paul Weisman
Radio Accounts: Guardian Life Insurance Co., New York City; O. E. Linck Co. (Agricultural Prods.) Clifton, N. J.; Quicke Products, Inc. (Hand Cleaner) Yonkers, N.Y.

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA-ABP-ANPA

PresidentGeorge Ketchum
Exec. V.P., Administration...W. S. Redpath
Exec. V.P., Service.....E. T. Parrack
Radio & TV Dir.....Edgar J. Donaldson
Feature Film Buyer.....Donald L. Fox
Radio-TV Producers.....William B. Kroske,
Norton T. Gretzler, Warren C. Rossell
Radio-TV Time Buyer....James L. Shannon

Branch Offices

155 E. 44th St., New York, N. Y.
Phone: MURray Hill 7-5640

Assoc. Dir. Radio-TV...Edmund Anderson
8 E. Long St., Columbus 5, Ohio
Phone: CApital 4-9632

Radio-TV Producer....Melvyn F. Johnston
Radio Accounts: Braum Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Aluminum Co. of America, Pittsburgh Brewing Co., Thorofare Markets, Inc., Reymer & Bros., Westinghouse Broadcasting Co., all Pittsburgh, Pa.

Television Accounts: Aluminum Co. of America, Braum Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l

Bank & Trust Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Pittsburgh Brewing Co.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 3-9600

AAAA-ABP-ANPA-APA-NOAB
PresidentAbbott Kimball
V.P.....Lawrence D. Reedy
Chrm. Plans Board, V.P.....H. B. LeQuatte
Vice Pres.....H. V. Coughlin
V.P., MediaWm. Engelmann
Radio-TV Time BuyerB. Reid
Prod. Mgr.Joseph Kiebrick

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Phone: MICHigan 2-0300

638 S. Van Ness St., Los Angeles 5, Cal.
Phone: DUNkirk 7-7305

405 Montgomery St., San Francisco 4, Cal.
Phone: EXbrook 2-6275

PresidentAlfred Ducato
Radio Accounts: Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Firth Carpet Co.,
TV Accounts: Firth Carpet Co., N.Y.C.

LEW KING, VEHON & WOLF, INC.

218 W. Adams, Phoenix, Ariz.
Phone: ALpine 4-5548

President.....Lew King
Vice Pres., Secy.....S. E. Vehon
Treasurer.....George J. Wolf
Radio-TV Dir.Jack Beveridge
Copy Chief.....James Silvius
Production Mgr.....Leonard Flake
Radio Accounts: Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Meham Pontiac, Glendale, Ariz.; Mission Beverage Co., Phoenix, Ariz.; Economy Finance (Finance & Loan) Phoenix, Ariz.; Desert Enterprises (Hotels & Motels) Phoenix, Ariz.

TV Accounts: Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Lloyds Trailer Sales, J. J. Newberry (Variety Store), Mission Beverage Co., Mort Braver's Radio & TV, Arizona Furniture Store, Karl's Shoe Store, Economy Finance Co. (Loans), all Phoenix, Ariz.

KIRCHER, HELTON & COLLETT, INC.

2600 Far Hills Ave., Dayton 9, Ohio
Phone: WALnut 3191

AAAA-ABP

Pres.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley,
Norman VanZant, Watson B. Metcalfe
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....T. Gerald Moon
Secretary.....R. L. Mills
Asst. Treas.....George E. Nunn
Media Dir.....John J. Manning
Radio & TV Dir.....Donald R. Lyons
Radio Accounts: Gem City Savings Assn., The Rike-Kumler Co. (Department Store),

The Univis Lens Co. (Glasses, Frames & Lens), Lowe Brothers Paint Store, Good Housekeeping Shop, all Dayton, Ohio.

TV Accounts: Gem City Savings Assn., The Rike-Kumler Co., Jack M. Werst (Jewelers), The Univis Lens Co., Lowe Brothers Co., Good Housekeeping Shop, Gem City Ice Cream Co., all Dayton, Ohio.

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

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.

Phone: LAmar 3682

APA—SNPA—ANPA—NBP

Partners.....J. A. Kirkland,

Frank W. White, James B. Schell

Production Manager.....T. J. Majors

Accounts: Radio Station WSB, Atlanta, Ga.

PHILIP KLEIN ADV., INC.

Penn Square Bldg., Philadelphia 2, Pa.

Phone: RI 6-7070

ANPA—APA—PPA—AAAN

ChairmanPhilip Klein

President.....Morton A. Koshland

Sec'y, Treas.....Herbert Ringold

Art Dir.....Bert Greenspan

Copy Chief.....Milton Feldman

Radio Time Buyer,

TV Dir.....Edward Felbin

Media Dir.....Kay Swart

Pub. Dir.....Henry Klein

Acct. Executives.....Philip Klein,

Morton Koshland, Herbert Ringold

Accounts: Al-Hy Lingerie Co.; Admiral

Travel Service; Alexander Young Distilling

Co., American Friends Service Committee;

Art Alliance; Atlas Import & Export Co.;

Bamberger, A. J.; Buten, M., & Sons;

Co.; Chaim Solomon Cemetery; Cooper

Supply; Da-Zee Hosiery Co.; Distillers

Warehousing Co.; Equitable Credit Co.;

Fairchild & French Laboratories; Frankford

Grocers; Goldban Pharmaceutical Co.; Gorse,

George; Herbach & Rademan; Industrial

Trust Co.; Jacquin, Charles, et Cie; Junto

(Adult Education School); King David Cem-

etery; Levering Coffee Co.; Levine, Joseph;

Lionel Friedman Inc.; Luria Brothers &

Co. Inc.; Mifflin Chemical Co.; National

Mental Health Foundation, Inc.; Oleen Sham-

poo Co.; Olive Products Co.; Paper-Mate

Pen Co.; Penn State Cigar Co.; Pancoast;

Price, Charles Morris, School of Advertising;

Professional Products Inc.; Puritan Station-

ery Co.; Read Drug Co.; Reed, William A.

Co.; Shaffer Food Stores; Sixty-Ninth St. Busi-

nessmen's Assn.; Snellenburg, N.; Society

of Industrial Realtors; Stonhard Co.; Sun

Ray Drug Stores; Wirkman Emanuel;

Young, Alexander.

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.

Phone: FR 7-1646

ABC—ABP—ANPA—AFA

OwnerWalter J. Klein

Radio-TV Dir.....Alan Burke

Photography Dir.....Glen B. Moody

Acct. Execs.....Charles L. Moss, Robert N. Buckler, Guy Zwahlen

Branch Offices

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

Phone: MUrray Hill 7-8351

Chief Exec.....Charles J. Basch III

1110 E. Franklin Extension, Chapel Hill, N. C.

Phone: 8-5675

Chief Exec.....Guy Zwahlen

Radio Accounts: Jesse Jones Sausage Co.

(Meat Products) Raleigh, N. C. & Danville,

Va.; Maola Milk & Ice Co. (Dairy Products)

New Bern, N. C.; M & J Finance Corp. (Auto

Finance) Offices in N. C. & S. C.; Roberson's

BIG Beverages (Soft Drinks) Washington,

N. C.; Southern Appliances, Inc. (Major Ap-

pliances) Charlotte, N. C.; Station WRAL-

TV, Raleigh, N. C.; Tall Fashions (Ladies

Ready-to-Wear Chain) Washington, D. C.;

Pilot Life Insurance Co. (Multiple-Line In-

surance) Greensboro, N. C.; Textile Workers

Union of America (Trades Union) New

York, N. Y.

TV Accounts: Jesse Jones Sausage Co.

(Meat Products) Raleigh, N. C. & Danville,

Va.; Jewel Box Associates (Jewelry Store

Chain), Greensboro, N. C.; Maola Milk & Ice

Cream Co. (Dairy Products) New Bern,

N. C.; American Hardware & Equip. Co.

(Hardware & Housewares) Charlotte, N. C.;

Carolina Power & Light Co. (Public Utili-

ties) Raleigh & Asheville, N. C.; Belk's De-

partment Stores (Department Store Ass'n.)

Charlotte, N. C.; Thomas & Howard (Food

Products) Charleston, S. C.; Blue Magic, Inc.

(Easy Monday Starch) Bryn Mawr, Pa.;

United Dairies (Dairy Products) Gastonia,

Shelby, Statesville, Concord, N. C.; Chimney

Rock Park (Attraction) Chimney Rock,

N. C.; Southern Appliances, Inc. (Major Ap-

pliances) Charlotte, N. C.; Eckerd's Drugs,

Inc. (Drug Store Chain) Charlotte, N. C.;

Walker-Martin (Major Appliances) Raleigh,

N. C.; J. I. Case Co. (Farm Machinery) Char-

lotte, N. C.; York Drug Co. (Kennedy's Mix-

ture) York, S. C.; Suburban Rulane Gas Co.

(Public Utilities) Charlotte, N. C.; North

Carolina Dairy Products Ass'n. (Trade

Ass'n.) Raleigh, N. C.; Marnat Packing Co.

(Big Time Dog Food) Bennettsville, S. C.;

Virginia Plastics & Chemical Co. (Handiflex

mops) Roanoke, Va.; Old World Formulas,

Inc. (Grecian Formula No. 16) Chicago;

North Carolina Food Dealers Ass'n. (Trade

Ass'n.) Charlotte, N. C.; Pilot Insurance

Co., Greensboro, N. C.; Tussy Cosmetics, Re-

gional, (Tussy Cosmetics) New York, N. Y.;

Tall Fashions (Ladies Wear) Washington,

D. C.; Roberson's BIG Beverages (Soft

Drinks) Washington, N. C.; Geer Drug Co.

(Drug Products) Spartanburg, S. C.

EDWARD KLETTER ASSOCIATES, INC.

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

Phone: PLaza 1-1900

PresidentEdward Kletter

Exec. Vice Pres.....Daniel Potter

Director.....William C. Keenan
 Dir. Marketing & Research.....Philip Agisim
 Print Media Dir.....Thomas A. Doyle
 Art, Production Dir.....Sydney Reich
 Art Manager.....Erno Slovak
 Production Mgr.....Jay Stuart
 Accounting Mgr.....Florence Shapin
 Publicity.....Pearl Sheridan
 Creative Prod., Dir., Live TV Commercials
 Charles M. Boland
 Radio-TV Director.....Don Blauhut
 Radio-TV Manager...Alvin L. Hollander, Jr.
 TV Film Director.....Lloyd Durant
 Radio-TV Media Dir.....Herbert Gruber
 Time Buyer.....Ruth M. Bayer
 Talent Buyer.....Helen O. Lawin
Accounts: Federated Supply Corp., New York, N. Y.; Harrison Co., Long Island City, N. Y.; Hook Drugs, Inc., Indianapolis, Ind.; Journal of Lifetime Living Publ. Corp., New York, N. Y.; Liggett Drug Co., New York, N. Y.; Pharmaceuticals, Inc., Newark, N. J.; Serutan Co., Newark, N. J.; Sun Drug Co., Inc., Pittsburgh, Pa.

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.
 Murray Hill 2-6600

ABP—ANPA—APA—NOAB—PPA

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

ABNER E. KOHN ADVERTISING

15 Bond St., Great Neck, N. Y.
 Phone: GReat Neck 2-8408

President.....Abner E. Kohn
 Vice Pres.....Florence Ziegler

KRUPNICK & ASSOCIATES, INC.

520 North Grand Blvd., St. Louis 3, Mo.
 Phone: JEFFerson 3-1723

ABP—ANPA—APA

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

KUDNER AGENCY, INC.

575 Madison Ave., New York 22, N. Y.
 Phone: MU 8-6700

ABP—ANPA—APA—PPA—AAAA
 ABC—NOAB

Pres., Treas.....J. H. S. Ellis
 Exec. Vice Pres.....Charles R. Hook, Jr.
 Exec. V.P., Copy Chief. William J. Griffin, Jr.
 Sr. V.P., Exec. Dir., Radio,
 TV.....Myron P. Kirk
 V.P. & Copy Chief.....Amedee J. Cole
 Exec. V.P.....Vincent Aiello
 Vice President.....S. R. Kudner
 V.P., Sec'y.....C. M. Rohrbaugh
 Asst. Sec'y, Controller.....H. R. Titman
 Vice Pres., Acct. Execs.....E. J. Owens,
 Martin Rice, J. J. Cochran, J. W. Millard,
 Fred Zeder

Asst. Dir. Media (Time).....John Marsich
 Mgr. Radio, TV Dept.....A. W. Reibling

Branch Offices

New Center Bldg., Detroit, Mich.
 Phone: Trinity 5-5315

Exec. Rep.....John H. Sheldon
 681 Market St., San Francisco 5, Calif.
 Phone: GARfield 1-5433

Representative.....J. H. Hornell
 40 E. First St., Dayton 1, Ohio

Exec-in-Charge.....Thomas J. Pritchard
 Guaranty Bldg., 6331 Hollywood Blvd.
 Hollywood 28, Calif.
 Phone: HOLlywood 4-2147

Exec-in-Charge.....Edgar C. Kahn
 3325 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNkirk 2-1127

Exec-in-Charge.....Stephen H. Richards
 Sheraton Bldg., 711 14th St.
 N. W. Washington 5, D. C.
 Phone: NATional 8-5506

Exec-in-Charge.....Mrs. Ida Getty
Radio Accounts: General Motors Corp., Detroit, Mich.; The Goodyear Tire & Rubber Co., Inc., Akron, Ohio; United States Tobacco Co., N. Y. C.; The Texas Co., N. Y.; Buick Motors Div., Flint, Mich.

TV Accounts: The Texas Co.; General Motors Corp.; Buick, Flint, Mich.; The Good-year Tire & Rubber Co., Inc.; United States Tobacco Co., N. Y. C.; Frigidaire Div., Dayton, Ohio.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 18, Md.
 Phone: TUXedo 9-1485

President.....I. Harold Kuff
 Vice-President.....Harry Feldstein
 Art Director.....Stan Mossman
 Media Director.....Dorothy Schwarz
Accounts: Auto Clinic; Foster Bros. Mfg. Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klein; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Schenuit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

KUTTNER & KUTTNER, INC.

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

President.....Harold E. Kuttner
 Vice Presidents.....Florence E. Kuttner,
 Chester D. Kuttner, Stanley Kuttner, Mary Brown
 Copy Chief.....Martin Maller
 Art Directors....Forest Lightle, Jane Smith
 Radio TV Director.....Norbert Leeb

Branch Office

130 W. 57th St., New York, N. Y.
 Phone: JUDson 6-2358

Office Mgr.....Dina Cohen
Radio Accounts: American Community Bldrs. (Home Builders) Park Forest, Ill.;

Kimball Hill (Home Builders) Rolling Meadows, Ill.; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Shoppers World (Discount Dept. Store) Chicago; Fidelity Builders (Home Builders) Arlington Heights, Ill.; Ironite (Distributor) Chicago.

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

Estimated Radio-TV Billings: \$425,000.

LAKE-SPIRO-SHURMAN, INC.

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

PresidentAvron Spiro
Secy-Treas.M. M. Shurman
Radio Time Buyer.....Mrs. L. Simmons
Production Manager.....Mrs. M. Ross
Publicity Director.....Al R. Capley
Art Director.....Leonard Crook
Acct. Executives.....David Davidson,
Mrs. L. Cunningham, Jane Zussman,
Courtney Shurman, Avron Spiro, Jr.

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

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

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.
Phone: Murray Hill 8-6464
ANPA—APA—PPA—NOAB

Pres.Frank W. Mace
V.P., Gen. Mgr.....J. L. Johnston, Jr.
V.P., TV-Radio Dir.....John Bates
Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co.; Lambert-Hudnut Div. of Warner-Lambert Pharmaceutical Co.; Phillips Chemical Co., Prophy-Lac-Tic Brush Co.

LANDI, ERBERTO, ADV. CO.

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

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

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

TV Accounts: Geo. A. Hormel & Co., Alba

Drug Products, Aiello Dairy Farms Co., E. Fucini & Co. (Italian Bitters) New York City; Fontana Hollywood Corp., Tolibia Cheese Corp., Italian Drug Importing Co., New York City.

Estimated Radio-TV Billings: \$110,000.

PHILIP J. LANE ADVERTISING

55 E. End Ave., New York 17, N. Y.
Phone: RE 7-5577

Owner, Acct. Exec.....Philip J. Lane
LANG, FISHER & STASHOWER, INC.
1010 Euclid Ave., Cleveland 15, O.
Phone: PRespect 1-0300
AAAA

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

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

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

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

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-3700

AAAA—ABP—ANPA—APA—NOAB—PPA
Chairman of the Bd.....Arthur E. Tatham
President.....J. Kenneth Laird, Jr.
Treasurer.....Harold C. Jensen
Asst. Treas.....Fred Winter
Secretary.....Mary Kyak
Copy Chief.....John H. Jameson
Media Director.....George A. Bolas
Asst. Media Director.....George F. Stanton
Media Supervisors.....Jack Ragel
Roy A. Boyer, John Singleton
Print Media Managers.....Sheila Sullivan
Philip Gore, Annette Malpede
Broadcast Media Mgrs.....Harold Bennett,
Donald Grasse, Mary Rodger, Leone Lemberg, John Deacon
Radio, TV Dir., Comm. Prod.....Dan Ryan
Merchandising Director.....M. J. O'Connor
Publicity Director.....Fred Tamke
Production Manager.....Eldon Rohrsen
Creative Research Director..Dr. Don Kanter

T. Casey, A. Cruttenden, Howard Gorman,
W. Leary.

Branch Offices

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7057

Execs.-in-Charge.....H. Lawrence Holcomb,
William C. Vance

1680 Vine, Hollywood 38, Calif.

Phone: HOllwood 1-9228

Manager.....William N. Burch
Accounts: Abbott Laboratories (Sucaryl),
Chicago; Armour & Co. (Ham, Bacon, Sausage
Products, Canned Meats), Chicago;
General Mills, Inc., Kix, Trix, Surechamp),
Minneapolis; Parker Pen Co. (Parker "51,"
"21," Jotter Ball Point Pens, Liquid Lead
Pencils, Desk Sets, Supercrome Inks and
Quink), Janesville, Wis.; C. A. Swanson
& Sons (canned chicken & turkey, frozen
chicken, chicken, beef and turkey pies, TV
dinners, frozen fruit pies), Camden, N. J.;
The Toni Co. (White Rain Lotion Shampoo,
Bobbi Pin Curl Permanent, Viv-Soft
Touch Lipstick), Chicago; The Wander
Co. (Ovaltine), Chicago; Wiedemann, Geo.,
Brewing Co. (Wiedemann's Beer), New-
port, Ky.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.

Phone: RIttenhouse 6-1500

ANPA—APA—NOAB—PPA

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

Branch Offices

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

Phone: MU 9-7470

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

435 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-9511

Acct. Execs.....Herschel M. Brown,
James C. McDonough

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

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

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.

Phone: MUrray Hill 2-5400

ANPA—APA—PPA—AAAA—NOAB

ABC—ABP

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

Supvr.....Walter M. Swertfager
Sr. V.P., Exec. Art Dir.....Richard Mancini
Sr. V.P., Radio-TV Dir.....Nicholas E. Keesely
Sr. V.P., Acct. Supvs.....Gordon D. Cates.

Thomas H. Lane, Henry W. Lowe, L. E.
Miller, C. L. Smith, Jackson Taylor

V.P., Secy.-Treas.....John D. Speirs
V.P., Media Dir.....Anthony DePiero
Sr. V.P., Marketing.....Daniel E. Shea

Sr. V.P., Mgr. Prod. Dept....Michael J. Madar
V.P., Mgr. Service Dept.....Myles E. Baker
V.P., Dir. of Research..Christopher A. Sante
V.P., Radio-TV Business

Mgr.....Francis C. Barton, Jr.
V.P., Comm. Prod.....Anthony J. Pan

Branch Offices

308 N. Rodeo Drive, Beverly Hills, Calif.

Radio & TV Accounts: American Airlines,
Chicopee Mills, AD, Colgate Instant Barber,
Shave, Deodorant Beauty Bar Soap

AUSTIN C. LESCARBOURA & STAFF

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

Phone: CRoton 1-3444

Pres.....Austin C. Lescarboura
V.P., Treas.....Stanley A. Lescarboura
Secretary.....Fred P. Donati
Publicity Dir.....Frances Howe
Secretary.....Miriam Lescarboura

Radio Accounts: Aerovox Corporation
New Bedford, Mass.; Clarostat Mfg. Co.,
Inc. (Resistors), Allen B. Du Mont Labs.
(Cathode-ray Tubes), Allen B. Du Mont
Labs. (Television Transmitters), Allen B. Du
Mont Labs. (Cathode-ray Instruments), Clif-
ton, N. J.; Henry L. Crowley & Co. (Pow-
dered Iron Cores and Steatite Parts), West
Orange, N.J.; Industrial Instruments (Elec-
trical Test Instruments), Jersey City, N. J.;
Hudson Wire Company, Ossining, N. Y.;
Technical Appliance Corp. (TV Antennas),
Sherburne, N. Y.; Sealectro Corp. (Teflow
Insulators and Terminals), New Rochelle,
N. Y.

**LEWIN, WILLIAMS & SAYLOR
INCORPORATED**

130 E. 59th St., New York 22, N. Y.

AAAA—ABP—ANPA

Phone: MUrray Hill 8-6200

Board Chairman.....A. W. Lewin
President.....Sidney Matthew Weiss
Exec. V.P.....W. T. Pollock
Sr. Vice Presidents.....J. P. Brodie,
A. Green, A. Kaplan

Branch Office

11 Commerce St., Newark 2, N. J.

Phone: MI 3-3200

V.P.....Leonard Newsteder

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

TV Accounts: Newark Packing Co., School
of Speedwriting, New York, N. Y.; General
Slicing Machine Co., Walden, N. Y.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.

Phone: FEderal 9-7286

ABP—ANPA—ABC—AFA

Ch. of Board.....Addison Lewis
President.....Erle B. Savage, Jr.
Treasurer.....Harvey R. Kruse
Secretary.....Wm. A. Dobson

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 Research and Media Dir. . . Robert L. Sturgis
 Prod. Manager Roger Jolicoeur
 Copy Director Judd L. Meester
 Vice President Robert L. Sturgis
 Art Director John K. Henry

Radio Accounts: G. W. Sugar (Sugar), Minneapolis, Minn.; Red Owl Stores (Groceries), Hopkins, Minn.; The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.

TV Accounts: Red Owl Stores (Groceries), Hopkins, Minn.; William A. Barnes (Food Products), Minneapolis, Minn.; The Dayton Co. (General Mdse., Minneapolis, Minn.; The Lavior Co. (Mouthwash), Minneapolis, Minn.

LILLER, NEAL & BATTLE

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

AAAA—ABC—ANPA—APA—ABP—AFA
 Partners & Acct. Execs. C. K. Liller,
 W. W. Neal, G. L. Watts, Howard Axelberg
 Partner, Media Dir. Sarah Williams
 Public Relations Richard Hodges
 Account Executives John K. Outley,
 Clay Scofield, Chuck Shields
 Time Buyers Pam Tabberer,
 Sherry Phillips, Barbara Aerce

Branch Offices

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

Manager Helen Gordon
 701 Security Federal Bldg., Columbia, S. C.
 Phone: 44458

Mgr. Caldwell Withers
Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut (Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem.

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

Estimated Radio & TV Billings: \$985,000.

LIVINGSTON & ASSOCIATES

218 E. Ontario St., Chicago 11, Ill.
 Phone: Whitehall 3-1755

President Fred Livingston
 Vice President Paul Faltysek
 Treasurer Sherry Thorne
 Account Executives . . . William J. O'Brien,
 Annette Shapiro, Louis Livingston

Branch Office

501 Madison Ave., New York, N. Y.
 Phone: PLaza 8-1703

Executive-in-charge Richard Bernstein
Estimated Radio & TV Billings: \$146,000.

LIONEL & SIMONS, INC.

6425 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 2-7429

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

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

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

W. E. LONG CO.

(Independent Bakers' Cooperative)
 188 W. Randolph St., Chicago 1, Ill.
 Phone: RAndolph 6-4606

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

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

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

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

LOWE & STEVENS

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