



ADVERTISING AGENCIES



ey's, Palo Alto, Calif.; Sealy Mattress Co., Oakland, Calif.; American Building Maintenance Co., San Francisco; GallenKamp Stores Co., Los Angeles; Bullock & Jones, San Francisco.

Estimated Radio Billing: \$180,000.

TV Accounts: Harrah's Club, Reno- Nev.; Brooks Camera, San Francisco; Sealy Mattress Co., Oakland, Calif.; GallenKamp Stores Co., Los Angeles; Citrocn Cars, Inc., Los Angeles; Totkins, Inc., San Mateo, Calif.

Estimated TV Billing: \$100,000.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.

Phone: KIngsley 6-1130

ABP—APA—NBP

President.....J. Robert Mendte
Vice Pres.....J. W. Holland
Treas.....N. L. Hughes
Prod. Mgr.....Dennis McClatchey

Radio Accounts: J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.

TV Accounts: J. Bird Moyer Co., Wilson Lines, Riverview Beach Park.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.

Phone: UN 1-2634

ABP—ABC—ANPA—AFA

Chmn. Bd.....George T. Metcalf
President.....Walter Hyland
Exec. V.P.....Sheldon Spencer
Time Buyer.....Robert O. Meehan

Radio Accounts: Otto Seidner, Inc. (Mayonaise), Westerly, R. I.

Estimated Radio Billings: \$5,000.

ARTHUR MEYERHOFF & CO.

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

Phone: DELaware 7-7860

ANPA—NBP—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff
Production Manager.....Allen Bethe
Dir. of Radio & TV.....S. L. Novy
Radio-TV Time Buyer.. Evelyn Vanderploeg
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.

Phone: BRoadway 1-3144

V.P., Manager.....George Grabin
Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

C. L. MILLER CO., INC.

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

Phone: MURray Hill 2-1010

ABC—ANPA

President.....C. L. Miller
V.P., Treas.....P. P. Hoffman
Secy.....H. F. Renton
Exec. V.P.....W. L. Stocklin

V.P.....W. F. Mueller
V.P., Radio Prog.....R. C. Maddux
Prod. Mgr.....C. D. Rogers, Jr.
Asst. Prod. Mgr.....J. M. Lacey
Producer.....J. M. Edgerton

Branch Offices

333 N. Michigan Ave., Chicago, Ill.

Phone: CENtral 6-9438

1502 Hunt Bldg., Main at 4th, Tulsa, Okla.

Phone: GIBson 7-9438

Radio and TV Accounts: E. W. Kneip, Chicago, Ill.; Lewis Research Lab., N. Y. C.; Piggly Wiggly Great Lakes, Sheboygan, Wis.; True Magazine, N. Y. C.; Karl Ehmer, Glendale, N. Y. (all Radio); Corn Products Refining Co., N. Y. C.; Circle Line, N. Y. C.; Oral Roberts Evangelistic Assoc., Inc., Tulsa, Okla.; Lewis-Howe, Chicago, Ill. (TV).

EMIL MOGUL CO., INC.

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

Phone: TEMpleton 8-7100

ABP—ANPA—PPA—AAAA

Bd. Chrmn., President.....Emil Mogul
General Manager.....Richard Lockman
Secretary-Treasurer.....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
V.P., Creative Dir.—Air Media

Myron A. Mahler

V.P., Creative Dir.—Print Media

Steth D. Tobias

Copy Chief.....Alfred P. Berger

Vice President.....Milton Guttenplan,

Nat Wildman

Traffic Production Supvr.....Al Mauro

Controller, Asst. to Pres.....Norman N. Cohen

V.P., Media & Research Dir.....Joel Martin

V.P., Dir. Marketing & Merch..Jules Leonard

V.P., Radio-TV Dir.....Leslie Dunier

Radio-TV—Prod., Dir.....Henry Colman

Exec. Radio-TV Prod.....Donald S. Hillman

V.P., Exec. Art Dir.....William Jacoby

V.P., Drugs, Toiletries, Cosmetics Div.

Richard Lockman

Sr. Vice President.....Edward Klein

Dir. Media & Research.....Joel L. Martin

Dir. Publ. Relations.....Harry Chapperon

Print Media Dir.....Oliver Einstein

Copy Group Heads.....Dorothy Kent,

Charles Babkin

Account Executives.....Harold Balk,

Bernard Kramer, Malcolm D. Mogul, Wil-

liam Shanbroom, Wm. Conover, H. M.

Gurwitz, Dorothy D. Smith

Accounts: Adam Hat Manufacturers, New

York; Berolio Import Co. (Berio & Fran-

cesconi Olive Oil) New York; Ferber Corp.

(VU-writer Pens & Pencilettes) Englewood,

N. J.; Gem Oil Corp. (Edible Oils) Brook-

lyn, N. Y.; Gold Medal Candy Corp. (Bon-

omo's Turkish Taffy, Bonomo's Peanut Brit-

tle, Cocilana Cough Nips) Brooklyn, N. Y.;

Gradiatz, Annis & Co. (Gold Label

Cigars) Tampa, Fla.; Knomark Mfg. Co.

Esquire Shoe Polishes) Brooklyn, N. Y.;

Park & Tilford Distillers Corp. (P & T

Reserve, P & T Reserve, P & T Private Stock,

Peychaud Cordials, Dry Monopole Cham-



ADVERTISING AGENCIES



pagne, Tintex, Winx) New York; Rayco Mfg. Co. (Auto Seat Covers) Paterson, N. J.; Revlon Products (Silken Net, Aquamarine Shampoo, Lotion, Spray Mist, Revlon Deodorant Stick) New York; Ronzoni Macaroni Co. (Spaghetti & Macaroni Products & Spaghetti Sauce) Long Island City, N. Y.; Stone-Tarlow Co. ("Elevators" Shoes) Brockton, Mass.; Barney's Clothes (Men's & Boys' Clothing) New York; National Shoes (Family Shoe Chain) New York; Rayco Auto Seat Covers (Auto Seat Covers) Paterson, N. J.; Bakers' Franchise Corp. Lite Diet Bread, N. Y. C.; Barricini Sandy Shops, L. I. C.; Field & Flint (Shoe), Brockton, Mass.; Pierce's Proprietaries (Golden Medical Discovery), Buffalo, N. Y.; Tintex Co., N. Y. C.

CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
Phone: Parkway 1178
ABP—ANPA

President, Treas. Chester C. Moreland
Secretary Walter H. Strauss
Vice-President Carl H. Press
Vice Presidents B. L. Schurman, Carl Press,
Mahlon Sheridan

Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc.

TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

MOREY, HUMM & WARWICK, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: LO 4-2240
ABP—ANPA—AAAA

President Sylvester M. Morey
Exec. Vice-Pres. Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home

Appliance Dept. Albert W. Humm
V.P., Chmn. Plans Brd. J. R. Warwick
V.P., Acct. Exec. Stanley F. Ellsworth
V.P. & Art Dir. William G. Sutton

Vice-Pres. & Merch. Dir. Walter J. Andree
V.P., Radio & TV Dir. W. L. Wernicke
Time Buyer Kathryn Shanahan
Research Dir. Dr. Howard D. Hadley
Secy.-Treas. William G. Carmody

Asst. to Pres. David J. Wasko
Media Director Frank B. McElmoyl
Copy Chief Fred C. Maine
Dir. of Public Rel., Pub. Warren Cox
Production Manager Paul Silardi

Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

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

MORSE INTERNATIONAL, INC.

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

President J. Patterson
Export V.P. C. O. Sloane
Domestic V.P. R. A. Dearth
Treasurer J. A. Riedell

Media Dir. O. E. Christy
Radio, TV Time Buyer R. A. McArdle
Export Media Mgr. Aurora Blando
Dir. of Radio-TV Prod. S. Lyon
Group Prod. Mgrs. W. W. Williams,
C. Wright, D. Wheatley

Group Art Directors P. Zangas,
E. P. Ellis, W. Boege

Art Studio Dir. S. Maltzman
Radio and TV Accounts: Vick Chemical Co. (Vick Products), Prince Matchabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone: 3-7544

(Division of Rumrill Co., Inc.)

ABP—ANPA—APA—PPA—NBP—NOAB

Pres. C. L. Rumrill
V.P., Gen. Mgr. G. M. Prince
V.P., Treas. L. B. Reigler
V.P., Sec'y Harry T. Duffy

Media Dir. Mrs. L. B. Mang
V.P., Creative Dir. A. M. Huntington
V.P. A. S. Cotins
V.P., Radio-TV Dir. Everett L. Thompson

Radio-TV Accounts: Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.; Procino-Rossi Corp. (Macaroni, Spaghetti & Egg Noodles) Auburn, N. Y.; Agricultural Insurance Co. (Property Insurance), Watertown, N. Y.

MOSS ASSOCIATES, INC.

415 Lexington Ave., New York 17, N. Y.
Phone: MURrav Hill 7-7377

APA—NBP—ABP—ANPA—PPA

President Joseph H. Moss
Art Director Sidney Fischer
Copy Chief Gerald H. Bruce
Media Director Florence Ellis
TV Director E. Landau

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481

ABP—ANPA—APA—NOAB—NBP

President C. W. Muench
V.P., General Manager W. O. Yucum
Radio-TV Time Buyer Victor Fabian
Dir. of Merch. Robert E. Moore
Production Mgr. William G. Fisher

Branch Office

2102 Jackson, Dallas 1, Texas
Phone: RANdolph 2554

Radio Accounts: Freshrap Div., Badger Paper Mills, Inc. (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Consolidated Foods Corp., Chicago, Ill.; L. C. Forman & Sons (Condiments), Pittsford, N. Y.; Fox DeLuxe Foods, Inc. (Poultry & Meat Products), Chicago, Ill.; Fuji Trading Co. (Chop Suey Foods), Chicago, Ill.; Monarch Brewing Co., Chi-



ADVERTISING AGENCIES



ago, Ill.; Neuhoﬀ Brothers Packers (Meat Products), Dallas, Tex.

TV Accounts: Freshrap Div., Badger Paper Mills (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Fox DeLuxe Foods, Inc. (Poultry & Meat), Chicago; Monarch Brewing Co., Chicago; Neuhoﬀ Brothers Packers (Meat Products), Dallas, Tex.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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

President.....Thomas W. Hughes
Vice-Presidents.....Joseph W. Madden, Walter Kelly
Art Director.....Anthony Saris
Radio & TV Director.....Jerome Kates
Radio and TV Accounts: Borden Co., H. J. Heinz, Lever Brothers (U.S.), Quaker Oats Co.

NEEDHAM & GROHMANN, INC.

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

ANPA—AAAA—NOAB—APA—NBP

Pres., Treas.....H. Victor Grohmann
V.P. & Sec'y.....John M. Handley
V.P. & Art Dir.....H. Nelson Kent
V.P.'s.....John M. Keil, Howard A. Heinsius
Exec. Sec'y.....Kathryn Intemann
Copy Director.....Vera Mezei
Prod. Mgr.....Samuel Boyd, Lawrence W. Alpaugh

Media Dir.....Harry C. Ledingham
Acct. Executives.....H. Victor Grohmann, John M. Handley, John M. Keil, Alfred Burnham, Howard Heinsius

Accounts: America House; Centriline Corp.; Chatham Mfg. Co.; Cosby Brush & Import Co. Inc.; Flower City Charcoal Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Chatham Mfg. Co.; Flower City Charcoal Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Lockwood, A. N.; National Biscuit Co.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Staunton Military Academy; Stillman, & Hoag, Inc.; Sussex County Planning Board; Thonet Industries Inc.; White Turkey; Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

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

AAAA—ANPA—ABP—APA—ABC

President.....Maurice H. Needham
Sr. Vice Presidents.....Melvin Brodby, W. R. Fowler
Melvin Brodby, W. R. Fowler
Sr. V.P., Media Dir.....Otto R. Stadelman
V.P., TV-Radio Dir.....James G. Coninos
Financial V.P., Secy.....Max D. Anwyl
V.P. Chg. TV-Radio Prog.....John Scott Keck
V.P. Chg. TV-Radio Comm.
Prod.Alan Wallace

Spot Time Buyers.....P. M. Morrow, D. D. De Carlo

Branch Offices

9100 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 6-2073

Mgr.Michael Gradle
730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-0333

V.P. & Mgr.....Frederick A. Mitchell
V.P., Media Dir.....Gordon Vanderwarker
880 Bay St., Toronto, Ont., Canada
Phone: WALnut 3-9817

V.P. & Mgr.....John A. Willoughby
Radio and TV Accounts: Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.; People's Gas, Light & Coke Co.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.; Canadian Industries, Ltd.; Lever Brothers Co.; Hotpoint Co., International Minerals & Chemical Corp.; Palm Beach Co.

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
Phone. 4-2555

President.....Ralph A. Nelms
Secretary.....Annabelle Gray
Account Executive.....J. H. Richards
Art Director.....Richard Wilcox
Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

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

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....Ruth W. Hollister
TV Time, Space Buyer.....Tillie Reinig
Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Products Corp. (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National



ADVERTISING AGENCIES



Presto Industries, Inc. (Presto Prods.) Eau Claire, Wis.; WROW, WROW-TV, Albany, N. Y.

Television Film Production Accounts: Pepsi-Cola Company (Soft Drink Mfrs.), New York, ... Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

Radio Accounts (Time): William Lee & Co., Watervliet, N. Y.; Saratoga Assn., Saratoga Springs, N. Y.

Television Accounts (Time): William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

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

ABP—ANPA—APA—PPA

Pres., Acct. Exec.....Hunter Lynde V.P., Copy Chief.....David E. Robeson
Radio-TV Dir., Time Buyer..John Hopkins

Radio Accounts: Swisher, J. H., & Son, Inc. (King Edward Cigars), Jacksonville, Fla.

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-0900

ANPA—NOAB—APA

Chmn. of the Bd.....William H. Weintraub
President.....Norman B. Norman
Exec. V.P., Secretary.....Eugene Kummel
Exec. V.P., Treasurer.....B.David Kaplan
V.P., Radio & TV.....Walter Craig
Senior V.P.....John Davenport Scheuer
V.P., Copy Director.....Richard Bowman
V.P., Marketing Dir.....John B. Morris
V.P., Fashion Coordinator,

Copy Director.....Kay Daly
Vice President.....Richard Bouton
Vice Presidents.....Warren Fales,
H. G. Bissinger, William E. Macke, E. L. Whitney

V.P., Prod. Mgr.....William Zerweck
Mgr., Print Media Dept....George Coleman
Asst. Secy.....Roselon Flanagan
Operations Supervisor...Ronald R. Mullins
Group Copy Supervisors....Adrian Bryan
Courie, Anne Foster, Sidney Lerner

TV-Radio Production Suprv...Sheldon Platt
Print Media Dir.....Eugenie C. Stamler
Prod. Mgr.....Louis Hirx
Merch. Dir.....Lawrence Foden
Mgr., Art Dept.....Constance Valesey
Time Buyer.....Jeanne Sullivan
TV Art Director.....Benjamin Colarossi
Account Executive.....Richard Bouton,
L. J. McGrady, Gerald Shapiro, James M. Shivas, Thomas T. Stafford

Branch Offices

Merchandise Mart, Chicago 54, Ill.
Phone: Whitehall 3-0211

Gen. Manager.....H. G. Bissinger
Office Mgr.....George Paneff
1513 Jefferson Ave., Toledo 4, Ohio
Phone: CHerry 4-2593

ExecutiveL. J. McGrady

Radio and TV Accounts: Hudson Pulp & Paper Corp., New York; Ronson Corp., Newark, N. J.; Seeman Bros. (Air-Wick, Nylast) New York; Selchow & Righter Co., New York; Speidel Corp., Providence, R. I.; Warner-Lambert Pharmaceutical Co., Lambert-Hudnut Div. (Sportsmen Toiletries) Morris Plains, N. J.; Willys Motors, Toledo, Ohio; Chanel, Inc., N. Y. C.; Maiden Form Brassiere Co., Pabst Brewing Co., Chicago, Ill.

NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.
Phone: Whitehall 4-5030

President.....Don P. Nathanson
Exec. Vice Pres.....Cyrus H. Nathan
TreasurerHarold Rosenzweig

Branch Offices

6 E. 45th St., New York 17, N. Y.
Phone: OXFord 7-0414

V.P., Dir. Radio & TV.....Bruce M. Dodge
8701 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLYmpia 2-3840

ManagerClifford Gill

Radio & TV Accounts: The Toni Co. (Charm Kurl Home Permanent, Deep Magic Facial Cleansing Lotion, Prom Home Permanent and End Curl Prom, Silver Curl, New Ventilated Spin Curlers, Toni Home Permanent and Tip Toni, Tounette Children's Home Permanent) Chicago; Englander Co., Inc. (Mattresses), Chicago; Lanvin Parfums, Inc. (Arpege, My Sin Perfumes and associated products) New York.

NOYES & COMPANY

1800 Industrial Bank Bldg.
Providence 3, R. I.
Phone: GASpee 1-2087
AAAA—ABP—ANPA

President.....Frederick C. Noyes
Vice Pres.....Carroll H. Rickard
Dir. Radio-TV.....Henry C. Hart, Jr.
Time Buyer.....William M. Macleod

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.; Tilden-Thurber (Retail Silver & Jewelry), Providence, R. I.; White & Bagley Co. (Automotive & Ind. Oils), Worcester, Mass.; Rumford Chemical Works (Cleaner), Rumford, R. I.

TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Narragansett Electric Co. (Utilities, Appliances), Providence, R. I.; G. & C. Merriam Co. ("Merriam-Webster" Dictionaries), Springfield, Mass.

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

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-5412
ABP—PPA—APA

President.....R. T. O'Connell
Exec. Vice Pres.,
Creative Dir.....Ethel Merklen



ADVERTISING AGENCIES



Vice President.....George Miller
 Radio-TV Dept.....J. Cunningham,
 Anne Kelleher
Radio Accounts: Pomatex Co., Inc. (Hair-
 dressing), New York, N. Y.; Johe Co.
 (Household Cleaner), Tenafly, N. J.

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.
 Phone: MU 8-6100
 ANA—PPA—NOAB—APA

PresidentDavid Ogilvy
 Exec. V.P.....E. Estey Stowell
 Sr. V.P., Treas.....Shelby H. Page
 Sr. V.P.....J. McCaffrey, J. Irish
 Vice Presidents.....W. Bijur,
 P. Caravatt, L. Munro, J. Heekin, D. Mar-
 garetten, R. C. Smith
 V.P., Dir. Radio-TV.....H. Booraem, Jr.
 V.P., Dir. of Media.....Samuel L. Frey
 Assoc. Dir.....P. L. Tomlin
 Mgr., Comm'l Prod.....Anthony Rizzo
 Mgr., Show. Prod.....Eugene Schiess
 New Programs.....Edward Ingeman
 Casting Dir.....Olga Fabian
 TV-Radio A.E.....Richard Simon
 TV-Radio Prod.....Walter Sachs,
 Newt Mitzman, David Evans

Radio Accounts: Lever Bros. (Dove, Good
 Luck) New York, N. Y.; Pepperidge Farm
 (Bread) Norwalk, Conn.; Schweppes Qui-
 nine Water, New York, N. Y.; Tetley Tea
 Co. (Tea), New York, N. Y.; Melville Shoe
 Corp. (Thom McAn Shoes, New York, N. Y.

Estimated Radio Billing: \$2,128,500.

TV Accounts: Lever Bros. (Dove, Good
 Luck, Lucky Whip) New York, N. Y.; Arm-
 strong Cork (Cushiontone) Lancaster, Pa.;
 Helena Rubinstein (Reduce-Aids, Nudit,
 Colortone Shampoo, Naildress) New York,
 N. Y.; Melville Shoe Corp. (Thom McAn
 Shoe), New York, N. Y.; Pepperidge Farm,
 Inc.

Estimated TV Billings: \$3,481,500.

OLMSTED & FOLEY, INC.

1750 Hennepin Ave. So., Minneapolis 3, Minn.
 Phone: FEderal 9-0441

AAAA—ABC—ABP—ANPA—AFA

President.....Ward H. Olmsted
 Exec. V.P.....John T. Foley
 Secretary.....G. C. Hellickson
 Vice Pres.....Ward W. Olmstead,
 John K. Mortland

Radio-TV Dir.....B. G. Morison
 Producers.....Ned W. Axt, Diane F. Syme
 Time Buyer.....W. T. Way

Radio-TV Accounts: Clover Leaf Creamery
 Co.; 1st Nat'l Bank of Minneapolis; Hotel
 Leamington (TV only); Northland Milk
 Co.; The Waterbury Co. (TV only), all Min-
 neapolis, Minn.; Marshall-Wells Co. (Paints-
 Appliances), Duluth, Minn.; Owatonna Can-
 ning Co. (Festal Products), Awatonna,
 Minn.; Waterbury Htg. Supply Co. (Fur-
 naces), Minneapolis, Minn.; North Ameri-
 can Life & Casualty Co. (Radio only); Sears
 & Roebuck & Co. (Radio only).

PHIL A. O'NEILL ADVERTISING

43 N. Franklin St., Wilkes-Barre, Pa.
 Phone: Valley 2-7191, 3-8874

President.....Phil A. O'Neill
 Vice-Pres.....Thomas J. O'Neill
 Sec'y., Treas.....Mary M. O'Neill
Accounts: Burschel Dairy Co., Scranton,
 Pa.; First-Second National Bank & Trust Co.,
 Wilkes-Barre; Fisher's Hatchery, Elysburg,
 Pa.; Jordan the Hatter (Men's Furnishings),
 Wilkes-Barre; Lane's (Furs), Wilkes-Barre;
 McLaughlin Funeral Service, Wilkes-Barre;
 Radio Stations WAZL, Hazleton, Pa.; WBRE,
 Wilkes-Barre; WHLM, Bloomsburgh, Pa.;
 WHOL, Allentown, Pa.; WIDE, Biddeford-
 Saco, Me.; WVDA, Boston, Mass.; Station
 WBRE-TV, Wilkes-Barre; Vaughn's Bakery,
 Berwick, Pa.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
 Phone: KIngsley 6-4140

President.....W. Wallace Orr
 V.P. & Asst. to Pres.....Bosh Pritchard
 Sec'y & Treas.....Willard W. Hughes
 Art Dir.....Wellington H. Kashner
 Copy Chief.....Anne T. Beck
 Space & Time Buyer.....Greta Dunsmore
Radio Accounts: Atlantic City Racing
 Assn., Pleasantville, N. J.; Beach Front Gar-
 dens (Motel) Atlantic City, N. J.; M. A.
 Bruder & Sons, Inc. (Paint Mfrg.) Philadel-
 phia; Swanwyck Estates (Real Estate De-
 velop.), Wilmington, Del.; Harry F. Michell
 Co. (Garden Supplies), Philadelphia.

TV Accounts: Atlantic City Racing Assn.,
 Pleasantville, N. J.; Beach Front Gardens,
 Atlantic City, N. J.; Monte Carlo Beach
 Motels, Atlantic City, N. J.; M. A. Bruder &
 Sons, Inc. (Paint Mfrg.) Philadelphia.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
 Kansas City 1, Kans.
 Phone: DR 1-7250

ABP—ANPA—APA—FAAG

President.....Merritt Owens
 Art Dir., Prod. Mgr.....Tom Horan
 Radio-TV Dir.....Frank Rickey
 Account Executives.....Merritt Owens,

Radio-TV Accounts: Goldman Jewelry Co.,
 Pearson-Ferguson; Vesto TV; Dumas Mil-
 ner; Steeves Typewriter; Zephyr Awning
 Co.; Thriftway Food Stores; Home Savings
 Asso.; Peck's of Kansas City (TV only);
 Ashmore Pontiac (TV only).

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.
 Phone: MURray Hill 7-4090

ABP

President.....Elias Schonberger
 Exec. V.P.....Peter Frenkel
 V.P. & Merch. Dir.....David E. Winnick
 Sec'y & Treas.....Max Weintraub
 Copy Chief.....Seymour Altman



ADVERTISING AGENCIES



Art Dir.....Elmer Pfeiffer
 Prod. Mgr.....Jack Weiner
 Radio Time Buyer.....Betty Silon
 Media Dir., Space Buyer.....Irving Krouse
 Research Dir.....Jay Dresner
 Pub. Dir.....June Aaronson
 Acct. Executives.....David E. Winnick,
 Lawrence Nelson, Aaron W. Davis, Jay
 Dresner, Betty Silon, Peter Frenkel, Elias
 Schonberger, Morton Zimmerman
Accounts: Downs, Grace; Furniture Specialties Corp.; Klein & Teicholz; Overhead & Modernfold Door; Seminole Furniture Corp.; Warner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.

Phone: ELiot 1401

AAAA—ANPA—APA—NBP—NOAB

Chrm. of Board.....Wm. H. Horsley
 President.....Trevor Evans
 V.P., Secretary.....Frank Horsley
 Treasurer.....Calvin W. Franklin
 Radio-TV Dir., Talent Buyer.....Grant Merrill,
 Media Dir., Time Buyer.....Gertrude M. Nyman
 1115 West Broadway, Spokane, Wash.
 Phone: FAirfax 7-9585

V.P., Manager.....Martin Boss
 715 Cascade Bldg., Portland, Oregon
 Phone: CApital 2-1021

V.P., Manager.....Milton A. Foland
Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wash. State Fruit Commission, Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Lang & Co. (Gold Shield Coffee) Seattle, Wash.; Nalley's, Inc., (Praise Salad Dressing) Tacoma, Wash.; Oil Heat Institute of Washington, Seattle.

TV Accounts: Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; Carstens Packing Company; Montag, Inc.; Lang & Co.; Oil Heat Institute of Washington.

PARIS & PEART

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

Media Dept., 295 Madison Ave.

Phone: MUrray Hill 9-2424

ABP—ANPA—APA—PPA—ABC—NOAB
NBP

Exec. V.P., Treas.....J.A.H. Rehm
 Sec'y., Comptroller.....Thayer Durell
 Marketing, Research Dir.....H. L. Mooney
 Art Director.....F. Yelinek
 Production Mgr.....R. Largo
 Vice Presidents..W. F. James, G. M. Cleland
 Acct. Executives.....A. A. Bindrim,
 W. F. Byrne, F. S. Ferry, D. C. Kreinik,
 W. J. DeStefan, G. R. Gibson, K. E. Lee,
 T. C. Flanagan, A. A. Lanton, J. E. Pendergast, R. V. Schilt, M. A. Umans
 Time Buyer.....Virginia Burke
 Copy Director.....Dorothy Parker
 Media Dir.....W. M. Symmes

Personnel & Systems Mgr...Thelma Jeffreys
 Art Director.....F. Yelinek
 Marketing & Research Dir.....H. L. Mooney
 Admin. Dir., Art Dept.....R. Reed
 Prod. & Purchasing Dir.....R. Largo
 Secretary.....Thayer Durell
Accounts: A & P, N. Y.; Colonna, J., Bros.; Excelsior Quick Frosted Meat Prod. Inc.; Joe Lowe Corp.; Kannengiesser & Co.; Sage Laboratories Inc.; Woman's Day Inc.; Breakstone Bros., Div. of Nat'l Dairy Products Corp., New York; Atlantic Television (WATV), Newark, N. J.; No-Cal Corp., Brooklyn, N. Y.; Vanity Fair Paper Mills, New York; La Perla Food, Re-Dan Packing Co.; Romanoff-Caviar Co., Inc.; West Chemical Prod., Inc.; Women's Day, Inc.

PARKSON ADVERTISING AGENCY, INC.

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

Phone: PLaza 1-6400

President.....Ted Bergmann
 Sec.-Treas.....Florence Shapin
 Dir. Marketing & Res.....Philip Agisim
 Art & Prod. Dir.....Sydney Reich
 Dir. of Copy.....Axel P. Gudmand
 Radio-TV Director.....Charles M. Boland
 Radio-TV Media Dir.....Herbert Gruber
 TV Film Dir.....Lloyd Durant
 Comm. Dir.....Irving Roes
 Time Buyer.....Ruth M. Bayer
Radio-TV Accounts: Pharmaceuticals, Inc.; Liggett Drug Co.; Journal of Lifetime Living (Radio only); Sun Drug (Pittsburgh-TV only).

Estimated Radio-TV Billings: \$9,750,000.

PEARSON ADV. AGENCY, INC.

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

Phone: YUkon 6-7795

ANPA

President-Treasurer.....C. H. Pearson
Radio Accounts: Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

PECK ADV. AGENCY, INC.

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

Phone: PLaza 3-0900

ANPA—NBP—APA—ABP—NOAB

Chr. Exec. Committee.....Harry Peck
 Chairman of Board.....Sidney Garfield
 President.....Harry Krawit
 V.P., Secretary.....Sanford Hirschberg
 Media Dir.....Frieda Weiss
 TV, Radio Dir.....Sylvan Taplinger
 Time Buyer.....Russ Alben
Radio Accounts: Howard Store Corp. (Clothes) Brooklyn, N. Y.; Van Munching & Co. (Heineken's Beer) New York, N. Y.; Bruns, Nordeman & Co. (Stocks & Bonds) New York, N. Y.

TV Accounts: U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; D'Orsay Sa'es Co. (Intoxication Perfume) New York, N. Y.



ADVERTISING AGENCIES



PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
 Phone: RA 6-7923
 ABP—ANPA—APA—NBP
 President.....Earl R. Perrin
 Vice-President, Sec'y.....Donald L. Paus
Branch Office
 730 Fifth Ave., New York 19, N. Y.
 Phone: PL 7-6120

PHILLIPS-RAMSEY CO.

304 Ivy, San Diego 1, Calif.
 Phone: BELmont 4-6401
 APA—NBP—TAAN
 Chairman.....W. L. Phillips
 President.....Charles C. Ramsey
 Vice Pres.....James Holloway
 Sec'y-Treas.....Herbert Fredman
 Media Director.....Mrs. Nina Dallair
 Radio-TV Dir.....Mrs. Orva W. Huff
Radio-TV Accounts: Silver Gate Savings & Loan Assn., First National Bank, Alsynite Co. of America (Translucent Fiberglass Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Food Basket (Supermarket Chain); Walker Scott Corp. (Department Store); Hazard Concrete Product Co.; Barvend Foods (Soups); City Chevrolet Co.; Percy H. Goodwin Co.; Mexicali Brewing Co.; Milk Council; Oscar's Restaurant Chain; TV Antenna Supply Co.; Tri-W Builders; United Fund; Walker Engineering Co. (Vacuum Powered Ash Trays); Better Business Bureau (San Diego).

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
 Phone: CAPitol 3-6131
 APA—NOAB—SNPA—TAAN
 ABP—ANPA
 Pres., Acct. Exec.....Jack N. Pitluk, Sr.
 V.P., Acct. Exec.....Jack N. Pitluk, Jr.
 Acct. Execs.....C. Carolus,
 Sam Riklin, Louis Pitluk, Norman Morris
 Copy Chief.....Harvey Christiansen
 Radio Director.....Margaret Morrison
 TV Director.....Don Zimmer
Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Roegelien Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1188 S. Muirfield Rd., Los Angeles 19, Calif.
 Phone: HOLlywood 5-0580
 Owner, Sales Mgr.....Irwin T. Porter
 Partner, Time Buyer....Gertrude T. Porter
 Account Executive.....Jean Norab
Radio Accounts: Wright Carpet, Inc., Los Angeles; Resnik Bros. (Automobile Repairs) Los Angeles; Ackerman Cosmetics (Creams, Lotions, etc.) Los Angeles; Keys Meat Market (Butcher) North Hollywood; Pecks Model Agency, Hollywood, Calif.; Prekut Homes (Building Contractors) Los Angeles;

Kenosha Transport Corp. (Automobile Transportation) Los Angeles; Angelus Furniture Co., Los Angeles, Calif.

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
 Phone: GR 1-5775
 ANPA—NOAB—PPA—ABP
 Chrm. of Board.....R. J. Potts
 President.....J. B. Woodbury
 Vice Pres.....E. A. Warner,
 C. C. Tucker, C. L. Robinson, Al Coleman,
 G. F. McGill, John K. Barton, C. E. Jones,
 R. R. Sanford, C. Stritzinger, P. N. Horstman
 Sec'y Treas.....C. C. McMillan
 Radio-TV Dir.....William J. Brewer
 Radio-TV Acct. Dirs.....Gene Dennis,
 Al Christy
 Film Buyer.....Al Christy
 Acct. Executives.....J. Cahill,
 D. Dixon, J. M. Gaughan, E. T. Marshall,
 G. L. Mosley, R. M. Robinson, E. C. White,
 Jr.

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUKon 6-7725
 President.....J. G. Proctor
 V.P. & Acct. Exec.....Ray Hanna
 Secretary.....M. S. Proctor
 Art Dir. & Prod. Mgr.....M. Sholle
Accounts: Addis Co.; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Frederica Furs Inc.; Hausman M. & Sons; Horne, Joseph Co.; Joske's of Texas; Levenson Co., Lexington Corp.; Norwegian Fur Breeders Ass'n; Paden City Pottery Co.; Pasquier, Michel; Peerless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Titcher-Goettinger Co.; Zimmerman-Scher Co.

PRODUCT SERVICES

17 East 45th Street, New York City
 Phone: MURray Hill 7-0204
 President.....Les L. Persky
 Exec. V.P., Gen. Mgr....Lester J. Blumenthal
 V.P., Acct. Supv.....Harold L. Tuers
 Treasurer.....Robert S. Lewis
 Art Director.....Allen G. Davis
 TV Production Mgr.....Ralph Porter
 Media Director.....Marvin Richfield
 PR Director.....Ruth Davis
 Copy Dir.....Diane Young
 Time Buyer.....Doris Gould, B. P. Patrick
 Acct. Exec.....Lester Blumenthal, N. R. Lorman, Harold Tuers, Les L. Persky
TV Accounts: Roto-Broil Corp. of America (rotisseries); Broil Quick Co. (Rotisseries); Bymart-Tintair, Inc. (Hair Colorings); Cont. Car-NulBa Corp. (Floor Wax); Glamorene, Inc. (Rug Cleaner); Harrison Lab., Inc. (Nail Polish); Marlowe Chemical Co., Inc.; Technical Tape Corp.
Estimated TV Billing: \$7,000,000.



ADVERTISING AGENCIES



CHARLES O. PUFFER ADVERTISING

430 N. Michigan, Chicago 11, Ill.

Phone: Whitehall 4-1003

ABP—APA

President.....Charles O. Puffer
 Art Director.....Henry Garcia
 Prod. Mgr.....Glorya Bakken
 Copy Chief.....Howard Paul
 Publicity Dir.....Jack Hess
 Acct. Executives.....Charles O. Puffer,
 Lloyd Kuehn, Jack Hess
Accounts: Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malt-ing Co., Augsburger Beer, Curtis Lighting.

L. W. RAMSEY COMPANY

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

Phone: FRanklin 2-8155

ANPA—APA—NBP—NOAB

Chairman.....A. C. Naeckel
 President.....Richmond M. Lloyd
 Vice-President.....N. B. Langworthy
 Sec., Treas.....W. J. Henderson
 Art Director.....E. J. McCabe
 Prodn. Mgr.....Vito M. Volino

Branch Office

111 East 3rd St., Davenport, Iowa

Phone: 6-0157

Acct. Exec. & Tech.Consul....W. A. Giraldi
Accounts: American Machine & Metals Inc.; Daisy Mfg. Co.; Davenport Papers, Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Station KGLO, WTAD; Rol-screen Co.; Station WOC, Tri-City Bestg. Co.; Western Grocer Marshalltown, Ia.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.

Phone: JACkson 7-1179

President.....Wilbur W. Randall
 Art Director.....Robert N. Berger
 Radio & TV Director....Florence F. Grady
 Copy.....Jack F. Reynolds
Radio Accounts: Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoff-man Wallpaper, Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.
TV Accounts: Hartford Gas Co., State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.

REACH, McCLINTON & CO., INC.

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

Phone: PLaza 1-7300

69 Washington St., Newark, N. J.

Phone: MArket 3-5100

ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach
 President.....Harold L. McClinton
 Secretary.....Everett W. Sahrbeck
 Exec. V.P. (Newark).....D. M. Bernheim
 Sr. V.P., Copy.....Curtis Berrien
 Sr. V.P., Mgr. Newark.....F. R. Risley
 V.P., Art.....Lockhard L. Shultz
 V.P., Radio-TV.....Werner Michel
 Prodn. Mgr.....S. A. Holdampf, Jr.

Media Dir.....Mac Donald Dunbar
 Radio-TV Time Buyer.....Timothy O'Leary

Branch Offices

Prudential Bldg., Chicago 1, Ill.

Phone: DElaware 7-5664

V.P., Manager.....Philip M. White
 6434 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: WEbster 3-9167

V.P., Manager.....Harry W. Witt
 750 Baker Bldg., Minneapolis 2, Min.
 Phone: FRanklin 4-1234

V.P., Manager.....George O. Ludcke, Jr.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.

Phone: VICTor 5269

APA—ABP—ANPA

Owner.....James R. Reese
Accounts: Becklean Co.; Berry, Carl Oil Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,

Minneapolis 2, Minn.

Phone: FEderal 9-0071

AAAA—ABP—ANPA—APA

NOAB—PPA—NBP

Chrmn. of Bd.....E. E. Sylvestre
 President.....Wayne Hunt
 Exec. V.P.....R. W. Stafford
 Sec'y.....Mary Gale
 Treasurer.....L. J. Beltrand
 Vice-Presidents.....J. H. Sarles,
 R. H. Burhank, Elizabeth B. Gray, Loren P. Herder

V.P., Radio & TV Dir.....R. E. Neff
 V.P., Media, Research Dir....Dr. A. R. Root

Radio-TV Prod. Mgr.....Wm. S. Shepherd
 Time Buyer.....John Hackett

Radio Accounts: General Mills, Inc., Art Instruction, Inc., Minneapolis Brewing Co.; Mars, Inc. (Canada), Chicago.

Estimated Radio Billing: \$450,000.

TV Accounts: Art Instruction, Inc., General Mills, Minneapolis Brewing Co., Pacific Gamble Robinson Co., Minneapolis.

Estimated Radio-TV Billings: \$4,704,000.

REINCKE, MEYER & FINN, INC.

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

Phone: Whitehall 4-7440

ABP—ABC—ANPA—NOAB—APA—NBP

ABP—ANPA

President.....Wallace Meyer
 Vice-Pres. & Treas.....C. A. Reincke
 Vice-Pres. & Sec.....A. L. Reincke
 Radio-TV Director.....Lew Green
 Media Director.....John Priebe
 Space Buyer.....J. F. Brown
Radio Accounts: Chicago Burlington & Quincy (Railroad travel), Anderson Co. (Wipers), Gary, Ind.



ADVERTISING AGENCIES



REINGOLD COMPANY, INC.

69 Newberry St., Boston 16, Mass.

Phone: KENmore 6-3900

ABP—ANPA—PPA—APA—NAAN

President.....Thomas J. Brown
 Treasurer.....Thelma Reingold
 Creative Dir.....Harry Dodsworth
 Copy Chief.....Richard D. Brugman
 Art Director... George F. Willson
 Production Mgr.....Rueffe F. Barbour
 Media Buyer.....Rosemary Rohmer

Radio-TV Accounts: Citrus Fruit Juices, Inc., Lynn, Mass.; Statler Tissue Corp., Somerville, Mass.; Table Talk Pastry Co., Inc., Worcester, Mass.; Shoppers Phone Guide, Boston, Mass.; Nissen Baking Corp., Lynn, Mass.; Poster Grant Co., Inc. (Sunglasses) Leominster, Mass.

Estimated Radio Billings: \$150,000.

Estimated TV Billing: \$400,000.

REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2408

ABP—ANPA—APA—NOAB

President.....Emil Reinhardt
 Time Buyer.....A. Leo Bowman
 TV & Radio Dir.....Cecil Webb, Jr.
 Space Buyer.....Lora Kass
 Acct. Exec.....Rodney Kling

Radio Accounts: Walter N: Boysen Company (Paints) Oakland and Los Angeles. Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Cardinet Candy Co.; Central Valley Nat. Bank, all Oakland; Williams' Bakery, Eugene, Ore.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Central Valley Nat. Bank, Cardinet Candy Co.

E. W. REYNOLDS LIMITED

154 University Ave., Toronto Ont., Canada

Phone: Empire 2-2381

Chairman of Bd.....Edward W. Reynolds
 President.....C. Warren Reynolds
 Vice Pres.....N. Stuart Walton
 V.P., Radio-TV.....H. E. Karpus
 Vice Pres.....H. D. R. Newby
 Time Buyer.....Helen Anderson

Branch Office

1440 St. Catherines St., W., Montreal, Quebec

Phone: UN 6-1775

Manager.....R. C. Elvin

Radio & TV Accounts: General Mills (Canada) Ltd. (Baking Products & Cereals); Nestle (Canada) Ltd. (Quik, Evap. Milk, Maggi Boullion); Dairy Farmers of Canada (Dairy Products); Eversharp, Inc. (Razors and Pens); Fleers Bubble Gum; R. M. Hollingshead Co. (Auto Additives); Honey Dew Coffee Shops (Restaurants); Hunt's Bakery Ltd. (Baked Goods); Mutual of Omaha (Insurance); Converted Rice, Inc.; Hough & Kohler (Hohner Accordians & Harmonicas), all Toronto.

FLETCHER D. RICHARDS, INC.

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

Phone: JU 6-5400

AAAA—ANPA—APA—NBP—NOAB—ABP
 Chrmn. of the Bd.....Fletcher D. Richards
 Vice Chrmn. of Board... Bradley A. Walker
 President.....Eugene I. Harrington
 Exec. V.P.....Sherwood Dodge
 Spot Time Buyer.....James M. Kelly
 Vice Presidents.....Ernest A. Gray,
 Ellsworth D. Hill, John Hamm, Sanford
 Smith, Kenneth Young

V.P., Dir. Research.....John E. Shepherd
 Secy., Treas.....Duane W. Beurmann
 Network Time Buyer, Stat. Rel.,

Program Dev.....Keith Shaffer
 V.P., Dir. Radio-TV.... Seymour J. Frolick
 Media Dir.....Charles Dreier, Jr.

Branch Offices

221 N. La Salle St., Chicago, Ill.

Phone: FInancial 6-3585

Manager.....George T. Jahnke
 550 Sherbrooke W., Montreal, Que.

Phone: AVenue 8-3191

Manager.....Thomas A. Deans
 Harrington-Richards & Morgan: Division of

F. D. Richards, Inc.

58 Sutter St., San Francisco 8, Calif.

Phone: EXbrook 2-6025

V.P. Manager.....Alfred E. Smith
 6233 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 3-4194

V.P.....Donald E. Gehring

Radio Accounts: United States Rubber Co., (Tire Div., Footwear Div., U. S. Royal Golf Balls, International Div., Chemical Div.) New York; MacMillan Petroleum Corp. (Royal Scot Div.) Los Angeles, Calif.; Morris Plan Co. of Calif., San Francisco; American Machine & Foundry (Bowling Equipment, Pinspotters, Roadmaster Bicycles, DeWalt Power Tools), New York; Avoset Co. (Qwip Whipped Cream) Los Angeles; Bank of California, San Francisco; Eastern Air Lines and Colonial Air Lines, Div. of EAL New York; Squirt Beverage Co., Beverly Hills, Calif.; Waterman Pen Co., Seymour, Conn.

TV Accounts: United States Rubber Co. (International Div., Tire Div., Footwear Div., Textile Div., Chemical Div., Mechanical Goods Div.) New York; American Machine & Foundry Co. Avoset Co., Eastern Air Lines & Colonial Air Lines Div. of EAL; Squirt Beverage Co., Waterman Pen Co.

M. EVANS RICHMOND ASSOCIATES

3680 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 2-6073

Pres. & Radio Time Buyer

M. Evans Richmond

Art Director.....Frank Cartwright

Production Mgr.....D. Blaine

Branch Offices

230 Boylston St., Boston 16, Mass.

Phone: CO 6-4491



ADVERTISING AGENCIES



Yucca Vine Bldg., Hollywood 28, Calif.
 Phone: Hempstead 3517
 TV, Radio Office.....Morey K. Reiss

DAN RIVKIN ADVERTISING

1418 Walnut St., Philadelphia 2, Pa.
 Phone: PE 5-5766

OwnerDan Rivkin
Radio-TV Accounts: Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Philadelphia, Pa.; Moskin Clothes, Ford Optical Co., Ismak Rug Mills, Lenny's Clothes, Westmoreland Clothes, John Kohler (Men & Boy's Clothes).

W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 31, Pa.
 Phone: Rlttenhouse 6-8763
 ABP

President.....Wilmer S. Roberts
 V.P., Radio & TV.....Franklin S. Roberts
 Space Buyer.....Leon Irgang
Radio Accounts: Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); all Philadelphia, Pa.; General Electric Appliances Co.; Krass Bros. (Clothing); Manuscript Records, Inc.; Stuart-Merritt (Mail Order), Philadelphia.
TV Accounts: General Electric Appliances Co.; Manuscript Records, Inc.

ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2-3175
 ANPA—APA

President.....Robert Power Reimers
 Vice Presidents.....Leon Kelley, M. W. Nichols
 V.P., Media Dir.....John K. Lucken
 Secretary.....Jac M. Wolff
 Prod. Mgr.....Sidney Menchel
 Art Director.....Hugh Ryan
 Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, Sidney Menchel

MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.
 Phone: KE 4-6268
 APA

Chrmn. & Pres.....Marshall G. Robertson
 Sec.-Treas., Partner.....Mary A. Robertson
 V.P., Acct. Exec.....John Eby
 Radio Manager.....Margaret Pierson
 TV Manager.....Jack Helling
 Art Director.....Lavern Everson
 Account Executives.....R. W. McWilliams, James H. Briggs
Radio Accounts: City Elite Laundry, Denver, Colo.; Colo. Hospital Service (Insurance), Denver, Colo.; Wyo. Hospital Service (Insurance), Cheyenne, Wyo.; Cottrell's Clothing Store (Men's Clothes) Denver, Colo.; Dale Dance Studio, Denver; Elitch's Gardens (Recreation Park) Denver; First

National Bank of Englewood, Englewood, Colo.; Fontius Shoe Store, Frumess Jewelry Co., Grayson's Apparel, TV Station KTVR, Lindner's Pkg. & Prov. Co. (Meat Products); Miller's Super Markets (Groceries); O'Meara Motor Co. (Automobile Sales); Pioneer Saving Stamps, Star Bakery, Walden Heating Co. (Heating Appliances); Weicker Storage Co. (Moving and Storage), all Denver, Colo.

TV Accounts: Cassidy Hicks Wallpaper Co., Clinton Aviation, Cottrell's Clothing Store, Dale Dance Studios, Elitch's Gardens (Recreation Park); First National Bank of Englewood, Frumess Jewelry Co., Grayson's Apparel, Lindner's Pkg. & Prov. Co., Miller's Super Markets, O'Meara Motor Co., Pioneer Saving Stamps, Star Bakery, Walden Heating Co., Weicker Transfer & Storage Co.

ROBINSON, JENSEN, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MUTual 6293
 ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
 Exec. Vice-President.....Melvin A. Jensen
 Secretary.....Eola E. Cass
 Vice Presidents.....David R. Fenwick, John Haynes
 Radio, TV Dir.....Lee Laufer
 Media Dir.....R. C. Neuman
 Treasurer.....Robert C. Neuman
Radio-TV Accounts: Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Dried Fig Advisory Bd., Fresno, Calif.; The Hale Co. (Home Builders), Garden Grove, Calif.; Pioneer Savings & Loan Assn., Los Angeles, Calif.; Wilco Co. (Clearax Glass Cleaner), Los Angeles, Calif.; Tunies, Inc. (Tuna Hot Dogs), San Diego; Mission Appliances (Heaters), Hawthorne, Calif.

TV Accounts: California Federal Savings & Loan Assn., Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Los Angeles Dept. of Water & Power; Los Angeles, Calif.; Utility Appliance Corp. (Heating Equip., Coolers & Fans, Gaffers & Sattler and Occidental Gas Ranges), Los Angeles, Calif.; Wilco Co. (Foaming Clearax, Bif Insecticides); Tunies, Inc.; Mission Appliances.

ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.
 Phone: RAndolph 6-9760

ABP—ANPA—APA—NBP—NOAB
 Chrmn. of the Bd.....John P. Roche
 President.....C. E. Rickerd
 1st V.P.....James M. Cleary
 Asst. to Pres.....Al Bonk
 V.P. Chg. of Media.....Frank Hakewill
 V.P. Chg. of Copy.....R. A. L. Herweg
 V.P., Art Dir.....George Lyman
 V.P. Chg. of Prod.....R. H. Stracke



ADVERTISING AGENCIES



Vice Presidents.....Lloyd Maxwell,
E. C. Olson, William H. Savin, Gerald A.
Waindel, Stewart Weston, M. F. William-
son
Sec.-Treas.....C. W. Anderson
Dir. Plans & Mds.....W. S. Shartle
Dir. Radio-TV.....Kirby Roche
Dir. Pub. Rel.....Ben Holstrom
Dir. Research.....J. Durlinger
Media Buyer.....Guy Dustman
Time Buyer.....D. Gustafson
Account Executives.....John P. Walker,
(Bonk, Engelhardt, Gilmour, Herweg, Max-
well, Olson, Roche, Shartle, Waindel, Wes-
ton, Williamson)

Radio Accounts: Chicago, Milwaukee, St.
Paul & Pacific RR (The Milwaukee Road);
Great China Food Prod. Co.; Hardware Mutu-
als Insurance; Kohler Co., Natl. Toilet
Co. (Complexion Aids); John Puhl Prod.
Co. (Ammonis, Bleach); Schulze & Burch
Biscuit Co.; Shaler Co. (Rislon); Sno Blo
Corp. (Toilet Bowl Cleaner, Mop); Stew-
arts Private Blend Coffee Co.; Wilson &
Co. (Dog Food).

TV Accounts: (Same as above).

ROCKLIN IRVING & ASSOCIATES

32 W. Randolph St., Chicago 1, Ill.
Phone: RAndolph 6-2324

President.....Irving Rocklin
Continuity Director.....M. Lovinger
Account Executives.....Robert Spencer,
Gerald Addis, Edw. Lovinger, Jerrold
Rocklin

Radio Director.....Trina Shuchat
Art Director.....Robert Rocklin
TV Director.....Ira Segall
Film Director.....Sue Wurtzburg
Production.....Helen Wurtzburg

Radio Accounts: Western Tire Auto Stores
(Dept. Store); Fizz-Up (Beverage); Chi-
cago Furniture Mart; Kay-Den Beauty
Salon; Sheridan Beach Milk Farm (Health
Spa), Michigan City, Ind.; Berens Mercury
(Automobiles); La Scala Restaurant; Roose-
velt Chair & Supply; Treasure Chest (Magic,
Games, Inc.); Sunnyside Motors, all Chicago.

TV Accounts: Walton Motors, Inc. (Auto-
mobiles); Western Tire Auto Stores; Fizz-
Up; Chicago Furniture Mart; Nortown Olds;
Alan Radio & Appliance Stores; Mid-State
Motors; Peoples Pontiac; Dy-Dee Wash;
English Ford Dealers of Chicagoland; Farr
Motors.

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020

ABP—ANPA—APA—SNPA—NOAB

President.....P. C. Fellwell
Exec. V.P., Mgr.....Ray H. Reynolds
Vice-President.....Robert L. Headen
Treasurer.....George C. Huppertz
Asst. Treasurer.....Howard N. Smith
Secretary.....Olive A. Kinloch

Branch Offices

InsurOmedic Bldg., Dallas 1, Tex.
Phone: Rlverside 1-6044

Exec. V.P. & Mgr.....R. E. Brooks
903 McGee St., Kansas City 6, Mo.
Phone: VIctor 2-9400

V.P. & Mgr.....R. S. Brigham
Radio Accounts: Butterfield Canneries
(Canned Fruits and Vegetables), Muncie,
Ind.; Little Crow Milling Co. (Coco Wheats
Cereal), Warsaw, Ind.; KMBC, Brest. Co.
TV Accounts: T. W. Burleson & Son
(Honey), Waxahachie, Texas; 1st Nat'l Bank
in Dallas, Dallas, Texas; Butterfield Canneries
(Canned Fruits and Vegetables), Muncie,
Ind.; Little Crow Milling Co. (Coco Wheats
Cereal), Warsaw, Ind.; S. E. Mighton Co.
(Doggie Dinner Dog Food), Bedford, Ohio.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.

Phone: University 6-9471

ABC—ANPA

Bd. Chrm., Pres.....Russell C. Ronalds
Exec. Vice-President.....F. deB. Walker
Sec'y.-Treas.....Angus Ahern
V.P., TV, Radio Dir.....Peter Golick
Media Dir.....R. M. Gleeson

Branch Offices

108 Peter St., Toronto, Ont., Canada
Phone: EMpire 3-0237

Exec. V.P., Manager.....R. J. Avery

WILLIAM GANSON ROSE, INC.

1330 Williamson Bldg., Cleveland 14, O.

Phone: TOWer 1-6171

Pres., Treas., Radio Dir.

William Ganson Rose

Vice-Presidents...Frank Pelton, L. C. Brown
Production Mgr.....Joan Burke
Radio Accounts: Higbee Co., Mass. Mutual
Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.

Phone: JUDson 2-3550

ABP—ANPA—APA

President.....Irl W. Rose, II
V.P., Gen. Mgr.....John A. Boule
V.P., Media Director.....G. M. Rundbaken
Production Manager.....Ethel Whelan
V.P., Radio-TV Dir.....Channing Hadlock
Accounts: Bankers Trust Co., Noxon, Inc.
(Metal Polish); Admiration Cigars; Wayne
County Products (Apple Juice), all N. Y. C.;
American Kitchen Products (Lemon Pie Filling,
Jersey City).

IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.

Phone: AXtel 7-7741

Owner, Time Buyer.....Irving Rosen
Radio Accounts: The Wenley Co., New
York, N. Y.; Shopping News of the Air,
New York.

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.

Phone: JACkson 7-4566

APA—ABP—AAAA—AFA

President.....Norton Rosengarten
Exec. Vice Pres.....Lynn Steinke
Radio-TV Dir.....Jay Scott



ADVERTISING AGENCIES



Accounts: Air Temperature, Inc. (Heating & Air Conditioning) Memphis, Tenn.; Black & White Stores, Memphis, Tenn.; Britling Cafeterias, Memphis, Tenn.; Burling, Nat. Packing Co. (meat packers) Memphis, Tenn.; Kraus & Co. (Cleaners) Memphis, Tenn.; Layne & Bowler, Inc. (Wells and Pumps) Memphis; Mills-Morris Co. (Distributors) Memphis; Stewarts, Inc. (Food Products), Memphis; WHBQ, WHBQ-TV, Memphis, Tenn.; Midwest Dairy Products.

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-3900

ABP—ANPA—PPA—NOAB—NPB

President Ross Roy
Exec. V.P. Thomas G. McCormick
Sr. V.P., Acct. Supv. Carroll F. Sullivan
V.P. & Art Dir. John W. Hutton
V.P., Acct. Suprs. William Gerstenberger,
Wm. W. Shaul
Secretary Erwin H. Haass
Treasurer Lathrop P. Morse
Comptroller Harry W. Mellen
V.P., Media Dir. Carl E. Hassel
Research Dir. Robert E. Riordan
Production Director William L. Miller
Publicity Dir. Robert V. Fancett
V.P., Dir. Prod. Analysis. . Kenneth S. Loring
Personnel Dir. George Macier
Librarian Florence Armstrong

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
Phone: HOLlywood 9-6263

Vice-Pres. Joseph G. Mohl
Ross Roy of Canada, Ltd.
Canada Trust Bldg., Windsor, Ont.
Phone: Clearwater 6-2371

Vice Pres. Harold J. G. Jackson
Accounts: Chrysler Corp. of Canada, Ltd.; Chrysler Corp., Parts Div.; Chrysler Div., Chrysler Corp.; DeSoto Div., Chrysler Corp.; Dodge Div., Chrysler Corp.; Honey Co.; Plymouth Div., Chrysler Corp.; California Natural Juice Co., Inc.; Michigan Tourist Council; South Wind Division, Stewart-Warner Corp.; Willard Battery Co.

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
Phone: PLaza 9-1800

Chairman of Board. William Ruder
President David Finn
V.P., Operations. Paul B. Zucker
Vice Presidents. Charles Lipton,
Chester Burger, Richard Weiner
Dir., Creative Services. Morton Yarmon
Dir., Radio-TV. Mildred Vigderhouse
Accounts: Bettinger Corp.; Borgenicht,
Jack; Inskip, J. S.; Ruder Brothers.

THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.
Phone: BRowning 1-2150

APA—NBP—AAAA—ABP—ANPA—PPA
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Treas. H. R. Hanson
V.P., Gen. Mgr., M & C Div. G. M. Prince

V.P., Gen. Mgr., B, B & S Div. G. R. Darcy
Vice Presidents. N. A. Gallagher,
J. R. VanArsdale, C. N. Gleason, F. F.
Harned, W. T. Jensen, B. W. Jones, J. S.
Warren, Pr., D. B. Miller, J. E. Troskosky,
R. H. Bush

Secretary G. G. Wallington
Radio-TV Director. Richard C. Shepard
Manager, Radio-TV. Charles Einach
Asst. Grace M. Danelo
TV Art Director. Sigmund Potembski

Division Offices

Baldwin, Bowers & Strachan
374 Delaware Ave., Buffalo, N. Y.

Phone: MA 6020

Moser & Cotins

10 Hopper St., Utica, N. Y.

Phone: 3-7544

Radio and TV Accounts: Otto Bernz Co. (Torches, Campstoves, Lanterns) Rochester; Brighton Place Dairy, Rochester; Community Savings Bank, Rochester; Eastman Kodak Co., Rochester; Endicott Johnson Co. (Shoes), Endicott, N. Y.; Fanny Farmer Candy Shops, Rochester; Genesee Valley Union Trust Co., Rochester; Kordite Co., Macedon, N. Y.; Stromberg Carlson Co. (Electronic equipment) Rochester, N. Y.

LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.
Phone: REgent 6-3521

AAAA—ABP

President Lowe Runkle
Vice-Presidents Roger Pishny,
Howard Neumann, Monty Mann.

Radio, TV Director. Mack Fuller

Radio Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Local Federal Savings and Loan; Liberty National Bank (Banking); Kerr-McGee Oil Industries, Okla. Gas & Electric Co.; Meadow Gold Dairy; Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla. City.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Southwestern Bell Telephone (Telephone Service); Oklahoma City; Oklahoma Publishing Co. (Newspapers); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Superior Feed Mills, Meadow Gold Dairy, Kerr-McGee Oil Industries, Oklahoma Gas & Electric Co.

LEWIS EDWIN RYAN ADVERTISING

726 Jackson Place, N. W., Washington, D. C.
Phone: REpublic 7-7606

AAAA—ABC—ABP—ANPA—APA

NBP—SNPA—NOAB

Owner. Lewis Edwin Ryan
Gen'l Mgr. John F. Hardie
Treasurer. Preston B. Coiner
Sr. Acc't. Exec. William R. Doores
Prod. Mgr. David F. DeYoung
Acc't. Exec. Samuel E. Hunsaker,
Walter Kerwin, James Gould, Samuel Pat-
terson
Art Directors. James W. Steele
William R. Clifford



ADVERTISING AGENCIES



Dir., Radio-TV.....William J. Green
 Assoc. Dir., Radio-TV.....Louise S. Coble
 Creative Director.....Walter Kerwin

BEN SACKHEIM, INC.

The Plaza, 2 West 59th St., New York 19,
 N. Y.

Phone: PLaza 1-2200

NBP—AAAA—ABP—ANPA—APA—NOAB
 PresidentBen Sackheim
 Exec. Vice-Pres.....George B. Pampel
 Secy., TreasWilliam Pitts
 Copy Chief.....Anne Green
 Art Director.....Arthur Singer
 Prod. Coord.....Irving Levine
 Media Director.....William Galker
 Acct. Executives.....Ted Breining,
 Bernard J. Cooper, Milton Mensch, George
 B. Pampel, William Pitts, Joan Schneider-
 man

Radio Accounts: Nationwide Insurance
 (Auto, Fire, Life Insurance), Columbus,
 Ohio; Bleachette Bluing Corp., New York;
 Burlington Narrow Fabrics Corp., New York.

TV Accounts: Hess, Goldsmith & Co., New
 York; Burlington Narrow Fabrics Corp.,
 New York; Nationwide Insurance, Colum-
 bus, Ohio.

ST. GEORGES & KEYES, INC.

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

Phone: YUkon 6-7575

AAAA—ABP—ANPA—ABC

President.....Stanley J. Keyes, Jr.
 Vice-Pres-Art Director...Alfred A. Anthony
 Acct. Executives...Marshall Murphy, Sydney
 Huntley, Roy Williams, John Lawton
 Production Manager.....William Korcak
 V.P., Media Dir.....James J. Freeman
 V.P., Public Rel. Director...Torrey Stearns

Branch Offices

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

Phone: ANdover 3-5966

Manager.....Kenneth E. Shepard
Radio Accounts: Davison Chemical Co.,
 Div. of W. R. Grace & Co., Baltimore, Md.;
 Fairfield Chemical Div. (Pesticide); Stauffer
 Chemical Co., Agricultural Chemicals Div.,
 all N. Y. C.

TV Accounts: Davison Chemical Co., Div.
 of W. R. Grace & Co., Baltimore; Revere
 Copper & Brass, Inc., N. Y. C.

WALKER SAUSSY ADVERTISING, INC.

Penthouse, Texas Co. Bldg., New Orleans 16,
 La.

Phone: CAnal 9212

ANPA—ABP—ABC

PresidentWalker Saussy
 Vice Presidents.....Joseph Shields, Jr.,
 D. W. Ziegelasch, Irvine J. Vidacovich
 Radio Time Buyers.....Stanley Starr,
 Carmen Million
 Acct. Executives.....Jules Robert,
 Wallace Dorion, Jr., P. J. Stakelum, Jr.
 SecretaryDorothea Schlesinger
 Treasurer.....Alvin C. Camus
 Production Mgr.....Donald Levy

Radio-TV Dir.....John Browne

Radio Accounts: American Brewing Co.,
 Miami, Fla.; Elmer Candy Co. (Elmer Can-
 dies); Wm. B. Reily Co., Inc. (Luzianne &
 R. T. Coffees); L. A. Frey & Sons, (Meat
 Products) Henderson Sugar Refinery, New
 Orleans; Hibernia Homestead (Bldg. Loan
 & Savings), New Orleans; J. H. Bonck Co.,
 Inc. (Tulane Sportswear); Pan-American Im-
 port Co. (F-I Wines); Roby of New Orleans,
 Inc. (Roby Sauces); Lichtenstein's Shoe
 Store, all New Orleans, La.; California Wine
 Assn. (11 Cellars Wine), San Francisco, Calif.

TV Accounts: American Brewing Co.,
 Miami, Fla.; Elmer Candy Co.; Wm. B. Reily
 Co., Inc. (Luzianne R. T. Coffee), Hender-
 son Sugar Refinery; White Bros. (Jewelry
 Store); General Electric Supply Co.; Roby
 of New Orleans, Inc.; Meal-A-Minit (Res-
 taurants), New Orleans, La.

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.
 V.P., Secretary.....Wm. A. Dobson
 Radio and TV Dir.....Scott Benton
 Prod. Manager.....Ann Franklin
 Research Mgr.....Don N. Chamberlin
 Copy Director.....Judd L. Meester
 Vice President.....Robert L. Sturgis
 Art Director.....John K. Henry

Radio Accounts: The Farnhand Co. (Farm
 Machinery), Hopkins, Minn.; Twin City
 Chevrolet Dealers (Automobiles), Minne-
 apolis, Minn.; B. F. Nelson Mfg. Co.
 (Asphalt Shingles), Minneapolis, Minn.

TV Accounts: The Dayton Co. (General
 Mdse., Minneapolis, Minn.; The Lavoris Co.
 (Mouthwash), Minneapolis, Minn.; McKes-
 son & Robbins, Inc. (Wholesale Drug).

FRANK B. SAWDON, INC.

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

Phone: PLaza 1-4646

President.....Frank B. Sawdon
 Vice-President, Media Dir.....Jerry Bess
 Radio-TV Prod.....Tom Mannos
 Radio-TV Producer.....Jack Wilcher
 Chief Time Buyer.....James Hackett
 SecretaryVictor Sawdon

Branch Office

6363 Sunset Blvd., Hollywood, Calif.

Phone: HOLlywood 4-3129

Office Manager.....Richard Westman
Radio-TV Accounts: Robert Hall Clothes,
 Inc. (Men's, Women's & Children's Apparel),
 Comark Products (Plastics for Home), all
 N. Y. C.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA—APA—NBP—SNPA

President.....Julius Scheck
 V. P., Radio-TV Dir.....E. Grant Scheck
 V.P.Murray Hirsch



ADVERTISING AGENCIES



Secy. & Treas. Morris Scheck
 Prod. Mgr., Art Dir. Marcus Santiago
 Copy Chief. E. Bimberg
 Space Buyer. Frank M. Craumer
 Account Executives. William H. Andrews,
 E. Grant Scheck, Morris Scheck, Julius
 Scheck.

Branch Office

601 Madison Ave., New York, N. Y.
 Phone: PLaza 3-0280

Manager Murray Hirsch
Radio Accounts: Charms Co. (Charms
 Candy), Asbury Park, N. J.; Fischer Baking
 Co. (Baked Goods), Newark, N. J.
TV Accounts: Fischer Baking Co. (Baked
 Goods), Charms Candy, Asbury Park, N. J.;
 American-Limoges (Dinner Ware).

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
 Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer
 Sydney R. Raike
 Vice-Pres. J. E. Schenker
 Art Dir. M. Rickabaugh
 Radio Time Buyer & Prod. Mgr.
 Space Buyer C. D. Domin
 Account Executives S. R. Raike,
 J. E. Schenker, C. D. Domin
Accounts: Chicago Cycle Co.; Escalante,
 Jos. F., Co.; Howe Ice Machine Co.; Wallace,
 J. D. & Co.

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.
 Phone: MURray Hill 7-8294

President Joseph P. Schneider
 Exec. V.P. Alfreda Walsh
 Secretary Philip Nemiroff
 Prod. Mgr. Mark Barry
 Space Buyer Robert Shapiro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
 Phone: GAspee 1-4813-45
 ABP—ANPA—APA—NBP—NOAB

President Gordon Schonfarber, Jr.
 V.P., Prod. Mgr. Russell C. Edwards
 Vice-Pres., Copy Chief. John B. Swift
 Secretary Amanda C. J. Olsson
 Radio-TV Dir. Richmond A. Patterson
Radio Accounts: Gladding's, Inc. (Radios),
 Old Colony Co-operative Bank (Savings &
 Loan), Providence; Washington Trust Co.
 (Commercial Bank), Westerly, R. I.; War-
 wick Club Ginger Ale Co. (Carbonated
 Beverages), West Warwick, R. I.; J. S.
 Inskip, Inc. (Foreign Cars), Providence;
 B. A. Ballou Co., Inc. (Jewelry), Provi-
 dence; Providence Retail Trade Board
 (Chamber of Commerce); California Arti-
 ficial Flower Co., Providence, R. I.; John-
 son & Wales Business School, Providence; Mon-
 ogram Shop (Monogramming, Gifts), Provi-
 dence; R. I. Provision Co. (Meat Packer),

Johnston, R. I.; William H. Harris (Furrer),
 Providence, R. I.

TV Accounts: Old Colony Cooperative
 Bank; Gladdings, Inc.; Warwick Club
 Ginger Ale Co., West Warwick, R. I.; Calif.
 Artificial Flower Co.; Johnson & Wales Busi-
 ness School, Providence; B. A. Ballou & Co.

ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.
 Phone: LO 4-2877
 ANPA—ABP—NBP

President Edward Shapiro
 Secretary H. Hyman Shapiro
 Treasurer Edward L. Frater
 Art Director Jack Garry
Radio Accounts: Sealy Mattress Co., Ches-
 ter, Pa.; Browning, King, Philadelphia; Mut-
 ual of Omaha (Insurance), Philadelphia.
TV Accounts: Sealy Mattress Co.; Phila-
 delphia Model Hobbies Association.

JOHN W. SHAW ADVERTISING, INC.

51 E. Superior St., Chicago 11, Ill.
 Phone: MOhawk 4-6323
 ANPA

President & Treas. John W. Shaw
 Vice-Presidents. David E. Guerrant,
 P. L. O. Smith, Sigmund T. Seaman, Nor-
 man, R. Anderson, William L. Ballard,
 Ralph Stewart.
 Secretary Robert C. Milner
 Media Dir. Richard L. Rogers
 TV-Radio Prod. Hath Kemper
 Time Buyers. Roberta Landers,
 Isabel McCaulay
Radio Accounts: Colgate-Palmolive Co.
 (Shaving Preparations) New York, N. Y.;
 Dormeyer Corp. (Electric Appliances-Power
 Tools); Lumbermens Mutual Casualty Co.
 (Insurance); Quaker Oats Co. (Corn Goods,
 specialty products); Webcor, Inc. (Fono-
 graphs, Tape Recorders, Diskchangers) all
 Chicago.
TV Accounts: Colgate-Palmolive Co., Dor-
 meyer Corp.; Quaker Oats Co.; Lumbermens
 Mutual Casualty Co.

SILTON BROTHERS, INC.

131 Clarendon St., Boston 16, Mass.
 Phone: CO 7-3730
 ABP—ANPA—FAAG—NBP

President Myron L. Silton
 Exec. V.P. Jason N. Silton
 V.P., Media Dir., Radio-TV
 Producer Earle W. Hoffman
 V.P. Art. Andre B. Paquette
 Time Buyer Marie E. Kachinski
Radio Accounts: New England Provision
 Co. (Meats); Barcolene Co. (Detergents);
 Sears Roebuck & Co. (Boston & Suburban
 Retail Stores); Elm Farm Foods Co. (Retail
 Food Chain, all Boston, Mass.).
TV Accounts: New England Provision
 Co.; The Barcolene Co.; Elm Farm Foods
 Co.; Penobscot Shoe Co.



ADVERTISING AGENCIES



SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
Phone: FA 7-1691

SNPA—ANPA—APA—NOAB—ABP
FAAG

Partners.....Milton Simon, H. N. Gwynn
Art Prod. Mgr.....Carlos Gordon

Radio-TV Accounts: American Snuff Co.,
Donald Furniture Co., The HumKo Co., Ro-
bilio & Cuneo (Ronco Foods), American
Tea & Coffee Co.; WMC, WMCT, Memphis,
Tenn.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000

AAAA—ANPA—ABP—APA—NBP

Partners.....Leonard N. Simons,
Lawrence J. Michelson

Prod. Mgr.....Arthur H. Copland
Account Exec.....Richard N. Hughes
Art Director.....Al Sielaff
Radio-TV Dir.....Richard Hughes

Radio Accounts: Cunningham's Drug
Stores (Drug, etc.), Keopplinger Bakery
(Baked Goods), Krun-Chee Potato Chips
(Potato Chips), (Pretzels), Marshall Drug
Company (Drugs), Cleveland, Ohio; Benja-
min Rich (Real Estate), Sealy Mattress Co.
(Mattresses), Taylor's Inc. (Dodge-Ply-
mouth), Detroit, Mich.; Velvet Peanut Pro-
ducts (Peanut Butter); E & B Brewing Co.
Dossins Food Products (Pepsi-Cola); Guard-
ian Savings & Loan; Lasky Furniture; City
Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-
Plymouth); Mohawk Lumber Co., Detroit,
Mich.; Stone's Jewelers, Detroit; Wrigley's
Super Markets, Detroit; Arkay (Prepared
Foods); Wrigley Markets; Gold Bell (Gift
Stamps); Epps Four Great Stores (Sporting
Goods).

TV Accounts: Cunningham's Drug Stores
(Drugs, etc.); Dossin's Food Products (Pep-
si Cola); Keopplinger Bakery (Baked
Goods); Krun-Chee (Potato Chips); Sealy
Mattress Co. (Mattress Mfg.); Taylor's Inc.
(Automotive); Velvet Peanut Products (Pea-
nut Butter); E & B Brewing Co.; Leo Adler
Co. (DeSoto-Plymouth), Mohawk Lumber
Co.; Wrigley's Super Markets; City Bank,
Detroit, Mich.

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
Juniper 4-2163

APA—SNPA—ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith
Vice-Pres. & Secy.....G. B. Smith
Media Dir. & Copy Chief.....H. D. Peltier
Radio Dir.....I. M. Diebold
Account Executives.....P. M. Shaughnessy,
H. D. Peltier, W. J. Smith, Maurice H.
Byrne

Radio Account: Peerless Mfg. Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATLantic 1-9312

ABP—ANPA—APA—FAAG

President.....Ronald P. Taylor
Bd. Chrmn., Treas.....Robert M. Jenkins
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Acct. Executives.....Ronald P. Taylor,
Robert E. Quaid, W. C. Sutherland, R. M.
Jenkins, E. V. Hudson, Jules A. Petrencs,
J. J. Matelan, R. K. Pearson, John Angus,
TV Prod. & Scripts.....Jack J. O'Neill,
John Whited

SON DE REGGER ADV. AGENCY INC.

321 Eleventh St., Des Moines 9, Ia.
Phone: 3-3185

ANPA—APA—ABP—FAAG—NBP

President, Space Buyer, Radio Time
& Acct. Exec. Treas....Les Son De Regger
Secretary.....A. H. Son De Regger
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels

Radio Accounts: National Soap & Refining
Co., Grocers Wholesale Co.

SOUTHERN ADVERTISING, INC.

953 Southwest 1st St., Miami, Fla.
Phone: FRanklin 9-2821

ABP—ANPA

President.....Richard D. Hager
V.P.Peter Finney
TreasurerGeorge Cullen
SecretaryJerry Crockett
Copy Chief.....E. J. Rowland
Exec. Art Dir.....Charles Fletcher
Media Dir.....Joseph Lincoln
Production Mgr.....William Kaleb
Dir., Radio-TV.....William Izzard
Mgr., Radio-TV.....Gene Caron
Radio-TV Production.....Jessie Reid
Radio-TV CopyMike Spano

Radio and TV Accounts: Kingston Mills,
Cartersville, Ga.; National Airlines; Royal
Castle Shops; Vitolyte Corp., all Miami.
Estimated Radio-TV Billing: \$400,000.

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: PLessant 3-4789

Pres., Treas. & Radio Time Buyer

C. Jerry Spaulding

Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Media Dir.....Theresa Degermajian
Acct. Exec.....Robert F. Hayward

Radio Accounts: Peoples Savings Bank,
Mechanics Natl. Bank, Smith & Fyfe, Inc.
(Ice Cream) Worcester.



ADVERTISING AGENCIES



RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
Phone: MURray Hill 8-4407
ABP—ANPA—APA—NBP

President, Treas. Raymond Spector
Ch., Creative Activities. Ned C. Smith
Client Service. Bert Schwartz
Art Director. Irving Trabich
Production Manager. Bernard Ludin
Research Director. Charles Goldberg
Radio-TV Director. Dick Blaine
Radio-TV Account: Hazel Bishop, Inc.
(Lipstick and Complexion Glow), New York, N. Y.

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
Phone: 9-5581
ABP—ANPA—FAAG

Owner, Acct. Exec. William Spitz
Art Director. Frederic Berg
Copy Chief. Madeline Clark
Production Mgr. Diane Davis
Space & Time Buyer. Carol Genge
Radio-TV Dir., Acct. Exec. Beverly Bianco
Radio Accounts: Elmira Card Co., Inc.
(Greeting Cards), Elmira, N. Y.; Fair City
Savings & Loan Ass'n, Syracuse; Gardner &
North Roof & Siding Corp., Syracuse; Grange
Silo Co., Inc., Red Creek, N. Y.; Henry
Frank Leather Co., Syracuse; Hotel Syracuse
P & C Markets, Syracuse & Auburn, N. Y.;
Pilgrim Packing Co. (Meat Products), Syra-
cuse; Syracuse Card Co. (Greeting Cards),
Syracuse; Syracuse Glass Co. (Store Fronts),
Syracuse; Timerson Canning Co., Inc. (Tim-
co Dog & Cat Food), Fair Haven, N. Y.;
University College—Adult Division, Syracuse
University.

TV Accounts: Besdin Furniture Super-
market (Furniture), Syracuse; Elmira Card
Co. Inc. (Greeting Cards), Elmira, N. Y.;
Gardner & North Roofing & Siding Corp.;
Hotel Syracuse; Onondaga Supply Co.,
Inc. (Appliances), Syracuse; Penfield Manu-
facturing Co. (Mattresses) Syracuse; Spec-
tor-Genesee Motor Sales, Inc. (Cadillac-
Olds dealer) Syracuse; Syracuse Card Co.,
Greeting Cards, Syracuse; Syracuse Glass
Co.; Timerson Canning Co., Inc. (Timco
Dog & Cat Food), Fair Haven, N. Y.; Uni-
versity College, Adult Education Div., Syra-
cuse University; Wilsons Leading Jewelers
(Jewelers), Syracuse.

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

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.
Phone: EMpire 6-2811
ABC

President. G. F. Mills
Exc. Vice-Pres. J. W. Spitzer
Gen. Mgr. & Sec.-Treas. W. H. Reid
Radio TV Director. T. R. Hart
Media Dir. P. Judson

Branch Office

3405 Addington Ave., Montreal, Quebec
Phone: WA 0344

Co. Mgrs. D. McCrimmon, J. Randle
Radio-TV Dir. P. E. Corbeil
Radio-TV Accounts: Colgate-Palmolive
Ltd. (Palmolive Soap, Halo Shampoo, Fab
Detergent, Colgate Toothpaste, Palmolive
Shave Preparations, Toronto, Ont.; Quaker
Oats Co. (All Products) Peterboro, Ont.;
Kimberly-Clark Prod. Ltd. (Kleenex &
Delsey) Toronto, Ont.; Wm. E. Coultts Co.,
Ltd. (Hallmark Greeting Cards) Toronto,
Ont.; The Tea Council (Tea) Toronto, Ont.;
The Toni Co. (Home Permanents) Montreal,
Que.; Paper-Mate Co. (Pens) Montreal,
Que.; Bell Telephone Co. (Yellow Pages)
Montreal, Que.; B. F. M. Ltd. (Colibri Light-
ers) Montreal, Que.; McCormicks Biscuit
Co. (Biscuits) London, Ont.; Exquisite Form
Brassieres (Bras & Girdles) Toronto; John
Ing'les Co., Ltd. (White Goods) Toronto;
Lelu & Fruk, Ltd. (Lysol) Toronto; Dorothy
Gra., Ltd. (Cosmetics) Toronto; Lesquen-
dier Ltd. (Cosmetics) Toronto, Ont.

Estimated Radio-TV Billings: \$1,500,000.

BARTON A. STEBBINS ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Dunkirk 8-8131
ABP—ANPA—AAAA

Owner. Barton A. Stebbins
V.P. A. W. Gudelman,
William W. Harvey
Time Buyer. Hugh Bland
TV Prod. Jane Callin
Radio Accounts: Vitalfa Corp. (Brewster's
Food Supplement) Roseda, Calif.; Hilly
Medical Prod., Pasadena.
TV Accounts: Certified Grocers of Calif.;
Signal Oil Co. (Gasoline), Los Angeles,
Calif.; Hotpoint Appliance Sales Co., Los
Angeles.

STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.
Phone: Richmond 9-5317
ANPA—APA—AAAA—ABC—NBP

President. Hal Stebbins
Vice Presidents. Paul Winans, Robert Laws
Sec., Treas. Edna Page Ackerman
Art Dir. Jack Eipper, Jack Vibber
Prod. Mgr. Al Schuknecht
Acct. Execs. Richard Lewis,
Jones Hawley

STERLING ADV. AGENCY, INC.

9 East 40th St., New York 16, N. Y.
Phone: ORegon 9-6767
ANPA—PPA—ABP

Chr. Bd., Pres. S. M. Broun
Exec. V.P. Stanley Goodman
Vice Pres. Harold Strauss
Sec., Comptroller. Morton S. Sirota
Media Director. Lesley Normandin
Radio Accounts: Miliium Division, Deer-
ing, Milliken & Co., (Lining Material);
Fashion-o-rama Mgt. Corp. (Fashion Exposit-
ion) both New York, N. Y.
TV Accounts: Miliium Division, Deering,
Milliken & Co.



STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.
Phone: Dunbar 1-5600

AAAA-ABP-ANPA-APA-NBP-NOAB
Chmn. of Board..... William Z. Burkhart
Pres., Treas..... C. Thomas Martin
Sr. V.P., Dir. Copy..... Ranald S. West
V.P., Media Dir..... R. A. McDowell
Art Dir..... Robert Helmich
Television Director..... Gary Lee
Pgm. Mgr., Radio-TV..... Robert Huber

Radio Accounts: Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.
Phone: Baker 9140, 9149

Pres., Treas., Media Dir..... Morry Storm
V.P.-Radio & TV Dir. &

Acct. Ex. Time Buyer..... Jean Schantz
V.P., Art Dir..... Vincent Marcone
Prod. Mgr..... Barbara Belmont
Copy Chief..... Mark A. Van Liew

Radio and TV Accounts: Designs Publishing Company, N. Y. C.; Alhart's Electric Company (Appliances), Rochester; Cramer Drug Company (Drugs), Rochester; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Snyder's Seat Covers, Rochester.

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.
Phone: HANcock 6-7644

AAAA-ABP-ANPA-APA-NBP

President..... Daniel F. Sullivan
Sales Dir..... Robert N. Sullivan
Treas., Space Buyer..... William H. Sullivan
Publicity Dir..... William McMorrow

Radio Accounts: Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; Radio Station WMEX, Boston.

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

477 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-1600

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Vice-Pres..... Donald D. Stauffer
Vice-Pres..... S. Heagan Bayles
Vice-Pres., Secy..... John P. Cobane
Sr. V.P..... Clifford Spiller
Vice-Pres..... Ralph Smith
Vice-Pres. & Treas..... T. Newton Weatherby
Vice-Pres..... Donald Anderson
V.P. & Media Dir..... Francis Minehan
V.P. & Merch. Dir..... Daniel O'Meara
Vice-Pres..... Mary A. Ayres
Vice-Pres..... Herbert A. Vitriol
Vice-Pres..... Luther H. Wood
Vice-Pres..... Maitland Jones
Vice-Pres..... John H. Hosch, Jr.
Vice-Pres..... Ida S. Raisback
Vice-Pres..... Barrett Welch
Vice-Pres..... Horace Hagedorn
Vice-Pres..... Joseph Hardie
V.P.'s..... Frank Henderson
Richard M. Kelly, Richard R. Uhl, Thomas F. Viotor, Engine F. Whelan
V.P., Research Dir..... Timothy J. Healy
V.P. & Head Art Dir..... Robert West
V.P., Creative Dir..... R. D. Wyly
Prod. Mgr..... George Andrew
Dir. Media Research..... Richard Puff
Controller..... M. Herbert King
V.P. & Radio-TV Dir..... Philip H. Cohen
Radio-TV Bus. Mgr..... Frank Reed
V.P., Network Operations..... George Frey
V.P., TV-Radio Pgm. Dev. Robert W. Ballin

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: Hollywood 4-2119

Vice-Pres. &

TV-Radio Dir..... John Van Nostrand
Assistant..... John G. Cole

Accounts: American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio v Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Pycope Tooth Brushes); Blue Coal Corp. (Blue Coal); Carter Products (Arrid Cream Deodorant, Rise Instant Lather); J. H. Filbert, Inc. (Mrs. Filbert's Margarine, Mayonnaise and Salad Dressing); Junket Brand Foods Div., Chr. Hansen's Laboratory (Junket Rennet Powder & Tablets, Quick Fudge & Frosting Mix, Danish Dessert, Freezing Mix, Sherbet Mix, Fondant Mix); Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co. (Richard Hudnut Quick Home Permanent, Pin-Quick, Children's Quick, Enriched Creme Shampoo, Creme Rinse, Rinse 'n Set); V. La Rosa & Sons (Macaroni, Spaghetti Sauces, Pizza Pie Mix, Prepared Italian Food Specialties); Lever Brothers Co. (Lifebuoy



ADVERTISING AGENCIES



Soap, Silver Dust Blue, Hum), Noxzema Chemical Co. (Noxzema Skin Cream, Brushless Shave Cream, Suntan Lotion); Smith Brothers (Cough Drops & Cough Syrup); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Pharmacal Co. (BiSo-Dol Mints, BiCoDol Powder, Infra-RUB); Duffy-Mott Co., Inc. (Mott's Apple Products).

TATHAM-LAIRD, INC.

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

AAAA-ABP-ANPA

Chairman of the Bd.....Arthur E. Tatham
President.....J. Kenneth Laird
Treasurer.....Harold C. Jensen
Asst. Treas.....Fred Winter
Secretary.....Mary Kyak
Admin. Dir.....E. F. Hascall, Jr.
Copy Chief.....John H. Jameson
Market Res. Dir.....Arthur A. Simon
Media Director.....George A. Bolas
Asst. Media Director.....W. J. McEdwards
Prog. Asst.....John R. Allen
Media Supervisors.....Jack Ragel
Roy A. Boyer, John Singleton
Broadcast Media Mgrs.....Donald Grasse,
John Deacon, Philip L. Gore
Radio, TV Dir., Comm. Prod.....Dan Ryan
Merchandising Director.....M. J. O'Connor
Production Manager.....Eldon Rohrsen
Creative Research Director.....Dr. Don Kanter

Branch Offices

5 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4680

Exec.-in-Charge.....John Masterson
1680 Vine, Hollywood 28, Calif.
Phone: HOLlywood 1-9228

Exec.-in-Charge.....Vic Hunter
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, Superchrome 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), Newport, Ky.; Procter & Gamble (Fluffo Shortening, American Family Products), Cincinnati, Ohio.

Estimated Radio-TV Billings: \$11,700,000.

THOMAS & DOUGLAS, INC.

119 W. 57th St., New York 19, N. Y.
Phone: CIRCLE 6-6543

ANPA-APA-NBP

Pres., Art Dir.....Wilbur L. Thomas
Secretary.....George F. Reid
Treas., Space Buyer.....C. Vitaliano
Account Exec.....Lawrence H. Douglas

Accounts: American District Telegraph Co. (Automatic Electrical Protection Equip.), New York Automatic Fire Alarm Co., New York; D'Bari Salon, New York; Fortune Cravats, Inc., New York; Hans Hinrichs, Inc. (Malt & Hops), New York; Rahr Malting Co., Manitowoc, Wis.; Reeve Electrical Co., New York; Smith, Kirkpatrick & Co., Inc. (Export, Import, Finance), New York; Times Facsimile Corp. (Facsimile Communications), New York; WINS, New York; Adam Young, Inc. (TV Station Reps), New York.

J. WALTER THOMPSON COMPANY

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

Phone: MURray Hill 6-7000

AAAA-ABP-ANPA

Chairman.....Stanley Resor
Vice Chairman.....Henry C. Flower, Jr.
Vice Chairman.....Samuel W. Meek
President.....Norman H. Strouse
Dir., Radio-TV.....Dan Seymour
V.P. & Dir. of Media.....Arthur A. Porter
Assoc. Dir., Radio-TV.....J. F. Devine
Dir. of Research.....Dr. D. R. Longman
Admn., Radio-TV.....John F. Devine
TV Group Heads.....Robert E. Buchanan,
Storrs Haynes, Woodrow Benoit
Associate Media Dirs.....James O. Luce,
Anne Wright, Richard Jones, Jack Green,
Robert Lilien, Philip Birch

Branch Offices

410 No. Mich. Ave., Chicago, Ill.
Phone: MOhawk 4-6700

Vice Pres., Mgr.....George C. Reeves
Radio-TV Mgr.....John E. Mosman
Media Dir.....John de Bevec
535 Griswold St., Detroit, Mich.

Phone: WO 2-8890

V.P., Mgr.....John L. McQuigg
Radio-TV Acct. Suprv.....Donald Thorburn
Radio-TV Rep.....Eldon Hazard
6505 Wilshire Blvd., Los Angeles, Calif.
Phone: OL 3-0300

V.P., Mgr.....Cornwell Jackson
220 Miracle Mile, Coral Gables, Fla.
Phone: MIami 83-5487

Manager.....Eugene Austin
320 California St., San Francisco, Calif.
Phone: GA 1-3510

V.P., Mgr.....Harry A. Lee
TV Group Head.....Forrester Mashbir
Time Buyer.....Frances Austin

Radio Accounts: Joseph Schlitz Brewing Co., Pharma-Craft Corp.; Mentholatum, Shell Oil Co., Chun King Sales, Inc., Scott Paper Co., Murine, Panagra, Ford Div., Ford Motor Co., Ward Baking Co.; Weco Products

TV Accounts: Ciba Pharmaceutical Prod., Inc., Pan American, Johns-Manville, Aluminum Ltd., Lever Bros., Standard Brands, Inc., Mentholatum, Blue Cross, Blue Shield, Scott Paper Co., Chesebrough-Pond's, Eastman Kodak, Kraft Foods, Div. Natl. Dairy Products; Ford Div., Ford Motor Co., Brillo, Seven-Up, Joseph Schlitz Brewing Co., Atlantis Sales, Boyle-Midway, Inc., Sylvania Electric Products, Church & Dwight.



TRACY, KENT & CO., INC.

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

Phone: ELdorado 5-4404

ABP—ANPA—APA—NBP

Chairman of Board.....Wm. Irwin Tracy
Pres.....Frank S. Kent
Vice-Pres. & Art Dir.....Hugh F. Donnell
Vice-Pres.....F. Haas, F. Nye
Radio-TV Dir.....Robert Arzberger

Radio Accounts: J. W. Beardsley's Sons, (Food Products), Newark, N. J.; Cadie Chemical Products, Inc. (Polishing cloths), New York, N. Y.; Charles & Co., Inc. (Bon Voyage Shop), New York, N. Y.; Dellwood Dairy Co., Inc. (Milk & Dairy Products), Yonkers, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Adolph Goldmark & Sons, Corp. (Imported Foods), New York, N. Y.; Cristede Bros., Inc. (Grocers), New York, N. Y.; Moore & Co. Soups, Inc. (Bon Vivant Soups), Newark, N. J.; Hafnia Ham Co., Inc., New York.

TV Accounts: Cadie Chemical Products, Inc. (Polishing Cloths), New York, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Cristede Bros., Inc. (Grocers), New York, N. Y.; Charles & Co., New York; Hafnia Ham Co., Inc., New York; Terry Candy Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas

Phone: RI 8-4741

AAAA—ABP—ANPA—NOAB—SNPA

NBP—ABC

PresidentMorris Hite
Exec. Vice-Pres.....Clay W. Stephenson, Jr.
Media Dir.....Ernestine Parker
Radio, TV Director....Lawrence E. DuPont

Branch Office

2332 W. Holcombe, Houston 25, Texas

Phone: MO 7-3306

1501 Canal St., New Orleans 16, La.

Canal 9278

Radio Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Jones-Blair, Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. and KRLD, Dallas, Tex.

TV Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Kings Candy Co., Ft. Worth; Haggard Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.

Phone: MArket 3-8487

ABP

Pres., Treasurer.....Jay Victor
V.P., Secretary.....Beatrice Victor

WILLIAM VON ZEHLE & CO., INC.

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

Phone: MU 2-9010

Pres., Radio-TV Dir.....Wm. von Zehle
Copy Chief.....Otto Riess
Accounts: Bernheimer, D. F., & Co.; Colonial Boat Works; Dyson Shipping, N. Y.; Emery, John S. Co.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Jadov, B. Inc.; K & W Products Corp.; Meyer, N. S.; Mohegan Int'l.; Pan-Atlantic Steamship Line; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.

WABE, INCORPORATED

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

Phone: COlumbus 5-3530

PresidentCharles Bernard
Asst. to Pres.....Rita Hughes
Art Dir.....Leonard Kessler

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.

Phone: STate 2-7369

ABC—ANPA

Exec. Dir.....Albert G. Wade, II
General Manager.....Paul McCluer
Senior Acct. Exec.....Robert E. Dwyer
Acct. Exec.....Lawrence W. Davidson
Research Dir.....Gordon Norberg
Art Director.....J. B. Hoopes
Media Dir.....David S. Williams
Marketing Director.....Louis J. Nelson
Dir. of Network TV Pgms.....Jack Farnell
Dir. of TV Film Dept.....Booth Luck

Branch Offices

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

Phone: OXFord 7-9261

Mgr.....Henry J. Opperman
Wade Advertising Agency, Inc.

6381 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 4-7457

Exec. Vice Pres., Mgr...Forrest F. Owen, Jr.
20 N. Wacker Dr., Chicago 6, Ill.

Exec. V.P.....Hal H. Thurber

Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin), Elkhart, Ind.; Miles California Co., (Bactine) Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco; Joe Maggio; Greene & Henkle; National Van Lines; Paper Products Co.

TV Accounts: Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, One-A-Day Brand) Vitamins, Elkhart, Ind.; Albert-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., (Bactine) Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc.), Los Angeles.



ADVERTISING AGENCIES



HUGO WAGENSEIL & ASSOC. CO.

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542

AAAA-ABP-APA-NBP-ANPA
CAAN

PresidentHugo Wagenseil
Vice President.....Paul B. Willis
Vice President.....W. H. Ford
Radio Director.....F. R. Harwood
V.P., Creative Dir.....Harley C. Case

W. S. WALKER ADVERTISING CO.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.
Phone: GRant 1-1900

ABP-ANPA

President.....C. P. Richardson
Exec. V.P.....F. L. Newmeyer, Jr.
Vice President.....G. Norman Burk
Sec'y.-Treas.....George Luchik
Radio-TV Dir.....Robert B. Stevens

Radio Accounts: Aunt Hannah's Bakery (Food Products) Pittsburgh, Pa.; Sterling Oil Div. of Quaker State Oil Refining Corp. (Gas & Oil) Emlenton, Pa. & St. Marys, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Milk and Ice Cream) Uniontown, Pa.; Pittsburgh Coke & Chemical (Insecticides) Pittsburgh, Pa.; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh, Pa.; Blackstone Corp. (Laundry Equipment) Jamestown, N. Y.; Niagara Therapy Mfg. Corp. (Massage Equipment) Adamsville, Pa.

TV Accounts: Aunt Hannah's Bakery, Sterling Oil Div. of Quaker State Oil Refining Corp., Blackstone Corp., Niagara Therapy Mfg. Corp., I. N. Hagan Co., Pittsburgh Coke & Chemical, Allegheny Ludlum Steel Corp., Disco Div. of Pittsburgh Consolidation Coal Co.

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-0350

ABP-APA-ANPA

Partners.....Harry Solow, Jr.,
William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Pub. Rela. Dir.....Joseph Mann
Account Executives.....S. P. Jackson,
J. C. Silverman, Jack Wilson, Jack Halloran, Ed O'Brien, Harry Alleva

Radio Accounts: Sachs Quality Stores (Dept. Store); Federal Life & Casualty Co. (Insurance); Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason & Hamlin Piano Co.; Schane Pontiac Corp., Sonotone of New York; Radio-TV Training Assn.; Nat'l Home Study School; Zenith Radio Corp., Tri-State Buick Dealers Assn., all New York, N. Y.

TV Accounts: Vim Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center; Dale Dance Studios; Davega Stores; Monarch Buick Co.; Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., all New York, N. Y.

WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 4-5800

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

President.....H. Paul Warwick
Vice-PresidentsHenry Legler,
S. O. Youngheart, Arthur Deerson, Thomas H. Shanley, C. E. Standinger, Eleanor Dean, R. A. MacDonnell, L. H. Russell, John Toland, Win. Zerweck, J. F. Welsh, F. L. Baldwin, Jack Kaduson
V.P., Media.....H. H. Dobbertain
Exec. Asst. to Pres.....J. P. Warwick
Copy Chief.....Robert L. Edens
Radio & TV Director...William P. Warwick
Asst. Radio-TV Dir.....Eric Jensen
Exec. Producer.....Andrew Christian

Branch Office

83-50 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLive 3-0240
Mgr.....Willson M. Tuttle

Radio Accounts: Jacob Ruppert (Knickerbocker Beer) New York, N. Y.; Ex-Lax, Inc. (Chocolated Laxative), Brooklyn, N. Y.

TV Accounts: Ex-Lax, Inc. (Laxative), Brooklyn, N. Y.; Jacob Ruppert (Knickerbocker Beer), New York, N. Y.; Revlon, Inc.

WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.
Phone: LOcust 3-1570

AFA

President.....G. S. Wasser
Exec. Vice Pres.....L. Cook Thompson
Media Director.....Harry Anderson
Film Mgr.....William R. Esch
Radio, Television Director.....Alvin Roth
Copy Chief.....Sally Kohl

Radio & TV Accounts: Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; Distributors, Inc., Pittsburgh; Hafner Coffee Co., Pittsburgh; United Dairy Co., Barnesville, Ohio.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MUrray Hill 5-8950

ANPA-NBP

President.....Norman D. Waters
Vice Presidents...Bliss Woodward, Marvin Sherres



ADVERTISING AGENCIES



Secretary.....Elaine L. Waters
 Production Mgr.....Jack E. Louden
 Office Manager.....Mimi Luden
 Dir. of Services.....Sydney L. Baron
 Mechanical Art.....Harry Kazan
 Account Execs.....Norman Waters,
 Bliss Woodward, Leonard Koven, Marvin
 Sherres, Roy Friedlander
 Paris, France, 1 Ave. Franco-Russe
 ManagerFaith Shipway

V.P., Acct. Supvr.....Bernard J. Gross
 Dir. Motivation
 ResearchMary Jane Grunsfeld
 V.P., Acct. Supvr.....Robert Harris
 V.P., Acct. Supvr.....Jerome Joss
 V.P., Creative Dir.....N. Lee King
 V.P., Sec'y., Radio-TV Dir.,
 Acct. Supvr.Marvin L. Mann
 V.P., Acct. Supvr.....Kenneth Murison
 Treas., Business Mgr.....Ernest Stern

WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.
 Phone: DIamond 3-8108

AAAA—ABP—ANPA—AFA

Chairman of the Board.....Don Watts
 Pres., Treas.....Oscar E. Payne
 Vice Presidents.....Leslie S. Hauger,
 Don Dyer, Jack Buchman

Secy., Radio-TV Dir.....Don S. Mitchell
 Prod. Coordinator.....Larry Bettis
 Radio-TV Traffic.....Betty Schellhaas

Radio Accounts: Oklahoma Tire & Supply Co., Mid-West Chevrolet, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Bell Oil & Gas, Commonwealth Life Ins., Downtown Tulsa, Unlimited, Brown-Dunkin Dept. Store, Tulsa, Okla.; Bryan & Sons, Burts, Chili Bowl Seasoning, Jitney Jungle, Mathias, Dumas Milner Pontiac, Claude Riggs.

Estimated Radio Billing: \$265,000.

TV Accounts: Oklahoma Tire & Supply, Mid-West Chevrolet, Mason's Furniture & Appliance, Jitney Jungle, (Grocery Chain); Brown-Dunkin; Downtown Tulsa Unlimited; Dumas Milner Pontiac, Pepsi-Cola Bottling Co., Quality Furniture, Claude Riggs, Watt Plumbing & Electric, all Tulsa, Okla.

Estimated TV Billing: \$100,000.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.
 Phone: LO 5-6462

PresidentM. A. Weiss
 Sec'y., Treas.....Andrew Weiss
 Art Director.....Norbert Haber
 Production Mgr.....Fred Lida
 Media Director.....Audrey Bernfeld
 TV Director.....Bernard Schiff
 Acct. Execs.....M. A. Weiss, Andrew Weiss,
 L. Sturms

TV Accounts: Remco, Inc. (Toys), Newark, N. J.; American Character Dolls; Glenoit Mills; Donnybrook (Coats), all N. Y. C.

EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.
 Phone: CEntral 6-7252

PresidentEdward H. Weiss
 Exec. Vice Pres.....Irving D. Auspitz
 V.P., Dir. of Media.....Jack Bard
 V.P., Copy Dir.....Byron A. Bonnheim

Branch Office

460 Park Ave., New York 22, N. Y.
 Phone: PLaza 8-0992

Mgr.Edward Kogan

Accounts: American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); James B. Beam Distilling Co. (Jim Beam Bourbon, Beam Bottled in Bond Bourbon, Beam's Pin Bottle Bourbon); Clear Springs Distilling Co. (Baranof Vodka, Bhukov Vodka, Chateaux Vodka, Chateaux Flavored Vodkas, Dark Eyes Vodka, Ph. Boilieux Brandy); John B. Canepa Co. (Red Cross Macaroni, Spaghetti, Elbow Macaroni, Mostaccioli, Rigatoni and Shells); Carr, Adams & Collier (Bilt-Well Kitchen and Storage Cabinets, Bilt-Well Windows); College Inn Food Products Corp., Cromwell Paper Co., Helene Curtis Industries; Lenthic, Inc.; Jose Escalante & Co.; General American Transportation Corp.; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Visking Co.

WEISS & GELLER

400 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-4070

ANPA

President.....Max A. Geller
 Exec. V.P.....Max Tendrich
 Sr. V.P.....Lawrence Wisser
 Time Buyer.....Jack Geller

Radio Accounts: Nedicks Bottling Corp.; Nedicks Stores, Inc.; Trunz, Inc. (Meat Stores); Yoo-Hoo Beverage Co., Garfield, N. J.; C & C Corporation (Batter Up Pancake Batter), Englewood, N. J.

TV Accounts: Proctor Electric Co., Philadelphia, Pa.; Waltham Watch Co.; C & C Corp.

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
 Phone: MUrray Hill 4-7545

Owner, Media Dir.....E. Taylor Wertheim
 Copy Chief, Space Buyer.....Ray Buras

THE WESLEY ASSOCIATES, INC.

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

Phone: ELdorado 5-2680

ABP—ANPA—NBP—NOAB

President.....Leland G. Wesley
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ADVERTISING AGENCIES



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 Radio-TV Dir.....John Eckstein
Radio Accounts: W. Gobel (Hummel Fig-
 urines), Bavaria; Legend Recordings, N.Y.C.,
 Voss Cookware, Asian Cameras.
TV Accounts: Metal Foil Products Mfg.
 Co. (Broil-A-Foil Trays), Linden, N. J.
Estimated TV Billings: \$200,000.

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 Vice Pres.....William H. Austin
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 Authorized Brake Co.; Carling Black Label
 Beer; St. Louis Chevrolet Dealer Assoc.;
 Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.
TV Accounts: Am. Investment Co.; Boat-
 men's Nat. Bank; Carling Black Label Beer;
 St. Louis Chevrolet Dealer Assoc.; Etnan
 Specialty Co.; Hip-O-Lite Co.; Kerr-McGee
 Oil Ind., Inc.; Stix-Baer-Fuller.

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Radio Accounts: Libner Grain Co.; Atlan-
 tic Coast Fisheries.

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285 Madison Ave., New York 17, N. Y.
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 Clayton, Montagu G. Miller, Bernard Pagen-
 stecher, Paul Richardson, Louis P. Weil, J. P.
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 Randolph McKelvey, William D. Thompson,
 Thomas Cox, Douglas Murphey, Edgar Van
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ADVERTISING AGENCIES



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Phone: Woodward 1-0067

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6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 9-2731

V.P. Radio-TV Dir.....Walter Bunker

120 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 7-1838

V.P., Mgr.....George B. Richardson

611 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 6-7641

V.P., Mgr.....Jack W. Smock

Radio Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; General Foods Corp.; General Electric Co.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Products, Inc.; Metropolitan Life Insurance Co.; Bristol-Myers Co.; Calso Water Co.; Union Oil Co.; Simoniz Co.; Borden Co.; Drackett Co.; General Cigar Co., Inc.; Hunt Foods, Inc.; Singer Sewing Machine Co.; Time Inc.; American Bakeries Co.; Johnson & Johnson; Simmons Co.; Goodyear Tire & Rubber; Manufacturers Trust Co.; Intl. Harvester Co.; Gen. Electric Appliances Co. of Mich.; Kaiser Aluminum & Chemical Corp.; United Vintners, Inc., Chrysler Division.

TV Accounts: Thomas J. Lipton, Inc.; Piel Bros., Inc.; Procter & Gamble Co.; General Electric Co.; General Cigar Co., Inc.; Singer Sewing Machine Co.; Borden Co.; General Foods Corp.; Simmons Co.; Johnson & Johnson; Goodyear Tire & Rubber

Co., Inc.; Bristol-Myers Co.; American Home Products, Inc.; Drackett Co.; Sperry-Rand, Inc.; American Bakeries; Time, Inc.; Northern Paper Mills; Kaiser Aluminum Co.; Metropolitan Life; W. P. Fuller Co.; United Vintners; Union Oil Co.; Simoniz Co.; Intl. Harvester Co.; Simoniz Co.; Manufacturers Trust Co.; Royal McBee Corp.; Chrysler Division.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.

Phone: 2-2816

Owner.....M. A. Yount

Acct. Executive.....M. John Yount

Production Mgr.....Richard A. Lewandoski

SecretaryLuella Drenning

Art Director.....Richard Bitting

ArtistLee Tillman

Radio Accounts: The Erie Brewing Co., Erie, Pa.; Marine Nat. Bank; Auto Seat Covers Co.

TV Accounts: The Erie Brewing Co., Erie, Pa.; Harris Inc. (New and Used Automobiles), Erie, Pa.; Marine Nat. Bank; Auto Seat Cover Co.

PETER ZANPHIR ADVERTISING

565 5th Ave., New York 17, N. Y.

Phone: OX 7-6996

ABP

OwnerPeter Zanphir

Radio and TV Accounts: The Katz Agency.

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To Broadcasters

AP

Means

Added **P**rofits

Added **P**restige

The Associated Press

50 Rockefeller Plaza

New York 20, N. Y.

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ADVERTISING AGENCY TIME BUYERS



HARABADIAN, LARRY N.,

Campbell-Ewald Company; accounts — Chevrolet Motor Division, General Motors Corporation; The Kroger Company; Detroit Edison Co.; etc. B.S. 1952 University of Detroit — College of Commerce and Finance. Joined Campbell-Ewald upon graduation from University in 1952; started in the office service department; after two months, assigned to United Motors Service account.



KENNEDY, LOUIS J., Kenyon & Eckhardt, Inc.; ac-

counts—Mercury Division of Ford Motor Co., Brylcreem, Eno, Ford Institutional advertising. Kennedy was born in 1925 at Hatboro, Pa. He attended the Wharton School at the University of Pa., Price School of Advertising at Philadelphia, Pa. He started his career in agency work during 1950 in Philadelphia. In January of 1953, Kennedy joined K. & E.



JACKMAN, NORMAN G.,

Campbell-Ewald Company; accounts—United Motors Service, General Motors Corporation, Detroit Edison Company, National Bank of Detroit; Jackman was born in 1956 in Detroit, Michigan. He attended Wayne University; and M. Helen Van DenBrouck during 1948. He has four children—Marrielyn, Michael, Timothy, and Elizabeth. Jackman entered the agency field in 1947.



KOBZA, EDWARD A., Kenyon & Eckhardt, Inc.; ac-

counts — RCA Radio-“Victrola” and Television Set Divisions; Whirlpool Corp.; Quaker State Oil and A.S.R. Products; B. 1927, Long Island, N. Y.; B.S. New York University; married, one child — William; entered agency field 1953, media dept., Kenyon & Eckhardt; 1956, Dancer-Fitzgerald-Sample; 1956, Kenyon & Eckhardt as assistant time buyer.



MORTON, ROBERT S.,

Cunningham & Walsh; accounts — Sunshine Biscuits, Narragansett Brewing, Smith-Corona; B. 1925, Philadelphia, Pa.; B.S. from Wharton School, University of Pennsylvania. Started his broadcasting career in 1950 with television operations, WCAU, Philadelphia. Entered agency field at Benton & Bowles in 1955, becoming time and space buyer there, later joined C & W.



WALSH, J. DOLAN, D’Arcy Advertising Company, St.

Louis office; accounts — Anheuser Busch, Inc., Budweiser; The Reardon Co., Bondex-Diamex; Krey Packing Co.; International Shoe Co., Freedman Shelby Division; native St. Louisian; attended St. Louis University; married with one daughter. Entered agency field in January of 1951 in the Outdoor Department. In 1954 joined Radio-TV Department.



PALMER, ROBERT J.,

Cunningham & Walsh Inc.; accounts—American Cyanamid Co., George W. Helme Co.; B. 1930, Forest Hills, N. Y.; Fordham U.; entered Agency Field, 1953, as TV producer for Albright Assoc.; Joined Kenyon & Eckhardt 1954; 1955 to Conklin Mann Co. as space buyer-time buyer; merged with C&W 1956. Lives in Queens Village, Long Island. His hobbies are golf, tennis, bowling.



RENFRD, HARRY K., Director Radio-Television D’Arcy

Advertising Company in St. Louis—Accounts—Budweiser, Banquet Canning Co., Brooks Foods, Inc., International Shoe Co., Krey Packing Co., Laclede Gas Co., Lincoln Engineering Co., McQuay Norris Mfg. Co., Missouri Pacific R. R. Co., The Reardon Co. Born 1915 St. Louis, Missouri; children — one daughter, Patti K. Entered agency business in 1953.





ADVERTISING AGENCY TIME BUYERS



OCHS, MALCOLM B., Grey Advertising Agency; accounts — National Broadcasting Company, RCA Victor Records, Mennen, Easy Glamur, Bernard Ullman, B. Blumenthal, Necchi-Elna. Ochs was born in New York in 1933. Received his B.S. and M.B.A. at New York University. M. Libby Pescovitz in 1956. Entered agency field 1955 with the media department of Dancer-Fitzgerald-Sample. Joined Grey as media analyst.



SPRAGUE, JEREMY D., Cunningham & Walsh; supervisor for broadcast on Texaco, American Telephone & Telegraph, Western Electric, Chase Manhattan, and the New York Daily News. Sprague, who is single, entered the advertising agency field in 1949 with Compton Advertising. He served in the United States Navy during 1951 and 1952, and joined Cunningham & Walsh in 1954. Resides in Manhattan.



KEEGAN, DAVID D., Grey Advertising Agency, Inc.; accounts—Greyhound Bus Corporation. Keegan was born in 1926 at Yonkers, N. Y. He received his Bachelor of Science degree at Seton Hall University. Keegan joined Batten, Barton, Durstine & Osborne, Inc., from 1951 to Feb. of 1954. He then associated with Parade Publication, Inc. until Jan. of 1956. Keegan later joined D'Arcy Advertising until Nov. '56.



KRIETE, JOHN C., Grey Advertising; accounts—the Greyhound Corporation, Dan River Mills, Kleinert Rubber Company. Born in New York City in 1932. He attended C.C.N.Y. and later married Elizabeth F. Peters in 1957. He entered the agency field in 1948 in the area of traffic-production with Geyer, Newell & Ganger, Inc. Served USAF (SAC) from 1951-1955, then rejoined Geyer Advertising. Joined Grey in 1955.



KEARNS, KEN, Grey Advertising Agency; accounts—Procter & Gamble; Lilt, Party Curl, Pin-It, Shasta, Velvet Blend. His early background was made up of associations with the Hearst Publications and Good Housekeeping Magazine. Kearns entered the advertising agency field in 1946 with Compton Advertising. He joined the Biow Company in 1951 and worked as radio and television buyer. In 1956 came with Grey.



FIRESTONE, JERRY, Grey Advertising; accounts—Esquire Apparel Arts, Ronson Corp., Shwayder Brothers, Inc., Spiegel, Union Underwear. Firestone was born in 1930 in Brooklyn, N. Y. He received his degree in business administration from City College, and married Monique Liabeuf in 1955. He entered the advertising agency field in 1951 with Dancer-Fitzgerald-Sample, Inc., as research assistant.



STERNSCHEIN, MANAS M., Grey Advertising Inc.; accounts — National Broadcasting Company, R.C.A. Victor Records, Magee Carpets, Necchi-Elna Sewing Machines, Firestone Industrial Products, Firestone Plastics Company, Lambert Brothers Jewelers; B. 1930, Queens, New York; M.S. Boston University, B.S. University of Bridgeport; M. Eunice Heller, 1954; entered agency field 1953, Grey Advertising.



RANDALL, ALEXANDER J., Cunningham & Walsh, Inc.; accounts — Folger's Coffee. Randall was born in 1926 at New London, Conn. He obtained his Bachelor of Science degree at Boston University and entered the advertising agency field in 1955 with N. W. Ayer & Son, Inc. where he worked in traffic and time buying. He associated with Cunningham & Walsh last year as a time buyer. Lives in Queens, N. Y.





ADVERTISING AGENCY TIME BUYERS



STARK, JOAN G., Grey



Advertising Agency, Inc.; accounts — Associated Products, Mennen, Chock Full O' Nuts, Chunky Chocolate Corp., NBC, RCA, Lionel. B. 1928, New York City; attended Berlitz, Ohio State University, Berkeley; entered advertising field in 1950 with the Radio-TV media department of William H. Weintraub as estimator, then time buyer and then chief time buyer from 1950-1954.

ALLEN, A. KENNETH, Grey Advertising; accounts—



Easy Glamur, Firestone Industrial Products, Firestone Plastics, General Electric Flashbulbs, Lionel Trains, Magee Carpets, National Broadcasting Co., RCA Victor Records; B. 1928, New Rochelle, N. Y.; Champlain Col., U. of Bridgeport; wife—Marlex (Wallace); entered agency field, 1950, radio-TV Media Dept., N. W. Ayer; TV production, 1952, USAF.

PROSE, EVON L., Campbell-Mithun, Inc.; accounts—



Theo. Hamm Brewing Co., Land O' Lakes, Inc.; Northwest Bancorporation, Pillsbury Feeds. Miss Prose was born in 1923 at Wolsey, S. Dakota. She received her Bachelor of Arts degree at Huron College and served in U.S. Navy public relations from 1944-1946, and from 1950-1952. Joined Bulmer and Johnson, Inc., regional radio representatives, in 1952, C-M, 1955.

CUMMINGS, JOHN T., Grey Advertising; accounts—



G. Krueger Brewing, Youngstown Kitchens, Anson Jewelry, Van Heusen. Cummings was born in Brooklyn in 1926. He received his Bachelor of Arts degree at Davis and Elkins College and married Lean Brett in 1953. In 1950 Cummings entered the agency field in the area of media research with BBDO. Joined Biow in 1955, then Grey in 1956.

BRAY, JOHN T., Cunningham & Walsh, Inc.; accounts—



Texas Co., Chase Manhattan Bank, New York Daily News. He was born in 1931 in New York City. Bray, who is single, obtained his Bachelor of Science degree at Fordham University in New York. Entered advertising agency field in January of 1956 in the media department of Benton & Bowles as assistant all-media buyer. He lives in Belle Harbor, Long Island.

REILLY, THOMAS P., Grey Advertising Agency; ac-



counts—Greyhound, Commonwealth Shoe & Leather, H. D. Lee, Exquisite Form, Dan River Mills, Rent-A-Car, Indian Head Mills, Industrial Rayon, I. B. Kleinert Rubber, Lamport Co. B. in Brooklyn, New York. Entered advertising agency field in 1943 with Newell Emmett. Media buyer since 1944; media supervisor since 1956. Before Grey, was with F. C., & B.

CROOKER, JR., ROBERT H., Campbell-Ewald Company; accounts—



Chevrolet Motor Division, United Motors Service, National Bank of Detroit, Kroger, Detroit Edison; B. 1915, Detroit, Michigan; Attended University of Michigan; M. Jean Scholl, 1956. Crooker entered agency field, 1938, in the outdoor department of Campbell-Ewald Company, where he managed media department, New York branch.

LEIGHTON, BEN, Campbell-Mithun, Inc., Minneapolis; accounts—



Northwest Orient Airlines, Top Value Enterprises, Nash Coffee Co.; B. 1917, Minneapolis, Minn.; B.A. Hamline University, St. Paul, Minn.; entered radio 1936 WHLB, Virginia, Minn., also announcer 1937-38 WMIN, St. Paul, Minn.; entered agency field September 1955 as Radio-TV broadcast coordinator — accounts, Top Value Enterprises, Malt-o-Meal, etc.

✧ ✧ **ADVERTISING AGENCY TIME BUYERS** ✧ ✧

RITTER, VAL C., Cunningham and Walsh, Inc.: accounts—J. A. Folger & Co., the Andrew Jergens Co. Ritter was born in 1926 at Richmond Hill, New York. He received his education at Hofstra College, and entered the advertising agency field in 1951 with the William Esty Co., in the checking department. Joined Dancer-Fitzgerald-Sample in 1954 as a time buyer: Cunningham and Walsh in 1957, again as a time buyer.



ZOZULA, RUTH R., Grey Advertising Agency, Inc.; account — the Greyhound Corporation. Miss Zozula was born in Vandergrift, Pennsylvania. She attended Pennsylvania State Teachers College for a period of two years, and in March of 1951 joined Grey Advertising Agency as a typist. Later she was promoted to estimator, assistant buyer, and finally she became buyer. Miss Zozula presently resides in New York City.



NAPOLI, JO, Grey Advertising Agency; account—Exquisite Form Brassiere, Inc. Miss Napoli was born in Brooklyn, N. Y. in 1924. Entered the agency field in 1947 in the media department of Benton & Bowles. 1950, print media assistant at Maxon, Inc., and in 1952 at Dancer-Fitzgerald-Sample. In 1954 became estimator-media assistant at Grey. Later she became head estimator, then supervisor and finally media buyer.



SCOTTO, MARIE, Grey Advertising Agency; accounts — Dominion Textile, Canadian Converters, plus assisting on all accounts in the group. Miss Scotto joined Grey in 1951. Worked originally there as secretary to an account executive. Later moved into the media department, where she worked for a time in this area as an estimator. Miss Scotto then moved on into the field of buying with Grey.



WILBUR, HELEN M., Grey Advertising Agency, Inc., media group supervisor, Samsonite Luggage and Furniture, Ronson Shavers, Van Heusen Shirts, Krueger Beer, Youngstown Kitchens, Anson Jewelry, Dominion Textiles. B.A., Brooklyn College. Entered advertising with the New York Times, later joined Pedlar & Ryan, Inc., and Doherty, Clifford, Steers & Shenfield, Inc. Miss Wilbur joined Grey agency during 1953.



BRADY, DON, D'Arcy Advertising Company; accounts — Budweiser, International Shoe, Brooks Foods. He was born in 1925 at St. Louis, Mo. He received his Bachelor of Arts degree at Washington University and married Cherie Alcorn in 1950. Brady in 1952 associated with the 3M Co. in industrial sales. He worked in time sales with radio station WIL in 1956, and in 1957 went with D'Arcy as a time buyer.



AMOS, DONALD P., D'Arcy Advertising Company; accounts — Anheuser-Busch, Inc., International Shoe Company, Krey Packing Company. He was born in 1932 in Chicago, Ill. He received a Bachelor of Science degree from Northwestern University; M. Dorcas L. Taylor, 1956; child, Langford. Amos entered the advertising agency field in 1957, associating with the media department — radio and television.



BROUWER, PATRICIA J., Campbell-Mithun, Inc.; accounts—Anderson Windows, General Dairy Equipment, Gold Seal Company, Kemps-Crescent, Malt-O-Meals, Pillsbury. Miss Brouwer was born in 1925 in Minneapolis, Minn. Attended Syracuse University, entered the advertising agency field in 1949 with Grant Advertising. Joined Young & Rubicam in 1950 as time buyer. From 1952-1955, time buyer with N. L. & B.





ADVERTISING AGENCY TIME BUYERS



PLOTKIN, BEVERLY R., Carson Roberts Advertising;



accounts — Mattel Toys, Rose Marie Reid Swimsuits, V-ette Vassarette, Radio Station KFWB. Miss Plotkin was born in Chicago, Illinois, in 1926. She obtained her Bachelor of Arts degree from U.C.L.A. Includes in her earlier background a stint as circulation manager of Arts & Architecture Magazine. She associated with Carson Roberts in 1949. Likes playing bridge.

KELLY, ROBERT W., Lennen & Newell, Inc.; account—



P. Lorillard Co. Products: Kent, Old Gold, Newport Cigarettes; From Providence, R. I.; B.S. Providence College; M. Alice Gleason; children — Robert, Jr., Kevin; background as executive of major oil company; entered agency field, 1938, research assistant, J. D. Tarcher, Inc.; has handled variety of drug and grocery spot accounts; joined Lennen & Newell as spot buyer.

ROFFIS, MURRAY, McCann-Erickson, Inc.; Broadcast



Media Supervisor, accounts — Westinghouse Electric Corp., Hood Rubber Company, Div. of B. F. Goodrich Co., John Hancock Mutual Life Insurance Company, Columbia Records, Look Magazine, Stegmaier Brewing Company; B. 1926 Flushing, N. Y. attended Cornell University, New York University; M. Adele Jacobs 1951; entered agency field, 1948, print buyer.

WIEDER, ETHEL, Compton Advertising, Inc.; accounts



—Gleem Toothpaste, Ivory Flakes, Ivory Soap; B. New York City; entered agency field, 1939, secretary to accounting dept. head, Brown & Tarcher Advertising; Station WNEW, 1941; moved to Foote, Cone & Belding as asst. time buyer, 1942; became time buyer 1943; then to Biow as time buyer, 1945; joined Compton in 1956. Lives in New York City. Hobbies—reading, sewing.

VORCE, RICHARD J., J. Walter Thompson Advertising;



supervisor Ford Dealer spot radio-TV. Vorce was born in Albany, N.Y., in 1926. He received his Bachelor of Arts degree from Syracuse University and entered the advertising agency field in 1951 as a trainee with Wildrick & Miller, Inc. In 1952 Vorce became a space buyer. With J. Walter Thompson he moved into the area of time buying in 1955.

PETERS, JOYCE (Mrs. Alfred Fesel)—Emil Mogul Co.,



Inc.; accounts — Ronzoni, Pierce Proprietaries, National Shoes, Gold Medal Candy Corp. (Bonomo Turkish Taffy & Cocilana), Barricini Candy, Gem Oil, Berio Oil, Barney's & Canadian Imp., Park & Tilford (Tintex); entered advertising field 1950 in Sales Service Department, Katz Rep; 1952, Harry B. Cohen; 1953 to A.B.C. for Network Sales Service; Jan. 1955 to Mogul.

ZAPPERT, PAUL, Gore, Smith, Greenland, Inc. Media



Director; accounts — Seabrook Farms Co.; Standard Triumph Motor Co. Inc. Barclay Manufacturing Co. Inc.; Sidney Blumenthal & Co.—Loma Loom, Shelton Looms; Carillon Importers Inc.—Grand Marnier, Bardinet Brandy; Emerson Radio & Phonograph Corp.; Charles E. Hires Co. Root Beer; Melnor Industries, Inc.; Osrow Products, Inc. Milady Food Products; Sau Sea Foods.

STEWART, WARREN H., broadcast media supervisor,



McCann-Erickson, Inc.; accounts are Coca-Cola, Lyso, Pertussin, Savings & Loan, Nu-Soft, Esso Flit; B. 1923 Tamaqua, Pa.; B.A. Colgate U.; started with Lennen & Newell 1949 mail room, accounting dept., estimator, buyer; moved to Grey Advertising 1953 as buyer, then media supervisor; joined McCann-Erickson 1956 in present capacity. Married, lives in Little Silver, N. J.

* * **ADVERTISING AGENCY TIME BUYERS** * *

ALLEN, POLLY, J. Walter Thompson Company; the accounts Miss Allen services are Pan American World Airways, Sylvania Electric Products, Inc.; she was born in 1930, New York, N. Y.; A.S. Endicott Junior College; Miss Allen entered agency field in 1950, as estimator with the J. Walter Thompson Company. She then became time buyer. Miss Allen presently lives in Manhattan. Hobbies include theater, reading.



ENNIS, JOHN J., Bryan Houston, Inc., vice president and media director connected with all accounts. Ennis first entered the agency field in 1945 with Benton and Bowles advertising. He received his education at Columbia University, New York City, and during the course of his career served a stint with the United States Air Force. He later, then, started his association with Bryan Houston. Ennis lives on Long Island.



RUTMAN, JOAN M., Grey Advertising Agency, Inc.; accounts—Greyhound Corporation, Greyhound Rent-A-Car, Dan River Mills, Lily Tulip; B. 1928, New York City; 2½ years Fordham University; single; entered agency field in 1948, media department, Biow Co.; Duane Jones 1950 as assistant time buyer; N. W. Ayer 1952, time buyer; Grey Advertising Agency 1955, media buyer. Miss Rutman lives in Forest Hills, L. I.



HOLLINGSHEAD, THOMAS J., McCann-Erickson, Inc.; Broadcast Timebuyer—Westinghouse Electric Corp., Columbia Records, Hood Rubber, Div. B. F. Goodrich Co., Stegmaier Brewing Co., Look Magazine, John Hancock Life Insurance Co.; B. 1929, Jersey City, N. J.; AB, University of Missouri; M. Laura Bogert, 1953; children — Linda; entered agency field, 1950; to McCann-Erickson, Inc., as broadcast buyer, 1956.



MORENA, JOHN M., McCann-Erickson Inc.; Broadcast Supervisor; accounts—Chesterfield and Oasis Cigarettes; B. 1929, Queens, New York; BBA, Manhattan College; M. Theresa O'Connell, 1952; children — Carolyn, Jean; entered agency field 1950 in the mail dept. of Cunningham & Walsh Inc. and progressed in media from estimator to time buyer. He lives in Wantagh, L. I. Morena's hobbies are swimming and golf.



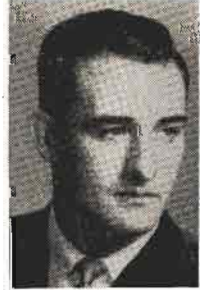
KELLY, THADDEUS S., McCann-Erickson, Inc.; accounts — National Biscuit Company, Canadian National Railroad, Trans-Canada Airlines, Central Vermont Railroad, Barrett Division. Kelly was born in 1924 in New York City. He entered the advertising agency field in 1940 as a time buyer, leaving to join Cecil and Presbrey, Inc., as chief time buyer in 1948. Kelly joined McCann-Erickson in 1950. Lives in Beechurst, L. I.



GORE, PHILIP L., Tatham-Laird, Inc. Advtg.; accounts —General Mills (Kix, Muffin Mix, Sugar Jets, Surechamp, Trix), Parker Pen, Swanson Products; B. 1928, Chicago, Ill.; B.S., Journalism, U. of Ill. '49; Single; after graduation 2¼ yrs. copywriter Spiegels, Inc.; year asst. to ad mgr. Zenith Hearing Aids; then ran Sales Promotion Dept. Bell & Howell; began Tatham-Laird Oct. '53 as account service manager.



HARTIGAN, JOHN T., MacManus, John and Adams, Inc.; accounts—Pontiac & Cadillac Motor Cars, Bronson Reel; He was born in 1931 in Detroit, Mich.; Received B.A. at University of Michigan; entered agency field, 1954, media records dept.; then 1955 became Radio and TV timebuyer. Hartigan lives in Bloomfield Hills, Mich. He lists his hobbies as baseball, golf, bowling. He is member of the Detroit Players.





ADVERTISING AGENCY TIME BUYERS



SIMMONS, PENELOPE A., Foote, Cone & Belding, Inc.; accounts: Lever Brothers Company (Imperial Margarine) & Clairol, Inc.; children — John, Patricia Giardini and Joan Campbell; Miss Simmons entered agency field as secretary to radio director of Federal Advertising Agency, Inc., and worked up to time buyer; she then joined Foote, Cone & Belding, Inc., in 1952. Lives in Flushing, N. Y. A hobby—photography.



ZUVER, DICK, Compton Advertising Inc.; accounts—Duz Soap, Cascade Detergent, El Producto Cigars; Zuver was born in 1931 in Massillon, Ohio. He attended Trinity College and entered the agency field in 1954 in the merchandising department of Young & Rubicam Advertising Agency. Later, in 1955, he joined Compton in the area of Media Detail, becoming time buyer in December of 1956. Zuver resides in Manhattan.



SWICK, THOMAS F., McCann-Erickson, Inc.; accounts — Standard Oil Company (New Jersey), Esso Standard Oil Company, Enjay Co., Gilbert & Barker Manufacturing Co., Penola Oil Co.; Born 1920, Brooklyn, N. Y.; A.B. Dartmouth College; Amos Tuck School of Business Administration. Entered agency field 1950, all media buyer Campbell Ewald Agency; McCann-Erickson agency 1952, time buyer. Now media group supervisor.



DIAMOND, LYNN, Emil Mogul Co., Inc.; accounts—Rayco Auto Seat & Covers & Lite Diet Bread; B. N. Y. C., B.S. Michigan State Normal College; entered agency field 1950 with Cecil & Presbrey executive secretary account service; joined Emil Mogul as executive assistant time buying dept., 1953. Promoted to assistant buyer in June and buyer in August, same year. Lives in midtown Manhattan.



MARSICH, JOHN P., assistant media director in charge of radio-TV time buying, Kudner Agency. Attended N. Y. U. B.S. business administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940, serving through 1949 with three-year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. Joined Kudner in '49.



PELLENZ, WILLIAM D., McCann-Erickson, Inc.; accounts he services are The Mennen Company, Chesebrough-Pond's Inc., the Nestle Company, Owens-Corning Fiberglas Corp.; B. 1925, Syracuse, N. Y.; Received B.S. Syracuse University 1949. Unmarried; Pellenz entered the agency field at McCann-Erickson in 1951, media department and served as office manager, outdoor buyer, broadcast buyer, supervisor.



RASMUSSEN, BERNARD G., Fuller & Smith & Ross, Inc., Advertising; accounts — Alcoa, Libbey Owens Ford Glass Company, Hercules Powder Company, Plymouth Cordage, Commercial Solvents; B.S. Fordham U.; married Mary Dooley in 1946; children — Paul, Catherine, John Steven & James; entered agency field 1945 as assistant buyer with Ruthrauff & Ryan. Moved to Fuller & Smith & Ross in 1952.



MARSHALL, FRANK, J. Walter Thompson Company; accounts — Aluminum, Eastman Kodak, Shell, Francis I. DuPont, W. F. Young. B. 1924, Paterson, N. J.; B.S. Holy Cross College; M. Lois Metcalfe 1953; children—Kevin, Richard. Started agency work at J. Walter Thompson in 1951 as time buyer. Lives in White Plains, N. Y., Hobbies — bridge, reading, television, house. Member of RTES.



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ADVERTISING AGENCY TIME BUYERS



GARDINER, ANNA, Kudner Agency, Inc.; the Kudner accounts Miss Gardiner services are Buick, General Motors Corporation Trucks, General Motors, General Telephones, and Fisher Body; prior to her association with the Kudner Agency in 1948, Miss Gardiner worked in the area of contracts with Donahue and Coe and Erwin Wasey (now Erwin Wasey, Ruthrauff and Ryan) agencies. In Dec. '48, joined Kudner.



BRANIGAN, RICHARD L.—McCann-Erickson, Inc.; accounts — Esso Standard Oil Co. Branigan took his bachelor of arts degree at Colgate University in 1954. He entered the advertising agency field in 1955 in the Research Department of Batten, Barton, Durstine and Osborne. Branigan later then moved to J. Walter Thompson the succeeding year in the capacity of assistant time-buyer. Then to McCann-Erickson last year.



KERWIN, LUCY H., Kenyon & Eckhardt, Inc.; accounts — National Biscuit Company, Pepsi-Cola, Capital Airlines, Coats & Clark. She took her Bachelor of Arts degree at St. John's University and her M.A. in the field of business education at Columbia University in New York City. She moved into the agency field when she associated with Kenyon & Eckhardt as a secretary. In 1947 she became a time buyer at K & E.



MORRIS, WILLIAM, Compton Advertising, Inc.; accounts — Comet Cleanser, Socony Mobil Oil Co., New York Life Insurance; B. 1933, White Plains, New York, B.S., Boston University; attended Columbia University; M. Jean-Ann Rappe, 1955; children — William Grant, Douglas Stewart; entered agency field, 1956, in Media Detail, Compton Advertising, Inc. Lives in Greenwich, Conn. Hobbies — photography, reading, swimming.



DARGEL, GWENDDLYN, Foote, Cone & Belding, Chicago; accounts—Dial Soap, Armour & Company; Good Seasons and Kool-Shake for Perkins Products Division of General Foods; Kraft Foods Company—Confections Division; A.B. Bradley U. and University of Illinois. Began agency work with Lord & Thomas in accounting and research. Radio billing, estimating and production. Now ass't chief time buyer.



SCHOENFELD, JAY B., time buyer, McCann-Erickson Inc. Accounts—Pertussin, Lehn & Fink, Esso Standard Oil Co. (FLIT), Corn Products (NU SOFT). Entered agency field in 1949 in the Ted Bates & Co. mail room. Joined McCann-Erickson in 1952 as Media Asst. and later became Asst. Space Buyer. Served with the U. S. Army and Air Force 1953-1955. Named time buyer at McCann-Erickson Inc. in 1956.



TYLER, RICHARD F., Media Director, Administrative Head, Media Dept., Guild, Bascom & Bonfigli, Inc.; accounts — Skippy Peanut Butter, Nucoa Margarine, Breast-O'-Chicken Tuna, Max Factor cosmetics; B. 1922, Renwick, Iowa; Northwestern University, Evanston, Ill.; 3 years Armed Forces 1942-45; M. Nancy Tedeschi, 1945; child—Mark; joined media dept. of McCann Erickson, Inc., in 1946. Joined GB & B in '55.



MARTINEZ, HOPE, Batten, Barton, Durstine & Osborne, Inc.; accounts — Lucky Strike and Hit Parade Cigarettes. Miss Martinez was born in 1920 in Madrid, Spain. She married John Anzolin in 1946, and the couple have one child, Claudia. Miss Martinez entered the agency field in 1945 with the accounting department of BBDO, later media department in 1946, then became assistant buyer and later buyer.





ADVERTISING AGENCY TIME BUYERS



PODESTER, JANE M., McCann-Erickson, Inc. Her accounts are National Biscuit Company, Donahue Sales Corp., Durene Association of America; Born New York, N. Y., B.A. St. Joseph's College for Women, Brooklyn; entered agency field Research Department, Benton & Bowles; Thwing-Altman — 1950 time buyer; joined McCann-Erickson as estimator 1952; then became time buyer. Miss Podester lives in Manhasset, N. Y.



HART, RITA, Foote, Cone & Belding, Chicago. The accounts Miss Hart services are the Chicago Tribune, spot buying for Good Seasons and Kool-Shake, Perkins Products Division of General Foods, competitives. Miss Hart was with Esquire Magazine in 1944. In 1950 she came with Foote, Cone & Belding, Chicago. At the agency she started as an estimator. She worked in competitives, then as a time buyer & time buyer.



WHALEN, ELAINE L., Emil Mogul; accounts—Revlon, buyer and supervisor on other agency accounts. She was born 1928 in New York City. M. Jay Whaley 1956; children — Pamela; entered agency field in 1950 as a TV research analyst with the Biow Company. She then moved to Cunningham and Walsh from 1951 to 1953 as an estimator; joined Mogul in 1953 as time buyer; became chief time buyer in 1956.



BURBECK, JOSEPH, Compton Advertising, Inc.; accounts — Duncan Hines Cake Mixes, Big Top Peanut Butter; He was born 1931, Bayshore, Long Island; Received B.S., from Dartmouth College; entered agency field, 1955, in Media Detail at Compton. Burbeck lives in Bethpage State Park. His hobbies are sailing, skiing, and golf. He is a member of Delta Tau Delta Social Fraternity, Dartmouth Club of N. Y.



ABBADUSKA, BERN ANN, media director and time buyer at Richard N. Meltzer Adv., Inc., San Francisco. Attended Stanford University, B.S. 1955. Single. Entered agency field at Los Angeles office of Meltzer in 1956. Worked as assistant in media and production. Transferred to San Francisco office to work as traffic manager in 1957. Moved into media department as assistant to the director.



PARDOLL, ARTHUR S., Foote, Cone & Belding; group media director — Clairol, Edsel Dealers Advertising Association, Eastern Region, Lever Brothers, Imperial Margarine, Pepsodent Paste, Antiseptic, brushes, Sprez, Norwich Pharmacal, Savarin. Born 1913, New Haven, Conn.; B.A. Yale University. M. Mary Kikoin, 1947; children, Bruce, Martha, Brian; entered agency field 1937, messenger, Young & Rubicam, Inc.



DWYER, MARY J., Kenyon & Eckhardt, Inc.; The accounts she services are Lever Brothers (Spry—Liquid Spry & Praise), Equitable Life Assurance Society, Glass Container Manufacturer's Institute; Miss Dwyer was born in New York City; she attended Hunter College; joined Pedlar & Ryan as estimator, promoted to time buyer. Later Miss Dwyer joined Kenyon & Eckhardt as time buyer. She lives in New York.



DEKKER, WILLIAM C., McCann-Erickson, Inc. Vice-Pres., Dir. of Media, Home Office — all accounts; B. 1909 Saulte St. Marie, Mich.; B.A. University of New Hampshire; M. Mary McLane Dekker 1935; children—Diane, William, Thomas; entered advertising field 1934 Procter & Gamble; entered agency field 1941 at Ted Bates; joined McCann-Erickson 1943 as Dir. of Radio Time Buying; lives in Darien Conn.





ADVERTISING AGENCY TIME BUYERS



FLERI, EDWARD C., JR., Batten, Barton, Durstine & Osborn, Inc.; accounts — F. & M. Schaefer Brewing Co., Campbell Soup, Bristol-Myers, International Salt, Pfeiffer Foods, De Soto Automobiles, Sheaffer Pen; B. 1925, Brooklyn, N. Y.; B.S. Hofstra College, L. I.; children — Edward, Pamela; entered agency field, 1949, Benton & Bowles media analysis; joined Batten, Barton, Durstine & Osborn, 1953 as asst time buyer.



HARRIS, PEG (WINIFRED T.), Media Director Guild, Bascom & Bonfigli, Inc.; accounts—Ralston Purina Company, Mother's Cakes & Cookies, Mary Ellen's Jams & Jellies, Harry and David; B. Jersey City, N.J.; Academy Mt. St. Vincent, Riverdale, New York; unmarried; entered agency field 1948—Botsford, Constantine & Gardner, San Francisco, media buyer; joined Guild, Bascom & Bonfigli, Inc. February 1952 as media buyer.



HAY, GRAHAM, Compton Advertising, Inc.; accounts —Canada; Crisco Shortening; B. 1926, Richmond Hill, New York; B.A. & B.J., University of Missouri; M. Norma Ericksen; entered agency field, 1950, research dept., Biow Company; joined Compton as asst. buyer in 1952; became time buyer in 1953. He lives in Flemington, New Jersey. Hobbies — golf, tennis, classical music. Graham is a member Alpha Tau Omega.



CHAMBERS, LUCILLE P., Foote, Cone & Belding, Chicago. Miss Chambers was associated with the national advertising department of the Chicago Sun-Times prior to 1948. In 1956 she moved to McCann-Erickson, Chicago, in the area of general media time buying. Miss Chambers next moved to Dancer, Fitzgerald, Sample, Chicago, again as time buyer, in 1957. Later last year, then, she moved to Foote, Cone & Belding.



LEMPER, GENEVIEVE M., Foote, Cone & Belding, Chicago; manager of time buying section, supervises all accounts. Direct account responsibility for Edsel Division of Ford Motor Company, Hallmark Cards, Inc. and Minneapolis-Honeywell Regulator Company. A.B., Indiana University. Agency career began with Lord & Thomas. Handled all radio estimating and billing. She has been chief time buyer since '48.



CONWAY, VIRGINIA M., McCann-Erickson Advertising; accounts—Liggett & Myers Tobacco Company, The Nestle Company, Inc., Born 1929 New York City; Assisium Business School; Single; Entered agency field, 1947, Mail Girl Ted Bates & Co., 1951; Broadcast Estimator Kenyon & Eckhardt, 1953 Broadcast Estimator Bryan Houston, Inc. Joined McCann-Erickson as Estimator 1955; Became Time Buyer. Miss Conway lives in N. Y. C.



BACKUS, MILDRED FULTON, McCann-Erickson, Inc.; account — Bulova Watch; B. 1922, Stamford, Conn.; M. George G. Backus, 1956; entered broadcasting 1945 as secretary with Free & Peters; moved to The Biow Co. in 1947 as time buyer for Bulova Watch; joined McCann-Erickson, 1955, as broadcast supervisor when Bulova Watch moved to that agency. Lives in Stamford, Conn. Hobbies — portrait painting.



WALLOWER, THEODORE P., BBDO.; accounts—Penick and Ford, du Pont, Zerex-Zerone, United Fruit; B. Webb City, Mo., attended the University of Missouri and Washington University. Wallower's early background included a stint in the accounting and time-buying departments of Bermingham, Castleman & Pierce. He later moved into the time buying department of Morey, Humm and Johnstone. Lives in Newton, N.J.





ADVERTISING AGENCY TIME BUYERS



CRANDALL, JOHN B., Associate Media Director—



McCann-Erickson, Inc.—accounts — Chesebrough-Pond's Inc., The Mennen Company, National Cash Register, The Nestle Company, Owens-Corning Fiberglas, Liggett & Myers (Chesterfield and Oasis), Schenley Industries, Inc., United States Potash Co., Victaulic Company. 1935, B & B; 1941, Kudner; 1946, Sherman & Marquette; 1954 to Mc-E.

WILSON, EDWIN F., McCann-Erickson, Inc., Vice



President and Associate Media Director. Accounts: Atlas Supply Company, Barrett Division, Canadian National Railroad, Durene Association, National Biscuit Company, Talon, Inc. and Trans Canada Airlines. Joined the Media Department of A. W. Erickson Company in 1920. Media Director of McCann-Erickson, Inc.: 1930 to 1945. Assoc. media dir. since '52.

FLINN, NINA M., Fuller & Smith & Ross Inc., Advertising; accounts —



Sterling Silversmiths Guild of America, O & C Potato Sticks, Sherwin Williams, Aluminum Cooking Utensil Co., Lowenbrau Beer, Edison Electric Institute, Fuller Brush Co.; entered agency field in 1949 as a secretary at Duane Jones. Joined Scheideler, Beck & Werner in 1951 as a timebuyer, and in 1954, Doyle Dane Bernbach; joined FS & R in 1957.

CLARK, PAUL E., Foote, Cone & Belding, Inc.; ac-



counts — TWA, General Foods, Thylox Division of Shulton Inc., the Watchmakers of Switzerland. Clark entered the agency field in 1953 in the McCann-Erickson training program. The following year he was promoted to the position of assistant timebuyer. Clark associated with Foote, Cone & Belding in 1956 as a timebuyer. He lists among his favorite hobbies golf.

MULLIGAN, BERTRAND F., Compton Advertising, Inc.;



head time buyer on all Compton Accounts. Mulligan was born in Staten Island, New York. He attended the University of Miami and married Thelda Cordani in 1955. Mulligan entered the advertising agency field in 1953 in media detail at Compton, shortly thereafter becoming assistant buyer. He became buyer in 1954 and was promoted to head buyer in 1957.

LIDDEL, ROBERT, Compton Advertising, Inc.; ac-



counts—Blue Dot Duz Detergent, Drene Shampoo, Chase & Sanborn Coffee, Chase & Sanborn Instant Coffee; B. 1929, Washington, D. C.; B.A., University of Virginia; M. Virginia Sheaff, 1952; child—Robert Lee, Jr.; entered agency field, 1952 Media Detail at Compton. Liddel lives in Riverside, Conn. His hobbies are sport cars, swimming, and sailing.

HALPERN, HENRY, vice president in charge of media



and research, MacManus, John & Adams, Inc. The broadcast accounts with the New York office that Halpern serves are Noxzema Shaving Cream, Good Humour, Medaglia D'Oro Coffee, Thomas Bread Products, White Rock Beverages. Halpern received his Bachelor of Science degree from Columbia University, New York City. He is married. Resides in Princeton, N.J.

STENSON, HELEN C., Foote, Cone & Belding, San



Francisco, accounts — Hawaiian Pineapple Co., Ltd., Southern Pacific Company, CVA Company (Roma Wine, Cresta Blanca Wine), Rolley, Inc. (Sea & Ski), Wilson & Geo. Meyer & Company; B. 1915, San Francisco, Calif. Cogswell College; entered agency field 1943, secretary manager Ruthrauff & Ryan; became time buyer 1945. Joined Foote, Cone & Belding 1949.

HUDACK, JOS. J., Warwick & Legler, Inc., Senior



Time Buyer—all accounts; B. 1911, Shenandoah, Penna.; Albright College & St. John Univ.; M. Katherine Donlan; 1930—Franklin Simon, Mdse. Buyer; 1934—Chief IBM section and Budget officer U. S. Gov'ts. HOLC; 1943—joined ABC network, organized original Billing Dept., then TV network budget supervisor & liaison between sales and finance depts.

BUSHWAY, WILLIAM A., MacManus, John, and Adams, Inc., Accounts; Dow



Chemical Co., and Minnesota Mining and Manufacturing; B. 1926, Detroit, Michigan; Entered agency field 1942, office service Campbell-Ewald Co.; entered Armed Services 1945-46; 1947—Campbell-Ewald Co. Media Department; radio, television, outdoor advertising buyer, screen adv. 1952, joined MacManus, John and Adams, Inc.

DAVIDSON, JOHN M., Gardner Advertising. Time-



buyer. Davidson was born in 1929 in Berkeley, Calif. He took his Bachelor of Arts degree at the University of California. From 1955-1956 Davidson worked as a field service representative with the National Outdoor Advertising Bureau. His next move was to join Gardner as an assistant group supervisor in January of last year. Early this year he became a timebuyer.

CAMPBELL, C. N., MacManus, John & Adams, Inc.;



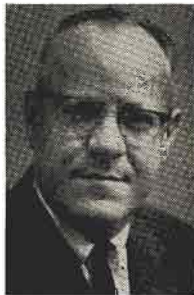
head timebuyer—Detroit Office. Accounts—Pontiac Motor Div., Cadillac Motor Car Div., Dow Chemical Co., Minnesota Mining & Mfg. Co., S.S. Kresge Co. B. 1928 Detroit, U. of Mich. 1950 Pres. Beta Theta Pi; Married Joanne Hartwick 1956; Children—Michael, Donald. Entered Agency field 1950, Campbell Ewald Co. as Outdoor Field Rep and later as time buyer.

FRICKE, WILLIAM A., Associate Media Director, Mc-



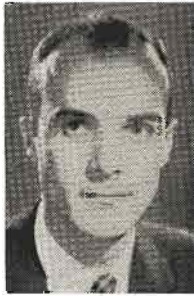
Cann-Erickson, Inc.; Accounts—Westinghouse Electric Corp., Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich Footwear and Flooring Divisions, John Hancock Mutual Life Insurance Co., Stegmaier Brewing Co.; B. Brooklyn, N. Y.; E. Colgate University; entered advertising field in 1927 as field man National Outdoor Advertising Bureau.

BOULWARE, ROBERT H., Bryan Houston, Inc.; ac-



counts: Ajax Cleanser, Cashmere Bouquet Soap, Cashmere Bouquet Toiletries, Simplicity Patterns, DeWitt's Pills. Boulware obtained his BSC from Ohio University. He later joined the media department of Procter and Gamble in 1937. Later in his career he served as program manager of WSAI Radio, Cincinnati, and WLW-T. Joined Bryan Houston in 1956.

SANNO, ALFRED R., McCann-Erickson, Inc. Media



Group Supervisor; accounts—Chesterfield and Oasis; B. 1925, Brooklyn, N. Y.; B.A. Dartmouth College '46; M. Linda Ciccarelli, 1951; children—Laura, R. H. Macy's N. Y. executive training and Buyer 1946-48; entered agency field, 1948—outdoor and print media buyer 1948-51 Young & Rubicam; print buyer B. B.D.O. 1951-1953; joined McCann-Erickson 1953.

GEORGI, CARL, JR.—Campbell-Ewald Company, De-



troit, vice president, director of media; accounts: Chevrolet Motor Division, United Motors Service Division, Goebel Brewing Company, Firestone Tire and Rubber Company, National Bank of Detroit, Detroit Edison, GMAC, Hertz Corporation. B. 1900, married with two daughters, attended University of Detroit. Lives in Grosse Pointe Farms, Mich.



ADVERTISING AGENCY TIME BUYERS



MacDONALD, ROD, V. P.

in charge of Media Dept. and Media Director, Guild, Bascom & Bonfigli, Inc. Advertising, San Francisco; accounts—Ralston Cereals & Ry-Krisp, Heidelberg Brewing; B. 1917, San Francisco, Calif.; B.S., Univ. of Calif.; entered agency field, 1941, then Columbia Steel Division of U. S. Steel production planning, auditing, office management, Botsford, Constantine & Gardner, Biow, FC&B, then GB&B.



SCANLAN, MARJORIE C., Kudner Agency, Inc.; the accounts Miss Scanlan services are Frigidaire Division, Buick Motor Division, and the Goodyear Tire & Rubber Company. She associated with the Kudner agency originally in 1944 in the accounting department. She entered the Radio and Television Department of the agency in 1948. Miss Scanlan lists her residence as New York City. She reports favorite hobby is TV.



GREALISH, EUGENE J., Bryan Houston, Inc.; accounts

—Ajax Cleaner, Cashmere Bouquet Soap, Simplicity Patterns, DeWitt's Pills. Grealish received his Bachelor of Arts degree at Queens College, N. Y. He entered the broadcasting field in 1954 with the National Broadcasting Company in the area of sales development. After further experience as an assistant production manager Grealish joined Bryan Houston last year.



SUREN, STEPHEN M., Sullivan, Stauffer, Colwell & Bayles, Inc. accounts—Arid, S & H Green Stamps, "Junket" Brand Foods, Smith Bros. Cough Drops (Canada) B.J. University of Illinois; also courses at University of Kentucky, New York University and Columbia. M. Clara Szauder, 1949; daughter Barbara Ann; entered agency field, 1947, media department S.S. C. & B., Inc., was head estimator before becoming time buyer.



PETTICK, BEN, Product

Services Advertising; accounts—Bymart Tintair, Continental Wax, Roto-Broil. Pettick was born in 1916 at Brooklyn, N. Y. He is married with three children: Norah, Donna and Barbara. He entered the advertising agency field in 1954 with the research department of Product Services. Later he moved into the area of time buying with the firm. Presently lives in Fresh Meadows, L. I., N.Y.



ELLIMAN, D. TROWBRIDGE, JR., Batten, Barton, Durstine & Osborn; accounts—Du Pont, California Oil, Continental Can, General Baking, National Cranberry, New York Telephone, Air France, U. S. Steel; B. 1927, New York City; B.A. Yale U.; M. Claudia Wright, 1954; children—Claudia; entered agency field, 1950, Research then Media Departments, J. Walter Thompson. Lives in Darien, Conn.



GOLDIS, SEYMOUR. McCann-Erickson, Inc., Broadcast Supervisor—Esso

Standard Oil Co. Born: 1928, Bronx, N.Y. Military Service Army 1946-1948—Japan. B.S. N. Y. University 1951; entered advertising 1951, print production assistant, National Screen Service Corp.; entered agency field, 1952, accounting and research departments, Lennen & Newell; joined J. Walter Thompson, '54; joined McCann-Erickson in 1956.



STEVENS, RICHARD A., Bryan Houston, Inc.; Stevens is presently serving as manager of the media department and also in the capacity of buyer for Newsweek Magazine, Heublein and J. P. Stevens Co., Inc. He received his education at Tulane University, New Orleans, Louisiana. Stevens entered the agency field in 1925 following the completion of his education. He presently lists his residence as Long Island, New York.





ADVERTISING AGENCY TIME BUYERS



HUGHES, JOHN T., Warwick & Legler, Inc., Time Buyer; B. 1928, Astoria, N. Y.; B.B.A. 1949, Manhattan College; M. Anne O'Callaghan, 1952; children — Daniel and John; After two-year service U. S. Army, joined Kelly-Nason, 1952 in charge of Production Billing; 1953 Cunningham & Walsh as Time Buyer on food and travel accounts; 1956, Warwick & Legler, Inc.; Lives in Flushing, N. Y.; Hobbies — basketball.



RIEMENSCHNEIDER, Robert R., Gardner Advertising Co.; chief time buyer on all accounts; B. 1928 Chicago, Illinois; B.S. Northwestern U.; M. Polly Caylor 1950; children — Bob, Dick, Anne; entered agency field 1950 copywriter Schwimmer & Scott Inc.; assistant account executive 1951; account executive 1953, media director 1954; North Advertising, Inc.—media group supervisor, 1956; Gardner Advertising, 1957.



WILLARD, CHARLES, B., McCann-Erickson, Inc., broadcast buyer; accounts — The Mennen Co., Chesebrough-Pond's, Inc. Willard was born in 1929 in Chicago, Illinois. He received his Bachelor of Science degree from Northwestern University in Evanston, Ill.; and entered the agency field with McCann-Erickson, Inc. in 1954. He originally associated with the media department becoming broadcast buyer in 1955.



SCOTT, SAMUEL S., JR., J. Walter Thompson Company; accounts — Lever Bros. Scott was born in 1925 at Scarsdale, New York. He obtained his Bachelor of Arts Degree at Princeton University and married Deborah Flagg in 1951. The couple have three children — Samuel, Steven and Suzette. Scott entered the advertising agency field in 1956. He lives in New Canaan, Conn. His hobbies he lists as skiing and boating.



McAULAY, PEG A., J. Walter Thompson Co., N. Y. Accounts — Chesebrough-Pond's, Inc. and The Mentolatum Co. — B. 1932, New York City; Attended evening division N.Y.U., 1950-1955; Married Stephen Fred Byrd, attorney 1955 — Entered agency field, 1951, Media research, Compton Advertising Agency; 1954 Time estimator, Dancer-Fitzgerald-Sample, Inc.; 1954, Time Buyer, J. Walter Thompson Co.



HOWARD, MARY G., Gardner Advertising Company; network buyer for Pet Milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories; Miss Howard was born in Chicago in 1928. She originally entered the advertising agency field as a secretary. Her first step up career-wise was to the post of outdoor space buyer; later she became estimator and finally timebuyer. Miss Howard lives in Kirkwood, Mo.



BUTNER, LAWRENCE, Albert Frank-Guenther Law, Inc.; accounts — Buitoni Foods Corp., Kiplinger Changing Times Magazine, Home Insurance Co., Bache & Co., Harris-Upham, Prentice-Hall; B. 1931, Brooklyn, N. Y.; B.B.A., C.C.N.Y. (Eve); M. Eleanor Schwartz, 1954; entered agency field, 1945, accounting dept., Katz Agency, Inc.; Maxon, Inc., 1954, Asst. Time Buyer; joined present agency, 1956.



NEUGEBAUER, RALPH J., Gardner Advertising Company. Timebuyer. Neugebauer was born in St. Louis, Mo., in 1928. He took his Bachelor of Arts degree at the University of Missouri. Neugebauer joined the Gardner Advertising Company in 1956, working as assistant media group supervisor. Early this year he moved to the position of timebuyer. Neugebauer lives presently in St. Louis, Missouri.



* * **ADVERTISING AGENCY TIME BUYERS** * *

TENDRICH, MAX, executive vice president Weiss & Geller, Inc.; B. 1917 New York, NY; BBA City College; M. Mary, 1945; Children — Robert, Joanne. Tendrich entered advertising in 1942 in charge of Accounting Department Weiss & Geller. He entered service 1953, was discharged as Master Sergeant. Returned to Weiss & Geller as space buyer. Tendrich became vice president in charge of media 1954, Exec VP, '57.



SMITH, NANCY W., J. Walter Thompson Company. The accounts Miss Smith services are Chesebrough-Ponds, Brillo Manufacturing, The Mentholatum Company, Atlantis Sales Corp., Johns-Manville; B. 1930, Montclair, N. J.; entered agency field, 1950, secretary, assistant time buyer, now supervising time buyer. Miss Smith lives in New York and Greenwich, Conn. Her hobbies are dancing, skiing and books.



FLANAGAN, JOHN J., Vice President & Associate Media Director—McCann-Erickson, Inc. Accounts—Avis Rent-A-Car, American Rayon Institute, Corn Products Sales Co. (Nu-Soft), Esso Standard Oil Co., Dorothy Gray cosmetics, Lehn & Fink Products, Savings & Loan Foundation, Pertussin, Tampax, Vickers-Armstrong, Ltd. B. 1905, New York, N. Y.; entered agency field 1928, joined McCann-Erickson as buyer 1936.



GOULD, DORIS, Product Services, Inc.; accounts—Ten Day Press On, Tuck Tape, Continental Wax. She was born in New York City and received her Bachelor of Science degree from New York University in 1951. Entered the advertising field on the copy desk of J. D. Tarcher in 1946. Joined Cecil and Presbrey on merger. Then C. J. La-Roche as chief timebuyer. Came with Product Services last year.



PRIGOZY, RUTH M., MacManus, John & Adams, Inc. Advertising; accounts—Medaglia D'Oro Coffee, S. B. Thomas, Inc. bread and muffins, Chas. Pfizer & Co.—Chemical Sales Division, Virginia Dare Wines, White Rock Sparkling Beverages, Dow Chemical Company—Zefran. B.A. Brooklyn College. Married. Entered agency field 1952—D'Arcy Advertising Company. Biow Co. 1954; joined MJ&A in 1957.



JOHNSON, HUGH H., director of media, Kudner Agency, Inc.; Johnson, earlier in his career, served with the advertising department of the Reo Motor Division. Later he became advertising manager of the Buick Motor Division and finally advertising manager of the Bell Aircraft Corporation. Johnson associated with Kudner in 1944 as assistant director of media. In 1954 made director of media.



SCHINZING, PAT, Gardner Advertising Company. Miss Schinzing was born in 1929. She entered the advertising agency field originally in 1947. Until 1951 she worked first as a secretary, then moved to the position of estimator. Miss Schinzing next became outdoor buyer. Then she was promoted to the capacity of assistant media group supervisor and buyer of all media. Last year moved to her present job.



TASHJIAN, EDWARD, Emil Mogul Company, Inc.; accounts—Esquire Shoe Polishes, Park & Tilford Tintex, Revlon. He was born in 1930 in Brooklyn, N. Y. He received his education at New York University. M. Louise Ayvazian, 1954; child Andrea; entered advertising agency field 1950, production department, Emil Mogul Co., subsequently in estimating, media research, timebuying, ass't to Radio-TV dir.

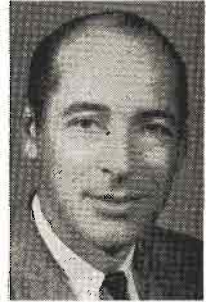


❄ ❄ **ADVERTISING AGENCY TIME BUYERS** ❄ ❄

DUNIER, LESLIE L., vice-president and director radio-television department, Emil Mogul Co., Inc., advertising agency. B. 1924, N.Y.C. Attended De Witt Clinton H.S., N.Y.C., 1939. Received B.S. from New York University, 1946. M. Norma Rich, 1955. Entered advertising Reiss Advertising, 1945-6. Account executive with Sterling Advertising, 1946-7, then to Moskin Stores 1947-51. President L. L. Dunier, 1951-3.



PASSMORE, JOHN J., Campbell-Ewald Company; advertising accounts — Firestone Tire & Rubber Co.; Goebel Brewing Co. B. 1915, McKeesport, Pa. University of Detroit. Entered agency field 1948, Campbell-Ewald, Detroit, as manager of magazine scheduling department. Space and time buyer, Campbell-Ewald, Chicago, 1952-53. Same capacity Campbell-Ewald New York office, 1953-54. Returned to home office 1955.



FLANAGAN, THOMAS F., Grey Advertising, Inc.; Accounts — Mennen Company, General Electric, National Broadcasting Company, Firestone Industrial Products, Easy Glamur, French Government Tourist Office, Gruen Watch Company; B. 1920, New York; New York University; M. Marjorie Tock, 1941; entered agency field 1946; ass't. buyer and buyer, Peck Advertising Agency, 1946. Joined Grey 1952.



BRANCH, PHILIP, A.; Grey Advertising Agency, Inc.; accounts — American Toy Promotion, Amitone, Block Drug Company, Esquire Magazine, Girard Perregaux Watches, Hearst Publications, Hoffman Beverages, Ideal Toys, Macy's Department Store, Pabst Sparkling Beverages, Procter & Gamble, Tussy Cosmetics, Wallace Silverware, Topps Chewing Gum; B.S., Seaton Hall University; first joined A. P. Lefton.



ZIPPRICH, ANDREW C., Grey Advertising Agency Inc.; accounts—Chock Full O' Nuts, Chunky Chocolate, Firestone Industrial Products Co., French Government Tourist Office, Glamur Products Inc., Gruen, General Electric—Flashbulb Division, Magee Carpets, Mennen Company, National Broadcasting Company — Necchi-Elna, RCA Victor Records; B.B.A. Manhattan College; single; entered agency field, 1947.



FISCHER, RICHARD E., Campbell-Ewald Advertising; accounts—Kroger. Fischer was born in 1912 at Quincy, Ill. He attended Quincy College and in 1937 married Jane Anderson. They have four children: Ann, Jay, Martha, Amy. He entered the advertising agency field in 1956 with Campbell-Ewald in network media. Fischer was formerly with Storer Broadcasting in Detroit and Cincinnati; and WHAS, Louisville, Ky.



BARRY, AILEEN M., Grey Advertising Agency, Inc.; accounts—Procter & Gamble, Tussy Cosmetics, Wallace Silversmiths. Miss Barry received her Bachelor of Arts degree from the College of Mount Saint Vincent. She entered the agency field in radio-television research at McCann-Erickson. Later Foote, Cone & Belding in media research and finally Grey as media research supervisor, later media buyer.



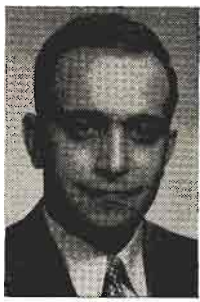
LIEBERMAN, T. HERBERT; Grey Advertising Agency; accounts — Block Drug Company, Polident, Poli-Grip, Dentu-Creme, Girard-Perregaux Watches; Macy Department Store; American Toy Promotion. Lieberman was born in 1929 in New York City. B.A., Brooklyn College. M. Marjorie T. Plumer in 1956. Lieberman entered the agency field in 1954 with the accounting department of Grey Advertising. Became buyer in 1956.



THULIN, KATHERINE A., Campbell-Mithun, Inc.; her accounts are—Food Sales, Inc., Fenn Brothers, Inc., Larsen Co., Nash-Finch Co., Northern States Power, Northwest Bank, F. H. Peavey, Technique, Inc. Born in 1931 at Minneapolis, Minnesota. Received Bachelor of Arts degree from University of Minnesota. In 1953 associated with Bulmer & Johnson, Inc., radio-TV representatives.



DeLUCA, VINCENT T., Erwin Wasey, Ruthrauff & Ryan, manager, media time buying division. B. 1926 Rye, N. Y.; B.B.A., Manhattan College. M. Ann Harnaga, 1954; children — Rosanne; entered agency field 1951, Kenyon and Eckhardt; then media dept. as print and time estimator; time buyer at Foote, Cone and Belding. Lives in Sprain Lake Knolls, Yonkers, N. Y. Hobbies, opera, house-fixing.



MARTI, RUDOLPH O., Campbell-Mithun, Inc.; accounts — Pillsbury's Best, Charmin Paper Products. Marti was born in 1926 at New Ulm, Minnesota. He married E. La Mere in 1952. They have three children: Julie, Rudi and Lenie. Marti entered the radio field in 1948. He associated with Campbell-Mithun, Inc., first in 1950, becoming space buyer in 1954 and time buyer in 1955.



HOUGHNEY, DOROTHY T., Grey Advertising Agency; accounts—Proctor & Gamble, Lilt, Velvet Blend, Shasta, Pin-It, Ideal Toy Corporation. Miss Houghney, single, was born in New York City in 1926. She entered the agency field in 1945 as a member of the research department of the Biow Company. Became estimator, later time buyer. Joined Grey in June of 1956. She presently resides in New York City.



SEYDEL, VICTOR, Anderson & Cairns, Inc., vice president in Charge of Radio and Television; member of the Board of Directors. Accounts: Masland Carpets, White Rose Tea, Alderney Dairy, Acousticon Hearing Aids, Textile Fibers Department of Union Carbide Corporation, Dow Corning Corporation, Waring Blenders, Shavex electric shavers, Kinney shoes, Aborn's coffee, etc.



REED, ALLAN J., Grey Advertising Agency, Inc., accounts — Hoffman Beverages, Amitone, Esquire & Coronet Magazines, Good Housekeeping Magazine, Pabst Sparkling Beverages. Reed was born in 1929 in Queens, New York. He attended Pace College and later married Lee Alonge. Reed entered the agency field in 1947 when he joined Geyer Advertising Agency. Served U.S. Army, '51-52.



A List of Important

CANADIAN ADVERTISING AGENCIES

Will Be Found on Pages 248-251

Commercial Background Music Now A Well-Accepted Service

WHEN commercial background music began in 1936 the immediate objectives were to supply the finest specially-arranged and recorded music to public places such as hotels, restaurants and clubs. This was an overnight success and pleasant music was soon being supplied to hundreds of subscribers in New York City. It is interesting to recall this and compare last year with that first year of background music's history.

By 1957 background music had become a busy, well-accepted industry serving millions of people. In every city and town in America some sort of music service was available.

The history of background music is divided into four distinct phases. The first was the pioneering stage when Muzak was establishing acceptance of the concept with merchants for public places, and with businessmen for office and industrial use. This phase extended into the early 1940's.

Then World War II and the successful use of planned background music to stimulate war production gave a boost to the industry and ushered in the second stage—spreading use of background music for work, and establishment of distributors in key cities.



Wartime restrictions on availability of materials held back expansion of the industry until V-J Day. Then the third phase began. It consisted of rapid expansion into all markets of 100,000 or more population. Many broadcasters jumped into the background music field during these stages. It was a natural for them, of course, because they required less capital investment to enter it than did other businessmen. Broadcasters already had sales forces calling on prospects who could use background music as well as radio time; they had engineering staffs to handle sound system installations; they had space to house turntable operations, and technicians trained to operate them; they had an accounting department already functioning to handle subscriber billings, and finally, in himself, his commercial manager and his chief engineer

By
**CHARLES C.
COWLEY**
President of
Muzak Corporation



broadcasters had the administrative staff needed.

The fourth, and current phase of background music history, dates from 1954 when a technological breakthrough occurred. Engineers designed and perfected automatic tape transmission equipment in that year, and this changed the entire economic structure of the industry. Where the overhead of turntable operators around the clock made it economically impossible to enter a market of less than 100,000 population, tape operation has made it not only possible but very attractive to go into markets as small as 25,000. Since 1954 when Muzak converted to tape it has more than doubled its franchise holders, and the applications are still flowing in.

The background music future appears unlimited. Businessmen no longer consider planned background music a frivolous adjunct. They now realize it is a pleasant production aid that more than pays for itself in keeping people able and happy to work by reducing worker tensions. The statistics have convinced hard-headed businessmen that the psychological and physiological effects can and do raise efficiency.

Technical advances in the broadcasting art (I refer to multiplexing and other transmission devices which our engineering department is developing) will mean a more economical and more profitable operation in the background music field.



This, we believe, will make it possible for us to serve many additional business subscribers, as well as the home market, in the near future. Also because of plans which we have for expansion into fields allied to the functional background music business—plans which call for taking our franchisers into “partnership” with us—the value of these franchises in the next few years will be multiplied many fold.

CANADIAN ADVERTISING AGENCIES

Following Is a List of CARTB Enfranchised Advertising Agencies

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd. 37 James Street S.	Toronto	MA. 6541 JA. 7-9284	Don DeNike Jim Elliott	Don DeNike Jim Elliott
Atherton & Currier, Inc.	100 Adelaide St. W.	Hamilton	EM. 3-5418	Eleanor Austen	Eleanor Austen
Baker Advertising Agency, Ltd.	212 King St. W.	Toronto	EM. 8-7801	J. Powell (Radio) Don Farrow (TV)	Jack Horler
Batten, Barton, Durstine & Osborn Inc.	660 St. Catherine St. W. 160 Bloor St. E.	Montreal	UN. 6-3049 WA. 4-3780	—	Roger Lack S. Ramsey Lees
Bennett & Northrop, Inc.	Maritime Life Bld. 32 Front Street W.	Toronto	3-8164	—	—
Bingham, John McKenney, Ltd.	4643 Cavendish Blvd. 541 William Street	Montreal	HU. 1-5032	Llewellyn Lewis McCrae J. Cooper	Llewellyn Lewis McCrae J. Cooper
Brooks Advertising, Ltd.	257 Osborne St.	Preston	OL. 3-4464	Stan Lorrman	Stan Lorrman
Brown, Mitchell & Wright Ltd.	1664 West Broadway	Winnipeg	422564	E. Gordon Lowen	E. Gordon Lowen
Burnett, Leo Co. of Canada, Ltd.	1104 Douglas Street	Vancouver	CE. 4154	Ronald A. Kearns Harry Bleasdale	Ronald A. Kearns Harry Bleasdale
Burns Advertising Agency, Ltd.	44 Eglinton Ave. W. 21 Dundas Square	Victoria	2-6741	Laura F. Baker	—
Caldwell, Spence Agency	735 Davie St. 133 Richmond St. W. 556 Yonge St.	Toronto	WA. 2-3138 HU. 1-5251	Roy Partridge	D. L. Breithaupt Roy Partridge
Canadian Advertising Agency, Ltd.	447 Jarvis Street 1454 Mountain St. 80 King Street W.	Toronto	EM. 8-2396 TA. 7277	John Maxwell Ralph Novek	Elwyn Morton James B. McRae Ralph Novek
Cardon, Rose Ltd.	1231 St. Catherine St. W.	Toronto	EM. 3-7247 WE. 5-5257	Arnold Clare	Robert McCausland
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA. 2-6698	John Heaton (Radio) Doc Savage (TV)	S. W. Caldwell
Cockfield, Brown & Co., Ltd.	Canada Cement Bld. 185 Bloor St. E.	Toronto	WA. 2-2103	M. Fontaine Irvin Teitel	—
Collyer Advertising, Ltd.	Electric R'lwy Chambers 1030 W. Georgia St. 1510 Drummond St.	Winnipeg Vancouver Montreal	PL. 8061 EM. 3-3051	—	Irvin Teitel
		Montreal	TA. 4151 PL. 9581	K. L. Johnson	K. L. Johnson
		Toronto	WA. 4-2505	Bob Howe	Norman Cardon
		Montreal	UN. 1-1771	Earl Box	Bob Howe
		Toronto	WA. 4-5492	Cam Logan	R. W. Harwood
		Winnipeg	923538	J. Gibson	Wis McQuillin
		Vancouver	PA. 1111	Geoff Holloway	Geoff Holloway
		Montreal	PL. 8672	Nan Frazer	Nan Frazer

Copeland, Don H. Advertising, Ltd.	442 Sherbourne St.	Toronto	WA. 2-5969	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
Crombie Advertising Co., Ltd.	391 St. James Street W. 100 Adelaide St. W.	Montreal Toronto	VI. 9-5246 EM. 4-7204	Vic Gray Ed Davey	Vic Gray Ed Davey
Dancer-Fitzgerald-Sample Advertising (Canada, Ltd.)	200 St. Clair Avenue W.	Toronto	WA. 4-8425	Gilbert Nunns	Gilbert Nunns
Denne, A. J. & Co., Ltd.	90 King St. W.	Toronto	UN. 4-3444	Lillian Ryan	Ralph McKeown
Desbarats Advertising Agency	480 Leguachetiere St. W.	Montreal	EM. 6-4835	Duncan Desbarats	Duncan Desbarats
Dominion Broadcasting Co.	4 Albert Street	Toronto	EM. 3-3383	Hal B. Williams	Hal B. Williams
The Elkman Company	1627 St. Catherine St. W.	Montreal			
Erwin Wasey, Ruthrauff & Ryan Ltd.	610 Church Street	Toronto	WA. 1-5187	Tom Reid	Bruce Gale
George Ferguson Assoc. Ltd.	985 Sherbrooke St. W.	Montreal	AV. 8-8102	Wanda Turowsky	G. R. Ferguson
Ferres Advertising, Ltd.	63 Duke Street	Hamilton	JA. 9-1116	E. Boyd Heaven	E. Boyd Heaven
Foote, Cone & Belding, Canada, Ltd.	10 St. Mary St.	Toronto	WA. 4-4477	Gwen Rudlophe	Art Sylvan
Foster Advertising, Ltd.	149 Alcorn Avenue	Toronto	WA. 4-4681		Alex MacKay
Gibbons, J. J., Ltd.	Sun Life Bld. 156 Lombard Ave.	Montreal Winnipeg	UN. 6-7901 922151	Charlotte Toupin	Mary Newton
	46 St. Clair Avenue E.	Toronto	WA. 4-8391	Pierre Petel	Pierre Petel
	Dominion Sq. Bld.	Montreal	UN. 6-5805	Walter Reeves	Walter Reeves
	272 Main Street	Winnipeg	927373	Rupert Burdick	Rupert Burdick
	1840 McIntyre St.	Regina	3-2787	Bruce Johnston	Bruce Johnston
	513 8th Avenue West	Calgary	2-5437	R. P. Wilson	R. P. Wilson
	206 Petroleum Bid.	Edmonton	2-7512	Bill Bell	Bill Bell
	1533 West Pender St.	Vancouver	PA. 0157	Tom McMillan	Tom McMillan
Gislasen-Reynolds, Ltd.	651 Church Street	Toronto	WA. 4-7364	(Mrs.) Hazel Bakes	(Mrs.) Hazel Bakes
Goodwin Advertising Ltd.	207 W. Hastings St.	Vancouver	PA. 3474	Dick Canney	Jack Reynolds
Grant Advertising (of Canada) Ltd.	90 Richmond St. W.	Toronto	EM. 3-3396		T. H. Goodwin
	1628 Sherbrooke St. W.	Montreal	WE. 3-3691	Mrs. L. Taylor	J. G. Wren
Grosberg, Pollock & Gwartzman Ltd.	78 Charles St. W.	Toronto	EM. 8-7081		P. Petel
Hayhurst, F. H. Co., Ltd.	7 King Street East	Toronto	EM. 6-0731		H. J. Pollock
	1510 Drummond Street	Montreal	VI. 5-0241	Mary Goletz	Bob Amos
Heggie Advertising Co. Ltd.	57 Bloor Street West	Toronto	WA. 2-5125	John Chilman	Mrs. D. L. Mathieu
Huot, J. E. Publicitee Ltee	353 St. Nicholas	Montreal	PL. 4131	B. E. Rioux	John Chilman
Hutchins Advertising Co. of Canada, Ltd.	35 Hayden Street	Toronto	WA. 4-3753	Pat Hennessy	B. E. Rioux
Imperial Advertising, Ltd.	38 Blowers St.	Halifax	3-9373	I. M. Macleod	Pat Hennessy
Industrial Advertising Agency, Ltd.	631 Spadina Avenue	Toronto	WA. 4-6671	(Mrs.) Vera Percival	A. H. Evelyn
Jarvis, Albert, Ltd.	94 Yonge Street	Toronto	EM. 3-2438	Evan Morton	(Mrs.) Vera Percival
Kelley, Russell T. Co., Ltd.	627 Main Street E.	Hamilton	JA. 2-1155	J. A. Price	Evan Morton
	480 Leguachetiere St. W.	Montreal	UN. 6-4835	Duncan Desbarats	J. A. Price
Kenyon & Eckhardt, Ltd.	321 Bloor St. E.	Toronto	WA. 4-9531	Lloyd Hefford	Duncan Desbarats
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA. 4-8481	M. R. Woodward	Donald E. Smith
Lovick, James & Co., Ltd.	1178 West Pender St. 800 Bay Street	Vancouver Toronto	TA. 6221 WA. 3-9387		

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
	402 Montreal Trust Bld. Toronto Gen. Trusts Bld. Canada Permanent Bldg. Imperial Bank Bld. Edmonton	Winnipeg Calgary Regina Edmonton	991629 24445 6261 24072	John Hart Leslie White George R. Bothwell	John Hart Leslie White George R. Bothwell
MacLaren Advertising Co., Ltd.	623 Dominion Sq. Bld. 111 Richmond St. W. 550 Sherbrooke St. W. 237 Queen Street 911 Elec. R'l'y Chambers 1240 West Pender St. 200 Bloor Street East	Montreal Toronto Montreal Ottawa Winnipeg Vancouver Toronto	UN. 6-8391 EM. 4-0321 VI. 5-1222 5-4301 926321 MA. 6268 WA. 4-9641	Dave McMaster Mary Moran Larry Trudel W. F. Harrison E. P. Thomson John Hoyland Shirley Carter (Radio) Greg Paul (TV) Gabby Langlais (Radio) Mary Kaye (TV)	Dave McMaster Hugh Horler Larry Trudel W. F. Harrison E. P. Thomson John Hoyland Alan B. Cullimore Larry Dampier
McCann-Erickson (Canada) Ltd.	2055 Peel St.	Montreal	VI. 9-8341	Alex B. Shepherd	Austin Moran
McConnell Eastman & Co., Ltd.	Huron & Erie Bldg. 147 University Ave. Dominion Sq. Bldg. 382 Portage Ave. 1198 West Pender St. 153 St. Clair Ave. W. 1175 Bay St.	London Toronto Montreal Winnipeg Vancouver Toronto Toronto	44528 EM. 3-7004 UN. 6-7941 935541 MA. 2161 WA. 4-6681 WA. 2-4864	(Mrs.) Evelyn Duncan Bill Mills Joan Bridge Beverly Nicholl Andy Brown John Cummings Phyllis Scott Kay Schneider D. Ryan M. Tyler Michael Jackson Joyce Rhodes George Vale P. E. Giguere	A. E. McGregor, F. J. Deaville Glen Smith W. L. Charland F. C. Church Keith Chase Don MacMillan Andy Brown John Cummings Eddie Gould Gerald Wren E. Maloney M. Tyler Michael Jackson Wib Perry George Vale
McGuire Advertising, Ltd.	Bank of Commerce Bldg. 1510 Drummond St. 1407 Yonge St.	Windsor Montreal Toronto	CL. 2-7297 VI. 9-4152 WA. 4-0981		
McKim Advertising, Ltd.	250 Portage Ave. 1030 W. Georgia St.	Winnipeg Vancouver	923491 MU. 3-1821		
Muter, Culiner, Frankfurter & Gould, Ltd.	112 1 Bay Street,	Toronto	WA. 4-5736		
Nattall & Maloney, Ltd.	209 Shaldlo Bldg.	Calgary	692370		
O'Brien Advertising, Ltd.	1455 West Georgia St. 464 Yonge Street	Edmonton Toronto	44910 PA. 9174 WA. 4-3708		
Orr, William R., Ltd.	222 Simcoe Street	Toronto	EM. 6-9266		
Otto, Robert & Co. (Canada), Ltd.	380 Victoria Street	Toronto	EM. 3-6047		

Payer-Publicite	639 8th Avenue	Quebec	43549	Mary Barrer	Mary Barrer
Pennell, Margaret Advertising	81 Queen St. W.	Toronto	EM. 4-2079	E. M. Plant	E. M. Plant
Plant, Elton M., Co.	303 Bartlet Bldg.	Windsor	CL. 4-1159	Gladys Race	Gladys Race
Purkis, Thornton, Ltd.	330 Bay St.	Toronto	EM. 3-3762	Guy Pinsonneault	Guy Pinsonneault
Quebec Advertising Agency	1520 Mountain St.	Montreal	PL. 9851	Henry Karpus	Henry Karpus
Reynolds, E. W., Ltd.	154 University Ave.	Toronto	EM. 2-2381	Hal Tingle	Hal Tingle
Richards, Fletcher D., Inc.	1440 St. Catherine St. W.	Montreal	UN. 6-1775	Peter Golick	Peter Golick
Ronalds Advertising Agency, Ltd.	550 Sherbrooke St. W. Keefe Bldg.	Montreal	BE. 8821 UN. 6-9471	G. Lodge	G. Lodge
Ross Roy of Canada, Ltd.	108 Peter St.	Toronto	EM. 3-0237	Art Bishop	Art Bishop
Sauvati, G. R., & Assoc.	409 Petroleum Bldg. Canada Trust Bldg.	Edmonton	28356	Carl E. Hassell	Carl E. Hassell
Schneider Cardon, Ltd.	1448A Mountain St. 1224 St. Catherine St. W.	Windsor	CL. 6-2371 BE. 4241	Monty A. Isaacs	Monty A. Isaacs
Sills, Allan R. & Co.	501 Yonge St.	Montreal	UN. 1-4764	Gordon Allen	Gordon Allen
Smith, R. C. & Son, Ltd.	137 Wellington St. W.	Toronto	WA. 4-9779	Allan R. Sills	Allan R. Sills
Spitzer & Mills, Ltd.	380 Victoria St. 50 King St. W.	Toronto	EM. 8-6434 EM. 4-9396	G. Alec Phare	G. Alec Phare
Stanfield, Harold F., Ltd.	3405 Addington Ave.	Toronto	EM. 6-2811 WA. 0344	Sustie McCullagh	Sustie McCullagh
Stevenson & Scott, Ltd.	Dominion Square Bldg. 67 Richmond St. W.	Montreal	UN. 6-8741 EM. 6-5454	Paul Corbeil (TV)	Paul Corbeil (TV)
Tandy Advertising Agency, Ltd.	1267 University Ave.	Toronto	UN. 6-9361	Ernie Smith	Ernie Smith
Thompson, J. Walter Co., Ltd.	100 Adelaide St. W. 402 West Pender St.	Montreal	EM. 3-5773 PA. 5824	W. Ross	W. Ross
Thompson-Peterson Advertising Agency, Ltd.	20 Carlton St. 602 Dominion Sq. Bldg. 600 University Ave.	Vancouver	EM. 3-6362 UN. 6-6771 EM. 3-9402	Sheldon Lodge	Sheldon Lodge
Vamplew Advertising	215 Victoria St.	Toronto	EM. 8-8091	Burf Kaye	Burf Kaye
Vickers & Benson, Ltd.	913 Sun Life Bldg. 1175 Bay St.	Montreal	UN. 6-9745 WA. 3-5589	Roy Hunter	Roy Hunter
Walsh Advertising Co., Ltd.	1440 St. Catherine St. W. 110 Church St. 1787 Walker Rd. 44 King St. W.	Montreal	UN. 67701 EM. 4-6301 CL. 6-2671 EM. 3-3053	A. C. Haight	A. C. Haight
Whitehall Broadcasting, Ltd.	660 St. Catherine St. W. 1510 Drummond St.	Toronto	UN. 6-8921 MA. 4152	Mariette Mineau	Mariette Mineau
Willis Advertising	227 Richmond St. W. .620 Eighth Ave. W.	Montreal	EM. 3-2073 2-4767	Frank Flint (Radio)	Frank Flint (Radio)
A. D. Wood Advertising	85 Greenville St.	Calgary	WA. 1-3376	John Lingman (TV)	John Lingman (TV)
Yanoff, Chris.	660 St. Catherine St. W.	Toronto	UN. 6-8941	E. W. Bowman	E. W. Bowman
Young & Rubicam, Ltd.	44 King St. W.	Montreal	EM. 2-2341	Thomas Vamplew	Thomas Vamplew
		Toronto		Henaute Champagne	Henaute Champagne
				D. S. Catton	D. S. Catton
				(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
				Therese Cote	Therese Cote
				Wilf Charland	Wilf Charland
				Victor C. Snack	Victor C. Snack
				A. D. Wood	A. D. Wood
				Helen Quinn	Helen Quinn
				Doreen Dunlop	Doreen Dunlop

NAEB ACTIVE MEMBERS

City	Call Letters	Licensee	Executive
ALABAMA			
Andalusia	WAIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Birmingham	WBIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
Munford	WTIQ (TV)	Alabama Educational TV Commission	Raymond D. Hurlbert, Gen. Mgr.
University	WUOA (FM)	Univ. of Alabama	Walt Whitaker, Acting Director Radio-TV
ARKANSAS			
State College	KASU	Ark. State College	John Cramer, Director
CALIFORNIA			
Berkeley	KPFA (FM)	Pacifica Foundation	Lewis Hill, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	John E. Harder, Station Mgr.
San Diego	KSDS (FM)	San Diego Jr. College & Vocational School	Paul R. Roman, Program Dir.
San Francisco	KQED (TV)	Bay Area ETV Assn.	James Day, General Mgr.
Stockton	KCVN (FM)	College of the Pacific	John Crabbe, Dir.
COLORADO			
Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyree, Dir. Speech, Drama, Radio
Colo. Springs	KSHS	C. S. Public Schools	Wes Burnett, Station Mgr.
Denver	KRMA (TV)	Denver Public Schools	Howard L. Johnson, Exec. Dir.
FLORIDA			
Miami	WTHS (FM)	Dade County Bd. of Public Instr.	Vernon Bronson, Asst. Dir.
	WTHS (TV)		
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir. Radio-TV
Tampa	WTUN (FM)	University of Tampa	W. E. Vincent, Dir. Radio-TV
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director of Radio
GEORGIA			
Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir. Radio & TV Ed.
Atlanta	WETV (TV)	Board of Education	Haskell Boyter, Dir. Radio & TV Ed.
ILLINOIS			
Carbondale	WSRV (FM)	Southern Ill. Univ.	B. C. Robbins, Dir. Bestg.
Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois University	Wm. Dochterman, Dir. Radio-TV
Elgin	WEPS (FM)	Elgin Public Schools	E. H. Hoke, Dir. Radio Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Fedderson, Chrm. Radio-TV
Macomb	WWKS (FM)	Western Ill. University	Jennette Terrill, Dir.
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley
INDIANA			
Bloomington	WFUI (FM)	Indiana University	Elmer Sulzer, Dir. Radio & TV Communication
Evansville	WEVC	Evansville College	V. G. Logan, Chrm. Radio-Speech Comm.
Evansville	WFSR (FM)	School City of Evansville	C. B. Smith, Dir. Radio
Gary	WGVE (FM)	School City of Gary	Edwin Carmony, Supv. A-V Ed.
Greencastle	WGRE (FM)	DePauw University	Herold Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Betty Barth, Dir. Radio-TV
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr.
New Castle	WYSN (FM)	New Castle-Henry Twnsp. Schools	Miss Juanita Rucker, Dir.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.
IOWA			
Ames	WOI (AM)	Iowa State College	Richard F. Vogl, Mgr.
Ames	WOI (FM)	Iowa State College	Richard F. Vogl, Mgr.
Decorah	KWLC (AM)	Luther College	Esther J. Olson, Dir.
Des Moines	KDPS (FM)	Des Moines Public Schools	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer
KANSAS			
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV



ACTIVE MEMBERS — NAEB



City	Call Letters	Licensee	Executive
Lawrence	KFKU (AM)	Univ. of Kansas	R. Edwin Browne, Director Radio-TV
Manhattan	KANU (FM)	Univ. of Kansas	R. Edwin Browne
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Ottawa	KSDB (FM)	Kansas State College	Ken Thomas
Wichita	KTJO (FM)	Ottawa University	W. D. Bemmels, Dean of the College
	KMJU (FM)	Univ. of Wichita	G. D. Goodrich, Manager
KENTUCKY			
Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio-TV
Louisville	WTFK (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
Louisville	WFPL (FM)	Louisville Free Public Library	Dorothy L. Day, Head Audio-Visual Dept.
LOUISIANA			
New Orleans	WYES (TV)	Greater New Orleans ETV Foundation	Duff Browne, Gen. Mgr.
MARYLAND			
Baltimore	WBJC (FM)	Baltimore Jr. College	Carence T. DeHaven, Faculty Mgr.
MASSACHUSETTS			
Amherst	WMUA (FM)	Univ. of Mass.	Janet P. Nichols, Manager
Boston	WBUR (FM)	Boston University	Melvin Brodshaug, Act. Chr., Div. Communication Arts
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Hartford N. Gunn, Jr., Gen. Mgr.
Boston	WGBH (TV)	Lowell Instit. Co-op	Hartford N. Gunn, Jr., Gen. Mgr.
MICHIGAN			
Ann Arbor	WUOM (FM)	Univ. of Michigan	E. G. Burrows, Asst. Dir. Bestg.
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardle, Mgr.
Detroit	WDET (FM)	Wayne University	John Cambus, Station Mgr.
Detroit	WTVS (TV)	Detroit Ed. TV Found., Inc.	Henry Brown, Gen. Mgr.
East Lansing	WKAR (AM)	Michigan State Univ.	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State Univ.	Robert J. Coleman
East Lansing	WKAR (TV)	Michigan State Univ.	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educ.
Flint	WFUM (FM)	Univ. of Michigan	E. G. Burrows, Asst. Dir. Bestg.
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCR (FM)	Western Michigan University	Wallace Garneau, Dir. of Broadcasting
Royal Oak	WOAK (FM)	School Dist. City of Royal Oak	James L. Mead, Station Mgr.
MINNESOTA			
Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, Dir. Radio-TV Bestg.
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager
St. Paul	KTCA (TV)	Twin City Area ETV Corp.	J. C. Schwarzwalder, Dir.
MISSOURI			
Kansas City	KCUR (FM)	Univ. of Kansas City	C. Stevens, Dir. Radio-TV
St. Louis	KETC (TV)	St. Louis Ed. TV Association	George Arms, Operations Mgr.
St. Louis	KSLH (FM)	Board of Education	Miss Marguerite Fleming, Manager
NEBRASKA			
Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Dir. of Ed. TV
NEW JERSEY			
Newark	WBGO (FM)	Board of Education	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall University	A. Paul Klose, Program Director
NEW MEXICO			
Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
NEW YORK			
Bronx	WFUV (FM)	Fordham Univ.	Rev. John A. St. George, S. J., Dir.
Brooklyn	WNYE (FM)	Board of Education	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Royal D. Colle, Chrmn., Radio-TV
New York	WKCR (FM)	Columbia College	Jeffrey P. Kuklin, Gen. Mgr.
New York	WNYC (AM)	Municipal Broadcasting System	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School	Henry Bartkowski, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dean
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager
NORTH CAROLINA			
Chapel Hill	WUNC (TV)	Univ. of North Carolina	John Young, Director
Chapel Hill	WUNC (FM)	Univ. of North Carolina	John Young, Director
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educ.
Greenville	WWWS (FM)	E. Carolina College	Miss Rosalind Roulston, Sta. Mgr.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal



ACTIVE MEMBERS — N A E B



City	Call Letters	Licensee	Executive
NORTH DAKOTA			
Grand Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
OHIO			
Akron	WAPS (FM)	Akron Public Schools	Cyril Jones, Dir. Radio-TV Ed.
Athens	WOUI (FM)	Ohio Univ.	Archie Greer, Supv. of Bestg.
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cincel. TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WCBE (FM)	Bd. of Educ., City School District	John H. Sittig, Dir.
Columbus	WOSU (AM)	Ohio State Univ.	Richard B. Hull, Director
Columbus	WOSU (FM)	Ohio State Univ.	Richard B. Hull
Columbus	WOSU (TV)	Ohio State University	Richard B. Hull
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Gerald Kroeger, Dir., Radio-TV
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Stephen C. Hathaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools	Harry D. Lamb, Dir. Radio-TV
OKLAHOMA			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Dir., Educ. Best. Services
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Oklahoma City	KOKH (FM)	Board of Education	Mrs. Elaine Tucker, Dir. Radio-TV
Stillwater	KAMC (FM)	Okla. State University	John Woodworth, Head, Radio-TV Dept.
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Dir., Radio-TV
OREGON			
Corvallis	KOAC (AM)	Oregon State System of Higher Education	James M. Morris, Program Director
Eugene	KBYM (FM)	Eugene Pub. Schools	Roger J. Houghlum, Mgr.-Dir.
Eugene	KWAX (FM)	Univ. of Oregon	John R. Shepherd, Prod. Dir.
Portland	KBPS (AM)	Portland Public Schools	Mrs. Patricia Swenson, Manager
PENNSYLVANIA			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Manager
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing
Philadelphia	WHYY (FM)	Metro. Phila. Educ. Radio & TV Corp.	R. S. Burdick, Dir.
Philadelphia	WRTI (FM)	Temple Univ.	John B. Roberts, Dir., Radio-TV
Philadelphia	WXPN (FM)	Univ. of Pennsylvania	Ralph Thornton, Grad. Mgr.
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Scranton	WUSV (FM)	Univ. of Scranton	Rev. Richard F. Grady, S.J., Director
SOUTH CAROLINA			
Columbia	WUSC (FM)	Univ. of S. Carolina	Lawton G. Wiles, Director, A-V Aids
SOUTH DAKOTA			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
TENNESSEE			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Memphis	WKNO (TV)	Memphis Comm. TV Foundation	Harold Martin, Mging. Dir.
TEXAS			
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Director
Houston	KUHF (FM)	Univ. of Houston	Roy Barthold, Acting Dir.
Houston	KUHT (TV)	Univ. of Houston	Roy Barthold, Acting Dir.
UTAH			
Logan	KVSC (FM)	Utah State University	Burrel F. Hansen, Director
Salt Lake City	KUED (TV)	University of Utah	C. Richard Evans, Mgr.
VIRGINIA			
Harrisonburg	WEMC (FM)	Eastern Mennonite College	John R. Mumaw, Pres.
Harrisonburg	WRFK (FM)	Union Theol. Sem.	R. W. Kirkpatrick, Dir. A-V
Norfolk	WMTI (FM)	College of William & Mary	B. C. Dickerson, Head
WASHINGTON			
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KCTS (TV)	Comm. TV Service	Loren Stone, Mgr.
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Director, Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
WISCONSIN			
Appleton	WLFM (FM)	Lawrence College	Jos. Hopfensperger, Sta. Mgr.
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Univ. of Wisconsin	H. B. McCarty, Director
Milwaukee	WMVS (TV)	Milwaukee Vocational & Adult Schools	Wm. F. Rasche, Dir.
HAWAII			
Honolulu	KUOH (FM)	University of Hawaii	Louis Steed, Dir., Univ. Radio
PUERTO RICO			
San Juan	WIPR (AM) WIPR (TV)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

THE FEELING
OF CONFIDENCE
IS MUTUAL



The policy pays off! Our new, non-TV-competing programming—News, Sports and Special Events — has brought us a landslide of votes of confidence and, better still, a growing group of blue chip advertisers. Smart radio buyers know “more news more often means more listeners *consistently . . . to Mutual*”.

MUTUAL BROADCASTING SYSTEM

RADIO

**RADIO
NETWORKS**



**U. S. A. NETWORK MAPS
EXECUTIVE PERSONNEL
OWNED & OPERATED
STATIONS
AFFILIATED STATIONS**

ANNUAL

1958

Unique Advertising Traits Marking New Growth Medium: Network Radio



By
**ROBERT E.
EASTMAN**

President of ABN

THE year 1958 will see over-all network radio volume increase by at least 35 per cent. That's my prediction, and it is arrived at from talking to a lot of smart people in strategic positions within the advertising industry.

Such a development should most certainly be in the cards because network radio broadcasting is very much under-subscribed in relation to its basic values. There is lots of room for healthy growth.

This growth will come about largely because of a growing recognition of certain exclusive advertising qualities available only in network radio. These qualities make network radio almost a must buy for any one of the larger advertisers with a multi-media strategy; and frequently, a very desirable buy for the advertiser with a small budget who needs to get long mileage out of every dollar spent.

There are three simple reasons, as I see it, why network radio broadcasting will realize a spurt in prosperity in 1958. They are as follows:

1. *Circulation.*

The sheer weight of 137 million radio sets in good working condition in the United States represents tremendous mass circulation. This means that network radio can reach people wherever they may be or whatever they may be doing. We at American Broadcasting have named this characteristic "Multi-Access" and "Ambi-Active" and have programmed in keeping with the fact that we realize that most people available to listen are going to be doing something else at the same time. We have felt that there is a niche to be carved out with an exclusive type of programming which is compatible with certain characteristics of our circulation.



It is rather fantastic to realize that our medium has increased in circulation by 80 million sets during the past eleven years. Never in the history of advertising has there been a medium with such rapid growth and, especially, in the face of the severest competition in the way of television, better movies, improved magazines, and even the

return of miniature golf courses plus all variety of diversions.

2. *Programming Dimensions.*

The advertising growth for network radio is assured, in my opinion, because during the past year it has broadened its horizons. All networks have made major improvements in their programming product. This cannot help but add vitality to the medium.

There is no reason why all networks should program in a similar fashion—as a matter of fact, just the contrary should be the case. Some of the networks provide a schedule comprised primarily of dramatic and variety programs. We have chosen a different route of all musical programs of an exclusive character which gives us a format of our own and also adds another basic appeal to the network medium. This will attract more total listeners to network programming.



The audience figures indicate that even though there are 50 per cent more stations in the country without network affiliation than those which do have network affiliation, the network stations hold a larger total share of the listening audience.

3. *Creative, Hard Selling.*

A truly concentrated sales drive is underway. All of the networks are out ringing door bells in an unprecedented fashion. The selling is hard and the selling is competitive—but most important of all, it is usually creative. There are new ideas, new concepts, for the application of this medium in the most effective fashion to produce sales for advertisers.

Network radio is a good advertising product. Because of its intrinsic values, it deserves to expand, and with the sales energy being thrown into the fray, it will.

So, mark network radio down for a 35 per cent accretion in 1958 over 1957—and I certainly hope that this prognostication proves to be on the conservative side.

A M E R I C A N BROADCASTING COMPANY RADIO NETWORK, INC.

(A Subsidiary of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theatres, Inc.

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A. H. Blank	Robert L. Huffines, Jr.
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	R. B. Wilby

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(A Division of American
Broadcasting-Paramount Theatres,
Inc.)

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Broadcasting-Paramount Theatres and Acting
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Thomas Velotta Vice President
Mortimer Weinbach Vice President &
General Counsel
Omar Elder Secretary & Asst. General Counsel
Stephen Riddleberger Asst. Treasurer of
AB-PT & Comptroller of ABC
Michael P. Boland Assistant Treasurer
J. Russell Gavin Assistant Treasurer

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John Bourcier Operations Supervisor
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George Milne Dir. of Traffic & Comm.
Clure Owen Administrative Assistant
John Preston Director of Engineering
Facilities & General Services
Lawrence A. Riddell Recording Director
William Trevarthen Director of
Engineering Operations
Reginald Willcocks Traffic Manager

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Marie McWilliams Director of Personnel
Stephen Riddleberger Asst. Treasurer of
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Edmund Samuels Purchasing Agent
Joseph Spagnola Dir. of Office & Studio Services

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Mortimer Weinbach V.P. & General Counsel
Omar Elder Secy. & Asst. General Counsel
Richard L. Freund Dir. of Labor Relations

News, Special Events, Sports & Public Affairs

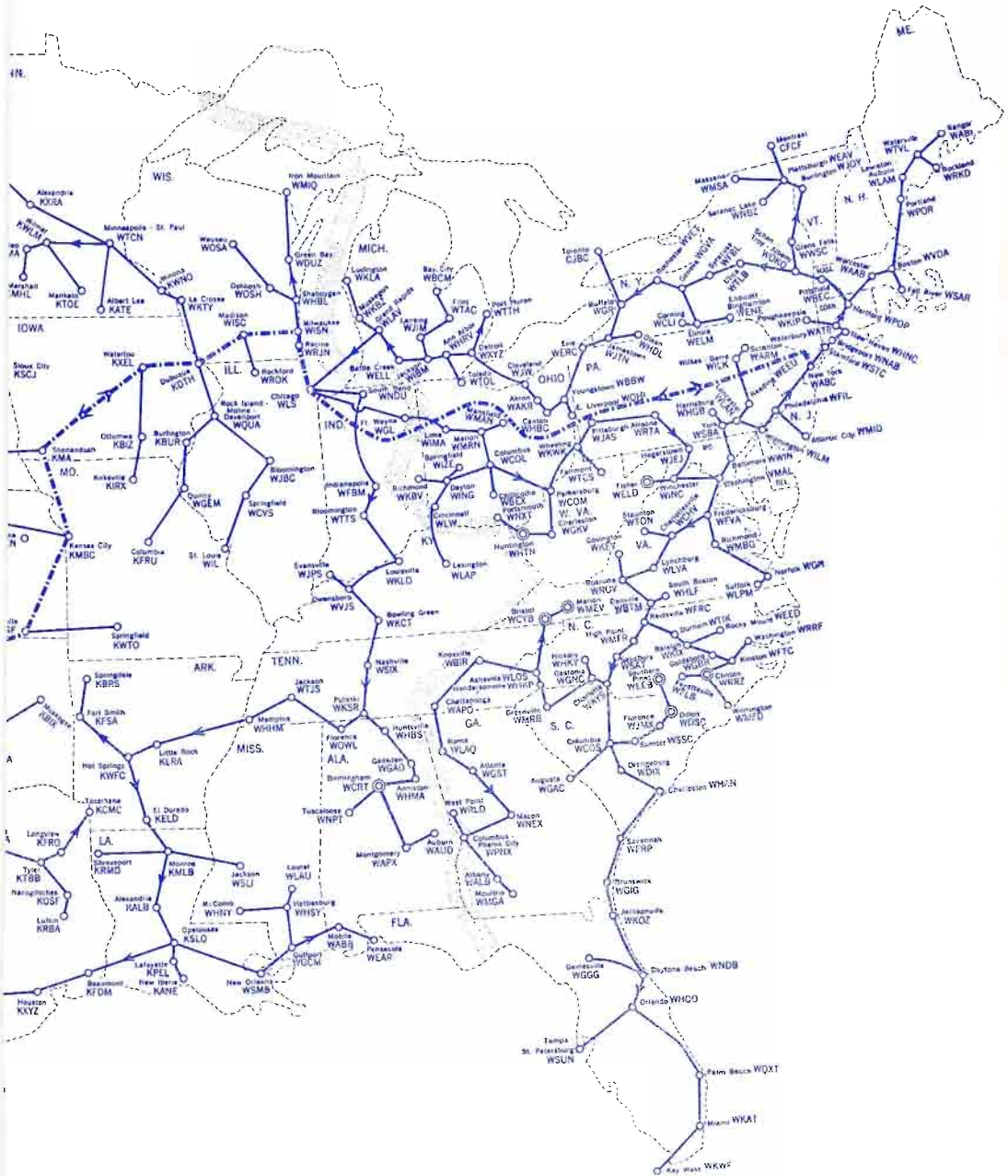
John Daly Vice President in Charge of News
Donald Coe Director of Special
Events & Operations
Catharine Lynch Librarian
Francis N. Littlejohn Director of News &
Public Affairs
William Whitehouse Director of Sports
Wiley Hance Manager of Public Affairs

Program

Walter A. Gustafson Supr. of Sound Effects
William Hamilton National Program Director
Charles Manno Asst. Nat. Program Dir.
James McConnochie Mgr. of Announcing Office

(Continued on Page 262)

CASTING NETWORK



(Continued from Page 259)

George Sax.....National Dir. of Program Operations & Cooperative Program Mgr.
Ruth Smith.....Supr. of Production, Control Unit
Frank Vagnoni.....Manager of Music Division

Press Information

Michael J. Foster.....Vice President in Charge
Hank Warner.....Dir. Press Information

Advertising

Dean Linger.....Dir. of Advertising

Exploitation

Irving Lichtenstein.....Dir. of Promotion & Exploitation

Continuity Acceptance

Grace Johnsen.....Dir. of Continuity Acceptance

Research

Henry W. Levinson.....Dir. of Sales Development
Lawrence Pollock.....Director of Research

Sales

Thomas C. Harrison.....V.P., Charge of Sales
Elizabeth Boucher.....Director of Sales Service
John H. White.....National Sales Manager

Stations

Edward DeGray.....Vice President in Charge
Dale L. Moudy.....Dir. of Spec. Station Services (Asst. to President)
Frank G. Atkinson.....Regional Manager
Briggs Baugh.....Regional Manager
Earl Mullin.....Nat. Mgr. & Reg. Mgr.

CHICAGO

**190 North State Street
Chicago, Illinois**

Clar Heider.....National Spot Sales Mgr.
Elliott W. Henry, Jr.....Director of Publicity & Promotion
William P. Kusack.....Manager of Engineering Department
James Duffy.....Dir. of ABC Radio Network for Central Div.
Manuel Fingerhut.....Comptroller of Central Div.
William C. Gillogly.....Director of Sales

DETROIT

**1700 Stroh Building
Detroit 26, Michigan**

James G. Riddell.....President & General Mgr.
Robert Baker.....Radio Studio Manager
Joseph C. Cassel.....Comptroller
Harold Christian.....V.P. in Charge of Merchandising & Research
Charles Kocher.....Chief Engineer
Harold Neal.....V.P. in Charge of Radio
Olive Davis.....Traffic Manager, Radio
Robert Baldrice.....Asst. Radio Sales Mgr.

HOLLYWOOD

**1539 N. Vine Street
Hollywood 28, California**

Earl Hudson.....Vice President
J. Clifford Anderson.....Director of Labor Relations
Roy Cordell.....Sales Manager, KABC Radio

Dorothy L. Brown.....Continuity Acceptance Editor, Western Division
Dresser Dahlstead.....Program Manager, Western Division
Jon Meyers.....Asst. Program Mgr. & Production Mgr., KABC Radio
Ralph C. Denechand.....Mgr. of Engineering Operations, Western Division
Theodore Grenier.....Chief Engineer, Western Division
John H. Pace.....General Manager of KABC
Allen E. Maynard.....Supr. of Gen. Services
Courtney McLeod.....Dir. of Network Traffic, Station Clearance & TV Sales Service, Western Division
Robert P. Myers.....Pacific Coast Counsel—ABC
Daniel P. O'Reilly.....News Director, Western Div.
Florence T. Schiro.....Personnel Director
John C. Wagner.....Controller, Western Division
Harry Woodworth.....Director of Radio, Western Division

SAN FRANCISCO

**277 Golden Gate Ave.
San Francisco 2, California**

John H. Mitchell.....V.P. in Charge of San Francisco Office
George Rice.....Program Director
Yale Roe.....National Spot Sales Mgr.
Harry Jacobs.....Chief Engineer & Building Maintenance Manager
Edith Kirby.....Traffic Manager
David E. Lundy.....Sales Mgr., KGO
Lorraine Pederson.....Continuity Acceptance Editor
Henry Saroyan.....Comptroller & Purchasing Agent
Edward Smith.....Production Manager
Mary Jean Wolf.....Sales Service Manager

WASHINGTON

**1735 DeSales Street, N.W.
Washington, D. C.**

Robert H. Hinckley.....Vice President in Charge of Washington Office

NEW YORK

**7 West 66th Street
New York 23, New York**

Stewart Barthelme.....General Manager
Myrtle Tower.....Program Director
Robert Noble.....Sales Manager

**ABC RADIO STATIONS
AFFILIATES ADVISORY BOARD**

District 1...Simon Goldman, WJTN, Jamestown, N. Y.
District 2...J. P. Williams, WING, Dayton, Ohio
District 3...Phil Hoffman, WTCN, Minneapolis
District 4...T. B. Lanford, KRMD, Shreveport, La.
District 5...C. B. Locke, KFDM, Beaumont, Tex.
District 6...William Grove, KFBC, Cheyenne, Wyoming
District 7...James Wallace, KPQ, Wenatchee, Washington
District 8...J. S. Younts, WEEB, Southern Pines, N. C.

Radio Never Made A Comeback; It Never Got Sick, Never Went Away



By
**ARTHUR HULL
HAYES**
President
CBS Radio

AFTER more than 30 years of auditioning every day, radio's found an indisputable place in the big time. And, from all indications, the medium has played its last supporting role.

The only trouble is . . . the loyal group of radio veterans who have always maintained that AM and FM were the backbone of electronic communications now don't have time to broadcast a loud "I told you so." We're just too busy making plans for our precocious ghost.

Radio, the dean and elder statesman of electronic communications, has weathered all the storms and is still on the air. And, for the umpteenth time, there was no miraculous comeback . . . no return . . . no resurgence. We've just plain never been sick!



The combined billings for network, national spot and local business totaled approximately 350 million dollars in 1946, a pre-television year. Ten years later, with the inroads of TV, the figure had grown to 571 million dollars. That was 1956. A fair year.

1957 was a good year. The NAB's business estimate for '57 was 650 million dollars.

In 1948, there existed 37 million radio homes. Today, there are 48 million. And that encompasses 98 per cent of America's homes. There are radio receivers in 54 per cent of the nation's living rooms; 52 per cent of America's bedrooms; 52 per cent of the kitchens and dining rooms; with an additional 21 per cent of all American homes sporting radio sets in other locations.



The auto-plus factor gains import with each passing year. While 70 per cent of the nation's cars have radios, almost 85 per cent of the new-model automobiles have them. And some 59 million American adults use their cars each day.

In addition, while only 82 of our cities contain competing daily newspapers, more than 600 enjoy the broadcasts of competitive radio stations.

Radio is thriving today . . . particularly, the CBS Radio Network. We anticipate the next few years eagerly. Our sponsor list is

growing—to include Barbasol, The Mennen Company, Miles Laboratories, A. E. Staley and C. H. Masland & Sons as new business in 1958's opening quarter—and sponsor interest continues on the upgrade.

CBS Radio began the current year with some new programs—including "The Peter and Mary Show," "The Couple Next Door" with Peg Lynch and Alan Bunce, "For You" with Dick Haymes and "Answer, Please!" with Walter Cronkite.



The crack reporting and production unit of the Public Affairs Department of CBS News, Unit One, is also hard at work on a series of Radio Beat exclusives and several actuality reports. The sports schedule will be heavy, beginning with CBS Radio's exclusive broadcast coverage of the Robinson-Basilio fight at Chicago on March 25 under sponsorship of The Mennen Company and Miles Laboratories, Inc. There'll be lots of music, featuring such outstanding orchestras as the New York Philharmonic, the Cleveland Orchestra and the Longines Symphony. And we expect to expand the network's news coverage.

A particularly encouraging indicator of radio's further progress in 1958 is the increasing display of interest in network radio programs on the part of teachers, students and others in the vast world of education. More time and effort is being devoted, in secondary schools and colleges, to audio-visual aids to education. Radio also provides a unique supplement to in-class and at-home projects, particularly programs in news and public affairs, music, drama, special broadcasts and many other program categories. We at CBS Radio are finding that teachers welcome any pertinent aids to teaching, such as Discussion Guides, in the fields of history and civics, current events, English, music and other subjects.

I hope no one decides to mourn poor old radio in 1958.

She won't have time to lie down.

CBS RADIO



NETWORK



● WKAQ New York

ST

C O L U M B I A BROADCASTING SYSTEM, INC. C B S R A D I O D I V I S I O N

Executives and Staff

485 Madison Avenue, New York 22, N. Y.

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

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San Francisco Office, Palace Hotel

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Detroit Office, Fisher Bldg.

Cornelius Knox.....Manager

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KCBS and KCBS-FM Palace Hotel, San Francisco 5

Henry Untermeyer.....General Manager
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(Continued on Next Page)

(Continued from Preceding Page)

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401 S. Twelfth Blvd., St. Louis 2

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Mark Russell.....Program Manager
Alice Koch.....Promotion Manager
Frank Zwgart.....News Director

KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28

Fred Ruegg.....General Manager
Maurie Webster.....Sales Manager
Robert Sutton.....Program Director
Phil Hillman.....Promotion Manager
John Beck.....News Director

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630 N. McClurg Court, Chicago 11

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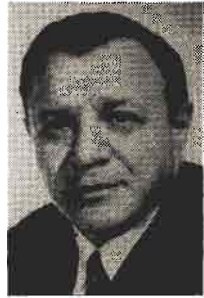
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CBS-Owned Stations Promotion
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Service Seen Paramount Note In Network Radio Operation



By
GEORGE VOGEL
Executive
Vice President
Mutual Broadcasting
System

THESSE are the days of Service Radio. Network radio today—and naturally I'm referring to Mutual Network radio—is geared directly to the nation's new listening demands. Network radio provides general services—but also probes deeply into subjects for the specifics that age, wage and other environmental groups need at their disposal.

Network radio provides speedy, mobile service for the listener on-the-run—but can and does dedicate service to established listening habits.

Network radio recognizes the worldly ken, the desire to know how and when and why of the average listener. But today it also recognizes its role as companion and liaison with the outside world of the habitual listeners.



Probably the key to network radio's operations today is the fact that it is omnifarious—of all forms, of all varieties—catering to all. This truly is Service Radio.

And Service Radio can only be broadcast by a community station if it is a member of a major network, such as ours.

Broadcast economy as well as service enter the picture at this point, too.

Though every licensed radio station would like to beam Service Radio throughout its broadcast day, such station managements recognize that only network radio can afford all major news services, can afford to maintain extensive news bureaus, can keep constant alerts on world-wide news happenings and reserve costly short-wave circuits to report and explore these events and their impact on the American listener.

He demands today that his radio give him immediacy—plus impact. Only Service Radio can answer that need.



Mutual's news activities, its "Operation Newsbeat," is typical of the philosophy I am expressing in the phrase Service Radio. We could limit ourselves to reporting the news regularly from the four major wire services to which we subscribe, The Asso-

ciated Press, the United Press, International News Service and Reuters News Agency. But this is not enough.

We assign "stringers," men who know the area intimately where news breaks are occurring, and ask them to give our listeners direct on-the-scene reports of these events—then to follow through with reaction stories showing how these events affect the communities in which they occur and the nation as a whole.



A network has ways and means of finding and absorbing successful merchandising and promotional patterns into its framework. And a Service Radio network such as Mutual passes these on to its affiliates so that they, too, can benefit—and can help their local as well as the network's national clients.

The pulse of American listening—and buying—habits today is measured in multi-millions of responses rather than 2,000-set tallies or 2,000-person interviews. Actually, it is being counted by the 3,000 commercial radio stations dotting the American landscape—stations that are born and thrive only because they serve the listeners in their respective areas.



But stations, however, that truly believe in Service Radio, that wish to provide the ultimate in broadcasting benefits to their listeners and their advertising clients join and maintain their membership in a network. That is why today more and more stations apply for network affiliations—why more and more stations are broadcasting in their area under the Mutual banner—the new Mutual Network.

They believe, as we do, that Service Radio is the key to radio in the future. And we're sure they're right.

MUTUAL BROADCASTERS

ALABAMA

WEZB Birmingham
WEBB Brewton
WMSL Decatur
WVAL Dothan
WDHG Dothan
WULA Etowah
WJBF Florence
WYAS Gadsden
WBBB Haleyville
WHDH Huntsville
WJFX Montgomery
WRHO Opelika
WHTB Talladega
WTBF Troy
WTBC Tuscaloosa

ARIZONA

KMLN Bisbee
KAWT Douglas
KXNS Flagstaff
KOY Phoenix
KTTU Tucson
KXNC Winslow
KVOY Yuma

ARKANSAS

KAMH Camden
KFAV Fayetteville
KTVN Fort Smith
KPPA Helena
KMLD Hot Springs
KHTM Jonesboro
KGLI Little Rock
KUMA Magnolia
KOTK Pine Bluff
KWAK Stuttgart
KLOA Slogan Springs

CALIFORNIA

KAFY Bakersfield
KXO El Centro
KREM Eureka
KML Los Angeles
KMYC Marysville
KYOS Merced
KPHL Paso Robles
KDMF Redding
KGMN Sacramento
KSBW Salinas-Monterey
KPAJ San Bernardino
KGB San Diego
KPRC San Francisco
KVEC San Luis Obispo
RTMS Santa Barbara
KWB Stockton
KOK Tulare-Visalia
KVEN Ventura

COLORADO

KGIN Alamosa
KBLN Canon City
KAPA Colorado Springs
KLMN Denver
KGLN Glenwood Springs
KREX Grand Junction
KRNZ La Junta
KLMH Lamar
KGFH Pueblo
KVBH Salida
KORT Trinidad

CONNECTICUT

WVAB Bridgeport
WPOP Hartford
WABC New London
WTOR Torrington
WWTU Waterbury

DISTRICT OF COLUMBIA

WGMS Washington

FLORIDA

WHPF Gainesville
WKWF Key West
WQNN Lakeland
WLEB Leesburg
WTVS Marianna
WMMB Melbourne
WKAT Miami
WCFY Milton-Tallahassee
WSBB New Smyrna Beach
WPCP Panama City
WGNH Quincy
WFSB St. Petersburg-Tampa
WSTU Stuart
WTNT Tallahassee
WTRK West Palm Beach
WSIR Winter Haven

GEORGIA

WTZE Atlanta
WYBQ Augusta
WBHF Cartersville
WGBA Columbia
WJMJ Condit
WGLD Dalton
WBHF Fitzgerald
WGGG Gainesville
WKEF Griffin
WLAG La Grange
WNEK Macon
WAVG Milledgeville
WCOH Newnan
WGBA Rome
WCCP Savannah
WTWA Thomson
WGOY Valdosta
WAYX Waycross

IDAHO

KXNT Coeur d'Alene
KPLI Idaho Falls
KRLA Lewiston
KCEM Boise
KNTK Pocatello
KRLN Twin Falls
KWAL Wallace

ILLINOIS

WLS Chicago
WJPF Herrin
WHL Peoria
WCVS Springfield

INDIANA

WASC Lafayette
WSAL Logansport
WVA South Bend
WAGV Vincennes

IOWA

KSMI Council Bluffs
KIDR Clinton
KSTP Des Moines
KWDM Des Moines
WDHQ Dubuque
KVPD Fort Dodge
KMWL Waterloo

KANSAS

KGND Dodge City
KWBH Goodland
KIND Independence
KSL Salina
KTOP Topeka
KAKE Wichita

KENTUCKY

WLEJ Bowling Green
WCTE Corbin
WHR Danville
WPKY Frankfort
WVLC Lexington
WGR Louisville
WPTM Maysville
WOM Owensboro
WSPH Paducah
WPKR Pikeville
WERY Richmond
WSPC Somerset
WKYB Paducah

LOUISIANA

WAL Baton Rouge
WKLA Bogalusa
KFTN Eunice
KJFL Lafayette
KAKK Lake Charles
KAC Monroe
KNOG Natchitoches
WTPN New Orleans
KENT Shreveport

MAINE

WPAI Augusta
WAH Bangor
WIDE Biddeford
WOOU Lewiston-Auburn
WDOB Portland

MARYLAND

WWIN Baltimore
WJG Hagerstown

MASSACHUSETTS

WNAF Boston
WALE Fall River
WBTM Fitchburg
WHAU Greenfield
WLEJ Lowell-Lawrence
WNEH New Bedford
WBRK Pittsfield
WMAK Springfield
WARE Ware
WDRR West Yarmouth
WAB Worcester

MICHIGAN

CKLW Detroit
WDRR Grand Rapids
WJIM Jackson
WDMJ Marquette
WSGW Saginaw-Day City

MINNESOTA

KATV Austin
KBLN Bemidji
WDSM Duluth-Superior
WEVE Eveleth
KSTP Fairmont
KSTP Fargo-Falls
KOZY Grand Rapids
Mouhegan (see Fargo, N. D.)
WNRK St. Paul
KWAD Wadena

MISSISSIPPI

WLOX Biloxi-Gulfport
WMBH Brookhaven
WROX Clarksdale
WHL Columbus
WJPE Greenville
WNAW Grenada
WNAJ Jackson
WNAJ Natchez
WLEJ Tupelo
WOPK Vicksburg
WROH West Point

MISSOURI

KWOS Jefferson City
WMBH Joplin
KBO Mexico
KJES St. Joseph

MONTANA

KMTY Billings
KOPR Butte
KMOB Great Falls
KDFM Havre
KJZZ Kalispell
KXLA Lewistown
KJLB Libby
KPHN Livingston
KATL Miles City

KRTR Missoula
KTYT Shelby
KOPX Sidney
KCKK Wolf Point

NEBRASKA

KSMI Council Bluffs
KOPW Kearney
KHEH McCook
KNEB Scottsbluff
KLMR Lincoln

NEVADA

KBLK Elko
KOPR Las Vegas
KATV Reno

NEW JERSEY

WLDH Atlantic City

NEW MEXICO

KLAT Alamogordo
KUPV Albuquerque
KSPV Artesia
KVEW Hobbs
KGPL Roswell
KSNM Tucuman

NEW YORK

WJOK Albany
WMOA Auburn
WYFA Binghamton
WJOP Binghamton
WJOP Salamanca

WLEA Hornell
WCHH Horseheads-Elmira Heights
WOC Jamestown
WAXY Kingston
WYU Oneonta
WHR New York
WNLB Ogdensburg
WBYH Plattsburgh
WVAL Rome-Fulton
WVBR Syracuse

NORTH CAROLINA

WLOS Asheville
WBBB Burlington
WQIC Beaufort
WBLA Elizabeth-Columbus
WPCF Fayetteville
WVCP Pineau Springs
WVBB Greensboro
WVCP Greenville
WVNC Henderson
WVNC Jacksonville
WLEP Jacksonville
WJHL Lenoir
WJHL Lenoir
WVSB Lumberton
WNYD Mt. Airy
WVTP New Bern
WRIX Raleigh
WCPD Randle Highlands
WVTP Salisbury
WVOS Shelby
WGNF Wilmington
WVOT Wilson

OHIO

WVHC Akron
WBHO (see Wheeling, W. Va.)
WVX Chillicothe
WAV Cincinnati
WVBS Cleveland
WVBO Dayton
WVGA Marietta
WVBC Massillon
WVST Steubenville
WVTD Toledo

NORTH DAKOTA

KRHR Devils Lake
KVDN Fargo (Moorhead, Minn.)
KSNX Grand Forks
KJVI Jamestown
KJMI Minot
KVCV Valley City
KGVN Williston

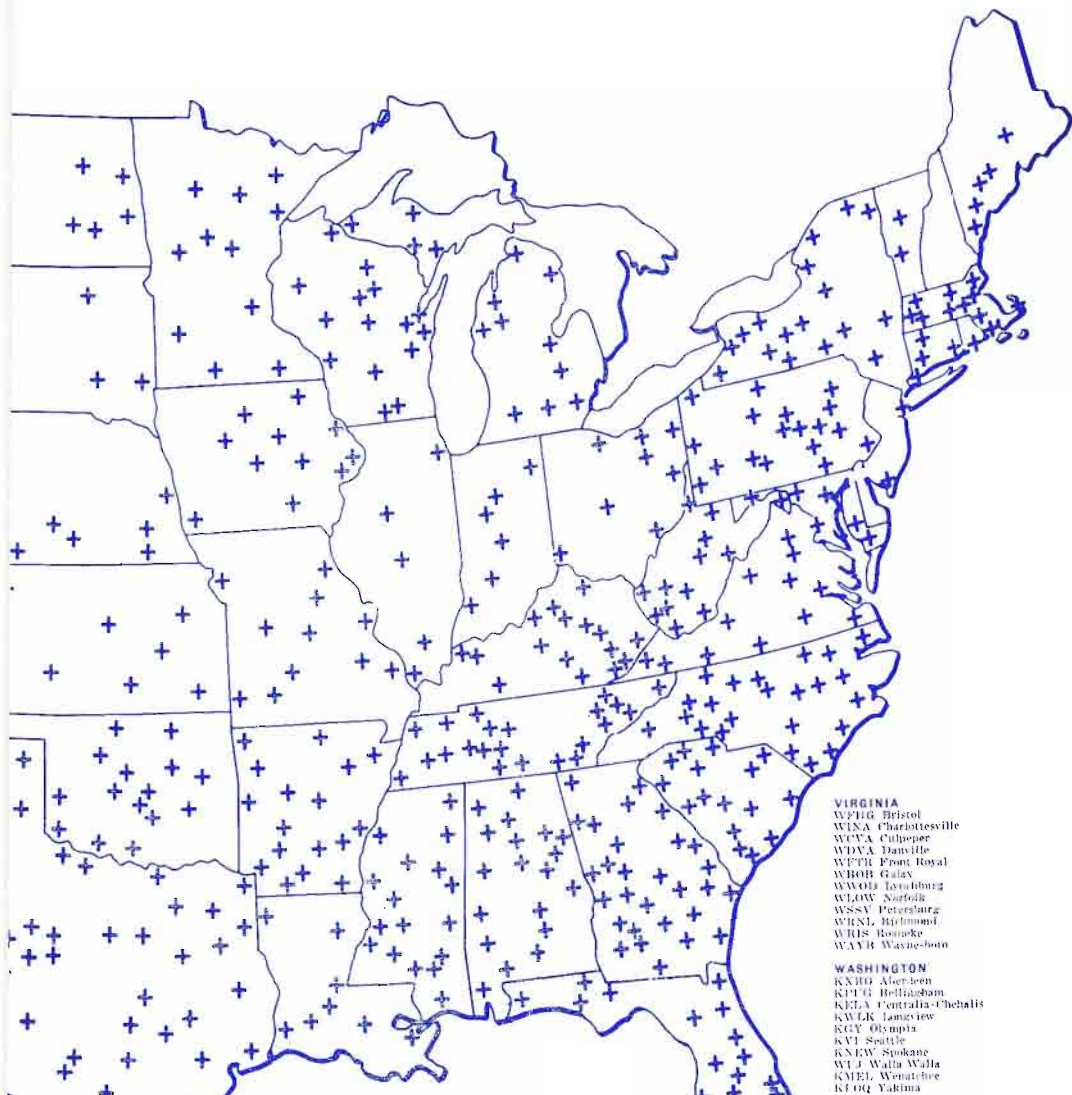
OKLAHOMA

KWON Bartlesville
KRHD Duncan
WBRZ Okmulgee
KOPF Shawnee

OREGON

KWLL Albany
KXVI Ashland
KAST Astoria
KEND Bend

CASTING SYSTEM



KOOS Coos Bay
 KORB Eugene
 KRPC Grants Pass
 KRFJ Klamath Falls
 KRFJ Portland
 KRXL Roseburg
 KSLM Salem

PENNSYLVANIA
 WCPA Clearfield
 WFSB Bradford
 WACB Harrisburg
 WAZL Hazleton
 WYRO Johnstown
 WLAX Lake Erie
 WUPZ Lewis Harbor
 WKST New Castle
 WTP Philadelphia
 WTKB Pittsburgh-MO-K sport
 WUPA Pottsville
 WKHD St. Marys
 WMLI State College
 WFTN Tuscarora-Altoona
 WUPA Washington
 WNRB Williamsport
 WBYN Wilkes-Barre
 WUPA York
 WAKY La Pléide

RHODE ISLAND
 WGAN Providence
 WERT Westerly

SOUTH CAROLINA
 WNSN Anderson
 WNSC Beaufortville
 WILAN Charleston

WUPN Georgetown
 WMRB Greenville
 WMSB Hartsville
 WBRH Rock Hill
 WTRB Sumter

SOUTH DAKOTA
 KORN Mitchell
 KWAT Watertown

TENNESSEE
 WLAH Albany
 WAGP Chattanooga
 WZMZ Charlotte
 WBYG Cleveland
 WPKR Fayetteville
 WETR Johnson City
 WFRN Knoxville
 WJHL Louisville
 WMTT Memphis
 WJHQ Memphis
 WCHK Morristown
 WNAH Nashville
 WATN Oak Ridge

TEXAS
 KWKC Abilene
 KVLB Abilene
 KAMQ Amarillo
 KWTT Austin
 KIOX Bay City
 KNOV Big Spring
 NHTZ Brown
 KALD Brownwood
 KABA Brown
 WRR Dallas-Ft. Worth
 KATL El Paso
 KATL El Paso

KTHT Houston
 KLEN Killeen
 KVOZ Laredo
 KJLJ Lubbock
 KTRK Lufkin
 KMYC McAllen
 KVKM Mesquite
 KRG Olmosa
 KFDN Tampa
 KJLN Texas
 KYLE Terrellton
 KVOF Tyler
 KPAV Fort Arthur-Beaumont
 KMYC San Antonio
 KBBY Sherman-Denison
 KSNY Snyder
 KSNY Texarkana
 KCKB Tyler
 KVB Victoria
 KWTX Waco
 KSYD Wichita Falls

UTAH
 KYNV Logan
 KJLD Ogden
 KVAL Ogden
 KNOV Panguitch
 KVAL Provo
 KALD Salt Lake City

VERMONT
 WSYB Rutland
 WSYB Rutland
 WSYB Rutland

VIRGINIA
 WPIG Bristol
 WIXA Charlottesville
 WCPA Culpeper
 WIXA Danville
 WTRB Front Royal
 WBOB Galax
 WWOH Lynchburg
 WLAW Norfolk
 WSSV Petersburg
 WRNL Richmond
 WRIS Roanoke
 WAWB Washington

WASHINGTON
 KXII Aberdeen
 KPIB Bellingham
 KELA Centralia-Chehalis
 KWLK Laceyview
 KUY Olympia
 KVI Seattle
 KNEW Spokane
 WJ Walla Walla
 KMEI Wenatchee
 KTOQ Yakima

WEST VIRGINIA
 WKOY Bluefield
 WUPC Charleston
 WLAB Clarksburg
 WPLH Huntington
 WLOK Logan
 WMOH Montgomery
 WADR Morgantown
 WETZ New Martinsville
 WMLI Weirton
 WILW Weston
 WTRX Wheeling-Beairste, O.
 WBRH Williamson

WISCONSIN
 WITB Appleton
 WGBZ Beloit
 WBLZ Eau Claire
 KFIZ Fond du Lac
 WCLO Janesville
 WPSJ Madison
 WMPB Manitowish
 WFOK Milwaukee
 WFLR Wisconsin Rapids

WYOMING
 KVOO Casper
 KMYO Cheyenne
 KOTV Laramie
 KOWT Laramie
 KPOW Powell
 KRAL Rawlins
 KSWB Riverton
 KCTR Rock Springs
 KMYO Sheridan
 KRTR Thermopilis
 KWOB Woodland

Radio Continues In Its Usual Role As Nation's 'Scoop' Medium For News



By
**MATTHEW J.
CULLIGAN**
Vice President
NBC Radio Network

TO what communications medium do people turn when they want to know the latest news? Newspapers? Television? Or do they listen to their radios?

In a 1953 survey by Alfred Politz Research, Inc., people were asked how they would check a rumor that a war had started. A total of 54.8 per cent said that they would turn on the radio. This was a higher percentage than newspapers and TV combined.

That's one of the reasons why network radio's future was never better. Radio is still the "scoop" medium for hot news breaks.

In my office I have a little gray box which is similar to boxes in every NBC Radio Affiliate's control room. It's a Hot Line Control Box which gives a warning of a news flash whenever a button is pushed in Radio Central in New York. When this happens, a sub-audible 200 cycle tone is sent out on network lines, alerting the stations by activating a light and a buzzer. By using this device, any NBC reporter who can get to a telephone can start broadcasting over the entire network within a couple of minutes.



Split-second reporting is a reality by means of radio. During the trial of Colonel Abel, the Soviet spy, an NBC reporter was stationed in the courtroom and another was waiting outside in a phone booth. NBC was on the air with the news 40 seconds after the judge handed down the indictment.

The audience that listens to radio is immense—but it has never been accurately counted because only stationary sets are included by existing polling methods. In my opinion, current radio ratings account for only about 40 per cent of the actual number of listeners.



The number of radio stations in the United States is now at an all-time high—and it will probably continue to grow. But what about the quality of their programming? It seems to me that "jukebox stations," which exist by means of a non-stop disc jockey and "the latest news" (which is read, unedited, as it comes over the press association teletype), will eventually drown out one another. While this takes place—

and I think the process has already started—the public will turn more and more to the network-affiliated station which offers world wide news, great special events, top entertainment stars, high quality dramatic shows and fine, listenable music.



What "jukebox station," for example, could offer expert commentary and analysis of current events by such experts as Chet Huntley, David Brinkley, Morgan Beatty, Irving R. Levine, and Joseph C. Harsch—to mention but a few of the authorities who staff NBC News. Such stations could never present prize-winning documentaries such as "Biographies in Sound," live music programs such as "NBC Bandstand," or a weekend feature like "Monitor" which has a world-wide staff to gather feature material. Our listeners know the difference. So do our advertisers, whose net purchases of time in 1957 were 41 per cent higher than the 1956 total.

During the day, radio is still the basic entertainment in the home; housewives have discovered that you can't do the daily chores while reading magazines or looking at TV. That's one factor which assures a permanent future for radio. And since network radio provides the medium's best programming, you can be sure that sponsors will become increasingly aware that network radio will provide maximum mileage for their advertising dollars.



The return to Network Radio of the top fifteen pre-TV spenders has been cited as prime evidence of net radio's revitalization. Less spectacular, but equally meaningful, are the scores of medium budget advertisers who have literally discovered network radio this past year. The NBC Radio Network has developed a secret weapon in the merchandising area which has electrified medium and small budget advertisers' sales departments.

NBC RADIO



NETWORK



Thaddeus sees **Red**

and covers the 11th largest TV market with one station!

Rhode Island Red impresses on time buyer Thaddeus O. Thistlethwaite the fact that WJAR-TV's primary coverage area includes, not just Providence but all southeastern New England, including Boston, Fall River, New Bedford, Worcester! Call your Petry man and let him show you just how much extra coverage you get with WJAR-TV in the Providence market!



In the Providence market

WJAR-TV

*is cock-of-the-walk
in station coverage!*



Channel 10 • Providence, R.I. • NBC • ABC • Represented by Edward Petry & Co., Inc.

NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

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John V. Shute.....Asst. General Attorney
Benjamin D. Raub.....Asst. General Attorney

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A. Richard Connell.....Manager, Organizational Planning & Mgt. Development
H. O. Lumb.....Director, Personnel
George H. Fuchs.....Director, Labor Relations
Dr. Bernard J. Handler.....Company Physician

(Continued on Next Page)

(Continued from Preceding Page)

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James A. Stabile Dir., Talent & Program Contract Adm.
Charles J. Moss Mgr., Talent & Program Contract Ops.
Martin J. Begley Casting Director
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Harry F. McKeon Director, Tax Office

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Romney Wheeler Dir., European Operations
Richard L. Berman Mgr., Facilities, Int'l Operations
Alvin Ferleger Mgr., Administration & Sales Development

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Romney Wheeler President

California National Productions, Inc.

(Wholly-owned Subsidiary)

Earl Rettig President
(For other personnel, see Film Producers section)

PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.
THornwald 5-7000

John K. West V.P., Pacific Division

* * *

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Thomas W. Sarnoff V.P., Prodn. & Bus. Affairs
Richard Graham Vice President, Law
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Fenton Coe Director, Film Production
Maurice J. Corwin Mgr., Bcst. Facilities & Operations
Frank Cleaver Director, Film Programs
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Paul Gale Manager, Traffic
Helen Hall Manager, Adv. & Prom.
Harold Kemp Director, Nighttime Programs
John R. Kennedy Liaison Engineer
Joseph L. Kubin Asst. Controller, Pac. Div.
Henry Maas Mgr., Sales & Program Services
John W. Nelson Director, Daytime Programs
Edward A. Rosenberg Mgr., Contract Administration

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Robert D. Thompson Mgr., General Services
Oscar C. Turner Mgr., Personnel & Labor Rel.
Richard C. Welsch Director, Production
Robert Wood Mgr., Continuity Acceptance

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Robert D. Daubenspeck Mgr., Research Services
Jack B. Landis Mgr., Research Projects
Allen R. Cooper Dir., Corporate Planning
Harold Cranton Mgr., Plans Presentations
Barry Rumble Mgr., Plans Management
James Cornell Staff Asst., Prog. Planning

Station Relations

Harry Bannister V.P. for Station Rel.
Thomas E. Knode V.P., Station Relations
Donald J. Mercer Dir. of Station Rel.

WASHINGTON OFFICE

1625 "K" St., N.W., Washington, D. C.
ADams 4-5400—District 7-1260

Frank M. Russell Vice President, Washington

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Thomas S. O'Brien Dir., Business Affairs
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NBC Spot Sales

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Richard Arbuckle Mgr., Radio Spot Sales, Central Office
William Buschgen Mgr., AM Spot Sales, Detroit
Frederick Lyons Mgr., Eastern Radio Spot Sales
Edward H. Macaulay Mgr., Western Radio Spot Sales
Dave Scott Mgr., New England Spot Sales
Loren Surles Mgr., New Business
Morton Gaffin Dir., New Bus. & Prom.

NBC Owned Stations

WRCA, WRCA-FM, New York

William N. Davidson General Manager
Arthur Hamilton Station Manager
Tony Kraemer Mgr. Adv., Prom. & Mdsq.
John O'Keefe Manager of Publicity
Max Buck Dir. of Sales, WRCA/WRCA-TV
Herman Maxwell Sales Director, WRCA
Bill Kreitner Mgr., Local Sales WRCA
Joseph Murphy Manager, Merchandising
Steve White Program Manager

WKNB, Hartford-New Britain

Peter B. Kenney.....V.P. Gen. Manager
Robert W. Bray.....Program Manager
Victor J. Brewer.....Sales Manager
John P. Shipley.....Chief Engineer
Neil Murphy.....Business Affairs Mgr.
Frank Wooding.....Promotion Manager

WRC, WRC-FM, Washington

Carleton D. Smith.....V.P. & Gen. Manager
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Harry Karr.....Sales Manager
William Coyle.....Director of Adv., Prom.,
Mds. & Publicity
Ralph McCawley.....Adv. & Prom. Manager
Curt Prior.....Merchandising Mgr.
James Kovach.....Director of Programs
Edwin Peterson.....Publicity Manager

WAMP, WFMP, Pittsburgh

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Martin Pollins.....Sales Manager
John Buchheit.....Local Sales Manager
Oscar Campbell.....Business Manager
William Babcock.....Program Manager

WMAQ, WMAQ-FM, Chicago

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Howard Coleman.....Station Manager
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Rudi Neubauer.....Sales Manager
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Stephen J. Krasula.....Merchandising Mgr.
Richard Johnson.....Program Manager
Chet Campbell.....Publicity Manager
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WRCV, Philadelphia

Lloyd E. Yoder.....V.P. & Gen. Manager
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Curtis D. Peck.....Dir. of Operations

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& Publicity
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Sidney Desfor.....Mgr., Photo Unit
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Kathryn Cole.....Manager, Information
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George Diefenderfer.....Mgr., Central Sales
David A. Engles.....Mgr., Western Sales
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George A. Graham.....Dir., Sales Planning
Howard Gardner.....Mgr., Sales Development
Robert C. Hitchens.....Mgr., Radio Sales
Presentation
Ludwig W. Simmel.....Mgr., Radio Sales
Service & Traffic
Theodore Zaer.....Dir., Bus. Affairs, Radio Net.
Murray Heilweil.....Marketing Director

KEYSTONE BOARD

ALABAMA

WRFS Alexander City
 WCTA Andalusia
 WANA Anniston
 WBCA Bay Minette
 WDFB Birmingham
 WEBJ Brewton
 WRAG Carrollton
 WKLF Clanton
 WKUL Cullman
 WMSL Decatur
 WXAL Demopolis
 WDOF Dothan
 WULA Eufaula
 WBLA Evergreen
 WWWW Fayette
 WJ01 Florence
 WZ0B Fort Payne
 WETO Gadsden
 WGEA Geneva
 WCVV Greenville
 WGSV Guntersville
 WJBB Haleyville
 WERH Hamilton
 WBHP Huntsville
 WPBB Jackson
 WWBV Jasper
 WMOZ Mobile
 WMFC Monroeville
 WCRL Oneonta
 WJHO Opelika
 WPID Piedmont
 WELR Roanoke
 WWRP Russellville
 WHOS Scottsboro
 WHBB Selma
 WFEF Sylacauga
 WHTB Talladega
 WJDB Thomasville
 WTBF Troy
 WKFC Tuscaloosa
 WTUS Tuskegee
 WETU Wetumpka

ARIZONA

KCKY Coolidge
 KAWT Douglas
 KCLS Flagstaff
 KDJI Holbrook
 KNDG Nogales
 KRIZ Phoenix
 KQFA Yuma
 (Formerly KOLD)

ARKANSAS

KVRC Arkadelphia
 KBTA Batesville
 KBBA Benton
 KLYX Berryville
 KXMD Camden
 KCON Conway
 KAGH Crossett
 KQDN Do Queen
 KELD El Dorado
 KXJK Forrest City
 KH0Z Harrison
 KFFA Helena
 KXAR Hope
 KXHD Hot Springs
 KBTM Jonesboro
 KGHJ Little Rock
 KB0K Malvern
 (Formerly KDAS)
 KTMK Marked Tree
 KVSA McGehee
 KENA Mena
 KHBM Monticello
 KTL0 Mountain Home
 KOSE Osceola
 KDORS Paragould
 KOTN Pine Bluff
 KP0D Pochontas
 KXRJ Russellville
 KWCB Searcy
 KH0A Siloam Springs
 KRRS Springdale
 WAK Stuttgart
 WJW Walnut Ridge
 KWRF Warren

CALIFORNIA

KIBS Bishop
 KBMX Coalinga
 KRDU Dinuba
 KIC0 El Centro
 (Calxico)
 WAC Fort Bragg
 KGSF Fresno
 KPER Gilroy
 KQVR Lodi
 KQER Long Beach
 KYOS Merced
 KSEF Needles
 KRFS Palm Springs
 KIRE Palo Alto
 KPPL Paso Robles
 KPFL Petaluma

KTIP Porterville
 KRKS Ridgecrest
 KITO San Bernardino
 XERB San Diego
 (Tijuana, Mexico)
 KR0G Sonora
 KSUE Susanville
 KTKR Taft
 KGEN Tulare
 KTUR Turlock
 KLOU Ventura
 KAGR Yuba City

COLORADO

KGIW Alamosa
 KHIL Brighton-
 Fort Lupton
 KRLN Canon City
 KAFA Colorado Springs
 KVFC Cortez
 KRAI Craig
 KLIJ Denver
 KIPD Durango
 KTFM Fort Morgan
 KYOU Greeley
 KBNZ La Junta
 KLMR Lamar
 KLVC Leadville
 KLOV Loveland
 KSLV Monte Vista
 KQZA Pueblo
 KVRH Salida
 KOLR Sterling
 KCLRT Trinidad

FLORIDA

WAPG Arcadia
 WTRL Bradenton
 WKTS Brooksville
 WTAN Clearwater
 WKCO Cocoa
 WCNW Crestview
 WDCF Dade City
 WDSP De Funiak
 Springs
 W000 Deland
 WDFB Delray Beach
 WFBF Fernandina Beach
 WINK Fort Myers
 WARN Fort Pierce
 WGGG Gainesville
 WGM A Hollywood
 W7R0 Jacksonville Beach
 (Jacksonville)
 (Formerly WJVB)
 WKWF Key West
 WRWB Kissimmee
 WDSR Lake City
 WIPC Lake Wales
 W1BE Leesburg
 WNER Live Oak
 WMAF Madison
 WTSY Marianna
 WSBB New Smyrna
 Beach
 W1MC Ocala
 WWPV Palatka
 W1P1 Panama City
 W1FA Pensacola
 WPRY Perry
 WPLA Plant City
 WFOY St. Augustine
 WTRR Sanford
 WKXY Sarasota
 WJCM Sebring
 WRGB Starke
 WSTU Stuart
 W1EN Tallahassee
 WWTB Tampa
 (Formerly WEBK)

GEORGIA

WAAG Adel
 WJAZ Albany
 WDSI Alma
 WDFC Americus
 WGAU Athens
 WBJA Augusta
 WMRB Rainbridge
 WHAB Baxley
 W1BR Brunswick
 WGRA Cairo
 WC1R Camilla
 W1RR Carrollton
 WRHF Cartersville
 WCAA Cedartown
 W1MI Cordale
 W1FS Covington
 WR11 Dalton
 WRWD Dawson
 W1AM Decatur (Atlanta)
 (Formerly WGLS)
 W1MG Douglas
 W1AT Dublin
 W1CC Elberton
 W1RR Fitzgerald
 W1PM Fort Valley
 W1GA Gainesville

WKUW Griffin
 WCEH Hawkinsville
 WBGR Jesup
 WLFA Lafayette
 WLAG La Grange
 WMGJ Madison
 W1MA Marietta
 WDXA McRae
 W1MV Milledgeville
 WMRE Monroe
 W1MG Moultrie
 WBBN Perry
 W1SF Quitman
 W1GA Rome
 W1NS Sandersville
 WFRP Savannah
 W1NS Statesboro
 W1SY Sylvania
 W1SF Thomason
 W1WA Thomson
 W1WS Titton
 W1ET Toccoa
 W1EM Valdosta
 W1VP Vidalia
 W1YX Waycross
 W1BR Waynesboro
 W1RD West Point
 W1MO Winder

HAWAII

KILA Hilo
 KA1M Honolulu

IDAHO

KGEM Boise
 KBAR Burley
 KORT Grangeville
 KIFI Idaho Falls
 KRPL Moscow
 KWIK Pocatello
 KRST Preston
 KRXK Rexburg
 KSPT Sandpoint
 KEEP Twin Falls

ILLINOIS

WBYS Canton
 WE1C Charleston
 W1TY Danville
 WDRN Duquoin
 WCRA Effingham
 W1FW Fairfield
 WEBO Harrisburg
 W1JF Herrin
 WK1E Kewanee
 WPRC Lincoln
 WKAI Macomb
 W1MK Metropolis
 W1MG Mt. Carmel
 W1NI Murphysboro
 W1LN Olney
 W1AT Robinson
 (Rockford (See
 Beloit, Wisconsin))

INDIANA

WCBC Anderson
 WBNL Boonville
 W1LD Frankfort
 W1AM Goshen
 W1TZ Jasper
 WBTO Linton
 WORX Madison
 W1PO Mount Vernon
 W1RU Peru
 K1CW Portland
 W1SL Salem
 W1CD Seymour
 W1VA South Bend
 W1CI Tell City
 W1MW Washington

IOWA

KLGA Algona
 KASI Ames
 K1AN Atlantic
 KWBG Boone
 K1CG Centerville
 KCHA Charles City
 KRHE Cherokee
 KSWI Council Bluffs
 K1CB Creston
 K1EC Decatur
 K1LH Estherville
 KFAD Fairfield
 K1GI Fort Madison
 K1GR Grinnell
 K1IC Iowa City**
 K1RI Mason City**
 K1FE Ottumwa
 KAYL Stern Lake
 K1FJ Webster City

KANSAS

KARE Atchison
 KCRB Chanute

KNCK Concordia
 KBTO El Dorado
 KV0E Emporia
 KMDO Fort Scott
 KIUL Garden City
 KWGB Goodland
 KAYS Hays
 KWBW Hutchinson
 KIND Independence
 K1JK Junction City
 (Fort Riley)
 KCLO Leavenworth
 K1AN Manhattan
 K1NS Manhattan
 KNEX McPherson
 K1RG Newby
 K1KC Parsons
 K1EK Pittsburg
 K1SK Pratt
 K1SL Russell
 K1TP Topeka

KENTUCKY

WBRT Bardston
 WCBL Benton
 WLBJ Bowling Green
 W1CO Campbellsville
 W1NS Central City
 W1AIN Columbia
 W1CT Corbin
 W1ZP Covington
 (Cincinnati, Ohio)
 W1CPM Cumberland
 W1CN Cynthia
 W1HR Danville
 W1EL Elizabethtown
 W1KY Frankfort
 W1KN Franklin
 W1KA Glasgow
 W1HL Harlan
 W1HN Harrodsburg
 W1KIC Hazard
 W1SN Henderson
 W1KO Hopkinsville
 W1LEB Lebanon
 W1EX Lexington
 W1FMW Madisonville
 W1WXL Manchester
 W1NGO Mayfield
 W1TM Maysville
 W1M1K Middleboro
 W1LP Monticello
 W1MOR Morehead
 W1NKY Neom
 W1OMI Owensboro
 W1SP Paintsville
 W1KX Paris
 W1PKE Pikeville
 W1PRT Prestonsburg
 W1PKY Princeton
 W1EKY Richmond
 W1RUS Russellville
 W1SFC Somerset

LOUISIANA

KDBS Alexandria
 KTRY Bastrop
 W1KC Bogalusa
 K1BL Bossier City
 W1RE Covington
 K1SG Crowley
 KDLA De Ridder
 K1FT Golden Meadow
 W1FPR Hammond
 K1HL Homer
 K1LO Houma
 K1EF Jennings
 K1EC Jonesville
 K1LP Lake Providence
 K1LLA Leesville
 K1RC Mansfield
 K1APB Marksville
 K1MC Monroe
 K1NOC Natchitoches
 K1NE New Iberia
 K1RE Oakdale
 K1SL Opelousas
 K1CP Pavillion
 K1RI Ruston
 K1BSF Springhill
 K1KS Sulphur
 (Formerly KSUL)
 K1TD Tallulah
 K1VP Villa Platte
 K1V1 White Castle
 K1V1 Winfield
 K1MAR Winsboro

MAINE

W1PM Rumford
 W1GHM Skowhegan

MARYLAND

W1CEM Cambridge
 W1AYE Dundalk
 (Baltimore)
 W1PTX Lexington Park

W1TR Westminster
 W1DON Wheaton

MASSACHUSETTS

W1REB Holyoke
 (Springfield)
 W1M00 Milford
 W1ARE Ware

MICHIGAN

W1ALM Albion
 W1LEW Bad-Axe
 W1BCM Bay City
 W1BRN Big Rapids
 W1MR1 Flint
 W1BFC Fremont
 W1MPL Hancock
 W1BSE Hillsdale
 W1K1B Iron River
 W1JMS Ironwood
 W1JPD Ishpeming
 W1KLA Ludington
 W1MTE Manistee
 W1DMJ Marquette
 W1AGEN Menominee
 W1CEN Mt. Pleasant
 W1MAB Munsing
 W1MUS Muskegon
 W1NIL Niles
 W1OAP Owosso
 W1HLS Port Huron

MINNESOTA

K1ASM Albany
 K1ATE Albert Lea
 K1XRA Alexandria
 K1BUN Bemidji
 K1BMO Benson
 K1BMW Breckenridge
 W1K1K Cloquet
 (Duluth-Superior)
 K1R0X Crookston
 K1DLM Detroit Lakes
 W1ELY Ely
 W1EVE Eveleth
 K1OZY Grand Rapids
 K1DUZ Hutchinson
 K1C0B International Falls
 K1LTF Little Falls
 K1MRS Morris
 K1NUJ New Ulm
 K1RFO Owatonna
 W1CMP Pine City
 K1LOH Pipestone
 K1FAM St. Cloud
 W1AVN Stillwater
 K1AGE Winona

MISSISSIPPI

W1AMY Amory
 W1BLE Batesville
 W1GCM Biloxi-Gulfport
 W1B1P Booneville
 W1JMB Brookhaven
 W1D0B Canton
 W1GLC Centerville
 W1ROX Clarksdale
 W1CLD Cleveland
 W1CJU Columbia
 W1CBI Columbus
 W1CMA Corinth
 W1MAG Forest
 W1JPR Greenville
 W1GRM Greenwood
 W1NAG Grenada
 W1FOR Hattiesburg
 W1MDC Hazlehurst
 W1CPC Houston
 W1NLA Indianola
 W1K0Z Kosciusko
 W1AML Laurel
 W1MBC Macon
 W1S1C Magee
 W1AFP McComb
 W1MOX Meridian
 W1M1S Natchez
 W1NAU New Albany
 W1SUH Oxford
 W1PMP Pascagoula
 W1H0C Philadelphia
 W1R1W Picaunoy
 W1SS0 Starkville
 W1ELO Tupelo
 W1QBC Vicksburg
 W1ARD Waynesboro
 W1R0W West Point
 W1AZF Yazoo City

MISSOURI

K1WRT Booneville
 K1BHM Branson
 K1GMO Cape Girardeau
 K1DMO Carthage
 K1CVY Caruthersville
 K1CHR Charleston
 K1CHI Chillicothe

CASTING SYSTEM

KDKD Clinton
KBIA Columbia
KDEX Dexter
KREJ Farmington
KWS Jefferson City
KIRX Kirksville
KLWT Lebanon
KTCB Malden
KNIM Maryville
KNCM Moberly
KRMO Monett
KLS Mountain Grove
KBTN Neosho
KNEM Nevada
KWOC Peplar Bluff
KTRT Rolla
KRES St. Joseph
KSGM Ste. Genevieve
KSMO Salem
KDRO Sedalia
KICK Springfield
KALM Thayer
KTTN Trenton
KLPW Union
KOKO Warrensburg
KWE R Warrenton
KWPM West Plains

MONTANA

KBMY Billings
KBMN Bozeman
KBOW Butte
KDBM Dillon
KUDI Great Falls
(Formerly KBGF)
KOJM Havre
KCAP Helena
KGEZ Kalispell
KXLO Lewistown
KLCB Libby
KPRK Livingston
KATL Miles City
KBTK Missoula
KIVI Shelby
KVCK Wolf Point**

NEBRASKA

KCOW Alliance
KWEB Beatrice
KCSR Chadron
KJSK Columbus
KFGT Fremont
KHAS Hastings
KTRH Holdrege
KGFH Kearney
KLMs Lincoln
KBRL McCook
KODY North Platte
KOGA Ogallala
KODD Omaha
KWHC O'Neill
KSID Sidney
KAWL York

NEVADA

KPTL Carson City
KVLV Fallon
KRAM Las Vegas
KATO Reno

NEW HAMPSHIRE

WMOU Berlin
WXKL Concord
WJWG Conway
WLNH Laconia

NEW JERSEY

WLDB Atlantic City
WNNJ Newton

NEW MEXICO

KHAM Albuquerque
KALG Alamogordo
KSPV Artesia
KAVE Carlsbad
KLMX Clayton
KCLV Clovis
KOTS Domingue
KMIN Grants
KWEV Hobbs
KNEB Las Cruces
KENM Portales
KRTN Raton
KBIM Roswell
KSL Silver City
KCHS Truth or Consequences
KTNM Tucumcari

NEW YORK

WMBW Auburn
WRRV Broonville
(Rome-Utica)

WFLR Dundee
WOSC Fulton
WJOC Jamestown
WLFH Little Falls
WLCY Malone
WTL Middletown
WIRY Plattsburgh
WNYZ Salamanca
WNBS Saranac Lake
WDLA Walton

NO. CAROLINA

WRCS Asheville
WABZ Albemarle
WGRW Asheboro
WBBB Burlington
WEGO Concord
WCKB Dunn
WCDJ Edenton
WCNC Elizabeth City
WBLA Elizabethtown
WFAI Fayetteville-
Fort Bragg
WBBO Forest City
WFSC Franklin
WFGV Fuquay Springs
(Raleigh)
WLTC Gastonia
WFCM Goldsboro
WBDX Hamlet
WHNC Henderson
WHPK Hendersonville
WHPE High Point
WJNC Jacksonville
WELS Kinston
WEWO Laurinburg
WLOE Leaksville
WJRI Lenoir
WROY Lexington
WTSB Lumberton
WMMH Marshall
WMAP Monroe
WHIP Mooresville
WMBL Morehead City
WPAQ Mount Airy
WDOO New Bern
WNNC Newton
WKBC No. Wilkesboro
WMSN Raleigh
WFRS Reidsville
WCBT Roanoke Rapids
WCEC Rocky Mount
WZIP Salisbury
WWGP Sanford
WOSH Shelby
WMSJ Sylva
WTYN Tryon
WADE Wadesboro
WLSJ Wallace
WLED Washington
WHFC Waynesville
WENC Whiteville

NORTH DAKOTA

KDLR Devils Lake
KDIX Dickinson
KNOX Grand Forks
KNDC Hettinger
KEYJ Jamestown
WOBM Mandan-Bismarck
KOVV Valley City

OHIO

WATG Ashland
WILE Cambridge
WAND Canton
WBEX Chillicothe
..... Cincinnati (See
Covington, Kentucky)
WJER Dover
WDH East Liverpool
WFOB Fostoria
WJEH Gallipolis
WSRW Hillsboro
WIRO Ironton
WLMJ Jackson
WFTW Piqua
WPC Sandusky
WCHO Washington
Court House
WVST Wooster
..... Youngstown (See
Farrell, Pennsylvania)

OKLAHOMA

KADA Ada
KWHN Altus
KYSO Ardmore
KLR Blackwell
(Formerly KBWL)
KWCO Chickasha
KWOC Clinton
KUSH Cushing
(Formerly KWHP)

KRHD Duncan
ACRC Enid
KTAT Frederick
KWRW Guthrie
KGYN Guymon
KTS Hobart
KJHN Hugo
KTMC McAlester
KGLC Miami
KBIX Muskogee
KNOR Norman
KBYE Oklahoma City
KHBG Okmulgee
KLVH Oklahoma Valley
KLCO Poteau
KOLS Pryor
KWSH Tri-City
(Wewoka-Seminole-
Holdenville)
KVIN Vinita

OREGON

KWIN Ashland
KAST Astoria
KBRK Baker
KBND Bend
KRNS Burns
KWRO Coquille
KPLK Oallas
KASH Eugene
KUSH Hillsboro
(Portland)
(Formerly KRTV)
KLAD Klamath Falls
KLBM La Grande
KQIK Lakeview
KCAL Lebanon
KMGW McMinnville
KROY Medford
KBCH Oceanlake
KWRK Ontario
KWRC Pendleton
KLIQ Portland
KODL The Dalles

PENNSYLVANIA

WNCC Barnesboro
WBFJ Bedford
WBRD Berwick
WLOA Bradock
(Pittsburgh)
WISR Butler**
WCGL Carbondale
(Scranton)
WHYL Carlisle
WESA Charleroi
WCVI Connessville
WOTR Cory
WJAR Farrell
(Youngstown, Ohio)
WHUN Huntingdon
WDA Indiana
WADP Kane
WAGB Kittanning
WAKU Latrobe
WITT Lewisburg
WMGW Meadville
WKRZ Oil City
WPAZ Pottstown
WPM E Punxsutawney
WBOC Roaring Spring
WKBI St. Marys
WATS Sayre
WMAJ State College
WAYZ Wavnesboro
WLYC Williamsport

PUERTO RICO

WUOA San Juan

SO. CAROLINA

WABV Abbeville
WAKN Aiken
WANS Anderson
WBAW Barnwell
WBCB Batesburg
WBEU Beaufort
WAGS Bishopville
WACA Camden
WHAN Charleston
WCRE Cheraw
WGED Chester
WPCD Charleston
WDSO Dillon
WELP Easley
WOLS Florence
WFGN Gaffney
WGSW Greenwood
WAGB Great (Greenville)
WBHC Hampton
WHSC Hartsville
WDKD Kingstree
WLCM Lancaster
WYMB Manning

WJAY Mullins
WMYB Myrtle Beach
WKDK Newberry
WTDN Orangeburg
WRHJ Rock Hill
WSNW Seneca
WJAN Spartanburg
WFIG Sumter
WBCU Union

SOUTH DAKOTA

KABR Aberdeen
KBRK Brookings
KIJY Huron
KOLY Mebridge
KGFY Pierre
KISD Sioux Falls
KWAT Watertown
KYNT Yankton

TENNESSEE

WEAG Alcoa
WLAR Athens
WFHG Bristol
(Bristol, Tenn.-Va.)
WMFS Chattanooga
WMCH Church Hill
WJZM Clarksville
WCLE Cleveland
WKRM Columbia
WHUB Cookeville
WKBL Covington
WAEW Crossville
WDRN Dayton
WDRN Dickson
WDSG Dyersburg
WEMB Erwin
WEKR Fayetteville
WHIN Gallatin
WGRV Greeneville
WHBT Harriman
WIRJ Humboldt
WDXI Jackson
WCLC Jamestown
WKXV Knoxville
WLAJ La. Follette
WDXE Lawrenceburg
WGOR Lebanon
WLLE Lenoir City
WJLM Lewisburg
WDXL Lexington
WMMT McMinnville
WCRK Morristown
WGRS Murfreesboro
WNAH Nashville
WLIK Newport
WOKE Oak Ridge
WTPR Paris
WTRB Ripley
WORM Savannah
WEPB South Pittsburg
WDBL Springfield
WDEH Sweetwater
WJIG Tullahoma
WENK Union City
WCDT Winchester

TEXAS

KVLF Alpine
KZIP Amarillo
KACT Andrews
KBUD Athens
KALT Atlanta
KRUN Ballinger
KIOX Bay City
KRCT Baytown
KTXC Big Spring
KFYN Bonham
KNEL Brady
KSTB Breckenridge
KWHI Brenham
KBOR Brownsville
KBWD Brownwood
KBEN Carrizo Springs
KCTX Childress
KCAR Clarksville
KVLB Cleveland
KSTA Coleman
WTAW College Station
KVMC Colorado City
KAND Corsicana
KIVY Crockett
KXIT Dalhart
KDLB Del Rio
KDNT Denton
KDDD Dumas
KEPS Eagle Pass
KERG Eastland
KPSO Fairfuries
(Formerly KBLP)
KFLD Floydada
KNFT Ft. Stockton
KFAT Fredericksburg
KRRZ Freeport
KGAJ Gainesville

KLUF Galveston
KSWA Graham
KCTI Gonzales
KGVJ Greenville
KCLW Hamilton
KCAN Hereford
KHBK Hico
KSAM Huntsville
KEBE Jacksonville
KTXJ Jasper
KMBL Junction
KAML Kennedy-
Karnes City
KERB Kermit
KERV Kerrville
KCOA Kilgore
KLEN Killeen
KPET Lamesa
KVOZ Laredo
KLVY Levelland
KVLB Littlefield
KFTD Livingston
KRTO Longview
KLLL Lubbock
KRBA Lufkin
KTRT Marshall
KIRT McAllen (Mission)
KCAN McCombey
KJBC Midland
KORC Mineral Wells
KVKM Monahans
KIMP Mt. Pleasant
KGSF Nacogdoches
KGNB New Braunfels
KRG Odessa
KOGT Orange
KNET Palestine
KPAT Pampa
KFTV Paris
KIUN Pecos
KVOP Plainview
KBOP Pleasanton
KRWS Post
KOLJ Quanah
KTXL San Angelo
KCNV San Marcos
KBAL San Saba
KSMJ Seminole
KSEY Seymour
KEVA Shamrock
KTAN Sherman
KSNY Snyder
KDWT Stamford
KSTV Stephenville
KSTP Sulphur Springs
KSWT Sweetwater
KTAE Taylor
KTFE Texarkana
KTLW Texas City
KTUE Tulsa
KTBB Tyler
KVOL Uvalde
KQVC Vernon
KVIC Victoria
KBCW Waxahachie

UTAH

KBUH Brigham City
KVVU Logan
KKGK Ogden
KOAL Price
KEYV Provo
KDXU St. George
KSOP Salt Lake City
KTUT Tooele City
KVEL Vernal

VERMONT

WSYB Rutland

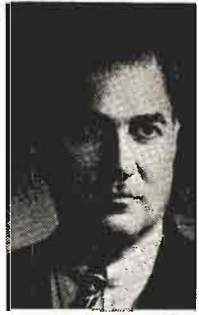
VIRGINIA

WKLV Blackstone
WFHG Bristol (See
Bristol, Tennessee)
WINA Charlottesville
WBCR Christiansburg
WKCY Covington
WCV A Culpeper
WEVA Emporia
WFAJ Falls Church
WYSR Franklin
WFVA Fredericksburg
WTRT Front Royal
WBOB Galax
WDDY Gloucester
WMNA Gretna
WHAP Hopewell
WREL Lexington
WVNB Lynchburg
WPRW Manassas
WMEV Marlar
WMVA Martinsville
WSIG Mount Jackson
WNVA Norton
WJMA Orange

** Associated Station (Carrying KBS Commercials on Special Working Agreement).

(Continued on Page 283)

Dynamic Resurgence Of Radio Brought KBS Its 1,000th Affiliate In 1957



By
SIDNEY J. WOLF
President
Keystone Broadcasting
System, Inc.

THE dynamic resurgence of radio in 1957 coincided with the acquisition by the Keystone Broadcasting System of its 1,000th affiliate. Inaugurated in 1940, Keystone started out with 66 members. Today we have 1,025 members, an increase of no less than 1,453 per cent! Our 31,144,846 radio homes comprise an audience of 96,549,023 listeners. The majority of these listeners are predominantly loyal to their local radio station and live in the vast areas that constitute the backbone of our country—Home Town and Rural America.

Indeed, the past year was a memorable one, both for radio and KBS, which enjoyed the most successful year in its seventeen-year history. And I would like to add that the prospects for 1958 are even better, as evidenced by the surge of the new Keystone business that heralded in the New Year.



In 1957, 79 national advertisers through their respective advertising agencies used the Keystone facilities, a far cry from the “few and far between” in our pioneering days. Without exception these important advertisers are now staunch advocates of the power of local radio in the small town and rural markets of the U. S. This tremendous power is exemplified by the astonishing growth in local radio billings during the last two years.

The continuing and increasing power of local radio is primarily due to its ability to program according to the predilections of its local audience, whose tastes vary to a surprising degree. The efficient station operator studies these local tastes and caters to them accordingly, thereby ensuring himself consistent high listenership and loyal audiences.



In Home Town and Rural America Keystone is harnessed to this powerful medium by over one thousand affiliates and in effect constitutes itself as local radio on a network basis. The high listenership of local radio is evidenced by the fact that rating studies have shown that listenership in the Keystone single station markets, of which there are over 700, can be as high as 19.1

per cent, an almost unheard-of figure in the multiple station markets.



However, Keystone does much more than bring the national advertiser in direct contact with these vast millions of consumers who are armed with billions of dollars annually in purchasing power.

In addition to the overall facilities provided by the full Keystone Network, our operation enjoys the most effective and intensive coverage of the farm markets of the U. S. In the 14 leading agricultural states with the largest number of farms, each state having 150,000 farms or over, Keystone covers 88.9 per cent of the aggregate and it might be pointed out that the farms in these 14 states constitute 57.1 per cent of the total farms in the country.



Actually, over 80 per cent of our affiliates have special programming directed especially to the local farm audience and the importance of this programming can be gauged by the fact that it is a daily “must” for the farm listener to obtain vital local data necessary for the successful conduct of his farm.

In addition Keystone has a Negro Network Division comprising 350 affiliates with special programs directed to the Negro audience. Also Keystone provides a College Network Division with over 300 affiliated stations located in college towns throughout the country.

May I say in conclusion that the dynamic resurgence of radio is most gratifying to Keystone and its 1,025 affiliates.

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William Bayer.....	Vice-President
Charles A. Hammarstrom.....	Vice-President
Arthur Wolf (Director).....	Secretary-Treasurer

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Eve Waldo.....	Office Manager
Martin Mills.....	Research Director

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Henry G. Eschen.....	Account Executive

San Francisco

75 Post Street, San Francisco, Calif.

Phone: SUTter 1-7440

Howard P. Taylor.....	Account Executive
-----------------------	-------------------

(Continued from Page 281)

WSSV Petersburg
WPUV Pulaski
WRIC Richlands
WRKE Roanoke
WYTI Rocky Mount
WHLF South Boston
WLPM Suffolk
WESR Tasley
WBDF Virginia Beach
WNTT Warsaw
WAYB Waynesboro
WINC Winchester
WYVE Wytheville

VIRGIN ISLANDS
WIVI Christiansted
(St. Croix)

WASHINGTON
KXRO Aberdeen
KAGT Anacortes
KPUG Bellingham

KELA Centralia
KCLX Colfax
KCVL Colville
KXLE Ellensburg
KNBX Kirkland
(Seattle)
KWLK Longview
KSEM Moses Lake
KGY Olympia
KPKW Pasco
KONP Port Angeles
KARY Prosser
KAYE Puyallup
KAPA Raymond
KENE Toppenish
KKEY Vancouver
(Portland, Oregon)
(KHFS)
KTEL Walla Walla
KUEN Wenatchee

WEST VIRGINIA
WVIP Charleston

WHAR Clarksburg
WDNE Elkins
WTCS Fairmont
WPLH Huntington
WKYR Keyser
WVOW Logan
WPEM Martinsburg
WHJC Matewan
WAJR Morgantown**
WMOO Moundsville
(Wheeling)
WETZ New Martinsville
WCEF Parkersburg
WLOH Princeton
WHAW Weston

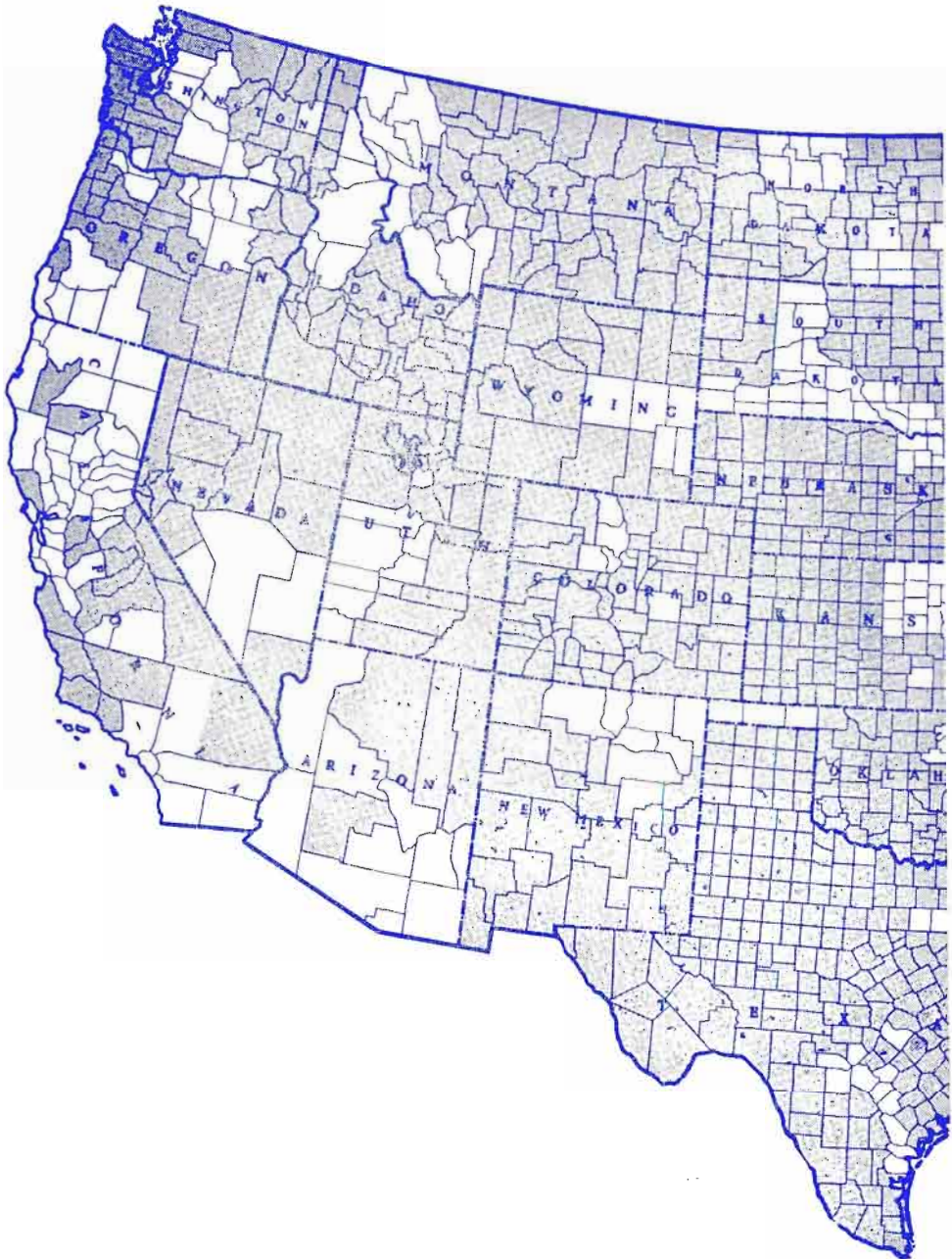
WISCONSIN
WHBY Appleton
WATW Ashland
WBEL Beloit
(Rockford, Illinois)
WRFW Eau Claire

WDUZ Green Bay
WTKM Hartford
..... Janesville
(See Beloit)
WLCX La Crosse
(Formerly WLDL)
WLDY Ladysmith
WIGM Medford
WNEE Menomonee
WFOX Milwaukee
WOSH Oshkosh
WFPF Park Falls
WSWW Platteville
WPLY Plymouth
(Sheboygan)
WIBU Peynette
WRDB Reedsburg
WRCO Richland Center
WCWD Ripon
WTCW Shawano
WCOW Sparta
WSPST Stevens Point**
WDDR Sturgeon Bay

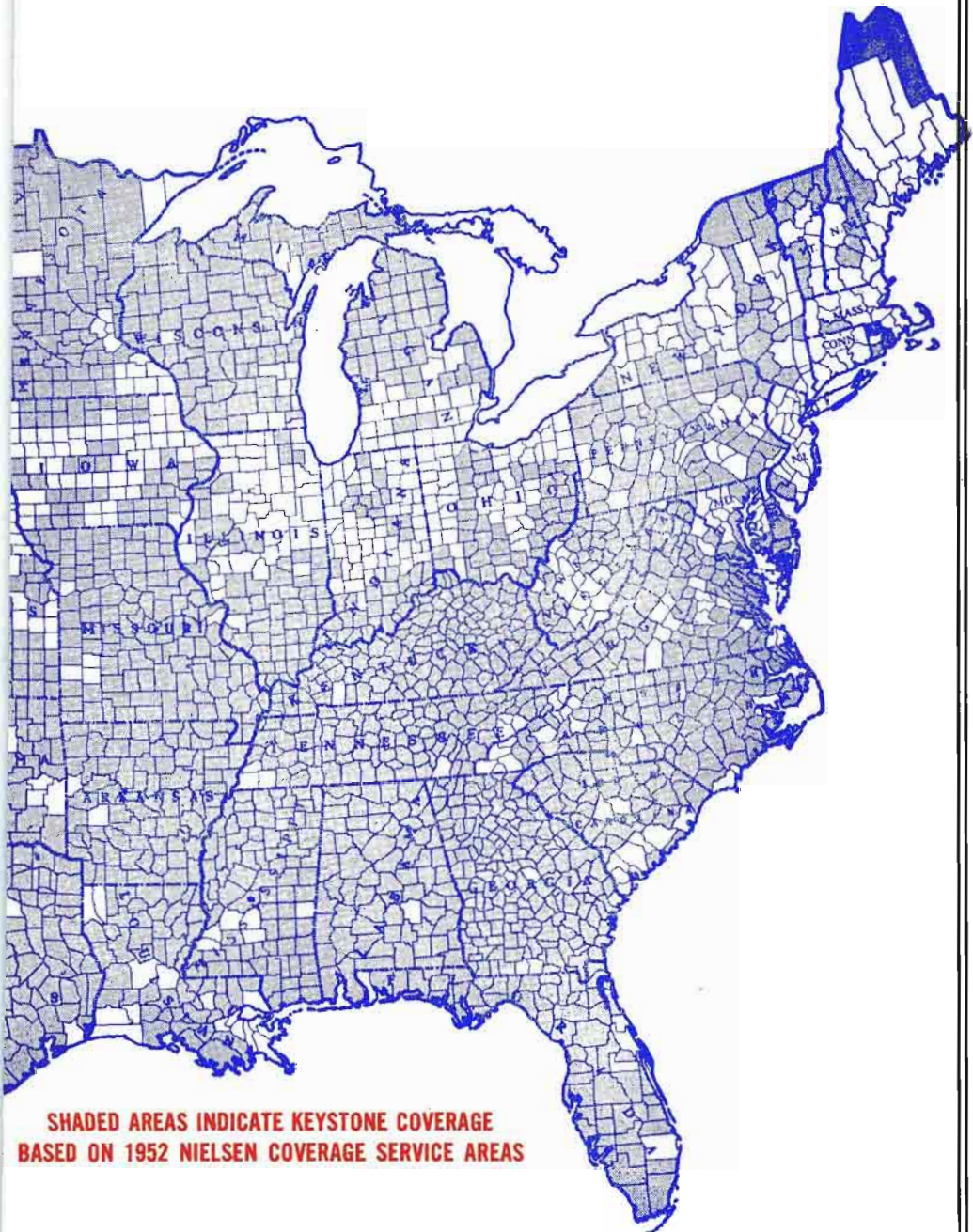
WTRW Two Rivers
WTTN Watertown
WDXX Waupaca**
WDSA Wausau

WYOMING
KBBS Buffalo
KTBI Casper
KWVO Cheyenne
KWIV Douglas
KLUK Evanston
KOWE Lander
KOWB Laramie
KASL Newcastle
KPOW Powell
KRAL Rawlins
KVRN Rock Springs
KWYO Sheridan
KRTR Thermopolis
KGOS Torrington
KWOR Worland

KEYSTONE BROAD



CASTING SYSTEM



famous on the local scene . . .

Spanning the Harbor at San Francisco, the Oakland Bay Bridge is an inspiring symbol of achievement. Storer, too, is recognized for achievement . . . in the world of broadcasting. This recognition has been earned through consistent sales results on Storer stations in the communities they serve. These individual achievements prove that a Storer station is a local station.

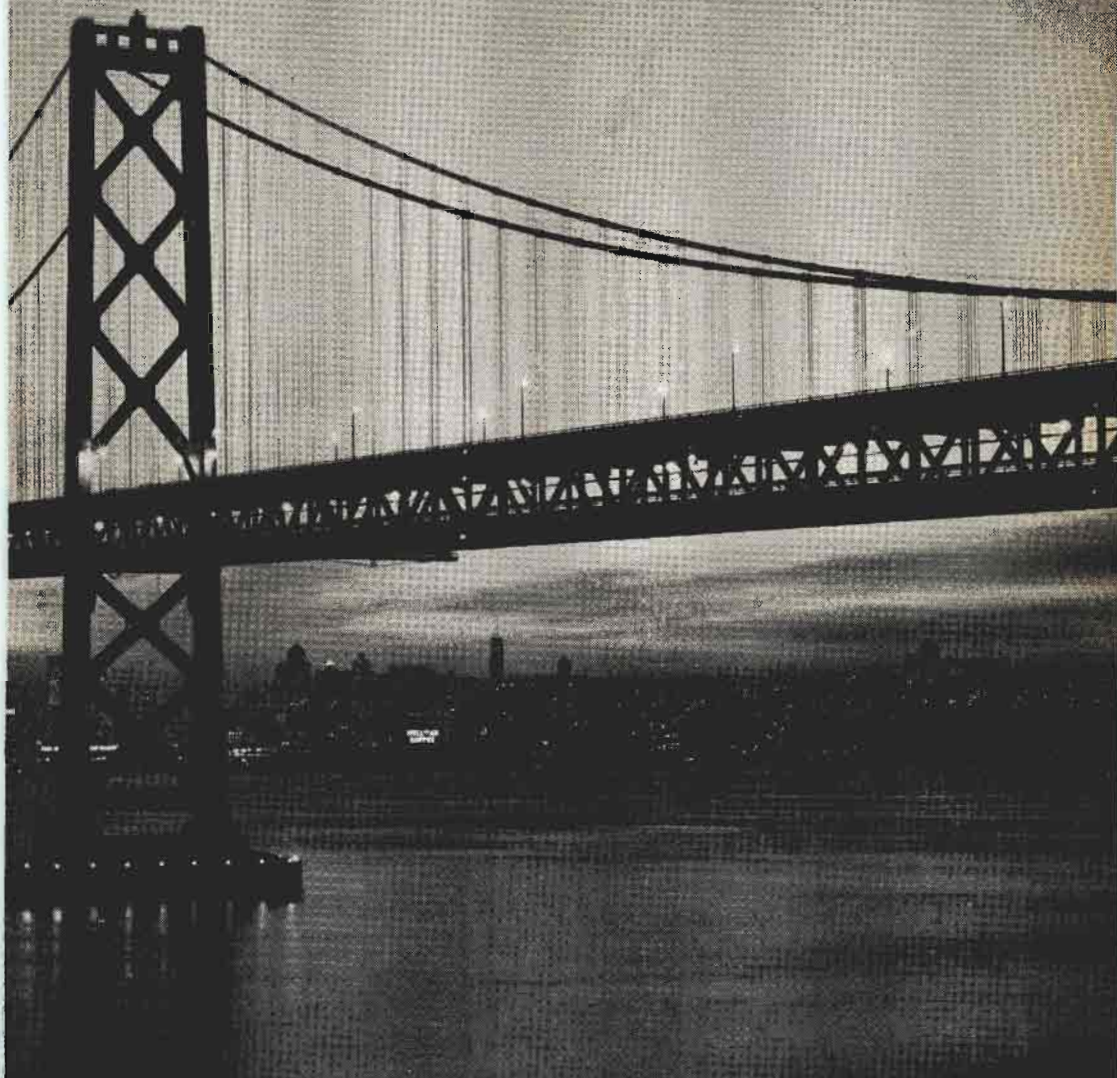


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CHICAGO — 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

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WJBK-TV

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WAGA-TV

Atlanta, Ga.

WVUE-TV

Wilmington - Philadelphia

WSPD

Toledo, Ohio

WJW

Cleveland, Ohio

WJBK

Detroit, Michigan

WIEG

Philadelphia, Pa.

WWVA

Wheeling, W. Va.

WAGA

Atlanta, Ga.

WGBS

Miami, Florida

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Hollywood 2-6453

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YUkon 2-5837

101 Marietta Street Bldg.
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JACKson 3-7797

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Houston, Texas
JACKson 8-1601

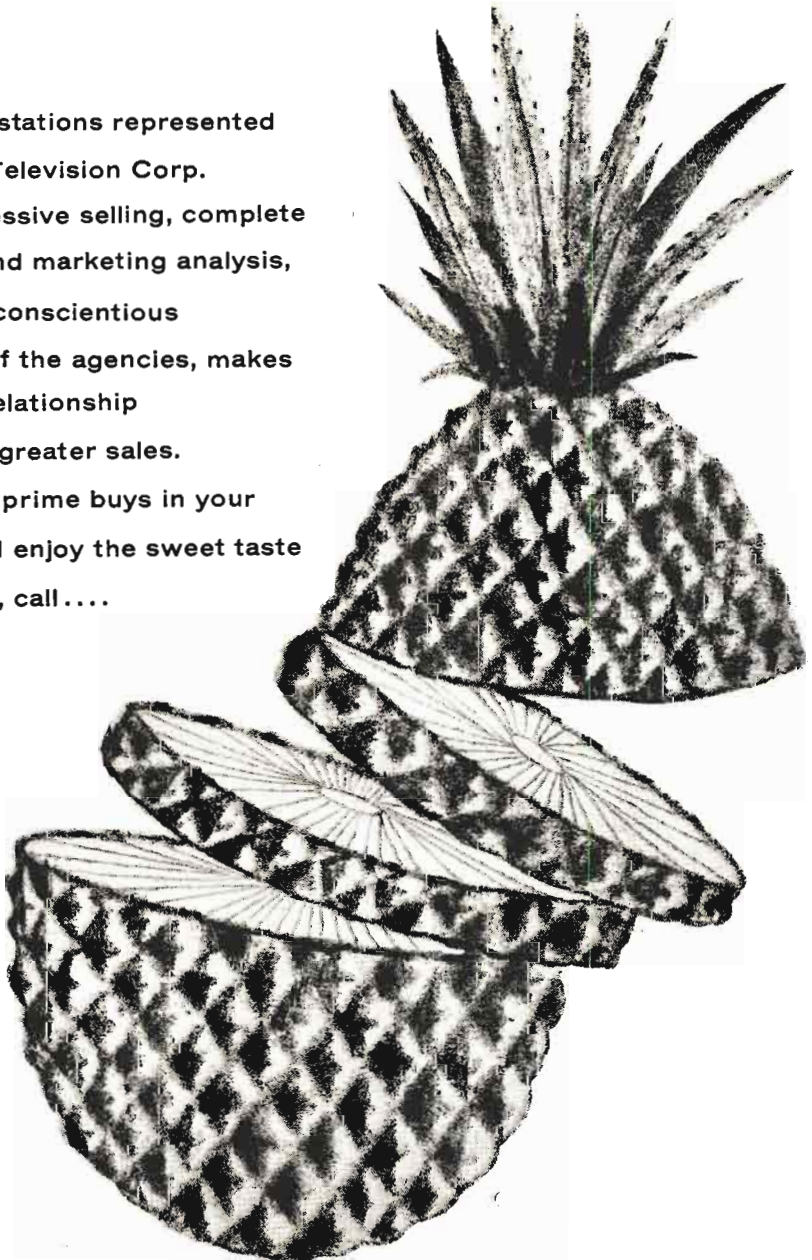
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Phone: M**U**rray Hill 4-4244

National Sales Mgr. Roy V. Smith
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Mgr., Program Division. D. C. S. Murray

TV Division

Manager. Reo Thompson
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 Phyl Duncan
 111 N. LaCienega Blvd., Beverley Hills, Cal.
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ManagerSteve Beard
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 Phone: ELliot 6270

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 Dir. Sales Develop.....Martin Katz

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 (Other branch offices same as Blair-TV)

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American Sales and Servicing Agency
 370 Lexington Ave., New York 17, N. Y.
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 38 Hertford St., London W 1, England

Joint Mgr.....G. Everitt
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79 Blvd. Haussmann, Paris 8e, France
 ManagerG. Schey

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 Phone: YUKon 2-7000

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 Phone: HOLlywood 9-1212

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Phone: TRinity 5-8458
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ManagerJohn Funk

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Phone: FRanklin 6-6581

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111 N. La Cienega Blvd., Beverly Hills, Calif.
Phone: OLYmpia 2-1313

Manager.....Lee F. O'Connell
110 Sutter St., San Francisco, Calif.
Phone: GARfield 1-6936

Manager.....John E. Palmer

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Vice President.....Allan Kerr
V.P., Sales Manager.....Ralph Guild

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Phone: DUmkirk 4-7352

Manager.....Fred E. Crawford, Jr.
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Phone: YUKon 2-3954

Manager.....A. S. Babcock
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Vice-president, TV Dir.....Ed Filion
Eastern TV Sales Mgr.....Chuck Standard
Acct. Executives..George Olsen, Bob Dudley
Sales Prom. Dir.....Vic Piano
Research Dir.....Mimi Von Zelowitz
Office Manager.....Dottie Phillips

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ART MOORE & ASSOC., INC.

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Business Mgr.....Anthony C. Krayner
Mgr., New Business.....Larry Surles
East. Radio Sales Mgr.....Fred T. Lyons
Director, Radio Sales.....George Dietrich
Dir. Represented Stas.....Richard Close
Adv., Prom. Mgr.....Wilbur Fromm
Eastern TV Sales Mgr.....Jack Ryan
Dir. New Bus., Prom.....Mort Gaffin
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Sales Rep. (TV).....Walter Davison
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