

TELEPHONE NUMBERS IN NEW YORK

Product Services.....	Murray Hill	7-0204
St. George & Keyes, Inc.....	YUkon	6-7575
Sullivan, Stauffer, Colwell & Bayles	MURray Hill	8-1600
Tatham-Laird.....	PLaza	1-4680
J. Walter Thompson Co.....	MURray Hill	6-7000
Geoffrey Wade.....	OXford	7-9261
Warwick & Legler, Inc.....	PLaza	1-4700
Weiss & Geller, Inc.....	PLaza	3-4070
Young & Rubicam, Inc.....	MURray Hill	9-5000

Publications

Advertising Age.....	YUkon	6-5050
Advertising Agency.....	Longacre	5-3320
Billboard, The.....	PLaza	7-2800
Broadcasting.....	PLaza	5-8354
Editor & Publisher.....	BRyant	9-3052
Film Daily.....	BRyant	9-7117
Printers' Ink.....	MURray Hill	8-7500

RADIO-TELEVISION DAILY

Wisconsin 7-6336

Sales Management.....	LEXington	2-1760
Sponsor.....	MURray Hill	8-2772
Standard Rate & Data Service.....	MURray Hill	9-6620
Television Age.....	PLaza	1-1122
Television Magazine.....	PLaza	3-9944
Tide.....	LEXington	2-1760
Variety.....	JUDson	2-2700

News Associations

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

Talent Agencies

Columbia Artists Management, Inc.....	Circle	7-6900
Consolidated Concerts Corp.....	COLUMbus	5-3580
General Artists Corp.....	Circle	7-7543
William McCaffrey Agency.....	ELdorado	5-1076
Music Corp. of America.....	PLaza	9-7500
Marjorie Morrow.....	CHickering	4-0644
William Morris Agency, Inc.....	JUDson	6-5100
National Concert & Artists Corp.....	PLaza	9-6000
Robbins Bros.....	MURray Hill	7-2033
Shaw Artists Corp.....	OXford	7-7744

Organizations, Unions and Government Agencies

AAAA.....	LEXington	2-7980
Actors' Equity.....	PLaza	7-7660
Advertising Federation of America.....	Circle	6-2431
AFTRA.....	MURray Hill	7-1810
American Communications Assn.....	CORTland	7-1374
American Federation of Musicians.....	PLaza	8-0600
AMP.....	PLaza	9-8470
ASCAP.....	MURray Hill	8-8800
AWRT.....	ELdorado	5-7281
Broadcast Music, Inc.....	PLaza	9-1500
Country-Western Music B'casters Assn.....	CO	5-3530
Federal Communications Comm.....	WATkins	4-1000
Federal Trade Commission.....	CORTland	7-7100
Institute of Radio Engineers.....	LE	5-5100
Music Publishers' Protective Association.....	PLaza	1-1930
NAPA.....	Circle	7-8194
NATAS.....	JU	6-3833
Professional Music Men, Inc.....	COLUMbus	5-7362
RAB.....	MU	8-4020
SESAC, Inc.....	JU	6-3450
Song Writers' Protective Assn.....	Circle	6-2536
Station Representatives Assn.....	YUkon	6-9390
TvB.....	MURray Hill	8-0215
Writer's Guild of America.....	PLaza	7-3317

Radio-TV Programs and Transcription Cos.

Air Features.....	PLaza	1-4155
AW Alexander Productions.....	LO	8-3100
Audio-Video Recording Co.....	JUDson	6-5095
Barry & Enright.....	TEmpleton	2-8600
Basch Radio & TV Productions.....	MURray Hill	2-8877
V. S. Becker Advtg. Service.....	MURray Hill	2-0777
The Bruce Chapman Co.....	Wisconsin	7-9244
Cinefacts, Inc.....	Circle	6-0951
Coastal Recording Co.....	Circle	6-3900
Frederic Damur, M.D.....	YUkon	6-9484
Decca Records, Inc.....	COLUMbus	5-2300

Roy DeGroot, Consultants, Inc.....	MURray Hill	7-6865
Empire Broadcasting Corp.....	YUkon	6-5700
Walt Framar Prodn.....	OX	7-3322
Gale, Inc.....	PLaza	7-7100
General Artists Corp.....	Circle	7-7543
John E. Gibbs & Co.....	PLaza	7-5959
Harry S. Goodman Radio Productions.....	PLaza	5-6131
Arthur Henley Productions.....	PLaza	5-7145
Goodson-Todman Prodn.....	PL	1-0600
Keystone Broadcasting System, Inc.....	ELdorado	5-3720
Lang-Worth Feature Programs, Inc.....	JUDson	6-5700
Charles Michelson, Inc.....	PLaza	7-0695
William Morris Agency, Inc.....	JUDson	6-5100
Motion Picture Stages, Inc.....	PLaza	3-4840
Music Corp. of America.....	PLaza	9-7500
Muzak Corp.....	ORegon	4-7400
NBC Radio Recording Div.....	Circle	7-8300
National Concert & Artists Corp.....	PLaza	9-6000
Project-O-Fex.....	MU	7-1881
Pyramid Productions, Inc.....	JUDson	6-7040
Radio Artists Corp.....	MURray Hill	8-0940
Radio Features of America.....	JUDson	2-5130
Reemack Enterprises, Inc.....	Circle	6-7300
Reeves Sound Studios, Inc.....	ORegon	9-3550
Rockhill Radio.....	PLaza	9-7979
SESAC, Inc.....	JU	6-3450
Richard Stark & Co.....	Circle	6-7337
Talent Associates.....	PL	3-1030
Television Screen Productions, Inc.....	MURray Hill	2-8877
Transfilm, Inc.....	JUDson	2-1400
United Press Associations.....	MURray Hill	2-0400
Thomas J. Valentino, Inc.....	Circle	6-4675
Chick Vincent Co.....	ELdorado	5-0734
Roger White Productions.....	PLaza	5-3560
Wolf Productions.....	PLaza	5-2050
World Broadcasting System, Inc.....	MURray Hill	8-4700
Wright, Wynn Associates.....	PLaza	3-4417
Frederic W. Ziv Co., Inc.....	MURray Hill	8-4700

TV Film Producers Distributors

ABC Films, Inc.....	LA	4-5050
M & A Alexander Productions.....	TR	3-5115
Atlantic Television Corp.....	JU	2-1287
Banner Films, Inc.....	PL	5-4811
Barnett International Forwarders.....	BRyant	9-1616
Barry & Enright Productions, Inc.....	TE	2-8600
Bray Studios, Inc.....	CI	5-4582
British Information Services.....	CI	6-5100
Broadcast Pictures.....	CI	7-3320
California National Productions, Inc.....	CI	7-8300
CBS Films.....	PL	1-2345
Commonwealth Film-TV.....	CI	5-6465
Frank Cooper Associates.....	PL	1-0725
Demby Productions, Inc.....	PL	9-2495
Economex Television Programs.....	MU	8-4700
Elliot-Unger-Elliot, Inc.....	JU	6-5582
Fleming Films.....	JU	6-7040
Fortune Features, Inc.....	LO	4-5592
Fremantle Overseas Radio & Television.....	MU	7-4344
Galaxy Attractions.....	PL	1-0330
W. J. German, Inc.....	LO	5-5978
Harry S. Goodman Productions.....	PL	5-6131
Guild Films Company, Inc.....	MU	8-5365
The Jam Handy Organization, Inc.....	JU	2-4060
Hollywood Television Service, Inc.....	JU	6-1700
Independent TV Corp.....	MU	5-2100
Intercontinental TV.....	MU	2-3404
Interstate TV Corporation.....	MU	8-2545
Jayark Film Corp.....	MU	8-2636
Robert Lawrence Productions, Inc.....	JU	2-5242
MCA-TV.....	PL	9-7500
MGM-TV.....	JU	2-2000
Charles Michelson, Inc.....	PL	7-0695
Modern Teleservice, Inc.....	OX	7-2753
Motion Pictures for Television, Inc.....	PL	3-5600
Movietonews, Inc.....	CO	5-7200
MPO Productions, Inc.....	CI	8-7830
National Screen Service Corp.....	CI	6-5700
National Telefilm Associates, Inc.....	JUDson	2-7300
Official Films, Inc.....	PL	7-0100
Paramount Television Productions, Inc.....	BR	9-8700
Penthouse Sound Studios of V. J. Nola.....	JU	6-0040
Reeves Sound Studios, Inc.....	OR	9-3550
Hal Roach Studios.....	CI	9-6135
Sarra, Inc.....	MU	8-0085
Walter Schwimmer, Inc.....	EL	5-4616
Screencraft Pictures, Inc.....	MU	7-5011
Bernard L. Schubert.....	MU	8-0940
Screen Gems, Inc.....	PL	1-4432

TELEPHONE NUMBERS IN NEW YORK

Show Corp. of Amer.	JU	6-5050
Sound Masters, Inc.	PL	7-6600
Sterling Television Co., Inc.	MU	3-6300
Transfilm Incorporated	JU	2-1400
Trans-Lux Television Corp.	PL	1-3114
Twentieth Century-Fox	CO	5-3320
United Artists Assoc.	MU	6-2323

United Artists TV Inc.	CI	5-6000
UPA Pictures, Inc.	PL	8-1405
Universal Pictures Co., Inc., Television	PL	9-8000
Warner Bros. TV.	CI	6-1000
Van Praag Productions	CI	7-2687
Ziv Television Programs	MU	8-4700
Maurice H. Zouary TV Productions	JU	2-6185

CHICAGO TELEPHONE NUMBERS

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBEE	RAndolph	6-6842
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EASgate	7-6820
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	MIchigan	2-7600
WHFC	CLiffside	4-7411
WHND	WHitehall	4-2170
WJJD	State	2-5466
WLS	MOntroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WSBC	MOntroe	6-9060
WSEL	Financial	6-0120

FM Radio Stations

WEAW	KEystone	9-6090
WEFM	State	2-1357
WENR-FM	ANdover	3-0800
WFMT	State	2-5668
WKFM	RAndolph	6-2141
WSEL	Financial	6-0120

Television Stations

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

National Networks

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

Station Representatives

Avery-Knodel, Inc.	WHitehall	4-6869
Hil F. Best Co.	State	2-5096
John Blair & Co.	SUperior	7-2300
The Bolling Co.	WHitehall	3-2040
The Branham Co.	Central	6-5726
Broadcast Time Sales	State	2-1405
Burke-Stuart	DEarborn	2-6685
Burn-Smith Co.	Central	6-4437
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	State	2-1663
Crosley Broadcasting Corp.	State	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElaware	7-3504
Gill-Perna, Inc.	FRanklin	2-8665
Headley-Read Co.	FRanklin	2-4686
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	Financial	6-6440
The Katz Agency	MOhawk	4-7150
Robt. S. Keller, Inc.	State	2-5096
Joseph Hershey McGillvra, Inc.	State	2-5282
Robert Meeker Associates, Inc.	Central	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	State	2-7494
Peters, Griffin, Woodward, Inc.	FRanklin	2-6373
Edward Petry & Co., Inc.	WHitehall	4-0011
Radio-TV Repts., Inc.	Financial	6-0982
Paul H. Raymer Co.	SUperior	7-4478
Sears & Ayer, Inc.	SUperior	7-8177

Venord, Rintoul & McConnell	State	2-5260
Walker-Rawolt Co.	ANdover	3-5771
Weed & Co.	WHitehall	4-3434
Adam Young, Inc.	MIchigan	2-6190

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	Financial	6-1600
N. W. Ayer & Son, Inc.	ANdover	3-7111
BBD&O	SUperior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Gordon Best, Co., Inc.	State	2-5060
Bozell & Jacobs, Inc.	Central	6-0870
Leo Burnett Co., Inc.	Central	6-5959
Campbell-Ewald Co.	Central	6-1946
Campbell-Mithun Inc.	DElaware	7-7558
Dancer-Fitzgerald-Sample	Financial	8-4700
W. B. Doner & Co.	ANdover	3-7800
Doremus & Co.	Central	6-9132
Erwin Wassey, Ruthrauff & Ryan	Financial	6-1833
Foote, Cone & Belding	SUperior	7-4800
Frank, Clinton E., Inc.	WHitehall	4-5900
Fuller & Smith & Ross	ANdover	3-5039
Grant Advertising, Inc.	SUperior	7-6500
Robert Kahn & Assoc. Inc.	Dickens	2-2200
H. W. Kastor & Sons Advertising Co.	Central	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	LORain	7-5710
McCann-Erickson	WEbster	9-3700
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	Central	6-1640
Needham, Louis & Brorby, Inc.	WHitehall	4-3400
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Rickerd & Cleary, Inc.	RAndolph	6-9760
Tatham-Laird, Inc.	HARRison	7-3700
J. Walter Thompson Co.	MOhawk	4-6700
Edward H. Weiss & Co.	Central	6-7252
Young & Rubicam	Financial	6-0750

Radio-TV Program Prods.

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

News Agencies and Ass'ns.

Associated Press	State	2-7700
International News Service	RAndolph	6-4838

RADIO-TV DAILY DEarborn 2-6757

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

TV Film Producers-Dist.

Walter Schwimmer, Inc.	FR	2-4392
Television Programs of America, Inc.	WH	4-4767
UPA Pictures, Inc.	AN	3-7566

WASHINGTON TELEPHONE NUMBERS

Federal Departments and Agencies

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

Non-Governmental

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

Radio Daily	EX	3-408
Radio, Electronics-Television Manufacturers Association	NAtional	8-3902

Radio Corporation of America (Frequency Bureau and RCA Victor Dic.)	DIstrict	7-1260
Westinghouse Broadcasting Co.	STERling	3-0903

AM Radio Stations

WARL	KEnmore	6-9000
WEAM	JAckson	7-7100
WFAN	REpublic	7-8000
WFAZ	JEfferson	2-1220
WGAY	WHitehall	6-1050
WGMS	EXecutive	3-8676
WINX	REpublic	7-8000
WMAL	KEllogg	7-1100
WOL	HObert	2-3900
WOOK	REpublic	7-8000
WPK	OVERlook	3-3000
WRC	EMerson	2-4000
WTOP	EMerson	2-9300
WUST	HObert	2-0011
WWDC	TUckerman	2-7600

FM Radio Stations

WASH	DIstrict	7-1356
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WRC-FM	EMerson	2-4000
WTOP-FM	EMerson	2-9300
WWDC-FM	TUckerman	2-7600

Television Stations

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

News Services

Associated Press	DIstrict	7-1500
United Press	EXecutive	3-3430

Networks

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

LOS ANGELES TELEPHONE NUMBERS

AM Radio Stations

KABC	NOrmandy	3-3311
KALI (Pasadena)	RYan	1-7149
KBIG	HOLlywood	3-3205
KBLA (North Hollywood)	STate	7-3619
KDAY	HOLlywood	1-9981
KFAC	WEbster	8-0161
KFI	DUnkirk	2-2121
KFOX (Long Beach)	NEvada	6-7868
KFSG	DUnkirk	9-1141
KFWB	HOLlywood	3-5151
KGER (Long Beach)	NEvada	6-4774
KGFJ	HOLlywood	4-0201
KGIL (Sherman Oaks)	STate	4-6291
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CItrus	1-1133
KLAC	HOLlywood	2-7271
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KPOP	DUnkirk	8-2345
KPOL	WEbster	8-2345
KRKD	CApitol	5-4116
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KABC-FM	NOrmandy	3-3311
KBMS-FM (Glendale)	CHapman	5-2090
KCBH	BR	2-7105
KFCF-FM	WEbster	8-0161
KFMU-FM	WEbster	8-5233
KFOX-FM	NEvada	6-7868
KGLA-FM	DUnkirk	5-9966
KHJ-FM	HOLlywood	2-2133
KHOF-FM (Glendale)	CHapman	5-5668
KMLA-FM	DUnkirk	2-8426
KNOB-FM (Long Beach)	HEmlack	8-5519
KNX-FM	HOLlywood	9-1212
KRRM-FM	HOLlywood	7-5167
KUTE-FM	CItrus	4-1414
KRKD-FM	HOLlywood	5-2181
KWKW-FM (Pasadena)	RYan	1-6744

Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHJ-TV	HOLlywood	2-2133
KRCA	THornwall	5-7000
KINXT	OLive	1-2345
KTLA	HOLlywood	9-3181
KTTV	HOLlywood	2-7111

Networks

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

Station Representative

AM Radio Sales Co.....	HOLLYWOOD	5-0695
Avery-Knodel, Inc.....	DUnkirk	5-6394
Walter Biddick Co.....	Richmond	9-8800
John Blair & Co.....	DUnkirk	7-1333
Blair-TV, Inc.....	DUnkirk	1-3811
CBS-TV Spot Sales.....	OLive	1-2345
Bolling Company, Inc.....	BRadshaw	2-0544
The Branham Co.....	OLive	3-6363
Broadcast Times Sales.....	HOLLYWOOD	5-1755
CBS-Radio Spot Sales.....	HOLLYWOOD	9-1212
Crawford, Fred E.....	DUnkirk	4-7352
Forjae & Co.....	OL	5-7755
Gillman, Nicoll & Ruthman.....	DUnkirk	7-1325
Gil-Perna, Inc.....	DUnkirk	7-4388
W. S. Grant Co.....	HOLLYWOOD	3-7194
H-R Representatives, Inc.....	HOLLYWOOD	2-6453
Hawley, Mark Assoc.....	WEbster	8-2181
Headley-Reed Co.....	HOLLYWOOD	4-8248
Hollingbery, George P., Co.....	DUnkirk	5-2071
Katz Agency, The.....	DUnkirk	5-6284
McGavren-Quinn Co.....	HOLLYWOOD	4-6146
Meeker Co.....	HOLLYWOOD	2-2351
Tracy Moore.....	HOLLYWOOD	2-2351
NBC-KRCA Spot Sales.....	Thornwall	5-7000
Oakes, Harlan G., Associates.....	DUnkirk	2-3200
Lee F. O'Connell Co.....	OL	5-7597
John Pearson Co.....	DUnkirk	5-5084
Peters, Griffin, Woodward, Inc.....	HOLLYWOOD	9-1688
Edward Petry Co.....	TUcker	3171
Rombeau, William G., Co.....	HOLLYWOOD	4-6017
Paul H. Raymer.....	HOLLYWOOD	2-2376
Scott, Duncan & Co.....	DUnkirk	8-4151
Venard, Rintoul, McConnell.....	DUnkirk	8-4151
Video Views.....	HOLLYWOOD	3-4179
Weed & Company.....	HOLLYWOOD	2-6676
Young, Adam J., Inc.....	HOLLYWOOD	2-2289

Advertising Agency

Action Advertising.....	DUnkirk	3-3114
Ad Larson.....	NOrmandie	4-6552
Advertising Council, Inc.....	CRestview	4-8039
Advertising Engineers Corp.....	MADison	8-5039
Alber, R. H., Co.....	HOLLYWOOD	9-8273
Allen, Dorsey & Hatfield, Inc.....	NORmandie	3-9343
Allen & Marshall Adv. Agency.....	OLive	3-1770
Allen, Martin, Co.....	WEbster	3-0734
Allied Advertising Agencies.....	HOLLYWOOD	2-0837
Anderson-McConnell Adv. Agency.....	WEbster	6-6161
U. S. Anderson Co.....	WEbster	8-7812
Arnold, Rupert Advertising.....	DUnkirk	2-0896
Asch, A., Inc.....	DUnkirk	7-7600
Associated Advertising Agency.....	OL	2-7690
Atherton Advertising Agency.....	OLive	3-2246
Atchison & Havden.....	DUnkirk	5-7191
Ayer, N. W., & Son, Inc.....	HOLLYWOOD	3-4871
Baldwin, Ben, Adv. Agency.....	HOLLYWOOD	2-0908
Barnes Chase Co.....	DUnkirk	4-1193
Baron, Richard, Co.....	HOLLYWOOD	2-5657
Bates, Kirk O.....	HU	7-4270
Bates, Ted., & Co.....	HOLLYWOOD	9-2161
BBDO.....	HOLLYWOOD	2-6773
Baus & Ross Co.....	DUnkirk	8-1107
Bayard, Jere.....	OLdfield	5-9355
Becker, Max, Advertising (Long Beach).....	HEmlock	6-5222
Bejach, Leo, Adv.....	GRanite	2-2245
Belford, Ed, Agency.....	POplar	6-4334
Bell Advertising.....	PLEasant	3-2339
Bennett, Harry, Adv. Agency.....	OLive	5-6045
Bennett, Walter F., & Co.....	HOLLYWOOD	4-8291
Benton & Bowles, Inc.....	HOLLYWOOD	4-9151
Berghoff Associates, Inc.....	OLive	5-7536
Bishop & Associates, Inc.....	HOLLYWOOD	2-1266
Blades, Richard H.....	MADison	9-2866
Bloch's Advertising.....	HOLLYWOOD	3-0647
Blum's Direct Advertising.....	DUnkirk	8-3441
Bogerts, The.....	HOLLYWOOD	3-6871
Bowes, Chas, Adv. Co.....	DUnkirk	1-3881
Boyd, John R.....	CLEVELand	6-8698
Boylhart, Lovett & Deane.....	DUnkirk	4-2161

Bozell & Jacobs, Inc.....	BRadshaw	2-2081
Brehme Ad Service (Glendale).....	CHapman	5-1539
Broadcasting Advertising.....	BRadshaw	2-4840
Brown, Byron H., & Assoc.....	OLympia	3-2320
Buchanan & Co., Inc.....	OL	5-8200
Bull, Frank, & Co.....	HOLLYWOOD	5-4195
Burke, Dowling & Adams Inc.....	WEbster	8-3844
Burnett, Leo, Co., Inc.....	HOLLYWOOD	4-7374
Burt, George Advertising.....	HOLLYWOOD	5-1183
Buss, R. H., Associates.....	DUnkirk	5-4385
Buxton, Erwin.....	RYan	1-5541
California Adv., Agency.....	HOLLYWOOD	3-3189
Calkins, Holden, Inc.....	WEbster	6-5145
Calvert, J. Russell & Assoc.....	BRadshaw	2-2868
Campbell-Ewald Co.....	DUnkirk	9-1334
Campbell-Mithun, Inc.....	HOLLYWOOD	2-0715
Caples Co., The.....	DUnkirk	7-4255
Carlson, Milton Co.....	DUnkirk	8-9464
Carson-Roberts Inc.....	BRadshaw	2-8366
Case, Roger T., Assoc.....	HEmlock	7-3503
Castor & Assoc.....	OLeader	2-1315
Chamberlin & Associates.....	DUnkirk	7-6444
Cheshire Advertising Associates.....	HOLLYWOOD	9-4580
Citizen Advertising Agency, Inc.....	MADison	2-2463
Clark, Darwin H., Co.....	MADison	5-2441
Classified Advertising Agency.....	HU	2-1690
Cloward Velma Advertising.....	DUnkirk	4-2558
Coast Advertising Associates.....	TRinity	1269
Cole, Fischer & Rogow.....	CRestview	6-3195
Cole, Val Advertising Agency.....	CRestview	5-8462
Colman-Parr Advertising.....	OLive	3-7030
Collard, Clark, Adv. Agency.....	DUnkirk	7-3388
Columbia Pacific Advertising.....	GArdfield	3-1047
Compton Advertising, Inc.....	OL	2-0109
Consolidated Adv. Directors.....	OLive	5-6484
Copy Cat Advertising.....	STanley	7-4348
Cowell, Leslie B., Advertising.....	STanley	7-5329
Craig & Reid, Inc.....	HOLLYWOOD	4-8218
Creative Advertising.....	OLympia	5-8281
Crist, Ken, Inc.....	NORmandie	1-1287
Culbertson, Robert C. Adv.....	OLive	5-8514
Culp, Earl R., Co.....	DUnkirk	2-8406
Cunningham & Walsh, Inc.....	OL	2-5690
Dancer-Fitzgerald-Sample, Inc.....	HOLLYWOOD	2-3256
D'Arcy Adv. Co.....	DUnkirk	5-3171
Delman, Allen & Assoc.....	WEbster	6-2312
Davidson, David, & Co.....	HOLLYWOOD	2-7753
Davis & Blackwell, Inc.....	VIctoria	9-2964
Davis, Charlie, Advertising.....	AXminster	3-5508
Dennis, Robert, Agency.....	MADison	5-2183
DeSantis Advertising Agency.....	CHapman	5-5662
Dibble, Gordon H.....	CHapman	5-2495
Dolson Advertising Agency.....	LOraire	9-5111
Donahue & Coe.....	DUnkirk	1-2221
Donald, Dick, Advertising.....	DUnkirk	8-0555
Doyle, Dane, Bernbach.....	WEbster	8-3781
Dozier, Eastman & Co.....	DUnkirk	5-6071
Dreyfus Co. Adv.....	OLive	5-8255
Dunas, E. C. Advertising.....	OLive	6-4100
Durstine, Roy S., Inc.....	DUnkirk	8-3411
Ebberts, Dan, Adv. Serv.....	LUDlo	7-9161
Edelstein, Irwin L. & Assoc.....	OLive	3-7420
Ehler, Grace.....	MADison	6-2227
Eisaman-Jokes, Advertising.....	HOLLYWOOD	4-7265
Eisenberg, Ralph.....	MADison	2-0439
Elliott, Neil M. Advertising.....	DUnkirk	7-7301
Envart & Rose Advertising.....	OL	4-4070
Erwin Wasey, Ruthrauff & Ryan, Inc.....	WEbster	1-1211
Essig Co.....	POplar	3-4365
Esty, William Co.....	HOLLYWOOD	2-6301
Faan, O. K. Advertising Agcy.....	MADison	2-2192
Falkenhainer, Carl.....	BRadshaw	2-0136
Fallon & Co.....	HOLLYWOOD	3-5683
Farrar Advertising.....	GRanite	8-3011
Fehlman, Warren P. Adv. Co.....	OXnard	4-5270
Fellows, John C., Co.....	SYcamore	2-4645
Flax-Bronston Co.....	MADison	6-7751
Foladore, Maurv & Assoc.....	HOLLYWOOD	9-8135
Foot, Cone & Belding (Hollywood).....	HOLLYWOOD	9-6265
Foot, Cone & Belding (Los Angeles).....	MADison	9-3611
Forestral, R. J. Co.....	WEbster	5-1211
Frank, Albert-Guenther Law.....	WEbster	3-7595
Frank, Don Advertising (Anaheim).....	KEYstone	5-6093
Frazier, Cornelius W.....	MADison	5-8392
Fritz, Jimmy, & Associates.....	HOLLYWOOD	3-3251
Fuller, Smith & Ross, Inc.....	OLive	3-0240
Gage, Booth & West, Inc.....	OLive	3-1770
Gard, Dalbert & Associates.....	DUnkirk	8-8422
Gardner, H. M., & Assoc.....	OLive	5-7465
Gaynor, Colman, Prontis & Varley, Inc.....	OL	5-8191
Geissinger, W. B., & Co.....	WEbster	3-7178

TELEPHONE NUMBERS IN LOS ANGELES

General Advertising Agency, Inc.	HOLLYWOOD	3-5128	McLain, W. R., & Associates	NOrmandie	3-8200
Gerth, Brown Clark & Elkus	OLive	3-2320	McNeill & McCleery	DUnkirk	5-7341
Gilbert & Benton	STanley	7-1848	Meany, Phillip J., Co., Adv.	DUnkirk	5-4181
Gilbert, Martin, Agency	STate	3-2900	Meltzler, Richard, Adv.	OLive	3-8550
Gill Clifford Agency	OLive	5-8388	Meyerhoff, Arthur, & Co.	OL	3-1633
Glosser-Gailey, Inc.	DUnkirk	4-2141	Miner, Dan B., Co.	DUnkirk	8-3301
Glenn Advertising, Inc.	OL	3-9030	Minns, Richard L.	CRestview	1-7207
Gold Mike Agency	RYan	1-4745	Monso, John S., Advertising	OLive	2-7218
Goldstone-Tobias	OL	5-6010	Morgan Company, The	STate	6-5696
Gonda, Francis D., Adv. Agency	HOLLYWOOD	2-1325	Morgan, Raymond R., Co.	HOLLYWOOD	3-4194
Goodman, Anderson, Advertising	OLive	3-6400	Mottl & Siteman Advertising	OL	2-5095
Graham, Clyde D.	DUnkirk	3-1266	Mowinckel, E. K., Advertising	Richmond	7-0529
Grant, Will	DUnkirk	7-3361	Mullins, Earl, Advertising	DUnkirk	5-9088
Grant Advertising Agency	HOLLYWOOD	1-9231	Nargi Advertising	VAndike	1647
Gray-Moore Agency	HOLLYWOOD	9-3591	National Advertising Associates	DUnkirk	7-4388
Greer, Norman Co.	OL	7-0648	National Federation of Advertising Agencies	OL	3-2320
Gregory, Willard G., & Co.	MADison	7-0531	Neale & Associates	OL	6-0500
Grey Advertising	HOLLYWOOD	4-7347	Neave & North Advertising	HOLLYWOOD	2-6044
Guerin-Johnstone-Jeffries Advertising	Cleveland	7-7572	Neave, Ralph Advertising (Manhattan Beach)	FRontier	4-1609
Guild, Bascom & Bonfigli	HOLLYWOOD	9-8217	Needham, Louis, & Brorby	CRestview	6-2073
Hadlock & Associates	HOLLYWOOD	2-6731	Nelson Adv. Service	WEbster	8-3844
Harris, Harlan & Wood Adv.	HOLLYWOOD	9-2911	Newman, Ben Allah, Advertising Service	DUnkirk	9-6649
Heintz & Co., Inc.	MADison	9-3181	Newmark, Nelson, Advertising	MADison	4-1568
Hill, Don	MADison	4-5149	North Advertising	OL	2-3770
Herbert E. Hill	HU	3-7730	Olen, David, Adv.	OLive	5-7290
Hixson & Jorgenson, Inc.	DUnkirk	8-3121	Pacific Advertising Service	Richmond	9-5803
Hoel, John D., Adv. Agency	RYan	1-7131	Packard, Jack Advertising	CHapman	5-5591
Hollander, Welsh Advertising	DUnkirk	9-1171	Pardee Co., The	HOLLYWOOD	2-7306
Hong-Cooper Co.	DUnkirk	8-3301	Patch & Curtis Advertising (Long Beach)	HEmlock	3-4919
House of Leads	PLEasant	3-2226	Patton, George Adv.	HOLLYWOOD	2-0841
Houston Advertising Service Co.	NOrmandie	5-5886	Paul & Baum	OL	3-2110
Hubley Adv. Agency	DUnkirk	2-2366	Pell, Ben, Advertising	MADison	2-1557
Hunter & Wilhite Advertising	WEbster	3-7353	Perrett Co., The	MADison	8-2388
Hutchinson Advertising	HOLLYWOOD	2-4500	Pflaum, Stanley, & Associates	OL	2-0332
Irwin, Howard, & Assoc.	DUnkirk	8-1219	Porter, Wesley H., Adv.	AXminster	3-0400
Jay, Clarence L. Industrial Adv.	NOrmandy	4-7131	Productive Advertising	AXminster	1-1322
Jaycraft Co.	THornwall	2-5310	Ramsey, Brown & Co.	HOLLYWOOD	3-6851
Jenner, Don, Advertising	DUnkirk	2-8321	Raymond, J. W., Advertising	HU	3-4330
Jensen, Walter L., Advertising	DUnkirk	9-8355	Raymond, Larry, Co.	WEbster	6-8125
Jett Advertising	HOLLYWOOD	2-6635	Robin Co., The	DUnkirk	3-3114
Johnson, J. Howard	MADison	4-8464	Robin, Lee & Arnold	CRestview	4-5853
Johnson & Lewis	HOLLYWOOD	5-7105	Robins, Jerome, Agency	DUnkirk	8-0661
Jones, Paul, & Associates	DUnkirk	1-3003	Roche-Eckhoff & Lee	OLive	5-7670
Kaplan, Sara Jane, Advertising	OLive	3-6057	Rockett-Lauritzen	REpublic	4-2106
Kaufman, Lon, Co.	DUnkirk	8-2725	Ross, Charles, Adv., Agency	HOLLYWOOD	2-1184
Kaufman, Hans E., & Co.	HOLLYWOOD	3-3800	Ross, Clark	WEbster	4-5152
Kay-Christopher Advertising	WEbster	9-1347	Ross, Roy, Inc.	HOLLYWOOD	9-6263
Keane, Raymond, Advertising	BRAdshaw	2-3548	Russell-Stuart & Assoc.	HOLLYWOOD	3-6156
Keene & Associates	OLive	3-7420	Sawdon, Frank	HOLLYWOOD	4-3129
Kellogg, Edw. S.	DUnkirk	7-5213	Schurrer, Lou, Adv.	HOLLYWOOD	3-3800
Kelso, M. H., & Co.	DUnkirk	2-2072	Scott, M. B. Advertising	OL	3-5330
Kenyon & Eckhardt	HO	3-2101	Scrbell, J. B., Adv. Agcy.	MADison	6-9397
Kennedy, Walker & Wooten	OL	2-0555	Seros, George J., Advertising	OL	2-1793
Keyes, Madden & Jones	HOLLYWOOD	9-3974	Shane, Leonard, Agency	HOLLYWOOD	9-2258
Killingsworth Co.	DUnkirk	5-6111	Shay Advertising	HOLLYWOOD	4-1158
Kirby, Dick, & Associates	VAndike	8334	Sheldon, Lisle Adv.	HOLLYWOOD	3-2366
Klitten, Martin R., Co.	DUnkirk	7-8395	Sherman & Pam	HOLLYWOOD	7-3111
Kraft Advertising	DUnkirk	8-6262	Show Management	WEbster	8-0148
Lance Advertising	CRestview	5-6158	Sieck, Charles H.	GRAnite	3-3659
LaRoche, C. J., Advertising	HOLLYWOOD	9-3656	Simmons, Dean	WEbster	1-1311
Latta & Co.	MADison	6-3284	Smalley, Levitt & Smith	MADison	8-5336
Lawrence Co.	BRAdshaw	2-5820	Speer Advertising Agency	Richmond	7-9626
Lee & Associates	WEbster	3-9349	Spees Advertising Agency	DUnkirk	9-6933
Lee, J. Richard	HOLLYWOOD	9-2721	Stahl, Charles N., Adv. Agency	HOLLYWOOD	2-7344
Lee, Robert E., & Associates	BRAdshaw	2-4125	Stebbins, Barton A., Adv.	DUnkirk	8-8131
Leni Advertising	HOLLYWOOD	4-0141	Stebbins, Hal, Inc.	Richmond	9-5317
Lennon & Newell	CRestview	1-7221	Steinlauf, Malcolm, & Co.	WEbster	3-7564
Lewin, Howard, Advertising	DUnkirk	8-8771	Steller, Miller & Lester, Inc.	DUnkirk	7-5377
Lewis Advertising	HOLLYWOOD	5-9040	Stiller, Rouse & Hunt Advertising	OL	5-8550
Lionel & Simons Advertising	HOLLYWOOD	2-7429	Stodel Advertising	MADison	2-1193
Little & Co.	DUnkirk	9-1267	Straus, J. M., & Co.	DUnkirk	3-9561
Logan, Dudley L.	DUnkirk	2-8471	Stromberger, LaVane & McKenzie	DUnkirk	5-2211
Lynn-Western, Inc.	WEbster	5-3040	Sudler Co.	BRAdshaw	2-3438
Mack Agency	HOLLYWOOD	2-6377	Sullivan Stauffer Colwell & Bayles, Inc.	HOLLYWOOD	4-2119
MacManus, John, & Adams	OLive	3-6130	Sussman & Meyer Adv.	OLive	5-8730
Mann Advertising Co.	DUnkirk	2-1179	Swafford & Co.	OLdfield	5-9690
Mannis, Samuel A.	HOLLYWOOD	4-7501	Taggart & Young	WEbster	3-8108
Markham Co.	DUnkirk	8-9495	Tatham-Laird, Inc.	HOLLYWOOD	1-9228
Martha's Adv. Service	MADison	6-4897	Taylor Host, Inc.	CAPitol	5-3208
Marto, Walter	SY	6-2239	Thompson, J. Walter, Co.	OL	3-0300
Mathisson & Associates	HU	2-1870	Thompson-McDonald	HOLLYWOOD	2-7249
Mathews, Anne D. (Pasadena)	SYcamore	9-6504	Tilds & Cantz Advertising	HOLLYWOOD	2-6651
Mayer Company	DUnkirk	8-2111	Todd, Michael, Advertising	HOLLYWOOD	5-8036
Mayne, Charles H., Co.	OLive	3-0990	Tullis Co., Inc., The	HOLLYWOOD	2-6333
Mays & Co.	MADison	7-8534	Tyler-Smith, T., Advertising	DUnkirk	7-5519
McCann-Erickson	DUnkirk	5-3301	United Bench Advertising	AXminster	2-8107
McCarty Co., The	DUnkirk	5-4011	Universal Advertising Agency, Inc.	HOLLYWOOD	4-8218
McCree, Walter, Co.	OL	2-4480			
McElligatt, Ford C., & Associates	MADison	2-4653			
McElroy Adv. Agcy.	Richmond	9-2047			
McHugh Advertising Co.	BRAdshaw	2-0233			
McKee, Burns Adv.	HOLLYWOOD	7-4218			

TELEPHONE NUMBERS IN LOS ANGELES

Van der Boom, Hunt, McNaughton, Inc.	DUnkirk	2-6203
Vanderhurst Adv.	HOLlywood	7-9191
Van-Scott, Inc.	DUnkirk	9-2300
Victor, A. J., Company	AXminster	4-7555
Voorhees, P. W., Inc.	BRadshaw	2-3726
Wade, Geoffrey, Adv. Agency	HOLlywood	4-7457
Walsh, Nellie L., Advertising	MA	2-9853
Warwick & Lagler, Inc.	OL	3-0130
Weatherwax-Spurgeon & Associates	MA	7-2633
Webster, R. W., Adv.	MADison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser, Marty, Co.	CRestview	4-8929
Welsh, Hollander & Coleman Adv.	DUnkirk	9-1171
Wessells, George M., Company	WEstber	6-7668
West-Marquis, Inc.	HUntley	2-5430
Westwood, Tom, Adv. Agcy.	CH	5-5051
Whiteman, Richard	DUnkirk	5-2054
Wilder, Alvin	REpublic	4-2186
Williams, Dallas & Sons	HOLlywood	2-6396
Willis, Harry G., & Assoc.	CHapman	5-3325
Winan & Co., Paul	RIchmond	7-5189
Wolfer-Douglass-Bennington, Inc.	CUMberland	3-6242
Wood, Frank A.	WEstber	8-8540
Wolf, Len, Co.	DUnkirk	8-2361
World Advertising (Long Beach)	HEmlock	5-6094
World Wide Want Ad Service	MADison	7-9983
Wynne-Alexander Advertising (Pasadena)	RYan	1-2319
Young, Marvin, Associates	HOLlywood	2-2684
Young, M. M., Adv.	HOLlywood	2-2684
Young & Rubicam	MADison	6-7641

Radio-TV Program Prod.

Aladdin Enterprises	HOLlywood	2-6686
Alexander, M & A, Productions, Inc.	HOLlywood	4-7571
Burrud, Bill, Productions	HOLlywood	3-8181
Cavalcade Television Programs	OL	4-4144
Cheshire & Associates	HOLlywood	9-3498
Consolidated Film Industries	HOLlywood	9-1441
Corradine, Tom J., & Associates	HOLlywood	2-4448
Commodore Productions	HOLlywood	9-7502
Crosby, Bing, Enterprises	CRestview	1-1171
Fairbanks, Jerry, Inc.	HOLlywood	2-1101
Gibson, Grace, Radio Prods.	HOLlywood	9-4580
Guedel, John, Radio Productions	WEstber	6-6291
Hollywood Central Recording Studios, Inc.	HOLlywood	3-2131
MacGregor, C. P., Sound Studios	DUnkirk	4-4191
MCA-TV	POplar	6-3871
Patin, Ray, Productions	HOLlywood	2-1147
RCA, Victor Division	RAYmond	3-6661
Radio Recorders, Inc.	HOLlywood	3-3282
Reynolds, Stuart, Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	HOLlywood	4-3183
Rocket Pictures, Inc.	HOLlywood	7-7131
Ross, Jack	HOLlywood	9-4019
Rourke, Jack, Productions	HOLlywood	3-7178
Screen Gems, Inc.	HOLlywood	2-3111
Snader Telecriptions Comp.	HOLlywood	2-1261
Steffner, Wayne, Prods.	HOLlywood	3-4173
Studio & Artists Recorders	HOLlywood	4-8241
Sutherland, John, Prods, Inc.	DUnkirk	8-5121
Telefilm, Inc.	HOLlywood	9-7205
Telex Corp.	HOLlywood	4-7391
TV Spots	HOLlywood	5-5171
Tuchman, Harris, Productions	WEstber	6-7189
Universal Recorders	HOLlywood	9-8282
Western Recorders	HOLlywood	3-6811
Wilding Picture Prods. of Calif.	WEstber	8-0183
World Broadcasting System	OLdfield	4-2800
Wright, Carter, Enterprises, Inc.	HOLlywood	9-0944
Ziv, Frederic W., Co.	OLdfield	4-2800
Ziv Television Programs, Inc.	OLdfield	4-2800

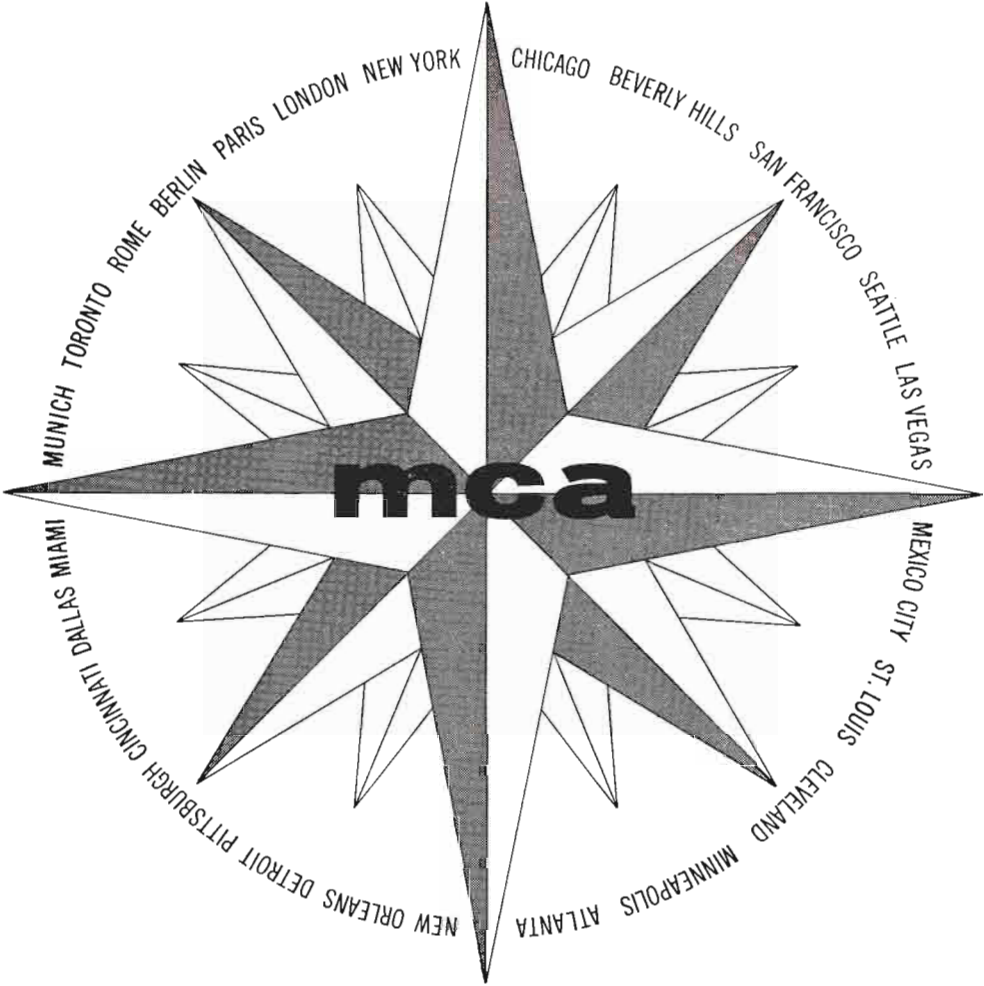
TV Film Producers-Dist

M & A Alexander Productions	HO	4-3414
George Bagnall & Associates	OL	2-8050
Bonded TV Film Service, Inc.	OLd	4-7575
Frank Cooper Associates	CR	4-5971
Jack Denove Productions, Inc.	CR	4-8331
Desilu Productions, Inc.	HO	9-5911
Walt Disney Studio	TH	5-3141
Douglair Corporation	OL	2-7490
Jerry Fairbanks Production	HO	2-1101
Family Theater, Inc.	HO	2-1317
Don Fedderson Productions	HO	9-5911
Filmcraft Productions	OL	3-2430
Filmaster Productions, Inc.	HO	2-7141
Flying A Prod.	HO	9-1425
Four Star Films, Inc.	HO	2-6231

Gannaway International Corporation	PO	3-8411
Gross-Krasne, Inc.	HO	2-7141
Hollywood Television Service, Inc.	PO	3-8411
Interstate TV Corporation	NO	2-9181
Mark VII, Ltd.	ST	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Productions	HO	4-2141
Medallion TV Enterprises, Inc.	HO	2-6635
Carlton E. Morse Enterprises, Inc.	TH	5-7000
Paramount Television Productions, Inc.	HO	9-8700
Playhouse Pictures	HO	5-2193
Roland Reed TV Productions	HO	9-1628
Revue Productions, Inc.	PO	6-3871
Hal Roach Studios	TE	0-2931
Screen Gems, Inc.	HO	2-3111
Stage Five Productions, Inc.	HO	7-3111
Swift-Chaplin Productions, Inc.	HO	2-0761
TCF Television Productions, Inc.	HO	2-6231
Twentieth Century Fox Television Productions, Inc.	HO	2-6231
UPA Pictures, Inc.	TH	2-7171
Universal Pictures Co., Inc., Television	ST	7-1211
Van Praag Productions	HO	2-1141
Warner Bros. Pictures, Inc. TV Division	HO	9-1251

Artists Agencies

Alexander, Alex Agency	CRestview	1-6101
Allan, Lane Agency	OL	2-7953
Allied Casting	HOLlywood	3-7124
Alvarado, Carlos	OL	2-0272
American Federation of Television and Radio Artists	HOLlywood	4-5123
Aragon Agency	TEXas	0-4565
Armstrong-Deuser	CRestview	4-8135
Ashley-Steiner Corporation	CRestview	4-8511
Artigue, Louis	CRestview	6-2488
Auer, Miles Bohm	HOLlywood	2-6416
Barnes, William, Agency	CRestview	1-5256
Barry, Vy, Agency	HOLlywood	9-0989
Barskin Agency, The	OL	2-5470
Baxley, Bill Agency	HOLlywood	9-2878
Bell, Marcella Agency	CRestview	6-0012
Bender-Ward	OLympia	2-1465
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	HO	4-3060
Brandies, Bob, Agency	HOLlywood	5-6978
Brewis, Alex	OL	2-7020
Burr, Dorothy	HOLlywood	4-6898
Carr, Beverly	CRestview	4-8555
Cloutman-Barskin-Short	OL	2-6833
Columbia Artists Management	MADison	6-2327
Condit Agency	HO	4-3237
Connor, Allen	HOLlywood	5-0834
Cooper, Frank, Associates	CRestview	4-5971
Cooper, Ray	CRestview	6-9769
Cumber, Lil Attractions Agency	AXminster	3-6159
Darrow Agency, The	CRestview	4-7253
Davis, Charles Agency	HOLlywood	4-0474
Davis, Mary Webb	OL	5-6747
Dawn, Wilma Agency	HOLlywood	5-7438
Doak, Virginia	CR	4-8121
Donaldson Agency	OL	2-0355
Draewemer, Isabelle, Agency	WE	5-1759
Drexel-Jameson Agency	CRestview	4-7551
Faber, Alice	CRestview	4-6763
Fame Agency	CRestview	6-6238
Famous Artists	CRestview	4-7433
Flaire Agency, The	OL	6-3060
French, Hugh	CRestview	6-7766
Frings, Kurt	CRestview	4-8881
Garfield, Milton	CRestview	1-7227
Gefsky, Harold L.	OL	3-6145
General Artists Corporation	BR	2-4259
Gertz, Mitchell	CRestview	4-5491
Gold, Sid	CRestview	4-7247
Goldstone, Tobias	CRestview	6-1071
Gould, Billy	OL	6-1122
Green, Ivan	OL	2-4010
Greshler, Abner	CR	4-7563
Griffith, Byron	HOLlywood	7-2600
Grimae Agency	HOLlywood	2-1133
Grossman, Milton M.	CRestview	4-8631
Halliburton, Jeanne	CRestview	5-5575
Halsey, Reece Agency	OLive	2-2409
Hamilburg, Mitchell	OL	2-5160
Herdan-Sherrell	CRestview	1-5236
Herzbrun, Walter	OL	2-7210
Herzon, Hal	OL	2-4686
Hill Agency & Associates	HO	2-2369
Ingersoll, George, Agency	HOLlywood	7-0862
Irwin, Lou	CRestview	1-7131



**RADIO
TELEVISION DAILY**

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BUSINESS



FINANCIAL DATA

GENERAL STATISTICS

NETWORK TV ADVERTISERS

1959

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



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

CAUSES OF BUSINESS FAILURES IN THE UNITED STATES—1958 FOR ALL LINES OF BUSINESS—COMMERCIAL SERVICE

UNDERLYING CAUSES		APPARENT CAUSES		
Number	Per Cent	Number	Per cent	
41	3.5	Bad Habits	14	1.2
		Poor Health	17	1.5
		Marital Difficulties	5	0.4
		Other	5	0.4
20	1.7	Misleading Name	—	—
		False Financial Statement..	3	0.25
		Premeditated Overbuy	1	0.1
		Irregular Disposal of Assets	13	1.1
		Other	3	0.25
195	16.6	Inadequate Sales	662	56.2
196	16.7	Heavy Operating Expenses..	73	6.2
189	16.0	Receivables Difficulties	71	6.0
506	43.0	Inventory Difficulties	27	2.3
		Excessive Fixed Assets	203	17.2
		Poor Location	19	1.6
		Competitive Weakness	225	19.1
		Other	36	3.1
12	1.0	Fire	3	0.2
		Flood	1	0.1
		Burglary	2	0.2
		Employees' Fraud	1	0.1
		Strike	—	—
		Other	5	0.4

Due to

On the part of the principals, reflected by

Evidenced by inability to avoid conditions which resulted in:—

Some of these occurrences could have been provided against through insurance.

Because some failures are attributed to a combination of apparent causes, the totals of these columns exceed the totals of the corresponding columns on the left.

* Experience not well rounded in sales, finance, purchasing, and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.
SOURCE: Dun & Bradstreet.



Affiliate of General Artists Corporation

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CIRCLE 7-7543

NEW YORK

CHICAGO

BEVERLY HILLS

MIAMI BEACH

DALLAS

LONDON

TV Stations Reporting Profit or Loss By Full and Part Year Operation

	1957			
	<i>Pre-Freeze All VHF</i>	<i>Post-Freeze VHF</i>	<i>UHF</i>	<i>Total</i>
A. Stations in operation on December 31, 1957:				
Full year operation:				
Profit	97	162	23	282
Loss	11	109	48 ^a	168
Data not available	—	3	2	5
Subtotal	108	274	73	455
Part year operation:				
Profit	—	5	—	5
Loss	—	20 ^a	9	29
Data not available	—	3	2	5
Subtotal	—	28	11	39
B. Stations in operation during 1957 but ceasing operations prior to December 31, 1957.....	—	1	11	12
C. Total stations operating all or part of 1957	108	303	95	506

^a One station in this group ceased operations by July 1, 1958.

Broadcast Expenses Of 3 TV Networks And 501 TV Stations

	1957		
<i>Type of Expense</i>	<i>Networks and Their Owned and Operated Stations</i>	<i>Other Stations</i>	<i>Total</i>
Number of networks	3	—	3
Number of stations	16	485	501
		(\$ Thousands)	
Technical	\$ 55,216	\$ 66,881	\$122,097
Program	274,577	151,463	426,040
Selling	23,169	43,362	66,531
General and administrative	44,256	124,316	168,572
Total Broadcast Expense	\$397,218	\$386,022	\$783,240

Source: FCC.



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238 NETWORK TELEVISION ADVERTISERS

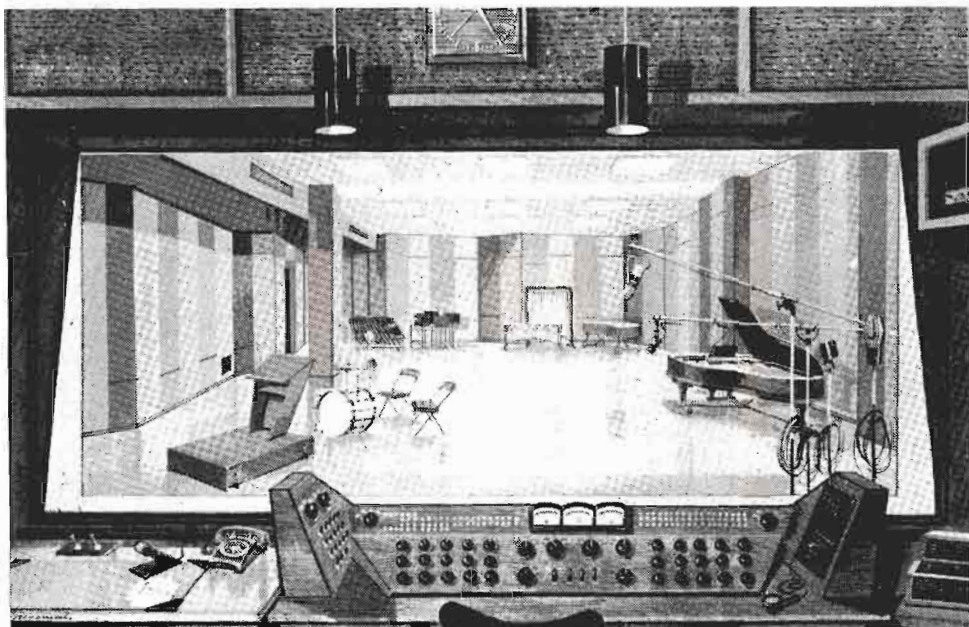
Spending \$25,000 or More During 1958

(Gross Time Costs Only)

Rank	Advertiser	Est. Expend.	Rank	Advertiser	Est. Expend.
186.	A. S. R. Products Corp.	\$ 136,301	74.	Firestone Tire & Rubber Co.	1,597,171
167.	Academy of Mot. Pict. A & S.	212,616	102.	Florida Citrus Commission	914,625
80.	Alberto Culver Co.	1,431,882	112.	Florists' Telegraph Del. A.	807,468
230.	Aldon Rug Mills, Inc.	31,590	11.	Ford Motor Co.	12,561,121
137.	Aluminum, Ltd.	478,638	25.	General Electric Co.	5,295,996
77.	Aluminum Co. of America	1,531,362	4.	General Foods Corp.	20,733,118
157.	Amana Refrigeration, Inc.	249,264	11.	General Mills, Inc.	10,790,118
159.	Am. Broadcasting, Param. Thea	27,987	5.	General Motors Corp.	20,593,366
88.	American Can Co.	1,253,570	191.	General Time Corp.	122,935
213.	American Character Doll Co.	59,164	66.	Gerber Products Co.	1,713,996
13.	American Chicle Co.	2,969,625	232.	Gilbert, A. C., Co.	29,730
97.	American Dairy Ass'n.	996,376	7.	Gillette Co.	16,132,360
207.	American Express Co.	67,940	231.	Gobel Brewing Co.	31,385
76.	American Gas Ass'n.	1,549,530	89.	Gold Seal Co.	1,195,315
6.	American Home Products Corp.	20,507,683	162.	Goodrich, B. F., Co.	228,860
121.	American Mach. & Foundry Co.	720,590	61.	Goodyear Tire & Rubber Co.	1,779,195
237.	American Petrofina, Inc.	26,156	195.	Gossard, H. W., Co.	96,190
90.	American Tel. & Tel. Co.	1,190,176	115.	Graham, Billy, Evang. Assn.	778,011
12.	American Tobacco Co.	11,252,180	72.	Greyhound Corp.	1,633,818
183.	Amity Leather Products Co.	141,026	131.	Gulf Oil Corp.	549,012
37.	Armour & Co.	3,532,737	101.	Hallmark Cards, Inc.	920,650
49.	Armstrong Cork Co.	2,764,452	115.	Hamm, Theodore Brew. Co.	366,480
181.	Arnold Schwinn & Co.	150,490	187.	Hanes, P. H. Knitting Co.	134,494
82.	Associated Products, Inc.	1,377,366	147.	Hartz Mountain Products	311,101
86.	Atlantis Sales Corp.	1,322,987	114.	Heinz H. J. Co.	795,518
188.	Ballantine, P., & Sons	130,931	16.	Helene Curtis Ind. Inc.	2,938,475
118.	Bayuk Cigars, Inc.	743,001	130.	Hill's Brothers Coffee, Inc.	558,338
51.	Beech Nut Life Savers, Inc.	2,476,177	141.	Hoover Co.	404,470
120.	Bell & Howell Co.	730,733	217.	Hygrade Food Prod. Corp.	48,224
225.	Beltone Hearing Aid Co.	36,891	220.	Ideal Toy Corp.	46,325
185.	Bird & Son, Inc.	139,822	173.	Insurance Co. of North America	184,117
61.	Bishop, Hazel, Inc.	2,112,591	176.	International Shoe Co.	175,858
85.	Block Drug Co., Inc.	1,357,243	165.	Jackson Brewing Co.	216,155
62.	Borden Co., The	1,860,634	229.	Jackson & Perkins Co.	31,711
56.	Breck, John, H., Inc.	1,025,460	135.	Jerclaydon, Inc.	495,102
103.	Brillo Manufacturing Co.	925,190	215.	Johnson, Howard, D. Co.	53,064
8.	Bristol Myers Co.	16,072,802	55.	Johnson & Johnson	2,461,026
209.	Brown Shoe Co., Inc.	63,397	39.	Kaiser Industries Corp.	3,387,268
70.	Brown & Williamson Tob. Co.	8,250,471	15.	Kellogg Co.	10,290,885
211.	Bymart Tintair, Inc.	59,901	134.	Kemper Insurance	503,057
190.	California Prune Advs. Bd.	129,816	203.	Kendall Co.	73,297
33.	Campbell Soup Co.	4,233,743	189.	Keystone Camera Co., Inc.	129,893
206.	Canada Dry Corp.	68,562	44.	Kimberly Clark Corp.	2,966,771
151.	Canadian Breweries, Ltd.	268,749	233.	Knapp Monarch Co.	27,180
52.	Carnation Co.	2,661,252	156.	Lehn & Fink Products Corp.	251,833
58.	Carter Products, Inc.	2,340,095	3.	Lever Brothers Co.	21,958,373
79.	Chemstrand Corp.	1,506,984	129.	Lewis Howe Co.	562,503
11.	Chesbrough Ponds, Inc.	3,098,078	73.	Libbey Owens Ford Glass Co.	1,623,869
10.	Chrysler Corp.	14,341,471	81.	Libby, McNeill & Libby	1,427,411
153.	Church & Dwight Co. Inc.	266,575	13.	Liggett & Myers Tobacco Co.	10,849,983
149.	Clairol, Inc.	294,795	18.	Lorillard, P., Co.	9,791,226
193.	Clinton Engines Corp.	103,847	200.	Lowe, Joe, Corp.	76,505
2.	Colgate Palmolive Co.	22,857,497	125.	Ludens, Inc.	600,325
198.	Consolidated Cigar Corp.	80,151	124.	Manhattan Shirt Co.	639,070
204.	Consolidated Foods Corp.	74,500	71.	Mars, Inc.	1,666,141
119.	Continental Baking Co.	740,261	226.	Marx, Louis, & Co.	36,048
202.	Coopers, Inc.	74,161	56.	Mattel, Inc.	492,945
29.	Corn Products Co.	4,927,240	51.	Mennen Co.	2,380,733
169.	Cracker Jack Co., The	207,372	101.	Mentholatum Co.	957,654
106.	Distillers' Corp., Seagram's Ltd.	876,022	30.	Miles Laboratories, Inc.	4,785,393
222.	Doriney Corp.	40,831	113.	Miller Brewing Co.	805,288
127.	Dow Chemical Co.	598,592	117.	Minnesota Mining & Mfg. Co.	756,064
68.	Drackett Co.	1,699,539	211.	Minute Maid Corp.	57,778
228.	Drexel Furniture Co.	34,706	110.	Mogen David Wine Corp.	415,331
51.	DuPont, DeNemours, E. I. Co.	2,671,026	146.	Monsanto Chemical Co.	316,256
155.	Eastco, Inc.	257,996	177.	Murray Corp. of America	167,526
21.	Eastman Kodak Co.	5,937,361	163.	Mutual Benefit Hlth. & Acc. As.	220,526
150.	Elgin National Watch Co.	288,857	154.	Natl. Ass'n. of Insur. Agts.	258,787
69.	Factor, Max & Co.	1,695,612	35.	National Biscuit Co.	3,596,818
98.	Falstaff Brewing Corp.	969,879	158.	National Brewing Co.	240,980

(Continued on Page 117)

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(Continued from page 115)

223. Nat'l. Citizens, Eisenhower/Nix.	39,618	75. Sears Roebuck & Co.	1,552,128
20. Nat'l. Dairy Prods. Corp.	6,709,514	84. Seven Up Co.	1,368,282
238. Nat'l. Federation of Post Off.	25,788	160. Shaeffer, W. A. Pen Co.	236,340
144. Nat. Grape Co., of Ass'n. Inc.	385,735	110. Shulton, Inc.	812,095
166. National Presto Industries	212,999	59. Singer Manufacturing Co.	2,225,091
36. Nestle Co., Inc.	3,537,424	219. Smith Brothers, Inc.	46,877
218. N. Y. State Republican Comm.	47,845	192. Smith, Kline & French Labs.	112,990
175. Niagara Therapy Mfg. Corp.	179,689	67. Socony Mobil Oil Co., Inc.	1,709,593
108. North Amer. Phillips Co., Inc.	810,729	227. Speedway Petroleum Corp.	34,711
107. Noxema Chemical Co.	856,729	91. Speidel Co.	1,133,901
143. Olin Mathieson Chem. Corp.	392,868	48. Sperry Rand Corp.	2,802,210
231. Osrow Products, Co., Inc.	27,126	132. Staley, A. E. Mfg. Co.	513,850
138. Outboard Marine Corp.	470,241	23. Standard Brands, Inc.	6,144,983
96. Pan Amer. World Airways	1,002,600	128. Standard Oil Co. of Ind.	585,326
60. Pet Milk Co.	2,211,093	221. Standard Oil Co. of Ohio	38,072
171. Pefer Paul, Inc.	179,770	172. Star Kist Foods, Inc.	184,596
16. Pharmaceuticals, Inc.	10,173,557	112. State Farm Mutual Auto Inc.	399,325
216. Philadelphia & Reading Corp.	48,297	17. Sterling Drugs, Inc.	9,919,859
178. Philco Corp.	162,626	182. Sterns Nurseries, Inc.	143,546
28. Philip Morris, Inc.	4,967,012	199. Stroh Brewery Co.	77,481
122. Phillips Van Heusen Corp.	699,234	201. Studebaker Packard Corp.	71,380
27. Pillsbury Mills, Inc.	5,205,578	93. Sunbeam Corp.	1,125,580
111. Pittsburgh Plate Glass Co.	811,189	92. Sunshine Biscuits, Inc.	1,130,508
94. Polaroid Corp.	1,031,872	63. Sweets Co. of Amer. Inc.	1,838,374
164. Polk Miller Products Corp.	217,864	45. Swift & Co.	2,953,650
1. Procter & Gamble Co.	50,638,647	53. Sylvania Elec. Prods. Inc.	2,597,008
34. Prudential Ins. Co. of A.	3,826,756	180. Technical Tape Corp.	150,634
126. Purex Corp. Ltd.	599,590	221. Teleweather, Inc.	42,756
31. Quaker Oats Co.	4,693,728	171. Texas Co., The	200,621
21. Ralston Corp. of America	6,458,126	116. Time, Inc.	774,563
40. Ralston Purina Co.	3,376,044	83. U. S. Rubber Co.	1,372,000
139. Renault, Inc.	420,028	42. U. S. Steel Corp.	3,086,950
194. Republican Nat'l. Comm.	102,018	100. U. S. Time Corp., The	963,377
22. Revlon, Inc.	6,309,037	87. Union Carbide Corp.	1,305,373
161. Rexall Drug Co.	234,455	208. United Republican Dinners	66,174
57. Reynolds Metals Co.	2,358,852	105. Van Camp Sea Food, Co., Inc.	920,195
9. Reynolds, R. J. Tob. Co.	16,002,213	212. Van Raulte Co., Inc.	59,499
148. Ritchie, Harold F., Inc.	303,350	133. Viek Chemical Co.	510,621
205. Rock of Ages Corp.	69,397	179. Wander Co.	154,080
152. Ronson Corp.	279,595	47. Warner Lambert Pharma. Co.	2,892,606
99. Royal Mofee Corp.	965,724	235. Washington, State of	26,910
109. Rubenstein, Helena, Inc.	822,346	32. Westinghouse Elec. Corp.	4,639,231
123. Bandura Co., Inc.	684,315	236. White Motor Co., The	26,182
197. Savings & Loan Found., Inc.	84,387	78. Wildroot Co., Inc.	1,509,171
184. Schering Corp.	140,675	170. Williamson Diekie Mfg. Co.	202,650
65. Schick, Inc.	1,737,741	210. Young, W. F., Inc.	62,691
50. Schlitz, Joseph Brew. Co.	2,724,378	168. Zenith Radio Corp.	211,275
38. Scott Paper Co.	3,418,096		

Source: LNA-BAR-TV.B.

NATIONAL ELECTION RETURNS

Audience Reached by Television

(All National Networks Combined)

November 4-5, 1958

	NIELSEN AVERAGE AUDIENCE		NIELSEN TOTAL AUDIENCE	
	% U. S. TV Homes	No. Homes (000)	% U. S. TV Homes	No. Homes (000)
N. Y.				
Time				
9:00 p.m.	31.1	13,529	34.7	15,095
9:30	29.3	12,746	31.8	13,833
10:00	39.3	17,096	43.0	18,705
10:30	31.0	13,485	34.3	14,921
11:00	21.4	9,309	26.3	11,441
11:30	19.9	8,657	22.5	9,788
12:00	17.0	7,395	19.2	8,352
12:30 a.m.	12.5	5,438	13.8	6,003
1:00	6.7	2,915	7.7	3,350
1:30	5.6	2,436	6.5	2,828
2:00	1.2	522	1.4	609
2:30	0.9	392	1.0	435
Unduplicated Total (9:00 p.m.-2:55 a.m.)			68.9	29,972

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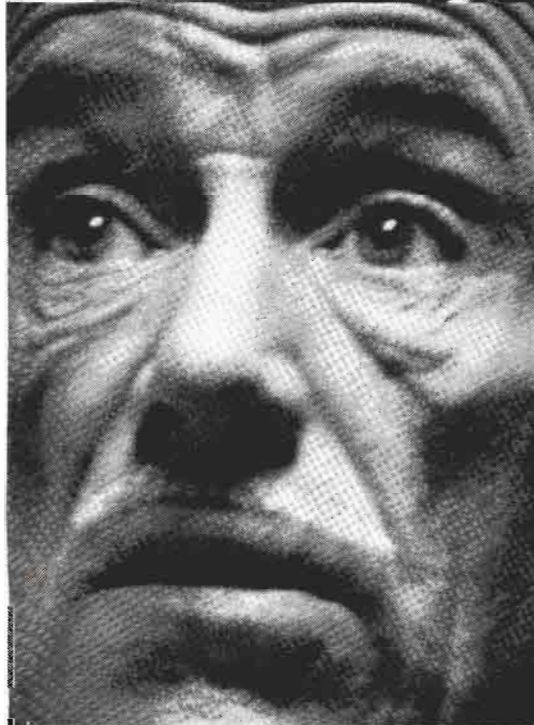
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AAAA—AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
 ABC—AUDIT BUREAU OF CIRCULATION
 ABP—ASSOCIATED BUSINESS PAPERS
 AFA—ADVERTISING FEDERATION OF AMERICA
 ANPA—AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION
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 ABP

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 Accts. Supervisor.....L. B. McKay
 Media Director.....Wylie Smith
Radio Accounts: Dynavox Corp. (Phonographs) Long Island City, N. Y.; Boetsch Bros. (Phonographs) Mt. Vernon, N. Y.; Hallmark (Stereo Eqpt. & Records) Bronx, N. Y.

ADAMS & KEYES

(See Page 179)

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Branch Office

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TV Accounts: Aladdin Industries, Inc., (Vacuum Ware, Outing Kits), Nashville.

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 Phone: PLaza 7-3560

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

Radio Accounts: Foreign Language Programs: Best Foods, Inc. (H-O Quick Oats, H-O Instant Oatmeal, H-O Cream Farina, Hellman's Real Mayonnaise, Presto Cake Flour); American Home Foods, Inc. (Chef Boy-Ar-Dee Products, G. Washington's Broth & Seasoning, Burnett's Extracts); Cream of Wheat Co. ("Cream of Wheat"); General Baking Co. (Grossinger's Bread); California Walnut Growers Assn. (Diamond Walnuts); California Packing Corp. (Del Monte Pineapple); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine, Miracle Margarine); Seald-Sweet Sales, Inc. (Florigold Oranges & Grapefruit); The Nestle Co. (Nescafe Instant Coffee); Calif. Prune & Apricot Growers Assn. (Sunsweet Prunes); General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals); & Diamond Crystal Salt Co. (Diamond Crystal & Weather-Pruf Shaker Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Baby & Junior Foods); Penick & Ford, Ltd., Inc. (My-T-Fine Deserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol Easy-Off Oven Cleaner); American Sugar Refining Co. (Domino Sugar); B. T. Babbitt Co. (Bab-O, Glim); Colgate-Palmolive Co. (Palmolive Soap, Colgate Dental Cream, Ajax, Vel, Fab); The S.O.S. Magic Scouring Pads); Puvex Corp. (Sweetheart Soap, Dutch Cleanser, Trend); Chesebrough-Pond Inc. (Pertussin); Whitehall Pharmacal Co. (Anacin, Preparation H, Dristan); Pharmaco Co.
TV Accounts: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals, Sanka Coffee, Instant Sanka Coffee); Diamond Crystal Salt Co. (Diamond Crystal Salt); Duffy-Mott Co. (Mott's Apple Sauce, Mott's Apple Juice, Sunsweet Prune Juice, Clapp's Junior & Baby Foods); Hunt Foods, Inc. (Hunt's Tomato Sauce) Dugan Brothers (Dugan's Breads & Cakes); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts, Vermont Maid Syrup); The Boyle-Midway Co. (Aerowax, Wizard Aerosol, Easy-Off Oven Cleaner); Whitehall Pharmacal Co. (Anacin, Preparation H, Infra-

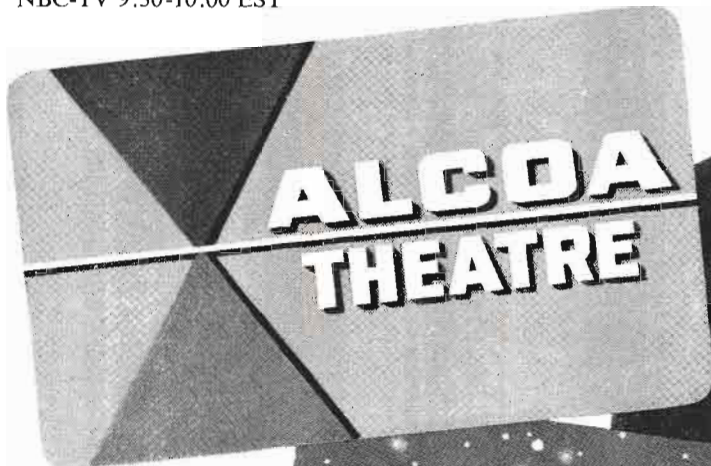
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ABC-TV

10:00-10:30 EST



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Accounts: Globe Industries, Medical Hospital Div.; Ohio Appliances, Inc.; Radio Station WONE; Tru Photo, Inc. (Photo Finishing), Springfield, Ohio.

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V.P., Treas.....N. A. Winter, Jr.
Art Director.....Keith Williams
Creative Director.....Hal Ackerman
Copy Division.....Betty Scott
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Art Director.....Pete Costanza

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Research Dir., Publicity..Edward Goldsmith
Radio-TV Time Buyer.....Alan Bobbe
Media Research Dir.....Michael Walsh
Radio-TV Dir.....Allen Gray

Radio Accounts: Mrs. Paul's Kitchens, Philadelphia, Pa. (Frozen Seafood); Pennsylvania Refining Co., (Carburetor Cleaner); First Camden National Bank & Trust Co., Camden, N. J.; Girard Trust Corn Ex. Bank, Philadelphia, Pa.; Fels and Co. (Laundry Products), Philadelphia, Pa.; Carling Brewing Co. (Mid-Atlantic Territory), Cleveland, Ohio; Bachman Bakeries Corp. (Pretzels) Reading; Booth Bottling Co., Inc. (Beverages) Phila.; Capitol Prod. Corp. (Storm Doors & Windows) Mechanicsburg; Monroe Auto Equipment Co. (Shock Absorbers) Monroe, Mich.; Pennsalt Chemicals Corp. (Household Products) Phila.; H. C.

Derby Co. (Meats) Phila.; Van Wagenen & Schickhaus Co. (Swift Div.) Meat, Kearny, N. J.

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

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

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

BARTON ALEXANDER

ADV. AGENCY

ANPA

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President.....Barton Alexander

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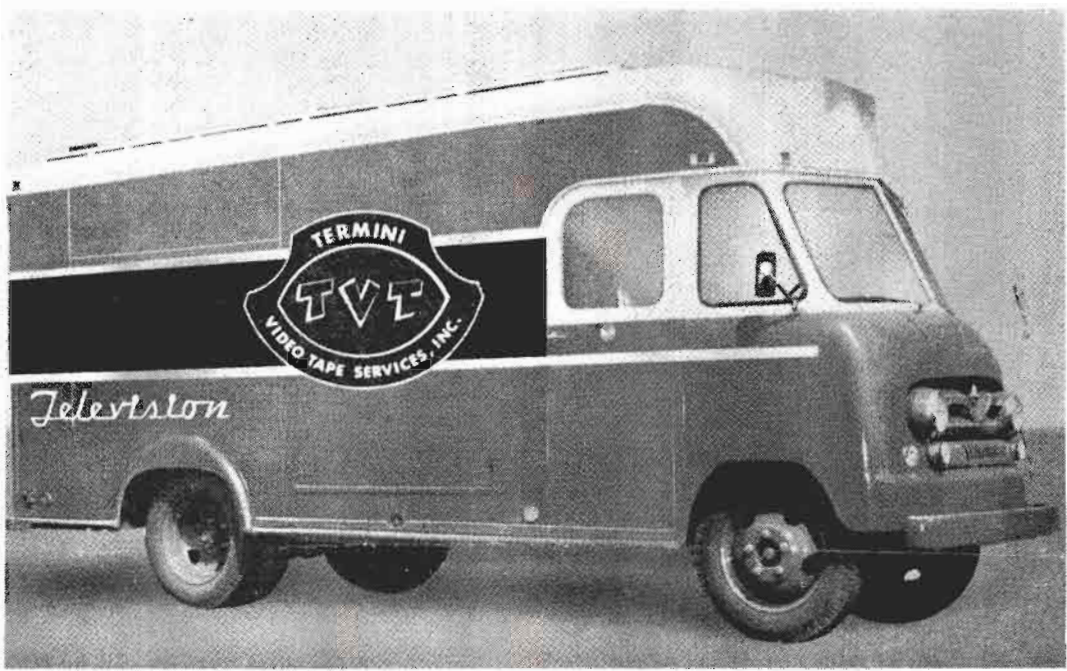
APA—NBP—NOAB

Partners.....Milton H. Reynolds,
R. H. Reynolds, Q. H. Moore, Helen C. Moeller, Milton J. Stephan, Kermit Hansen, W. J. Newens

Treasurer.....Robert H. Reynolds
Art Director.....Quentin H. Moore
Personnel Director.....Helen C. Moeller
Production Manager.....John Palmer
Media Director.....Douglas B. Wall
Public Rel. Director.....Alan B. Amsden
Creative Director.....L. R. Sullivan
Research Director.....O. Earl Lowry
Copy Ch., Radio-TV.....Don B. Amsden
Dir. Radio-TV.....Milton J. Stephan

Radio Accounts: Carpenter Oil Co. (Gas, Oil, Automotive Prod.); Commercial Savings & Loan Assoc.; Fairmont Foods Co. (Dairy Prod., Frozen Foods); Farm Fertilizers; Hayden House (Restaurant); Earl May Seed Co. (Crackers, Cookies), Omaha; Miller Chemical, Omaha; National Alfalfa (Alfalfa Pellets), Omaha; Omaha Public Power District (Public Utility); P. F. Petersen Baking Co. (Bread, Pastries), Omaha; Radio Engineering Inst.; Sidles Company (Appliance Distrs.); Tekseed Hybrid Co. (Hybrid Corn); Uncle Sam Breakfast Foods Co.; U. S. National Bank; Woodmen Accident Co. (Insurance), all Omaha.

TV Accounts: Commercial Savings & Loan Assoc., Omaha; Fairmont Foods Co. (Dairy



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ALLEN, DORSEY & HATFIELD, INC.

5010 Sunset Blvd., Los Angeles 27, Calif.
 Phone: NORmandy 3-9343
 APA—ANPA—ABP—NBP
 President.....L. E. Hatfield
 Secy. & Treas.....H. H. Allen
 Media Director.....Stuart Sneed
 Accounts: Lighting Specialties, Corp. (Clip Light Fixtures) Los Angeles, Calif.; Telefilm, Inc. (Commercial Films) Hollywood, Calif.; Tuttle Engineering Inc. (Design & Constr. Engr.) Arcadia, Calif.

ALLIED ADVERTISING AGENCIES

4643 Beverly Blvd., Los Angeles 4, Calif.
 Hollywood 2-0837
 President.....W. Febr Gardner
 Treasurer.....Maxine Blankenship
 Art Director.....Jack Robins
 Account Exec.....Dick Gardner
 Radio Accounts: Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); Dr. F. E. Campbell (Dental Services); West Pico Furniture Co. (Furniture); First Nazarene Church; Calif. Record Distributors, Travel Center, all Los Angeles; Las Palmas Chili Sauce, Ventura, Cal.
 TV Accounts: Pridham Davis (Optometrist); Arden Farms (Dairy Products); Harold A. Sparling (Turkeys); West Pico Furniture Co., all Los Angeles, Calif.

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.
 Phone: MU 8-5800
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 President.....John A. Cairns
 Secy., V.P.....Karl Knipe
 Exec. V.P.....Thomas Vohs
 Treasurer.....Abraham Fisher
 V.P., Ch., Strategy Bd.....W. C. Wheeler
 Vice Pres., Radio-TV.....Victor Seydel
 R & TV Copy Head.....Ernest Chambers
 Copy Chief.....Sberman Rogers
 Senior Art Director.....Ev. Hencke
 Radio Accounts: Aborns Coffee (Coffee-Div.: Jos. Martinson) NYC; Alderney Dairy (Milk, Ice Cream, Cheese) Newark, N. J.; Lambrett; (Motorbike) NYC; all New York; Acousticon (Hearing Aid), Jamaica, N. Y.; Assoc. Bulb Growers of Holland, (Dutch Bulbs) New York; C. H. Masland & Sons (Rugs, Carpets) Carlisle, Pa.; Seeman Bros. (White Rose Tea) NYC.
 TV Accounts: Seeman Bros. (White Rose Tea) NYC; Dow-Corning Corp., (Syl-mer Finish) Midland, Mich.; Julius Wile Importers (Cherry Elsinore) NYC.

ARKWRIGHT ADVERTISING AGENCY

65 East 55th St., New York 22, N. Y.
 Phone: PLaza 1-5515
 Exec. V.P.....Jerry Bess
 Vice President.....Jack Wilcher
 Media Director.....James Hackett
 Radio-TV Prod., Dir.....Thos. Mannos
 Branch Office
 6801 Hollywood Blvd., Hollywood, Calif.
 Manager.....Richard Westman
 Accounts: Robert Hall Clothes, Chief Apparel, The American Male, Comark Plastics, Abelsons Jewelers, Meadow Sportswear, West Coast Slacks, Stanley Blacker Associates.
 Estimated Billings: \$4,000,000.

ARMSTRONG, FENTON & VINSON, INC.

548 Spreckels Bldg., San Diego 1, Calif.
 Phone: BE 3-0101
 ANPA—APA
 Pres., Pub. Rel. Dir.....T. G. Armstrong
 Exec. V.P.....G. E. Vinson
 Copy Ch., Media & Radio-TV Dir.....
 Time Buyer.....Dorothy Koeme
 Accounts: KFSD-TV and radio, San Diego, Calif.; Radio Station KSDO, San Diego, Calif.

ATLANTIC ADVERTISING COMPANY

220 West 42nd St., New York 36, N. Y.
 Phone: LOngacre 5-2674
 Partners...Murry E. Cohen, Irving H. Glick
 Art Dir.....M. Charles
 Production Mgr.....Don Williams
 Space Buyer.....Sally Carp
 Acct. Executives....Irving H. Glick, Murry E. Cohen, Donald Williams, M. Charles

AUBREY, FINLAY, MARLEY & HODGSON, INC.

230 N. Michigan Ave., Chicago 1, Ill.
 Phone: Financial 6-1600
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 Kenneth Hill, Donald E. McGuiness
 Dir. Media Res.....Frederick R. Hansen
 Art Director.....Raymond O. Hosford
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 John Rendla, Geo. Rezek, Jean Usner
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 Philip R. Emmons, Stanley M. Heggen,
 Kenneth M. Hill, Lynn K. Huffman, Perry B. Johns, Edw. F. Krein, Frederic A. Lyman, Donald E. McGuiness, Joe H. Serkowich, Kenneth W. Snyder
 Radio Accounts: International Harvester Co. (Farm Equipment Div.); Williamson Candy Co. (Oh Henry!), all Chicago; Murphy Products Co. (Animal Feed Concentrates), Burlington, Wisc.

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WISE Asheville	WMCA New York City
WMAK Nashville	WJTN Jamestown, N. Y.
WDOK Cleveland	KQV Pittsburgh
KADY St. Louis	KAKC Tulsa
WAVI Dayton	

The World of Fashion 38 E. 57 St. PLaza 5-0868

ADVERTISING AGENCIES

TV Accounts: Illinois Farm Supply Co.; Williamson Candy Co. (Oh Henry!); Murphy Products Co.

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Phone: WALnut 5-0100
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V.P. Chg. Media.....Leslie Farnath
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Cont. Brydon S. Greene, L. Davis Jones
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V.P. Chg. Info. Serv.....Richard P. Powell
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Treasurer.....R. Bruce Jones
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V.P. Dir. Copy Dept.....John W. Esau

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Radio-TV Dept., 30 Rockefeller Pl., N.Y.C. 20
Phone: PLaza 7-5700

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Vice-Pres. & Dir. of

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V.P., Radio-TV Plans.....T. J. McDermott
V.P. Chg. Pub. Rel.....Marvin Murphy
V.P.'s.....Edw. R. Dunning,
Chas. Hogen, J. Vance Babb, Robt. C.
Alexander, Paul F. Biklen, Newton C.
Cunningham, Seymour Morris, Thos. G.
Watson, Jr.

V.P. Chg. Bus. Devel.....Geo. E. Sweetser
920 Stalter Office Bldg., Boston 16, Mass.
Phone: HUBbard 2-4970

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Phone: ANdover 3-7111

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Howard Rose, Norman M. Bankart, F. W.
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Phone: WOODward 5-3322

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Phone: HOLlywood 3-4871

235 Montgomery St., San Francisco, Calif.
Phone: SUTter 1-2534

V.P. Chg. San Francisco...Harry C. Graybill
Vice-President.....Carl Zachrisson
1060 Bishop St., Honolulu, Hawaii
Phone: HAwaii 50-3681

Manager.....James P. Smith
Radio Accounts: American Telephone and
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The Atlantic Refining Company, B. C. Remedy
Company, Butcher Polish, The Chesapeake
& Potomac Telephone Companies, Chestnut
Farms, E. I. Dupont, French Line,

Hills Bros. Coffee, Inc., Illinois Bell Telephone
Company, Insurance Company of
North America, Howard D. Johnson, Johnson
& Johnson, Knouse Foods Cooperative,
Inc., Michigan Bell Telephone Company,
Ohio Oil Co., Polk-Miller Products Corp.,
Sheffield Farms Company, Tasty Baking
Company, United Air Lines, Stephen F.
Whitman & Sons, Inc.

TV Accounts: American Telephone & Telephone
Company, Armour & Co., The Atlantic
Refining Company, B. C. Remedy Company,
John H. Breck, Inc., Butcher Polish,
Carrier Corporation, The Chesapeake & Potomac
Telephone Companies, E. I. Dupont,
Electric Companies Advertising Program,
The First Pennsylvania Banking & Trust Co.,
P. H. Hanes Knitting Co., Hills Bros. Coffee,
Inc., Illinois Bell Telephone Company, Insurance
Company of North America, Howard D. Johnson,
Johnson & Johnson, Michigan Bell Telephone
Company, National Dairy Products Corp.—Sealtest,
Ohio Oil Company, Plymouth Division of Chrysler
Corporation, Polk-Miller Products Corporation,
Sheffield Farms, Tasty Baking, United Air Lines,
Stephen F. Whitman & Sons, Inc., Yardley of London, Inc.

AYLIN ADVERTISING AGENCY

904 Lovett Blvd., Houston 6, Texas
Phone: JACKson 9-3766

AAAA

Chmn., Pres.....Robert N. Aylin
Acct. Execs.....Chas. H. Lewis, Alston P.
Cameron, Frank Nicholson

Radio & TV Dir.....Jo Moore
Art Director.....Roger I. Helm

Branch Office

1822 National Bank of Commerce Bldg.
San Antonio, Tex.
Phone: CA 4-7055

Manager.....James F. Anderson

Radio Accounts: Black-Brollier, Inc. (Concrete
Bldg. Materials); Henke & Pillot, Inc. (Chain
Supermarkets); James Bute Co. (Paints); Ivy
Russell (Ford Dealer), all Houston; Master
Bronze Powder Co. (Paints) Hammond, Ind.;
Weldon Cafeteria; Rheem Mfg. Co. (Heaters);
Arthur Murray (Dance Instruction); Bank of the
Southwest, all Houston; National Bank of
Commerce, San Antonio; First State Bank &
Trust, Bryan, Tex.; Merchants National Bank,
Port Arthur, Tex.; American National Bank,
Austin; C. B. Delhomme (Boat Sales & Service);
Chrysler Airtemp Sales Corp. (Air Conditioning);
Trimlines Reducing Supply (Reducing System);
Chemical Corp. of the Americas (Oil Additive),
all Houston.

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

The logo consists of the lowercase letters 'v', 'p', and 'i' in a bold, sans-serif font. The 'v' and 'p' are connected at the bottom, and the 'i' is positioned to the right of the 'p'. The letters are dark grey or black.

film producers for television and industry
321 west 44 street, new york 36, n. y.
judson 2-8082

The logo consists of the lowercase letters 'v', 'p', and 'i' in a bold, sans-serif font. The 'v' and 'p' are connected at the bottom, and the 'i' is positioned to the right of the 'p'. The letters are dark grey or black.

Two completely modernized air-conditioned mid-town stages with on-premise facilities for set design and construction—editing, sound recording with RCA and AMPEX film and tape channels.

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The logo consists of the lowercase letters 'v', 'p', and 'i' in a bold, sans-serif font. The 'v' and 'p' are connected at the bottom, and the 'i' is positioned to the right of the 'p'. The letters are dark grey or black.

A complete staff of production personnel, equipped to handle any domestic or foreign production assignment.

The logo consists of the lowercase letters 'v', 'p', and 'i' in a bold, sans-serif font. The 'v' and 'p' are connected at the bottom, and the 'i' is positioned to the right of the 'p'. The letters are dark grey or black.

studios
321 west 44 street,
510 west 57 street,
new york, n. y.

ADVERTISING AGENCIES

Southwest, Houston; National Bank of Commerce, San Antonio; Chrysler Airtemp Sales Corp. (Air Conditioners); Chemical Corp. of the Americas (Oil Additive); Trimlines Reducing Supply (Reducing System), all Houston; Gem Jewelry (Jewelry Store) Beaumont, Tex.

Estimated Radio Billings: \$88,000.
Estimated TV Billings: \$200,000.

BADGER & BROWNING & PARCHER, INC.

75 Federal St., Boston 10, Mass.
Phone: Liberty 2-3364

Chairman.....Joseph L. Badger
President.....Clifford P. Parcher
V.P....W. B. Lowther, F. S. Browning, Jr.
Treasurer.....Franklin S. Browning
Art Director.....Roland M. Newhall
Production Manager.....Phyllis Burlingame
Merchandising Director.....Richard Mason

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Planning Director.....D. C. Bythell
Sec.-Treas.....E. M. Sutherland
Creative Director.....Miss A. Venables
Radio, TV Director.....Jack F. Horler
Radio-TV Exec. Dir.....N. Pahlen
Radio-TV Time Buyers.....I. Neve, W. Davidson
Media Dirs.....H. L. Howerth, W. Schmidt
Radio-TV Dept. Mgr.....Mrs. H. Blair
TV Producer.....W. Krantz

Branch Office

1255 University St., Montreal 2, P. Q.
Phone: UNiversity 6-3049

Manager.....L. LaRocque
Radio Accounts: General Foods, Ltd, Toronto, Ont.; Adams Brands Sales, Ltd., Toronto Ont.; Frigidaire Products of Canada, Scarborough, Ont.; The Carnation Co Ltd., Toronto, Ont. Pharmaco, (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.

TV Accounts: Adams Brands Sales, Ltd.; Canadian Kodak Co., Ltd.; Carnation Co., Ltd.; General Foods, Ltd., all of Toronto, Ont.; Pharmaco (Canada) Ltd., Montreal, P. Q.; Supreme Drug Ltd., Toronto, Ont.; Kaufman Rubber Co. Ltd., Montreal, P. Q.

LYNN BAKER INCORPORATED

720 Fifth Ave., New York 19, N. Y.
Phone: JUdson 6-3900
APA—NBP—NOAB

President.....R. Lynn Baker
Vice-Pres., Treas.Mary Bentley Baker
V.P., Gen. Mgr.....Augustine J. Hilton
V.P. & Research Dir.....Jack M. Kline
V.P., Media Dir.....James D. Evans
V.P., Dir. of Creative Act.....S. Carter, III
V.P.'s.....Harry G. Keibel, Philip J. Kelly
Secretary.....Dorothy K. Smith
V.P. Media Dir.....James D. Evans
Prod. Mgr.....Edward H. Blohm

Radio-TV Dir.....Norman Frank
Acct. Executives.....Mary Bentley, A.M.
Gross, H. G. Keibel, Philip J. Kelly, Jas. D. Evans, John Henderson, Chas. Carver
Accounts: Coast Fisheries Div. of Quaker Oats Co. (Puss 'n Boots Cat Food) Wilmington, Calif.; Whitehall Pharmacal Co. (Jo-Cur Wave Set Lotion, Heather Rouges) New York, N. Y.; F. W. Woolworth Co. (National and Chain-Wide Adv. in all Media) New York, N. Y.

BALDWIN, BOWERS & STRACHAN

Div. of the Rumrill Co., Inc.
374 Delaware Ave., Buffalo 2, N.Y.
Phone: Madison 6020

AAAA—ABP—ANPA—NOAB—PPA
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V.P., Gen. Mgr.....G. R. Darcy
V.P., Ch. of Bd.....W. M. Baldwin
V.P., Acct. Mgt. Supv.....H. R. Keating
V.P., Art Dir.....P. Van Scozza
V.P., Planning Dir.....J. P. Waters
Radio-TV Director.....Richard C. Shepard
Secy., Treas.....Herbert R. Hanson
Controller.....L. Richard Hart
V.P.'s.....N. E. Forgie, E. L. Bowers
Radio and TV Accounts: Buffalo Industrial Bank; Crystal Beach Transit Co.; Niagara Frontier Transit System; Pratt & Lambert (Paints), all Buffalo; Birge Co., Inc. (Wallpaper); General Ice Cream Corp., Schenectady, N. Y.

BALL & DAVIDSON, INC.

670 Delaware St., Denver 4, Colo.
Phone: MAin 3-1291
ABP—ANPA—APA

President.....C. A. Salstrand
Vice President.....Durey G. Rank
Accounts: Dakota Microfilm Co.; Radio Station KOA, and McMurtry Mfg. Co., both Denver, Colo.

BARLOW ADV. AGENCY

742 James St., Syracuse 1, N. Y.
Phone: GRAnite 9-6644
AAAA—NBP—APA

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President.....F. B. Tompkins
Senior V.P.....J. J. Hines
Media Director.....E. C. Jones
Art Director.....H. C. Millard
Prod. Mgr.....Marc Hughes
TV-Radio Director.....E. C. Jones
Secy., Treas.....Arthur M. Speers
V.P.'s.....J. R. Coleman, Geo. F. Swartz, Robt. K. McCabe
Research Director.....Philip Ward Burton
Publicity Director.....Kenneth S. Johnson
Radio Accounts: Dairymen's League Coop (Milk Products, Ice Cream, Institutional), New York; Will & Baumer Co. (Candles), Syracuse; A. V. Smith Co. (Beans, Peas), Marcellus Falls, N. Y.; National Pet Foods (Kalico Kat Cat Food), Marcellus Falls, N. Y.; Babcock Poultry (Chicks & Eggs); American La France Co. (Fire Extinguishers), Elmira; GLF (Lawn & Garden Supplies, Eggs), all Ithaca, N. Y.
TV Accounts: Dairymen's League Coop (Milk Products, Ice Cream), New York; Will

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Vice-Pres., Acct. Exec.....Norman Foster,
V.P., Art Director.....Leonard B. Parker
Production Manager.....William Clark
Controller.....Don R. Roberts
Pub. Rel., Acct. Exec.....Norris West
Merch. Mgr., Acct. Exec.....Jack Buchanan

Branch Offices

3450 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 4-1193

V.P., Manager.....Ashby Starr
700 Montgomery St., San Francisco, Cal.
Phone: EX 7-0477

V.P., Mgr.....Jerry Gorin
Radio-TV Accounts: Rohr Aircraft Corporation (Aircraft Parts), San Diego Gas & Electric Co. (Public Utility).

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Phone: JUdson 6-0600

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Bd. Chmn., Exec. Comm. Mem.,

Dir.....Rosser Reeves
President.....Rudolph Montgelas
Exec. V.P. James C. Douglass
Bd. V. Chmn., Chmn. Exec.

Comm.....Wm. J. Kearns
Sr. V.P.'s, Dirs.....Archibald McG. Foster,
E. L. Hill, John M. Lyden, Clarence L.
MacNelly, Jeremy Gury, Richard A. R.
Pinkham, J. Ross MacLennan.

Sr. V.P.'s, Dirs.....D. Robert Parman,
C'ifford N. Parsells

Sr. V.P., Secy., Dir.....Alman J. Taranton
V.P., Treas., Dir.....Edgar P. Small
Sr. V.P., Gen. Mgr., Exec. Comm.

Mem., Dir.....Thos. J. Carnese
Sr. V.P., Asst. Sec., Sr. Group Head

& Dir.....Allen M. Whitlock
Sr. V.P., Acct. Supv.....W. A. O. Gross

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Jr., Ronald G. Bradley, James A. Clarkson,
Jr., Robert S. Congdon, Courtlandt P. Dix-
on, Herbert G. Drake, Daniel Ladd, Anson
C. Lowitz, William L. Musser.

Sr. V.P., Acct. Supvr., & Dir.....Dan Rodgers
Sr. V.P., Controller.....William E. Hatch

V.P. & Acct Sup.....Leicester H. Sherrill
V.P., Acct. Execs.....Robert F. Degen,
Farrell Gilmore, David C. Loomis, Dwayne
L. Moore

Asst. V.P., Acct. Execs....George W. Craigie,
Charles N. Crittenton, John Doherty,
James H. O'Neil.

V.P., Creative Supvrs.....Willard Benner,
Bogart Carlaw, Harry C. Doolittle

V.P., Creative Supvr. & Dir.....Clinton S. Ferris
V.P. & Creative Sup.....Erwin A. Levine

V.P. in charge of Prod. for
TV & Radio.....Herbert Gunter
V.P. & Bus. Manager of

TV & Radio.....Harold J. Saz
Asst. V.P. & Dir. of

Network Relations.....John E. Kucera
V.P. & Mgr. Research....Frank P. McCord

V.P. in charge of Client
Service, Research..Charles D. Dunkin, Jr.

V.P. Plans, Review & Analysis.Joan A. Geiger
Asst. V.P., Research Acct. Supvr.....Robert

H. Andrews, John N. Goodnow
Asst. V.P., Mgr. of

Science Dept.....Stanley G. DeNisco
Sr. V.P. & Media Dir.....Edward A. Grey

Asst. V.P. & Mgr.
of Media.....William J. Kennedy

Asst. V.P. & Mgr.
Media Relations.....Donald W. Severn

Asst. V.P., Media Group Supvrs....Winston
W. Kirchert, Edwin A. Kirschner, Christo-
pher P. Lynch, Martin J. Murphy, Alhert

J. Petcavage, Albert Skolnik

V.P. Marketing-
Merchandising.....Walter W. McKee

V.P. & Marketing Exec....Richard G. Terry
V.P. Publicity &

Pub. Rel.Benson Inge
Asst. V.P. & Mgr. of Pub.....Meredith Conley

V.P. Print Traffic & Prod....Richard J. Gay
Asst. Sec., Gen.

CounselA. Michael Frothingham
Cast. Dir., Radio-TV.....Charles Kebbe

TV-Radio Supervisor.....Wm. J. Lyons

Branch Offices

1750 North Vine St., Hollywood 28, California
Phone: HOLlywood 9-2161

V.P. In Charge..Thomas F. McAndrews, Jr.
Asst. V.P.....Frank O'Connor

Radio and TV Accounts: Amer. Chicle
Co.; The American Sugar Refining Company;
Brown & Williamson Tobacco Corp.; Carter
Prod., Inc.; Colgate-Palmolive Co.; Continen-
tal Baking Co., Inc.; Converted Rice, Sub-
sid. of Food Manufacturers, Inc.; Grocery
Store Products Co.; M & M's Candies, Div.
of Food Manufacturers, Inc., Minute Maid
Corp.; Morton Frozen Foods, Div of Continen-
tal Baking Co., Inc.; National Biscuit
Co.—Special Products Div.; Standard Brands,
Inc., Wallace Laboratories, Div. of Carter
Products, Inc.; Warner-Lambert Pharma-
ceutical Co.—Family Products Div.; White-
hall Laboratories, Div. of Amer. Home
Products Corp.

Estimated Radio Billings: \$1,600,000.

Estimated TV Billings: \$64,900,000.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.
Phone: ELdorado 5-5800

AAAA—ABC—ABP—ANPA—AFA

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Pres., Exec. Comm. Chmn.....C. H. Brower

Rd. & Exec. Comm. Vice-Chmn...B. C. Duffy
Exec. V.P.'s....E. A. Cashin, J. D. Danforth

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Creative Services.....R. L. Foreman

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- V.P., Art.....Harry Olsen
- V.P., Media Dir.....Fred Barrett
- V.P., TV Grp. Supvr.....John G. Hoagland
- Media Supvrs....William Beste, Joe Harris,
Herbert Maneloveg, Ted Meredith, Rich-
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- Media Coord. (Newspaper)....Austin Brew
- Media Coord. (Magazines).....Lou Millot
- Media Coord. (Outdoor).....Dan O'Grady
- Media Cord.
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- Media Coord.
(Radio-TV, Spot)Ed Fleri
- Media Coord.
(Media Plans).....Kent D'Alessandro
- V.P., Mgr. TV-Radio....Herminio Traviesas
- V.P., TV-Radio Programming
& PlanningGeorge Polk
- Talent & Casting.....Nan Marquand
- Programming.....Steve Kaplan, Bill Brown
- RadioWilliam Hoffman
- SportsTom Villante
- Live Prodn., Closed Circ.....Al Cantwell
- Radio Prodn.....John Dean
- Film Prodn.....Bernie Haber
- Bus. Mgr., TV-Radio.....Peter Hanson
- V.P., TV-Radio Copy.....Art Bellaire
- TV Art.....Larry Berger
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- Prodn. Mgr.....Frank Stolz
- Traffic Manager.....Jack Peix
- V.P., Marketing.....Ralph Head
- Assoc. Dirs.....Dick Risteen, Paul Lideen
- V.P., Research.....Ben Gedalecia
- Dir., Research.....Robert R. Lindsey
- Personnel Director.....Rod Funston
- LibrarianAina Ebbesen
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McMichael, Elenore Scanlon, Ted Wal-
lower, Doug Yates, John Bestecki, Joan Ill-
mensee, Paul Fitzgerald, Mildred Padova,
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Phone: COpley 7-7800
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Phone: CLevland 7915
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- 1800 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODWARD 5-0620
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Phone: HOLLYWOOD 2-6723
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6363 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEBSTER 1-1234
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- V.P. in Chg.....Bobb Chaney
Grant Building, Pittsburgh 19, Pa.
Phone: GRANT 1-9900
- V.P. in Chg.....B. E. Vaughan
120 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1122
- V.P. in Chg.....J. G. Motheral
White-Henry-Stuart Bldg., Seattle 1, Wash.
Phone: MAIN 3-5500
- Manager.....W. G. Fitzsimons
160 Bloor St. East, Toronto 5, Ont.
Phone: WALnut 4-3780
- Manager.....L. F. Chitty
- Radio-TV Accounts:* American Home Mag-
azine Corp., American Institute of Men's &
Boys' Wear, American Radiator & Standard
Sanitary Corp., American Tobacco Co., Inc.,
Armstrong Cork Co., Air France, American
Bestg. Co., Barcalo Manufacturing Company,
Boston Five Cents Savings Bank, Bravo Mac-
caroni Products, Bristol-Myers Co., Burge-
meister Brewing Corp., California Oil Co.,
Campbell Soup Co., Bausch & Lomb,
Con. Edison Co. of N. Y., Inc., Continental
Can Co., Inc., Cream of Wheat Corp., Curtis
Circulation Co., De Soto Div., Chrysler Corp.,
E. I. Du Pont de Nemours & Co., Inc., Eagle
Pencil Co., Farmers & Mechl. Savings Bank,
First National Bank of Boston, First National
City Bank of N. Y., Foremost Dairies, Inc.,
General Baking Co., General Electric Co.,
General Mills, Inc., B. F. Goodrich Co., Holi-
day, Geo. A. Hormel & Co., International
Salt Co., Inc., Iron Mining Ind. of Minn.,
William Carter Co., Lever Brothers Co.,
Libby, McNeill & Libby, Liberty Mutual, Inc.,
Coty, Incorporated, Maine Sardine Council,
Marine Trust of Western New York, Minn.
Dairy Industry Comm., Minnesota Mining
& Mfg. Co., MJB Co., National Cranberry
Assoc., National Gypsum Co., New England
Coke Co., New York Telephone Co., New
York Times, Niagara Mohawk Power Corp.,
Pittsburgh Plate Glass Co., Northern Pa-
cific Railway Co., Northrup, King & Co.,
Northwestern Bell Telephone Co., Pacific
Gas & Electric Co., Pacific Tel. & Tel. Co.,
Penick & Ford, Ltd., Inc., Peter Hand
Brewery Co., Pfeiffer's Food Products, Inc.,
Philco Corp., Rexall Drug Co., Western Air
Lines, Savings Banks' Ass'n. of Conn.,
Savings Banks' Ass'n. of Mass., F. & M. Schae-
fer Brewing Co., Inc., W. A. Sheaffer Pen Co.,
Schenley Industries, Inc., Jacob Schmidt
Brewing Co., Scott-Atwater Mfg. Co., Shreve,
Crump & Low Co., Southern New England
Tel. Co., Spreckles Sugar Co., Standard Oil
Co. of California, Sheraton, Sunlite Bakery,
Inc., Timken Roller Bearing Co., Toro Mfg.



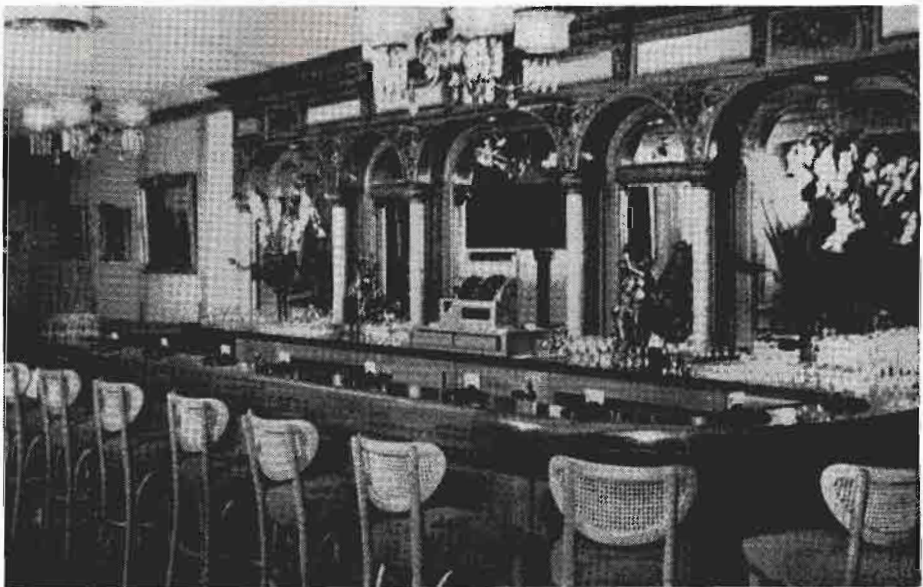
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Estimated Radio Billings: \$6,000,000.
Estimated TV Billings: \$84,100,100.

ADRIAN BAUER AND ALAN TRIPP, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: KINGSLEY 5-7870
ANPA—NBP

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V.P., Radio & TV Dir.....Elmer F. Jaskan
Pub. Rel. Dir.....Richard M. Clement
Prod. Mgr.....Harold J. Gribbin

Radio Accounts: Allied Florists of Greater Phil., Inc.; Foremost Dairies, Inc.; Frank's Beverages, Inc.; Safeway Trails, Inc.; Gen. Electric Co. (GE Steam Iron).

TV Accounts: Allied Florists of Greater Phila., Inc.; Foremost Dairies, Inc.; Quaker City Choc. & Conf. Co., Inc.; Frank's Beverages, Inc., all Phila. Trager Mfg. Co. (Sea Mist Ammonia) Scranton; Louis F. Neuweiler & Sons (Beer) Allentown.

BEAN ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
Phone: MELROSE 74248

Owner.....Harold Bean
Radio Accounts: Radio Equipment Co. (Appliances); Emrich Furniture Co.

TV Accounts: Radio Equipment Co. (Appliances); Indianapolis, Ind.

Estimated Radio Billings: \$6,000.
Estimated TV Billings: \$12,000.

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6th & Walnut Sts., Reading, Pa.
Phone: FR 5-4311

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Art Director.....R. R. Glassmire
Gen. Production Mgr.....H. Fetterhoff
Publicity Director.....Alfred K. Walter
Research Director.....Robert Beaumont
Radio & TV Dir.....Miss Dee Hassler
Radio Accounts: Rock (Soft Drinks); Reading Trust (Bank); St. Lawrence Dairy Co.; Metropolitan Edison Co. (Utility), all of Reading, Pa.

TV Accounts: Polly-Betts Undies; Fairy Silk Mills (Lingerie); Maier's Bakery, Reading, Pa.

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6 N. Michigan Ave., Chicago 2, Ill.
Phone: RANDOLPH 6-6181

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Phone: MADison 2-2986

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Radio-TV Dir.....Ted Kramer

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V.P., Mdse. Dir.....Robert L. Hoenshel
V.P.'s.....Ford King, John M. Milne
Copy Chief.....Raymond Browne
Art Dirs.....John Dignam, John E. Russell
Public Rel. Dir.....Jack Galub
Media Director.....H. Edward Lehman
Space Buyer.....Herbert W. Thorne
Production Mgr.....Vincent Polito
Traffic Manager.....William Campbell

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Phone: WALnut 4-8317

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1410 Stanley St., Montreal, P.Q., Canada
Phone: AVenue 8-9134

Manager.....Rupert Mee
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67 Marine Square, Port-of-Spain, Trinidad
Phone: 5087

Managing Director.....E. A. Davey
Pemberton, Freeman, Bennett & Milne Ltd.
7 Swallow St., London, W. 1, England
Phone: REgent 7521

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

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<i>California Bank</i>	<i>L. Rose & Company</i>
<i>Consolidated Cigar</i>	<i>Safeway Stores, Inc.</i>
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 Production Manager..Arthur W. Terwilliger
Radio Accounts: Coyne Electrical School (Trade School), Chicago; Milner Products Co. (Pine-Sol, White Wave, Perma Starch, Milner Household Cleaner & Gala Powder Bleach), Jackson, Miss.; Helene Curtis Industries, Inc. (Suave, Men's Suave Creme Shampoo, Beauty Shop Supplies & Equipment), Chicago; General Finance Loan Co., Chicago; Maybelline Co., Chicago.

TV Accounts: Florsheim Shoe Co., Chicago; Helene Curtis Industries, Inc., Chicago; Maybelline Co., Chicago.

Estimated Radio Billings: \$240,000.
Estimated TV Billings: \$5,900,000.

BLACKSTONE ADVERTISING, INC.

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

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

BLAINE-THOMPSON CO., INC.

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

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 V.P.'s.....Fred Golden, Philip Solomon,
 Ingram Ash
 V.P., Contoller.....P. F. Tuttle
 Art Director.....Morris Robbins
 Production Mgr.....Paul Kutner
 Dir. of Publicity.....George Fenmore
 Media Director.....Lee Franke
 Research Director.....Ingram Ash
 Account Executives:.....Ingram Ash,
 Paul Klein, Philip Solomon.

Radio Accounts: Temple Frosted Foods (Chinese Foods) Brooklyn, N. Y.; Barbizon (School of Modeling) New York, N. Y.

TV Accounts: Barbizon.

BEN B. BLISS COMPANY, INC.

The Penthouse, Times Tower, Times Square
 New York 36, N. Y.
 Phone: BRyant 9-5228
 APA

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

Radio Accounts: State of New York, Saratoga Springs Authority, (Geyser Sparkling Water, Saratoga SPA Health Resort); Eastern Wine Corp. (Chateau Martin Wine); Schapiro Kasher Wine Co., (Kasher Wine); Martin Beverages; William R. McCoo Co., Inc. (Falernum Almond Syrup); Du-Ev Chemical Products Co. (Degreaser Detergent); Ammo-Lan, Inc. (Bonnie Lanolin Ammonia).

TV Accounts: Delca Fish Preservators, Inc. (Delca Herring Tidbits); Eastern Wine

Corp. (Chateau Martin Wine); State of New York (Saratoga Geyser Water); Delicia, Inc. (Delicia Sugar Wafers).

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 ABP

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 Exec. Art Dir.....Paul Turley
 Media, Research Dir.....R. S. Liptak
 Media Buyer.....Virginia Collins
 Production Mgr.....Maida Rector
 Account Supervisor.....W. Lawson Jones

Branch Office

Subsidiary: Boland Associates, Ltd.
 1060 Bishop St., Honolulu, Hawaii
 Phone: 6-2156

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 Exec. V.P.....Walter C. Lindley, Jr.
Accounts: Adhesive Engineering, Inc. (Structural Adhesives), San Carlos; Ampex Audio, Inc. (Home Music Systems, Tape Recorders), Sunnyvale; Ampex Corp. (Magnetic Tape Recorders), Redwood City; Fairchild Semiconductors Co. (Transistors), Palo Alto; Hiller Aircraft Corp. (Helicopters), Palo Alto; Internat'l. Engr. Co., Inc., San Francisco; Lenkurt Electric Co. (Telecommunications Systems), San Carlos; Miller Freeman Publications (Magazines), San Francisco; Plastic Lume, Inc. (Venetian Blind materials, Sausalito); Sherman, Clay & Co. (Musical Instruments, Records), San Francisco; Tubbs Cordage Co. (Rope, Twine), San Francisco; Varian Associates (Electronic Controls, Components), Palo Alto; William Wallace Co. (Metalbestos Gas Vent Pipe, Chimney) Belmont.

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

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 Graham Boone, Jr.
 Radio-TV Director.....Miss Dana Glover
 Art Dir., Prod. Mgr.....Woods Robinson
 Secretaries....Joyce Brady, Katherine Curtis

Radio Accounts: DeMontrond Buick; First City National Bank, Loew's Sharpstown Outdoor Theatre; South Main State Bank; Richardson Chevrolet, all Houston, Tex.

TV Accounts: DeMontrond Buick, First City National Bank; Richardson Chevrolet, all Houston, Tex.

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115 S.W. 4th Ave., Portland 4, Ore.
 Phone: CAPItol 8-9541

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 Executive V.P.....Burton R. Durkee
 V.P. & Space Buyer....Frankie Coykendall

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Vice-Pres. & Mgr.....Reinhart Knudsen
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V.P.'s.....John Heverly, Douglas A. Murray
625 Market St., San Francisco 5, Calif.
Phone: EXbrook 2-7565

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President.....David M. Botsford, Jr.
V.P., Mgr.....Harold M. Walker
Sr. V.P.....Stanley G. Swanber
261 Madison Ave., New York 16, N. Y.
Phone: OX 7-2797

Exec. Vice-President.....Elizabeth Eyerly

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Rand Bldg., Buffalo 3, N. Y.
Phone WA 0137

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Treasurer.....Nathaniel J. Block

Art Director.....Walter Nehin
Prod. Mgr.....William Cook
Copy Chief.....Richard Mabry

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Phone: JACKson 8030

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V.P., Creative Dir.....Julian K. Billings
Art Director.....Hans Nielsen
Production Manager...Sands F. Woodbridge
V.P., Copy Ch.....Henrietta Kieser

Branch Offices

205 N. LaSalle St., Chicago 1, Ill.
Phone: WALnut 3-4524

V.P. & Manager.....Chas. A. Gallup
1308 Tower Building, Seattle 1, Wash.
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Phone: 3-6124

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

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

ManagerMax Barnes
2110 North Charles St., Baltimore 18, Md.
Phone: BElmont 5-2083

V.P., ManagerArthur Booth
1016 Baltimore Building, Kansas City 5, Mo.
Phone: BAltimore 1-4997

ManagerBert Bremson
340 North Rodeo Drive, Beverly Hills, Calif.
Phone: BRadshaw 2-2081

ManagerDavid R. Brown
Radio & TV Accounts:
Brandeis Store, Omaha; United Gas Corp.,
Houston; Storz Brewing Co., Omaha; Skin-
ner Mfg. Co., Omaha.

ARTHUR BRAITSCH ADV.

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

Radio Director.....Arthur Braitsch
SecretaryMaureen O'Brien

Time Buyer.....John A. Lorimer
Radio Accounts: Baird-North, Inc., Oliver
Johnson Co., Inc., Health Footwear, Inc., Al-
len Distributors, Inc., Rocky Point Park,
Roger Williams Savings & Loan Assn., See-
konk Family Drive-In Theater, Strand Thea-
ter, all Providence.

TV Accounts: Allen Distributors, Inc.;
Hillside Farms Inc.; Roger Williams Savings
& Loan Ass'n; Strand Theatre; Weybosset
Market; all Providence.

**J. CARSON BRANTLEY ADV.
AGENCY**

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

Pres.-Radio Dir.....J. Carson Brantley
Treasurer.....A. R. Monroe
Art Director.....Gladys Dudley

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

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

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

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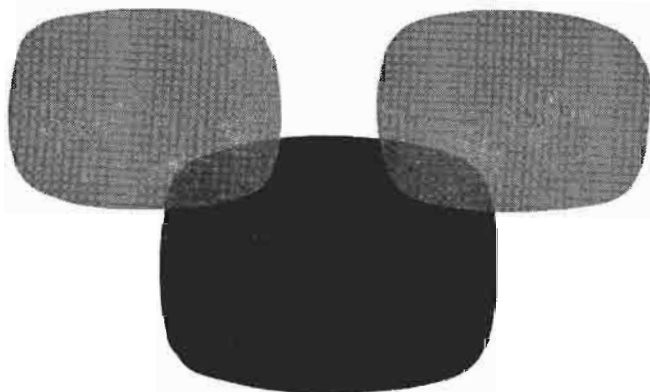
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Detroit, Mich.; Westinghouse Appliance
Sales, Detroit, Mich.

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

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Secretary.....A. W. August
Radio Accounts: Acorn Equipment Co.
(Barn Cleaner), Stevens Point, Wis.; Algoma
Foundry & Mach Co., Farm Machinery, Al-
goma, Wis.; Har-Mac, Inc. (Mobile Homes),
Stratford, Wis.; Woodlot Seed Co. (Tree,
Shrub Seeds), Norway, Mich.

TV Accounts: Algoma Foundry & Machine
Co. (Farm Machinery), Algoma; Har-Mac
Inc. (Mobile Homes, Stratford; C&W Sales
& Mfg. Co. (Barn Equipment), Iola; Woodlot
Seed (Tree, Shrub Seeds), Norway, Mich.

Estimated Radio Billing: \$12,000.
Estimated TV Billing: \$20,000.

BRINLEY ADVERTISING AGENCY

4602 Cedar Street, Bellaire 101, Texas
Phones: MAdison 3-8686 & MOhawk 4-4400
ABP—SNPA—APA—NBP

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Sec., Treas.....V. H. Brinley
Assoc. Radio Dir.....R. G. Dunn
Associate TV Dir.....P. Endicott
Assoc. Art Dirs.....C. B. Jones, W. A. Carter

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V.P., Mgr. Media Dept.....H. E. Pengel
Vice President.....William A. Walker
Radio Accounts: Int'l Breweries, Inc.;
Ferry-Morse Seed Co.
TV Accounts: The Ironite, Inc., Int'l
Breweries, Inc.

D. P. BROTHER & CO.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-8250

AAAA—ANPA—ABP
ABC—NOAB—APA

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Walker Graham, Valentine Corradi, Shel-
don Moyer, David B. Rank, V. W. Canever
L. E. Dean, John J. Remillet, Jr., C. Watts
Wacker, Donald W. Walton.

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Acct. Supvs...Guy S. Warren, Jr., T. J. King
Account Executives.....V. W. Canever,
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Robert M. Fitzgibbons, Jack R. Hendrick-
son, Richard H. Iliff, Thomas W. Jipson,
W. Neil Lewton, John J. Remillet, Jr.,
David D. Wines

V.P., Media Director.....C. Watts Wacker
Marketing Director.....J. J. Remillet, Jr.
Research Director.....V. H. Bergmann
Art Director.....L. R. Mange
Sales Promotion Dir.....Donald W. Walton
Publicity Director.....G. M. Williams
Radio & TV Dir.....Kenneth G. Manuel
Copy Chief.....David B. Rank
Art Buyer.....Frank E. Reschke

Branch Offices

3540 Wilshire, Los Angeles, Cal.

Phone: DUnkirk 5-8288

West Coast Mgr.....T. H. Moriarty
Pac. Coast Adv. Dir.....A. C. Cochrane, Jr.
720 Fifth Ave., New York, N. Y.

Phone: COLUMbus 5-1004

V.P., Manager.....F. E. Egan
Radio Accounts: Oldsmobile Div., Gen.
Motors Corp. (Automobiles), Lansing, Mich.
TV Accounts: AC Spark Plug Div., Gen.
Motors Corp. (Spark Plugs Oil Filters, Fuel
Pumps, etc.), Flint, Mich.; Oldsmobile Div.,
Gen. Motors Corp. (Automobiles), Lansing,
Mich.; Harrison Radiator Div. (Radiators,
heaters, air conditioning systems, heat ex-
changers), Lockport, N. Y.; Hyatt Bearing
Div. (Hyatt Roller Bearings) Harrison, N. J.;
New Departure Div. (Ball Bearings, bicycle
safety brakes) Bristol, Conn.; Saginaw Steer-
ing Gear Div. GMC (Power Steering, Steer-
ing Gears, Propeller Shafts, Universal Joints,
Automotive Jacks, Aircraft & Diesel Engine
Parts) Saginaw, Mich.; Gen. Motors Corp.
(Institutional "Aim to Live") Detroit; Guide
Lamp Div. GMC (Automotive Lighting
Equipment, Autronic Eye) Anderson, Ind.;
Rochester Prod. Div., GMC (Steel Tubing,
Carburetors, Cigaret Lighters) Rochester,
N. Y.

Estimated Radio Billing: \$1,400,000.

Estimated TV Billing: \$7,600,000.

BROWN, E. H. ADV. AGENCY

20 N. Wacker Dr., Chicago 6, Ill.

Phone: FRanklin 2-9494

ABP—ANPA—APA—NBP—NOAB

Owner.....E. H. Brown
Consultant.....Irving R. Allen
Art Dept...Melvin J. Beagle, Rudy L. Hajek
Production Mgr.....D. E. Meintzer
Copy Dept.....E. G. Brown,

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FASHION SHOW TIE-INS

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high fashion parfums

a precious wardrobe of four famed blends



PRIZED HIGH FASHION FRAGRANCES:
BLUE FOX, MY FANCY, AUDACIOUS, JAUNTY
*advertised and featured on television —
national magazines and motion pictures*

As Shown—

*In Bath Powder Sets (left)—*cologne and scented bath powder combination fitted with silky lambs wool puff; in handsomely appointed gift package

*In Perf-O-Mist (upper right)—*ingenious patented single-motion dispenser—delightful lasting double-strength spray; no cap to remove or replace

*In Cologne Foursome (lower right)—*welcome all-occasion gift package

*Glamorously packaged Perfumes, Colognes, Bath Powders and Accessories
nationally distributed*



miahati INC.

377 Fourth Avenue, New York 16, N. Y.

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 Media Buyer.....Eleanor Noble
 Acct. Execs.....J. B. Allen,
 E. H. Brown, E. H. Brown, Jr., B. M. Camp-
 bell, Jim Duffy, George Johnson, Paul J.
 Johnson, C. S. Petersen, Jim Roe, Ray-
 mond P. Wiggers, W. A. Vernon.

BUCHANAN & CO.

Div.: Lennen & Newell, Inc.
 1501 Broadway, New York 36, N. Y.
 Phone: BRyant 9-7900
 ABP—ANPA—APA—AAAA—NBP
 ABC—NOAB

Bd. Chrm., Pres.....John Hertz, Jr.
 Exec. Vice President.....William Dasheff
 Vice Presidents.....Roy Winkler, John
 McEvoy, George Richardson, W. D. Christ-
 man

Media Director.....E. F. Moeller
 Prod. Mgr.....Anthony Calanese
 Sec'y-Treas.....A. Grace Barrett
 Radio-TV Dir.....Nat Strom
 Art Director.....Don DeMarco
 Merchandising Director.....A. E. Freeman

Branch Offices

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

Vice Pres.....Fred Keith
Radio Accounts: Reynolds Metals Co.
 (Farm Building Products, Aluminum Foil)
 New York, N. Y.; Wilbur Clark's Desert
 Inn (Resort) Los Angeles; Paramount Pictu-
 res (Motion Pictures) Los Angeles.

TV Accounts: Reynolds Metals Co. (Alum-
 inum) New York; Paramount Pictures, Los
 Angeles, Calif.

BUCHANAN-THOMAS ADV. CO.

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

Partner, Creative Dir.....Robert E. Savage
 Ptnrs.....C. Harding, R. Dundis
 Consultant.....C. Buchanan, L. Thomas
 Copy Head.....R. R. Foster
 Production Manager.....Marge Seaberg
 Art Director.....Homer Frohardt

BUNTIN & ASSOC., INC.

203 Broadway Natl. Bank Bldg.
 Nashville 3, Tenn.
 Phone: ALPine 5-0000
 SNPA—APA

President.....Sinclair Butin
 Vice President.....Jas. Noel Brown
 Radio-TV Dir.....Bettie J. McMillen
Accounts: General Electric Supply Co.,
 Nashville, Tenn.; Martha White Bakeries,
 Nashville, Tenn.

LEO BURNETT COMPANY, INC.

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

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 Chmn. Exec. Comm.....Richard N. Heath
 President.....W. T. Young, Jr.
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 Treasurer.....E. Ross Gamble

Exec. V.P.'s.....Draper Daniels,
 Jos. M. Greeley, Phillip Schaff, Jr.
 V.P. Broadcasting.....William McIlvain
 V.P., B'cstg. Prod. Div.....Lee Bland
 V.P., B'cstg. Business Div.....David Dole
 Adm. Vice Pres.....F. Strother Cary, Jr.
 V.P., Radio-TV Dept.....Edw. M. Thiele
 V.P. Chg. Media.....Thos. A. Wright
 V.P., Research Director.....John Coulson
 V.P., Chg. TV.....Don Tennant
 V.P., TV Film Copy Supvr..Nelson Winkless
 V.P., Copy Director.....John Matthews
 V.P.Norman Levally
 V.P., Mktg.....Leonard Matthews

Branch Offices

677 Fifth Ave., New York 22, N. Y.
 Phone: MURray Hill 8-9480

V.P., N. Y.....Paul Louis
 1680 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 4-7374

V.P. Hollywood.....Wendell Williams
 Buhl Bldg., Detroit 26, Mich.

Phone: WOODward 1-5959

Manager.....Robert Leonhard

Radio Accounts: Atchison, Topeka, Sante
 Fe Rwy.; Pure Oil Co. (Gasoline, oil lub-
 ricants, tires, batteries and accessories) Chi-
 cago; Kellogg Co. (Cereals, Dog Food);
 Bauer & Black Div., Kendall Co. (Curads,
 Battle Ribbons, 5 Firsts); Chas. Pfizer & Co.,
 Inc. (Vigo Fac, T.E.F., T.A.F., Mastitis, Ter-
 ramycin for Cattle); Campbell Soup Co.
 (Frozen soups, Franco-American spaghetti)
 Camden, N. J.; Philip Morris, Inc. (Marl-
 boro, Mayfield, Philip Morris) New York;
 Procter & Gamble Co. (Camay, Joy) Cincin-
 nati, Ohio; Allstate Insurance Co. (Auto,
 Home Owners') Chicago, Ill., Chrysler Corp.;
 Pure Oil Co.; Swift & Co. (Allsweet); U.S.A.
 Tea Council, Inc.; Pillsbury Mills, Inc. (Cake
 & Frosting Mixes, reg. & loaf-sizes, Pudding
 Cake Mixes) Minneapolis, Minn.

TV Accounts: Brown Shoe Co. (Buster
 Brown) St. Louis, Mo.; Kellogg Co. (Cereals
 and dog food) Battle Creek, Mich.; The
 Pure Oil Co. (Gasoline, oil, lubricants, tires,
 batteries and accessories) Chicago; Campbell
 Soup Co. (Franco-American Macaroni, Spa-
 ghetti, Spaghetti with Meatballs) Camden,
 N. J.; Commonwealth Edison Co., Chicago;
 The Hoover Co., N. Canton, Ohio; Chas.
 Pfizer & Co. (Vigo Fac, T.E.F., T.A.F., Mas-
 titis) Brooklyn, N. Y.; Philip Morris, Inc.
 (Marlboro, Mayfield, Philip Morris) New
 York, N. Y.; Procter & Gamble Co. (Camay,
 Joy, Lava, Jiff, Secret, Pace) Cincinnati;
 Atchison, Topeka & Santa Fe R. R., Chicago;
 Tea Council of U.S.A., New York; Bissell
 Carpet Sweeper Co. (Sweepers, Shampoo &
 Upholstery Master, Rug Shampoo); Cracker
 Jack Co. (Cracker Jack, Camp Fire Marshmal-
 lows); Swift & Co. (Allsweet); Kendall Co.,
 Bauer & Black Div. (Curads, Five Firsts);
 Allstate Insurance Co. (Automobile, Home
 Owners' & Life); Pillsbury Mills, Inc. (Cake
 & Frosting Mixes, reg. & loaf sizes; Ginger-
 bread; Pancakes; Angel Food Cake, Cookie,
 Brownie, & Pudding Cake Mixes).

Estimated Radio Billings: \$7,600,000.

Estimated TV Billings: \$44,000,100.

ADVERTISING AGENCIES

AD BUSCH, INC.

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

Pres., Media Dir. Addison F. Busch
TV Director William F. Nailos
Accounts: Auvid, Inc., Buffalo, N. Y.;
Beam-Cast Inc., Buffalo, N. Y.; WSAY-
WNIA, Rochester & Buffalo broadcasting
stations.

BYER & BOWMAN ADVERTISING AGENCY

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

ABP—ANPA—APA—NBP—NOAB—AAAA
Partners Gus K. Bowman,
Joel Burghalter, Herbert Byer
Radio-TV Time Buyer John D. Metzger
Pub. Rel. Dir. Nick Popa
Controller Joe Hughes
TV Director Sandy Hallock
Creative Director William Arter
Art Dir., Prod. Mgr. Harold Graham
Radio Accounts: August Wagner Breweries;
City National Bank & Trust; Dollar
Federal Savings; T. Marzetti Co. (Salad
Dressings); all Columbus, Ohio.
TV Accounts: August Wagner Breweries;
Dollar Federal Savings; Auto Show; City
National Bank & Trust Co.; Yenkin Majestic
Paint Co., all Columbus, Ohio; Marzetti's,
Columbus.

HAROLD CABOT & CO., INC.

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

AAAA—ANPA—NOAB—NBP—APA

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James I. Summers
V.P.'s Joseph R. Wallace, Eugene R.
MacArthur
Media Dir. David R. Williams
Radio-TV Dir. Harold Cabot, Jr.
Marketing Dir. Phillip W. Wenig
Secretary Edw. F. Glacy
Production Manager John B. Havey
Radio Accounts: New England Tel. & Tel.,
Boston, Mass.; New England Electric System
and Gas Division (Electricity, Gas), Boston;
Boston Gas Co., Boston, Mass.; Carling Black
Label Beer (N.E.), Cleveland; National Shaw-
mut Bank, Boston; S. S. Pierce Co. (Retail
Food Store) Boston.
TV Accounts: Carling Brewing Co. (N.E.);
New England Tel. & Tel. Co.; Rock of Ages
Corp. (Monuments), Barre, Vt.; Boston Gas
Co.; New England Elec. System Gas Div.
(Gas), Boston; S. S. Pierce Co. (Retail Food
Store), Boston.

CALDWELL, LARKIN & SIDENER- VAN RIPER, INC.

Merchants Bank Bldg., Indianapolis 4, Ind.
Phone: MEIrose 2-6501

APB—ANPA—APA—NBP

Board Chairman Guernsey Van Riper

President Howard C. Caldwell
Exec. V.P. Storey M. Larkin
Radio-TV Dir. Don Howell
Accounts: Ajax Mfg. Corp., Racine, Wis.;
Electric Switch Corp., Indianapolis, Ind.;
WFBM & WFBM-TV, Indianapolis, Ind.

J. M. CAMP & COMPANY

213 W. Wesley, Wheaton, Ill.
Phone: MOntrorse 8-8000
APA

President John M. Camp
Radio-TV Time Buyer Grace R. Jordan
Accounts: The Evangel Hour, Newark,
N. J.; HCJB, Quito, Ecuador; Youth On
the March TV Film, Philadelphia, Pa.

CAMPBELL-EWALD COMPANY

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

AAAA—ANPA—NOAB—APA—ABP
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Chrmn. of Exec. Comm., Sr. V.P. L. R.
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Clarence Hatch, Jr.
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Comptroller & Asst. Treas. E. M. Talbert
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V.P., Media Dir. Carl Georgi, Jr.
V.P., Copy Director Walter B. Booth
V.P., Art Director James N. Hastings
Vice President M. Craig Miller

Branch Offices

488 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-3400
V.P. and Mgr. Frank W. Townshend
Space Buyer John A. Blomstrom
Radio & TV Dept. A. J. Miranda III
Art Director Kenneth T. Vincent
230 N. Michigan Avenue, Chicago 1, Ill.
Phone: CENTral 6-1946
V.P. and Mgr. Reginald G. Carey
Space Buyer John D. Varnier
3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUNkirk 9-1334
V.P., West Coast Mgr. Richard C. Francis
Mgr. Loe Angeles Office. Richard W. Byrne
235 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 2-0145
V.P. and Mgr. T. Milburn Johnston
11 Pryor St., S.W., Atlanta 3, Ga.
Phone: JACKson 4-3858
Manager Arthur T. Duhaime
1625 Eye St., N.W., Washington 6, D. C.
Phone: REPUBLIC 7-0015
Manager Ross Lindsay
Bryan & Bullington Sts., Dallas 1, Texas
Phone: RIVERSide 2-6889
Manager Lorne T. Denton
4010 Washington Ave., Kansas City 11, Mo.

ADVERTISING AGENCIES

Phone: Jefferson 1-5601
 Manager.....Lawrence R. Amos
 1750 N. Vine St., Hollywood, Calif.
 Phone: HOLlywood 9-2931
 Manager.....Richard L. Eastland
 Account Exec. for Radio, TV..Willard Hanes
 441 Vine St., Cincinnati 2, Ohio
 Phone: MAin 1-0500
 Manager.....James E. Defebaugh
 1700 Broadway, Denver 2, Colo.
 Phone: KEystone 4-4281

Manager.....Richard H. Katerndahl
Radio Accounts: Chevrolet Motor Div.,
 General Motors Corp.; The Detroit Edison
 Co.; General Motors Acceptance Corp.;
 Goebel Brewing Co.; National Bank of De-
 troit; Hertz Systems, Inc.; The Firestone
 Tire & Rubber Co.; Stran-Steel Corp.; Gen-
 eral Motors Corp. (Motorama).

Television Accounts: Chevrolet Motor Div.,
 General Motors Corp.; The Detroit Edison
 Co.; Goebel Brewing Co.; National Bank of
 Detroit; The Firestone Tire & Rubber Co.;
 General Motors Corp. (Motorama).
Estimated Radio Billings: \$9,000,000.
Estimated TV Billings: \$13,000,000

CAMPBELL-MITHUN, INC.

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

AAAA-ABP-ANPA-APA-NBP-NOAB
 President.....Ray O. Mithun
 Asst. to President.....Eugene A. Patterson
 Media Director.....Harry M. Johnson
 Research Director.....Leslie A. Beldo
 Production Dept. Mgr....Oliver H. Hangen
 Radio-TV Bus. Mgr.....Richard L. Stevens
 Exec. V.P.Albert R. Whitman,
 Vice-Presidents.....Kenneth D. Ruble
 B. E. Howard, R. L. Forrest, Arnold C.
 Aslakson, E. W. Burke, G. P. MacGregor,
 M. Oakley Bidwell, A. H. Lund, Charles R.
 Strotz, E. W. Turner, R. F. Wittgraf

Branch Offices

Secretary.....E. Brugette Flynn
 Treasurer.....Beatrice N. Sandquist
 TV Creative Supvr.....Cleo W. Hovel

Branch Offices

919 N. Michigan Ave., Chicago 11, Ill.
 Phone: DElaware 7-7533
 Exec. V.P.Lee A. Terrill
 420 Lexington Ave., N. Y. 17, N. Y.
 Phone: OR 9-8744
 V.P., Gen. Mgr.....M. Oakley Bidwell
 1213 Hollywood-Taft Bldg., Hollywood 28,
 Cal.
 Phone: HOLlywood 2-0715
 V.P., Gen. Mgr.....Paul E. Morgan

Radio Accounts: Theo Hamm Brewing Co.
 (Beer) St. Paul, Minn.; The Kroger Co.
 (Grocery) St. Louis, Mo.; Land O'Lakes
 Creameries (Dairy Products, Feeds) Minne-
 apolis, Minn.; John Morrell & Co., Red
 Heart Div. (Dog Food), Chicago; Nash Coffee
 Co., St. Paul, Minn.; Nash-Finch Co.
 (Grocery Products) St. Paul, Minn.; North-
 ern States Power (Electric Power) Minne-

apolis, Minn.; Northwestern National Bk.
 (Banking Service) Minneapolis, Minn.;
 Pillsbury Mills, Inc. (Flour, Refrigerated
 Products, Bakery Mixes, Ballard Products,
 Feeds) Minneapolis; Top Value Enterprises
 (Trading Stamps) Dayton, Ohio; American
 Dairy Assoc. (Dairy) Chicago; Northwest
 Orient Airlines (Passenger Cargo) Minneap-
 olis; Malt-o-Meal Co. (Hot Wheat Cereal)
 Minneapolis; Northwest Bancorporation,
 Minneapolis.

TV Accounts: American Dairy Assn.
 (Dairy) Chicago; Fenn Bros. (Candy) Sioux
 Falls, S. Dak.; Gold Seal Co. (Glass Wax,
 Snowy Bleach) Bismarck, N. Dak.; Theo
 Hamm Brewing Co. (Beer) St. Paul, Minn.;
 Kemps Ice Cream Co., Minneapolis; The
 Kroger Co. (Grocery) Cincinnati, O.; Malt-
 O-Meal Co. (Hot Wheat Cereal) Minneap-
 olis, Minn.; Mishawaka Rubber & Woolen
 Mfg. Co. (Tennis Shoes) Mishawaka, Ind.;
 John Morrell & Co., Red Heart Div. (Dog
 Food) Chicago; Nash Coffee Co., St. Paul,
 Minn.; Nash-Finch Co. (Grocery Products)
 St. Paul, Minn.; Northern States Power (Elec-
 tric Power), Minneapolis; Food Sales, Inc.
 (Combo Popcorn) Minneapolis; Northwest
 Bancorporation (Banking Service) Minne-
 apolis; Tecnique (Hair Rinse) Minneap-
 olis; Top Value Enterprises (Trading Stamps),
 Dayton, Ohio; Iowa-Des Moines National
 Bank; Larsen Co. (Canned Vegetables),
 Green Bay, Wis.; Northwest Orient Airlines
 (Passenger, Cargo) St. Paul, Minn.; Pills-
 bury Co. (Flour, Refrigerated Products, Bak-
 ery Mixes, Ballard Products, Feeds) Minne-
 apolis, Minn.

Estimated Radio Billings: \$4,000,000.
Estimated TV Billings: \$10,500,000.

THE CAPLES COMPANY

216 E. Ontario St., Chicago 11, Ill.
 Phone: SUperior 7-6016
 ANPA-APA-NBP-NOAB

President.....R. N. Hartsing
 Sr. V. P.....J. E. Erickson
 Exec. V. P.....D. Powers, M. Martin
 V. P., Sec. & Treas.....R. N. Hartsing, Jr.
 Media Dir.....H. M. Taylor
 Time Buyer.....M. Convery
 Art Dir.....W. A. Aldrin
 Prod. Mgr.....O. Gorrill
 Acct. Execs.....J. E. Erickson,
 R. A. Hansen, R. N. Hartsing, Jr., J. P.
 Hotchkiss, E. J. Lewinski, M. T. Martin,
 D. J. Powers

Branch Offices

10 E. 40th St., New York City
 Phone: MUrray Hill 4-6800
 V.P. in Chg.....Hudson F. Meyer
 1504 Dodge St., Omaha 2, Neb.
 Phone: JAckson 7795
 V.P. in Chg.....L. M. Branch
 301 S. Kingsley Dr., Los Angeles 5, Cal.
 Phone: DUmkirk 7-4255
 V.P. in Chg.....M. E. Welborn
 519 S. 3rd Ave., Portland 4, Ore.
 Phone: CApital 6-2981
 V.P. in Chg.....Robert J. Livingston

ADVERTISING AGENCIES

CASMIER ADVERTISING CO., INC.

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

Phone: MURray Hill 2-2014

ABP—APA

Pres., Treas.....Marvin Casmier
Copy Ch., Radio Dir.....Nancy B. Wooten
Art Dir.....William E. Burgess
Radio Accounts: New York Allerton Corp.,
(Midston House, Allerton House) New
York

TV Accounts: D'amico Fifth Ave., (Beauty
Consultant)

CAYTON, INC.

9 East 40th St., New York 16, N. Y.

Phone: LEXington 2-1711

ABP—ANPA—APA—NBP

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Media Dir.....Hy Crandall
Time Buyer.....Sally Luchs
Creative Director.....Fred Ladd
Merchandising Director.....Pat Croft
Media Director.....G. Lustig
Space Buyer.....Lee Dalia
Publicity Director.....Michael L. Cook
Research Director.....M. Brian
Radio Accounts: Charles Antell, Inc.
(Men's hair products) Baltimore, Md.

TV Accounts: Aldon Industries, Inc. (Skill
Games, Plastic Toys) Rego Park, N. Y.; Mor-
ris Plastics Corp. (Toys), N. Y. C.; Nat'l.
Games, Inc., Springfield, Mass.; Earl Ran-
dolph Corp. (Children's Furniture) New
Bedford, Mass.; Harwyn Pub. Corp. (Picture
Encyclopedia), N. Y. C.; J. A. Gray Co. (Toy
Trains) N. Y. C.

NELSON CHESMAN ADVERTISING

240 East 11th Street, Chattanooga 1, Tenn.

Phone: AM 6-4942

ABP—SNPA—ABP

Pres., Media Dir.....Richard H. Leiper
Secy.-Treas.....John Goss
Time Buyer.....Vann Campbell

Radio & TV Accounts: Fleetwood Coffee
Co.; Adcox-Kirby Pontiac; Ray Moss Farms;
W. M. Cline Co.

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.

Phone: HANcock 6-7310

APA—SNPA—NOAB—BPA

Chairman.....James T. Chirurg
Treasurer.....Gilbert French
General Manager.....Scott Costello
Research Dir.....Prescott Winkley
Mgr. Plans Service Dept.....R. Gaeta
V.P., Mktg. Dir.....Howard G. Sawyer
Media Dir.....Jackson L. Parker
Copy Chief.....John Nazzaro
Radio-TV Dir.....E. T. Sullivan
Production Director.....R. D. Sisson

Branch Offices

1612 Chanin Bldg., New York 17, N. Y.

Phone: MU 7-5040

President.....W. L. Shepardson

V. P., Gen. Mgr.....D. W. Jackson
Radio Accounts: Martin L. Hall Co. (Cof-
fee, Tea) Boston; Waitt & Bond, Inc. (Ci-
gars: Yankee, Blackstone, Haddon Hall) New
York; Boston Herald Traveler.

TV Accounts: Martin L. Hall Co. (Coffee,
Tea); Herald Traveler; Vogue Dolls (Ginny
Dolls) all of Boston; Waitt & Bond, Inc.
(Cigars: Blackstone, Yankee, Haddon Hall);
Binnev & Smith, Inc. (Crayola Crayons),
both New York.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.

Phone: RITtenhouse 6-0236

ANPA

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

COHEN & ALESHIRE, INC.

41 East 42nd St., N. Y. 17, N. Y.

Phone: OX 7-0660

ABC—ABP—ANPA—NPB—APA

NOAB

Chairman.....Harry B. Cohen
President.....Edward Aleshire
Exec. V.P.....Francis X. Brady
V.P., Sec'y.....Harry B. Cohen, Jr.
Vice-President.....Edith S. Cohen
V.P. Chg. Art & Prod.....Oscar Fileppo
Head Space Buyer.....Jeanette I.e Brecht
Art Director.....Dave Smiton
Research Director.....Don Johnstone
TV-Radio Production.....Robert Wahl
Head Time Buyer.....Beth Black
Time Buyer.....Emanuel Klein

Radio-TV Accounts: Grove Laboratories,
Inc. (Pazo, 4-Way Cold Tablets & Liquid;
Fitch Dandruff Remover Shampoo & Ideal
Hair Tonic) St. Louis, Mo.; Pharma-Craft
Co. (Ting) Cranbury, N. J.; Lydia E. Pink-
ham Med. Co. (Tablets & Veg. Compound)
Lynn, Mass.; Chattanooga Medicine Co.
(Black Draught & Syrup & Coated Tablets)
Chattanooga, Tenn.; Carter Products, Inc.
(Frenchette, Italianette—Mayonette Dyrid)
N.Y.C.; Dormin, Inc. (Dormin) N.Y.C.; Kiwi
Polish Co., Pty. Ltd. (Kiwi) Pottstown, Pa.;
Paradorm, Inc. (Paradorm) N.Y.C.; Low
Calorie Candy Co. (Magic Mints) Yonkers,
N. Y.

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

COHON, HERBERT W., CO.

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

Phone: OXFord 7-9277

APA—ABP

Pres., Media Dir.....Herbert W. Cohon
V.P., Art Dir.....Irving M. Cohon
Acct. Execs.....H. W. Cohon, I. M. Cohon
Space Buyer.....Sylvia Zambrowsky

COMPTON ADVERTISING, INC.

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

ADVERTISING AGENCIES

Phone: PLaza 4-1100
 AAAA—ABC—ANPA—APA—NBP
 NOAB—ABP

Bd. Chrmn., Dir. Robert D. Holbrook
 President, Director Barton A. Cummings
 Exec. V.P., Dir. & Creative Dir.
 Alfred Seaman, Jr.

Exec. V. Pres., Dir. C. James Fleming, Jr.
 Sec., Asst. Treas. Charles J. Gizerian
 V.P., Research Dir. Edward Battey
 V.P., TV Commercials Frank Brendt
 Head Time Buyer Bertrand Mulligan
 Radio-TV Traffic Mgr. Maria Sutherland
 Vice Pres., Dir. Henry R. Bankart,
 Allen F. Flouton, William J. Heggen, Jack
 P. Rees, Olin A. Saunders

V.P., Treas., Asst. Secy., Dir. Henry Haines
 V.P. & Dir. Radio-TV

Programming Lewis H. Titterton
 V.P. Chg. TV Comm'l. G. W. Schloat, Jr.
 V.P. & Dir. of Media Frank B. Kemp
 Vice President Carvel Nelson
 Publicity Dir. Elle Kofler

Branch Offices

141 West Jackson Blvd., Chicago 4, Ill.
 Phone: HArrison 7-6935

V.P., Chg. Midwest Oper. E. Dean Landis
 V.P., Manager L. O. Holmberg
 744 N. Fourth St., Milwaukee 3, Wisc.
 Phone: BRoadway 1-9475

V.P. & Manager R. F. Gomber
 6505 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-0100

V.P. Waldo H. Hunt
 V.P., Radio & TV Alvin Kabaker
 V.P. Edward E. Keeler
 703 Market St., San Francisco, Calif.
 Phone: GARfield 1-4854

V.P., W. Coast Oper. T. Santacoe
 V.P., Manager Richard E. Goebel
 1604 S.W. 10th Ave., Portland, Ore.
 Phone: CAPitol 2-1821

Manager Carvel Nelson

Radio & TV Accounts: The Allis-Chalmers
 Mfg. Co.; American Can Co.; The Goodyear
 Tire & Rubber Tire Co.; New York Life
 Insurance Co.; Phelps-Dodge, Copper Prods.
 Corp.; The Procter & Gamble Co.; Kelly-
 Springfield Tire Co.; The Socony Mobil Oil
 Co.; Standard Brands, Inc. (Chase & San-
 born Coffee, Instant Chase & Sanborn
 Coffee).

COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.
 Phone: LIncoln 6187

ABP—ANPA—APA—NOAB—NBP—SNPA
 Partners Henry W. Comstock,
 H. Earl Close, Frank J. Hess

V.P., Mktg., Dir.,
 Acct. Supvr. T. Sloane Palmer
 Media, Research Dir. Herbert Moore
 Art Dir. William B. Cormier,
 Prod. Mgrs. A. H. Briggs,
 Grant F. Hess, Otello A. Manna.

Exec. Dir. Radio-TV Everett L. Thompson
 Creative Dir.

TV-Radio Howard C. Schellenberg

Creative Writers TV-Radio Duane M.
 Palmer, Payne Williams

TV Art Directors Joseph Petrino
 TV Producer Stuart F. Levin
 Asst. TV Producer Harvey F. Jeacock

Radio Accounts: Manufacturers and Traders
 Trust Co. (Banking Services); Sterling
 Amherst Farms Dairy, Inc. (Milk); Adam,
 Meldrum & Anderson Co. (Dept. Store);
 Buffalo Optical Co. (Prescription Opticians);
 Cling-Surface Co. (Sta-Put Rug Spray);
 Leous Furriers; Pritchard Pharmacy, all of
 Buffalo; Fred Koch Brewery (Koch's Beer &
 Ale) Dunkirk, N. Y.

TV Accounts: Frontier Oil Refining Co.
 (Gasoline; Motor, Fuel & Range Oil) Buffa-
 lo, N. Y.; Hospital Service Corp. of Western
 N. Y. (Blue Cross, Blue Shield); Manufac-
 turers & Traders Trust Co., American Stores
 Co. (Nu-Way Supermkt.) Syracuse; Nation-
 wide Insurance Co. (All Forms); Nu-Way
 Supermkt., Inc.; 7-Up Bottling Co.; Pepsi-
 Cola Bottling Co., Elmira, Buffalo, Syracuse,
 Tonawanda, N. Y.; O'Keefe Brewing Co.
 (Beer, Ale) Toronto.

ROBERT CONAHAY, INC.

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

Phone: MUrray Hill 2-5645

ABP—ANPA—NBP

President Robert S. Conahay
 Secretary Robert Conahay III
 V.P. & Copy Chief Frank Denman
 V.P. Market Research. Benjamin B. Mitchell
 Production Mgr. John S. Wassmer
 Media Dir., Space &

Time Buver Marie Hughes
 Vice President Joseph F. Beck
 Art Director Achille Pelizzari

Radio Accounts: Chesapeake & Ohio Rail-
 road, Cleveland, Ohio; Colonia, Inc. 4711
 (Cologne), both New York, N. Y.

THE CONDON COMPANY

Perkins Bldg., 14th & A Sts., Tacoma 2, Wash.
 Phone: MARKET 7-8155

ABP—ANPA—APA—AAAA—NOAB

NBP

Partners Roscoe A. Smith,
 Victor Kaufman, Harold C. Dixon

Art Dir. Daniel J. Snope
 Production Mgr. Mildred Nelson
 Acct. Executives Roscoe A. Smith

Victor Kaufman, Kay Shinn, Harold C.
 Dixon, Gordon Bennett, James Shulz

Accounts: Buckley-King Funeral Ser.;
 Douglas Fir Plywood Assn.; Fuel Oil Service
 Co.; KTNT-TV, Tacoma, Wash.; Northwest
 Syndicate; Pacific First Federal Savings &
 Loan Assn.; Puget Sound National Bank;
 St. Paul & Tacoma Lmbr. Co.; United Pacific
 Insurance Co.; Ward Smith, Inc.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio 5, Texas

Phone: CA 7-3456

AAA—ABP—ANPA—NPA—NBP—SNPA
 President Thomas F. Conroy
 Vice Pres. Mrs. Thomas F. Conroy

ADVERTISING AGENCIES

V.P., Copy Chief.....Bill Holchak
 Art., Prod. Mgr.....Paul Van Tuyl
Radio Accounts: The Quaker Oats Co.,
 Chicago, Ill.; Studer's Inc. (Photography),
 San Antonio.

TV Accounts: La Vue Cosmetics, San Antonio;
 Studer's Inc. (Photography), all San Antonio.

CO-ORDINATED MARKETING AGENCY, INC.

16 W. 46th St., New York 36, N. Y.
 Phone: JUdson 2-2100
 ABP

President.....Lester L. Wolff
 Exec. V.P., Prod., Time Byr.....Irving Herz
 V.P.'s.....Louis DeNunzio, Arthur A. Peltz,
 Morris M. Winer
 Secretary.....Philip F. Schneider
 Director.....Frederick Roselius
 TV Producer.....Lester L. Wolff
 Radio-TV Dir., Prod.....Arthur A. Peltz
 Asst. Prods.....Barbara R. Marks,
 George Mendoza

Radio Accounts: N. Dorman & Co. (Packaged Cheeses), New York; I. Rokeach & Sons, Inc. (Kosher Foods), New York City; Sunrise Supermarkets Corp., Hicksville, N. Y.; Associated Food Stores (Supermkt. Co-op.) Jamaica, N. Y.; Pioneer Food Stores (Supermkt. Co-op.) N. Y. C.; Daitech Crystal Dairies (Supermkt. Chain) Bronx, N. Y.; Affiliated Food Stores (Supermkt. Group) Metropolitan, N. Y.; Dilbert Quality Stores (Supermkt. Chain) Brooklyn, N. Y.; A. Goodman & Sons (Matzos, Baked Goods) Long Island City, N. Y.

TV Accounts: General Baking Co., New York; Roselux Chemical Co. (Liquid Starch, Bleach) Brooklyn; N. Dorman & Co. (Packaged Cheeses) New York; Associated Food Stores (Supermkt. Co-op.) Jamaica, N. Y.; White Rock Corp. (Soft Drinks) Brooklyn, N. Y.; Affiliated Food Stores (Supermkt. Chains) Metropolitan N. Y.; Seabrook Farms Co. (Frozen Foods) Seabrook, N. J.; Brooklyn Cheese Co. (Bread Crumb Mix) Brooklyn, N. Y.; Acqua Lina Mfg. Co. (Liquid Detergent) Brooklyn, N. Y.

COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.
 Phone: RIttenhouse 6-7502

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

Radio Accounts: ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Badder & Snoko (Shoes); Philadelphia; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Manchester Laundry, Philadelphia; Sunset Beach (Amusement Park) Almonesson, N. J.; Mort Co. (Hardware, Philadelphia; Tappins (Jewelry) Newark, N. J.; Van Sciver Co. (Furniture) Philadelphia; Xcel Products Co.

(Metal Storm Sash, Metal Awnings) Philadelphia; Crowl Chemical Co. (Cough Remedy), Shamokin, Pa.; Franklin Research Co. (Floor Wax), Philadelphia.

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

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

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
 Phone: OLYmpia 5-6185
 ABP—ANPA—AAAA—APA—NBP

President.....J. Gorman Walsh
 Sec.-Treas.....Kathleen A. Walsh
 Vice Pres.....Ruth Craig
Account Executives: J. Gorman Walsh,
 Kathleen A. Walsh, William H. Gordy,
 Production Manager.....William H. Gordy
 Media Buyer.....Ralph R. Swann

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

THE CRAMER-KRASSETT CO.

733 North Van Buren St., Milwaukee 2, Wis.
 Phone: BRoadway 6-3500
 ABP—ANPA—APA—NBP—ABC
 AAAA—NOAB

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

V.P., Radio-TV.....Roger W. LeGrand
 Radio Time Buyer.....Loretta Mahar
 Radio-TV Acct. Execs.....K. Hegard,
 J. Pritchard

Dir. of Research.....H. V. Swenson
 Production Manager.....H. J. Fink
 Art Director.....A. H. Bierman

Radio-TV Accounts: Blue Cross-Blue Shield, for State of Wisconsin; First Federal Savings & Loan Assn. of Wisc.; First Wisconsin Nat'l Bank of Milwaukee, all Milwaukee; Milw. Gas Light Co.; Evinrude Motors (Outboard Motors); Wisconsin Telephone Co., all Milwaukee; A. O. Smith Corp. (Permalgas Water Heaters), Kankakee, Ill.

CUNNINGHAM & WALSH, INC.

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

AAAA—ANPA—ABP—APA—NBP—NOAB
 President.....Robert R. Newell
 Exec. V.P.....William M. Mulvey

ADVERTISING AGENCIES

Senior V.P.'s.....George S. Fowler,
Herbert S. Fox, Carl R. Giegerich, Conklin
Mann, Newman F. McEvoy, William
Revdel, Herbert Thwaite, Fred H. Wolsh,
John S. Williams.

Sr. V.P., Secy.....Edward G. Comstock
Sr. V.P., Treas.....George A. Moran
V.P., Radio-TV.....Edward H. Mahoney
V.P., Crea. Grp. Head.....Joe McDonough
V.P., Dir. Comm. Prod.....William LaCava
V.P., Dir. Programming.....Jerome Feniger
V.P., Mktg. Dir.....Stanley T. Peterson
Business Manager.....Edward F. Moore

Branch Offices

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

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

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

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

Exec. V.P.....Franklin C. Wheeler
Sr. V.P., Gen. Mgr.....Jerome J. Cowen
Sr. V.P.....Robert Brisacher
2216 Penobscot Bldg., Detroit 26, Mich.
Phone: WO 3-6580

V.P. in Chg.....Bob Powell
Radio-TV Buyer.....Marian B. Athay
706 Melrose Bldg., Houston 2, Tex.
Phone: CApital 8-6143

Manager.....Thos. E. Graham

Radio Accounts: Advisory Board for Promotion of Fresh California Bartlett Pears; American Cyanamid Co. (Farm & Home Div.); Decca Records, Inc. (Phonograph Records); Beatrice Foods Co.; Jaguar Cars, Inc. (Motor Cars); Chase Manhattan Bank; Colgate Palmolive Co. (Brisk, Super Suds); Contadina Foods (Tomato Paste & Whole Peeled Tomatoes); Crown Zellerbach (Zee Paper Products); Wheeling Stl. Corp.; J. A. Folger & Co. (Coffee); Chase Brass & Copper Co., Inc. (Fabricators: Copper, Brass) George W. Helme Co. (Snuff); Italian Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee, Inc. (Baked Goods); Mosler Safe Co. (Safes, Safe Deposit Boxes); Narragansett Brewing Co.; New York News; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.; Geo. W. Helme Co. (Viking Snuff); Pharma-Craft Corp. (Pro-Goods); Mosler Safe Co. (Safes, Safe Deposit prietary Drugs); Thos. Cook & Son, Inc. (Travel Service); Conn. Gen. Life Ins. Co. (Life, Accident, Health, Group Insurance).

TV Accounts: American Cyanamid Co. (Farm & Home Div.); American Telephone & Telegraph (Yellow Pages); Beatrice Foods Co.; Chase Brass & Copper Company, Incorporated (Fabricators: Copper, Brass); Brooklyn-Union Gas Co.; Chase Manhattan Bank; Colgate-Palmolive (Brisk); Crocker-

Anglo National Bank; American Machine & Foundry Company, AMF Pinspotters Div.; Eversharp, Inc.; J. A. Folger & Co. (Coffee); Connecticut General Life Insurance Company (Life Accident, Health, Group Insurance); Italian Line (Travel); Andrew Jergens Co. (Jergens & Woodbury Products); Kitchens of Sara Lee (Baked Goods); Narragansett Brewing Co.; New York News; Geo. W. Helme Co. (Viking Snuff); Sears, Roebuck & Co.; Smith Corona (Typewriters, Adding Machines); E. R. Squibb & Sons; Sunshine Biscuits, Inc.; The Texas Company; Universal Pictures Co., Inc.; Wheatena Corp.; Walter Kidde & Co., Inc. (Fire Extinguishers); Mosler Safe Co.; Pharma-Craft Corp. (Proprietary Drugs); Stephan Distributing Corp. (Hair Lotion); Wheeling Steel Corp.; Western Electric Co. (Bell Phone Equipment).

Estimated Radio Billings: \$1,500,000.
Estimated TV Billings: \$17,000,000.

CURTIS ADVERTISING COMPANY

1 Park Ave., New York, N. Y.
Phone: LE 2-2015
ABP-APA

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

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

DANCER-FITZGERALD-SAMPLE, INC.

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

President.....Clifford L. Fitzgerald
Exec. V.P.....Chester T. Birch
V.P., Sec'y.....Fred T. Leighty
V.P., Treas.....W. F. Maughan
V.P., Radio-TV Dir.....J. J. Neale
V.P., Prog. Dir.....David O. Nyren
V.P., Radio-TV Comm.

Prod.....Norman Mathews
Sr. V.P.'s.....L. O. Brown, S. J. Hamilton,
G. H. Johnson, G. G. Tormey.

Branch Offices

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

Sr. Vice-Pres.....F. Sewall Gardner

ADVERTISING AGENCIES

1680 N. Vine St., Hollywood 28, Cal.
 Phone: HOLlywood 2-3256
 V.P., Gen. Mgr.....Betty O'Hara
 920 Russ Bldg., San Francisco, Cal.
 Phone: DO 2-5107
 V.P., Gen. Mgr.....Lawrence Dunham
 200 St. Clair Ave. West, Toronto 7, Ontario
 Phone WALnut 4-8425
 V.P. & Mgr.....Gilbert Nunns
 333 W. 1st St., Dayton 2, O.
 Phone: BALdwin 6-2492
 Vice President.....Clyde E. Rapp
Radio-TV Accounts: Alliance Mfg. Co.;
 American Chicle Co., Carey Salt, Falstaff
 Brewing Corp.; Family Circle; Fritos; Gen.
 Mills Co.; Sterling Drug, Inc.; Ekco Prod-
 ucts Co.; Nestle Co.; Best Foods; Peter Paul
 Co.; Pfaff International Corp.; Wine Grow-
 ers Guild; Liggett & Myers Co.; The Borden
 Co.; Frigidaire Div. of GMC; Glenbrook
 Lab. Div. of Sterling Drug, Inc.; Procter &
 Gamble Co.; Riverview Park Co.; Siegler
 Corp.; Stokely-Van Camp of Canada, Ltd.;
 Swift & Co.; Tri-Valley Packing Assn.; U. S.
 Army & U.S.A. Reserve; Interstate Bakeries
 Corp.; McKesson & Robbins, Inc.

D'ARCY ADVERTISING CO.

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

AFA—AAAA—ABP—ANPA—ABC

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

Branch Offices

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

Phone: PLaza 8-2600

Chm. of Bd.....Robt. M. Ganger
 Vice-President.....F. S. Ott

Terminal Tower Bldg., Cleveland 13, O.

Phone: TOWer 1-3911

Vice-President.....Stanley P. Seward

75 Bloor St. W., Toronto, Ontario, Can.

Phone: WALnut 1-3135

Vice-President.....G. P. Altenbernd

75 Eighth St. N.E., Atlanta 9, Ga.

Phone: TRinity 2-8815

Vice-President.....M. L. Boyd, Jr.

3540 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 5-3171

Vice President.....Vern Eastman

Prudential Plaza, Chicago, Ill.

Phone: MICHigan 2-5332

Vice President.....W. C. Edwards

Mgr., Radio-TV Dept....Peter A. Cavallo, Jr.

Texas Nat'l Bank Bldg., Houston 2, Texas

Phone: CAPItol 4-9751

Vice-President.....J. Bob Wilson

Radio Accounts: Laclede Gas Co., St. Louis,
 Mo.; General Tire & Rubber Co., Akron,
 Ohio; Anheuser-Busch, Inc., St. Louis, Mo.;
 Gerber Products Co., Fremont, Mich.;
 Friedman-Shelby Div., Int'l Shoe Co., St.

Louis, Mo.; Standard Oil Co. (Indiana),
 Chicago; Lance, Inc., Charlotte, N. C.;
 Houston Lighting & Power Co., Houston,
 Texas; Reardon Paint Co., St. Louis, Mo.;
 Patterson Sargent Paint Co., Cleveland, Ohio;
 Banquet Canning Co., St. Louis, Mo.; Brooks
 Foods, Inc., St. Louis, Mo.; Consolidated
 Foods Corp., Chicago; Doyle Packing Co.,
 (Strongheart Dog Food) Chicago; Fedders-
 Quigan Corp. (Air Conditioners) N. Y. C.;
 Krey Packing Co. (Meat Products) St. Louis;
 Missouri Pacific RR; Reddi-Wip, Inc. (Top-
 pings) Los Angeles; St. Louis Globe-Demo-
 crat Publishing Co., St. Louis; Colgate-Pal-
 molive, N. Y.; Studebaker, N. Y.; Dixie
 Products, Atlanta; Nehi Corp., Atlanta.

TV Accounts: Laclede Gas Co., St. Louis,
 Mo.; General Tire & Rubber Co., Akron,
 Ohio; Anheuser-Busch, Inc., St. Louis, Mo.;
 Gerber Products Co., Fremont, Mich.; Stan-
 dard Oil Co. (Indiana), Chicago; Houston
 Lighting & Power Co., Houston, Tex.; Rear-
 don Paint Co., St. Louis, Mo.; Friedman-
 Shelby Div., Int'l Shoe Co., St. Louis, Mo.;
 Patterson-Sargent Paint Co.; Banquet Can-
 ning Co.; Brooks Foods, Inc.; Consolidated
 Foods Corp.; Doyle Packing Co.; Fedders-
 Quigan Corp.; Krey Packing Co.; Reddi-
 Wip, Inc.; Parti Day, Inc., Los Angeles; Col-
 gate-Palmolive; Studebaker; Nehi Corp.

Estimated Radio Billings: \$2,500,000.

Estimated TV Billings: \$13,100,000.

DAVIS-HARRISON-SIMMONDS

6600 Lexington Ave., Hollywood 38, Calif.

Phone: HOLlywood 3-6903

President.....Don L. Davis
 V.P.'s.....Mardon S. Davis,

Ralph A. Vaughn

Radio-TV Dir. Dawnelle M. Davis

Accounts: National Bargain Buyers Club
 of America, Inc., Los Angeles, Calif.; Radio
 Merchandisers, Ltd., Hollywood, Calif.; Toy
 of the Month Club, Los Angeles, Calif.

THE IRVING DAVIS ADV. AGENCY

151 West 51st St., New York 19, N. Y.

Phone: CIRCLE 7-1870

APA—ABP

Owner.....Irving Davis

HERSCHEL Z. DEUTSCH & CO., INC.

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

Phone: PLaza 3-1788

ABP—ANPA

President.....Herschel Z. Deutsch
 Secty.....M. A. Deutsch
 Treas.....Robert Stone
 Merchandising Director.....Ed. R. Rader
 Media Director.....Madeleine Allison
 Time Buyer.....Dorothy Glasser

Radio Accounts: E. T. Browne Drug Co.
 (Palmer's "Skin-Success"), New York; M. J.
 Breitenbach Co. (Pepto-Mangan), New
 York; Lander Co. (Dixie Peach Hair Pom-
 ade, Deodorant), New York; Household

Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.; Kilmer & Co., Inc. (Staze & Swamproot), Stamford, Conn.

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

DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.

Phone: LOngacre 4-5900

ABP—AAAA—ANPA

Radio James Crawford

TV Robert Unger

DITTMAN & KANE, INC.

225 S. 15th St., Philadelphia 2, Pa.

Phone: PE 5-1546

ANPA

Chairman..... H. M. Dittman

Pres., Treas., Radio-TV Dir.... J. Jessie Kane

V.P., Acct. Exec..... Paul Kane

Sec'y., Copy Chief..... E. Horwitz

Art Dir..... Samuel Irving

Publicity Dir..... Phoebe Seigle

DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.

Phone: JUniper 5-3193

ANPA—ABP

Acct. Execs..... Warwick Anderson,

D. Larry Barker, Richard R. Mau, Louis E.

Schneider

Media Buyer..... Miss G. P. Wagner

Production Manager..... J. B. Peterkin

Art Director..... Joseph V. Rigby

Radio Accounts: Federal Chemical Co.

(Fertilizer); Commonwealth Life Ins. Co.;

First National Bank (also TV); Brown Hotel

Co., all Louisville, Ky.

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

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

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

Phone: YUkon 6-6500

AAAA—ABC—ABP—ANPA—APA—NOAB

Chr. of the Bd..... Donald K. Clifford

Pres., Secy..... William E. Steers

Treasurer..... Nelson O. Argueso

Asst. Secy..... Marie L. Brennan

Vice Presidents..... Francis J. Doherty,

Joel F. Jacobs, Harry M. Ireland, William

E. Holden, Robert Hayes, John H. Owen,

James R. Frankenherry, Robert M. Curtis,

Martin Oeschner.

V.P., Creative Dir..... James F. Egan

V.P., Art Dir..... Robert E. Shaw

V.P., Publicity Dir..... Richard Fehr

V.P., Dir. of Research.. Lawrence J. Hubbard

V.P., Media Dir..... Donald H. Quinn

V.P., Dir. Radio-TV Programming,

Production Hal James

V.P., Dir. Radio-TV

Commercials Harry Bressler

V.P., Copy Superv..... Howard S. Foley

V.P., Production Mgr.... William Stollowitz

V.P.s..... John Rockwell, Phillip Brooks

V.P., Radio-TV Time

Buyer Robert Widholm

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

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

Estimated Radio Billings: \$3,460,000

Estimated TV Billings: \$8,000,000.

RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.

Phone: MILton 3-1113

Pres.-Treas..... Ralph L. Dombrower, Sr.

V.P., Time Buyer.. Ralph L. Dombrower, Jr.

Sec'y..... Malcolm B. Dombrower

Art Director..... Hobart Britton

Radio, TV Dir., Talent

Buyer..... T. Michaux Moody

Media Dir..... Janet Hanson

Branch Office

Woodward Bldg., 15th & H Sts., N.W.,

Washington, D. C.

Phone: REpublic 7-1420

Manager Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc.,

Chesterfield Hat Corp.

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.

Phone: COlumbus 5-2772

President..... E. J. Churchill

V.P., Chrmn. Plans Bd..... Wm. Schneider

Exec. V.P..... Walter Weir

V.P., Secy..... O. A. Kingsbury

Vice Pres..... Lewis F. Owen

V.P. Dir. Radio-TV..... Carl Rigrod

Media Dir..... Daniel M. Gordon

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

Branch Offices

258 Hurt Bldg., Atlanta 3, Ga.

Phone: MUrray Hill 8-5662

Vice-President..... H. L. Morrill

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

Phone: WH 3-2133

President..... Arthur Grossman

3243 Wilshire Blvd., Los Angeles, Calif.

Phone: DUmkirk 1-2221

Exec. V.P., Gen. Mgr..... Richard C. Moses

10 St. Catherine St., Montreal 2, Que.

Phone: UN 6-8851

Managing Dir..... Wilfred J. LaVigne

Radio Accounts: N. Y. Herald-Tribune;

Burlington Mills, Inc. (Bur-Mil Cameo Ho-

siery); N. Y. World-Telegram & Sun; River

ADVERTISING AGENCIES

Brand Rice Mills, Inc.; E. T. Babbitt, Inc.; MGM Pictures), all New York; Scholl Mfg. Co. (Foot Comfort Remedies), Chicago, Ill.; Chemway Corp. (Lady Esther), Mountain View, N. J.

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

Estimated Radio Billings: \$3,500,000.

Estimated TV Billings: \$3,600,000.

DONALL & HARMAN INC.

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

Phone: ELdorado 5-7270

Pres., Radio-TV Dept. Hd.... Elihu E. Harris
Treasurer..... Leonard I. Kornblum
Art Director..... David Meranus
Copy Dept. Mgr..... Elise Alberts
Media Director..... Florence Schwartz
Sales Prom. Coordinator... Madeleine Migden
Prod. & Traffic..... Matthew Siegel
TV Account: Independent Television Corp. (TV Films), N. Y. C.

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.

Phone: WOODward 5-7400

President..... W. B. Doner
Exec. Vice-Pres..... Charles F. Rosen
Treasurer..... Julian A. Grace
Vice-President..... Felix Hower
Secy., Art Director..... Ben Goldstein
Prod. Manager..... Heary Brenkus
Media Director..... Mrs. Ellen K. Dryer
Time Buyers..... Wilfred B. Doner,
Charles F. Rosen, Felix Hower, Julian A.
Grace, Ellen K. Dryer

Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: ANdover 3-7800

President..... Marvin H. Frank
1324 W. Wisconsin, Milwaukee 3, Wis.

Phone: WEst 3-9315

Account Exec..... Gil Breimeister
2225 N. Charles St., Baltimore 18, Md.

Phone: BElmont 5-1212

Vice Pres..... Herb Fried
Louis Tower Bldg., Philadelphia 2, Pa.

Phone: PEnypacker 5-6804

Exec. V.P..... Murray Firestone

Radio Accounts: Charlie's Olds-Cadillac; Detroit Creamery (Sealtest Milk & Ice Cream); The Detroit News; Federal Dept. Stores; Hygrade Food Products (Meat & Meat Products); Kessler Buick; Jerry McCarthy Chevrolet; Radio Distr. Co. (Norge & Zenith Appliances); Rox Masonry Paint; Manufacturers Nat'l Bank, all Detroit; Chicago Retail Furniture Assn.; Gingiss Bros., Inc. (Formal Wear Rental); Gordon Buick Co.; Kelley Paint Co.; Peter Pan Restaurants; Richards Drive-In Restaurants; Petroleum Heat & Power; Plastone Co. (Turtle

Wax Auto Polish); Holsum Bread, all Chicago, Ill.; Wisconsin Independent Oil Co., Milwaukee, Wis.; Coastal Foods, Phillips Div. (Canned Vegetables & Soups); Family Finance, both Baltimore, Md.; Holsum Products Co. (Food Processor), Ruby Chevrolet, Inc., both Milwaukee, Wis.; Atlantic Brewing Co.; Z. Frank, Inc. (Chevrolet Dealer); Wm. A. Lewis Co. (Women's Clothier); Lincoln Radio & TV, all Chicago, Ill.

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

DONER & PECK, INC.

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

Phone: PLaza 3-0900

AAAA-ABP-ANPA-APA

Chairman of Board..... Harry Peck
President..... Sidney Garfield
Ex. V.P..... Sanford Hirschberg
Secretary..... Marvin Frank
V.P., TV-Radio..... Sylvan Taplinger
Time Buyer..... Mary Franklin
Media Dir..... Frieda Weiss

Radio Accounts: Andrea Radio Corp., Long Island City, N. Y.; Bilt-Rite Carriage Co., (Baby Carriages) Brooklyn; Metropolitan Brewery of N. J. (Regent Beer & Champale), Trenton, N. J.; Gordon Baking Co. (Silver-Cup Bread), N. Y.; Casco Products Corp. (Electrical Appliances) Bridgeport, Conn.

TV Accounts: U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; S. W. Farber, Inc. (Farberware) N. Y.; Manhattan Shirt Co. (Men & Women's Shirts) N. Y.; House of Worsted Tex (Men's Clothes) Philadelphia, Pa.; Browning-King Co. (Men's Clothing, Haberdashery) N. Y.

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

ABP-ANPA

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

Branch Offices

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

Phone: CEntral 6-9132

V.P. & Res. Mgr..... Chas. C. Greene
60 Battery March St., Boston 10, Mass.

Phone: HUbbard 2-5665

Vice Pres. in Chge..... W. J. Sheehan
425 Bush St., San Francisco 9, Cal.

Phone: YUkon 2-4080

V.P., Pacific Coast Mgr..... Ronald Brindley

ADVERTISING AGENCIES

DOREMUS-ESHEMAN CO.

1616 Walnut St., Philadelphia 3, Pa.

Phone: KINGSLEY 5-0700

V.P., Gen. Mgr. E. Howard York, III

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

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

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBBARD 2-8050

ANPA—NBP

President John C. Dowd
Exec., Asst. to Pres. Linus Travers
Exec. V.P., Secy. Edward D. Parent
V.P.'s T. Frank Duffy,
John T. Burke, Will A. Davenport, George E. Murphy

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

Media Dir. Wm. Monaghan

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

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

DOWD, REDFIELD & JOHNSTONE, INC.

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

Phone: MURRAY HILL 8-1275

APA—PPA—ABP—ANPA

President John C. Dowd
Secy., Treas. Edward D. Parent
Controller, V.P. John K. Dahme
V.P., Gen. Mgr. Michael A. Raymond
V.P. Milton H. Raymond

Media Dir. Harry Torp

Radio-TV Director William Lyons

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

DOYLE DANE BERNBACH, INC.

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

Phone: LONGAERE 5-7878

AAAA—ABC—ABP—ANPA—AFA

President William Bernbach
Exec. Vice Pres. Ned Doyle
V.P., Gen. Mgr. Maxwell Dane
V.P. Ted H. Factor
V.P., Art Director. Robert Gage
V.P.'s Joseph R. Daly,
Edward Russell

Plans, Director, V.P. Marvin Corwin
Time Buyers Jerry Sachs, Jeane Jaffe
Media Director Harry Parnas
Radio-TV Producer Don Trevor
TV, Radio Business Mgr. John Walker

Branch Office

6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLIVE 3-8080

Vice President T. H. Factor
Media Dir., Space,

Time Buyer Claire Koren
Radio-TV Prod. Bob Gips

Radio Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Sons (Noodles, soups, etc.), Long Island City, N. Y.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; N. Dorman Co. (Cheese Prod.) N. Y.; Thom McAn (Shoe) N. Y.; Sav-On Drugs, Los Angeles, Calif.; Barton's Candy, both New York; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles; Northam Warren Corp. (Cosmetics) Stamford, Conn.

TV Accounts: Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Son (Noodles, soups, etc.), Long Island City, N. Y.; Northam Warren Corp. (Cosmetics) Stamford, Conn.; N. Dorman Co. (Cheese Products) N. Y.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Sav-On-Drugs, Los Angeles, Calif.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Venus Pen & Pencil Corp., Hoboken, N. J.; Wilshire Oil, Los Angeles.

Estimated Radio Billings: \$600,000

Estimated TV Billings: \$7,100,000

DURAND ADVERTISING

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

ADVERTISING AGENCIES

Phone: LACKAWANNA 4-8770

APA

Partner, Art Dir. Vincent Russo, Jr.
 Partner, Copy Chief. Louis C. Goldman
Accounts: Circle Jewelry Products Co.;
 Pickford Mills, Inc., N. Y.; Spec-toy-culars,
 Inc.; WWRL, Radio Station, Woodside, N.Y.

ROY S. DURSTINE, INC.

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

Phone: TE 8-4600

AAAA—ABC—ANPA

President, Treas. Roy S. Durstine
 Exec. V.P. C. W. MacKay
 Secretary Virginia G. Durstine
 Controller, Asst. Treas. May E. Madden
 Vice-President Jack Kaduson
 Executive Staff Roy S. Durstine, Jr.,
 E. C. Dolph, Donald McVickar
 Account Executives E. Bresett,
 J. Roth, F. Dyson, R. Durstine, Robert
 Neuser

Branch Offices

1736 Stockton St., San Francisco, Calif.

Phone: EXbrook 7-0456

Vice President Neil Heard
TV Accounts: Wine Advisory Board of
 California (Calif. Wine Industry) San Fran-
 cisco; Alemite Co. of Northern California
 (CD-2 Additive) San Francisco; Interstate
 Bakeries (Roman Meal Bread) San Francis-
 co; Parry Laboratories (Myonist) N. Y. C.;
 Roman Meal Co. (Roman Meal Bread &
 Cereal) San Francisco; Lady's Choice Foods,
 Inc., San Francisco.

EDELSTEIN-NELSON ADV. AGENCY, INC.

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

Phone: DEarborn 2-5976

ABP—APA

President Edward Edelstein
 Secretary Laura Edelstein
 Art Dir. Raymond Raufeisen
 Prod. Mgr., Radio Robert Kanne
 Copy Chief Laura Mantell

ELLINGTON & CO., INC.

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

Phone: MURray Hill 7-4300

ANPA—APA—NOAB—PPA—ABC

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 President Chauncey L. Landon
 Exec. Vice Pres. William A. Bartel
 Vice Presidents Charles
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 Lewis, Howard Rigby, Geraldine Reed
 Hodgson, Terence McGrath, Joseph Hoch-
 reiter, James Kelly, Edward Cauley.
 Treas. & Secy Edward Lloyd
 V.P., Dir. Radio & TV A. Burke Crotty
 Assoc. Media Dirs. Geo. J. Wallace,
 Arthur Lime
 Radio-TV Time Buyer Oan Kane

Branch Office

20 N. Wacker Dr., Chicago 6, Ill.

Phone: FIancial 6-0097

Manager John Jordan
Radio Accounts: Celanese Corporation of
 America (Yarns, Fabrics, Plastics), New

York, N. Y.; Cunard Steamship Lines; Cities
 Service Oil Co.; Springs Mills (Textiles);
 Houbigant (Perfumes & Cosmetics), all New
 York; Ambassador & Sherman Hotels; Man-
 ger Hotel Chain; Ceribelli & Co. (Brioschi
 Anti-Acid; CheraMy (Fragrances, Cosmet-
 ics); Pharmaco, Inc. (Pharmaceuticals, Cos-
 metics); Mason Candies; Stroehmann Bros.
 (Baked Goods); Wellington Sears (Martex
 Towels, Textiles.).

TV Accounts: Celanese Corp. of America
 (Yarns, fabrics, plastics); Cunard Steamship
 Lines; Cities Service Oil Co.; Houbigant, all
 New York; Cabin Crafts (Floor Coverings);
 Pharmaco, Inc. (Pharmaceuticals, Cos-
 metics); Mason Candies; Stroehmann Bros.
 (Baked Goods); CheraMy (Fragrances, Cos-
 metics).

ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.

Phone: CI. 6780

ABP—APA—ANPA—NOAB

NBP

Partners Michael F. Ellis,
 Jerome R. Ellis
 Acct. Execs. Michael F. Ellis, Jr.,
 Maxwell E. Ellis, Seymour Goodman, Karl
 Manhardt
 Radio Director Gloria Clements
 TV Director Beatrice Haniford
 Art Dir. James Howes
 Prod. Mgr. Richard Joseph
 Controller Sanford Satuloff
 Pub. Dir. Elizabeth Dribbin

Branch Offices

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

Phone: PLaza 1-2323

President Curt J. Mann
 Hav-Nash & Assoc.
 Pittsford, N. Y.
 Phone: LU 6-4150

Manager Hav Nash, Jr.

EMBRY, TALLY, INC.

150 S.E. Third Ave., Miami 32, Fla.

Phone: FRanklin 1-3621

ANPA—SNPA

President T. H. Embry
 V.P., Creative Dir. Gifford Thayer
 Radio-TV Dir. Jack Buckholtz
Accounts: Metropolitan Bank; WCKT-TV,
 both Miami.

EMERY ADVERTISING CORP.

1201 St. Paul St., Baltimore 2, Md.

Phone: PLaza 2-2393

ANPA—APA—NBP

President Herbert C. Schuckle
 Radio Director Marshall Hawks
Accounts: Allied Research Products, A. K.
 Robins & Co., St. James Savings Bank, Radio
 Station WFBR, all Baltimore.

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.

Washington 6, D. C.

Phone: STerling 3-2222

ABC-ANPA

ADVERTISING AGENCIES

President.....Robert J. Enders
 Exec. V.P.....Howard A. Enders
 Art Director.....Fred Waller
 V.P., Motion Picture Div.....Robt. L. Friend
 Production Manager.....Lester Miller

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

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

Phone: Oxford 7-4500

AAAA—ABC—ABP—ANPA

President.....David B. Williams
 Chrmn. of Board.....Robert M. Watson
 Chrmn. Finance Comm.....Howard D. Williams
 Exec. V.P.....James B. Briggs
 Exec. V.P., E. Div. Gen.

Mgr.....Frederick J. Wachter
 V.P., Secy.....J. Lewis Ames
 V.P., Treas.....Kenneth J. Worland
 V.P., Art Supvr.....Richard Cummins
 V.P., Copy Supvr.....Warren F. Donahue
 V.P., Internat'l. Dept. Dir.....John D. Hayes
 V.P., Dir. of Media.....Harry Way
 V.P., New Business.....I. Orrin Spellman
 V.P., Radio-TV Dir.....Rollo W. Hunter
 V.P., Art Dir.....Richard Diehl
 V.P., Client Pub. Rel.....Daniel J. Duffin
 Media Group Supvs.....William Hunter,
 Anthony Gee

Head Time Buyer.....Vincent De Luca
 Merchandising Director.....Charles F. Bennett
 Research Director.....Robert Aledort
 Production Manager.....Otto T. Maurer
 Librarian.....Mary Wilson
 Acct. Execs.....Frederick J. Burghard;
 K. Ralph Cocking; Robt. I. David; John
 F. Hogan; Edward Karthaus; John M.
 Keavey, V.P.; Arthur H. Laurence; John
 L. Lowden; Albert V. Lowe; Wm. Mathesis-
 us, Jr.; Basil M. Matthews, V.P.; Jos. Nash;
 Edwin Rooney, Jr.; Dr. Robt. A. Peter-
 man; J. Preston Selvage, Jr.; Wm. C. Stak-
 enburg; H. Sumner Sternberg; Albert Tilt
 III; Herbert A. Thompson; Thos. P.
 Wheelwright; Peter G. White.

Branch Offices

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

Phone: Financial 6-1833

Exec. Comm. Chmn., Central Div.
 Gen. Mgr.....Roswell W. Metzger
 Exec. V.P.....Haakon B. Groseth
 Sr. V.P.'s.....Jack E. Fleisch,
 Wm. D. Watson
 V.P.....Lorry R. Northrup
 V.P., Radio-TV.....George B. Anderson
 V.P., Media.....John L. Gwynn
 5045 Wilshire Blvd., Los Angeles 36, Calif.
 Phone: WEbster 1-1211
 Exec. V.P., W. Div. Gen.

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

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

V.P., Mgr.....Alex G. Pappas
 Suite 307, Old Nat'l Ins. Bldg., Houston 4,
 Texas

Phone: JACKson 4-7531
 V.P., Mgr.....T. F. Keady
 3 Penn Center, Philadelphia 2, Pa.
 Phone: LOcust 4-3551

Vice President.....Norman W. Geare
 V.P., Mgr.....Horace D. Nalle
 Porter Bldg., Pittsburgh 19, Pa.
 Phone: GRant 1-5133

Manager.....Frederick C. Adams
 V.P., New Bus.....Frederick R. Etchen, Jr.
 2650 University Ave., St. Paul 14, Minn.
 Phone: MIDway 5-7711

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

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

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

V.P., Mgr.....Donald J. Wilkins
Radio Accounts: Albers Milling Co. (Ce-
 reals, Dog Foods, Cat Feeds), Los Angeles;
 Arizona Brewing Co. (A-1 Pilsner Beer, A-1
 Ale), Phoenix; Caloric Appliance Corp. (Gas
 Appliances), Philadelphia; Campana Sales
 Co. (Aids-Vitamin & Mineral Candy, Pur-
 settes, Tampons), Batavia, Ill.; Carnation
 Co. (Evaporated Milk, Fresh Milk Products,
 Ice Cream), Los Angeles; John H. Dulany &
 Son, Inc. (Frozen & Canned Foods), Fruit-
 land, Md.; First National Bank of St. Paul,
 Minn.; Frito Co., Western Div. (Fritos, Chee-
 tos, Ta-tos, Crispie Potato Chips), Los An-
 geles; Frito (Fritos, Chee-tos, Baken-
 tles, Jupiter Potato Chips, Jupiter Pretzels), Ma-
 maroneck, N. Y.; Indianapolis Water Co.
 (Municipal Water) Ind.; KLM Royal Dutch
 Airlines, N. Y.; Lanolin Plus (Cosmetics,
 Beauty Aids) Chicago; Joe Lowe Corp. (Ice
 Cream, Bakery Divs.) N. Y.; Kenton Phar-
 macal Co. (Sal-Fayne), Covington, Ky.; Min-
 nesota Hospital Service Assn. (Blue Cross,
 Blue Shield & Medical Plans), St. Paul; Pa-
 cific Finance Corp. (Auto & Personal Fi-
 nance), Los Angeles; Chilean Nitrate Educ.
 Bur. (Fertilizer) N. Y.; Rootes Motors (Hill-
 man Rover, Sunbeam, Humber Autos)
 L. I. C., N. Y.; Serta Associates, Inc. (Mat-
 tresses & Box Springs), Chicago; A. E. Staley
 Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch,
 Cube Starch, Cameo Starch, Cream Corn
 Starch, Zest, Sweetrose Syrup, Sta-Puff Rinse),
 Decatur, Ill.; Strawbridge & Clothier (De-
 partment Store), Philadelphia; Texas State
 Optical Co. (Optometrists, Opticians), Hous-
 ton; Edward K. Tryon Co. (Hardware
 Wholesaler), Philadelphia; U. S. Air Force
 (Recruiting), Washington, D. C.; Waxed
 Paper Merchandising Council, Inc., Chicago;
 Western Savings Fund Society, Philadelphia;
 White King Soap Co. ("D." Liquid Detergent,
 "Sun," Water Softener, Cold Cream Com-
 plexion Soap, Sierra Pine Soap, Lemon
 Soap), Los Angeles; Wm. Wrigley, Jr., Co.
 (Doublemint Gum), Chicago; L. Rose & Co.,
 c/o Mailliard & Schmiedell (Lime Juice),
 Los Angeles. Seth Thomas Clocks, Div.:
 Gen. Time Corp. (S. T. Decorator & Ply-

ADVERTISING AGENCIES

mouth Clocks) La Salle, Ill.; Sun Oil Co. (Industr. Lubricants, Whlste-Dept., Fuel Oils, LP Gas), Phila.; Tuborg Breweries Ltd., U. S.: Danisco (Tuborg Danish Beer), N. Y.; Van Camp Sea Food Co. (Chicken-o-the-Sea, White Star Tuna; Chicken-o-the-Sea Oysters, Oyster Stew; Genova "Tonno"; Sea Pep), Terminal Island, Cal.

TV Accounts: Aibers Milling Co. (Cereals, Dog Foods, Cat Food Feeds), Los Angeles; Arizona Brewing Co. (A-1 Pilsner Beer, A-1 Ale), Phoenix; Brown & Williamson (Du Maurier Cigarettes), Louisville, Ky.; Carnation Co. (Evaporated Milk, Fresh Milk Products, Ice Cream), Los Angeles; John H. Dulany & Son, Inc. (Frozen & Canned Foods), Fruitland, Md.; Frito Co.; Western Div. (Fritos, Chee-tos, Tatos, Crispie Potato Chips), Los Angeles; Frito Eastern Div. (Fritos, Chee-tos, Baken-ets, Jupiter Potato Chips, Jupiter Pretzels), Mamaroneck, N. Y.; Chilean Nitrate Educ. Bur. (Fertilizer) N. Y.; Dyna-Term Chem. Corp., Los Angeles; Gulf States Utilities Co., Houston, Tex.; KLM Royal Dutch Airlines, New York; Lanolin Plus (Cosmetics, Beauty Aids) Chicago; Joe Lowe Corp. (Ice Cream, Bakery Divs.) N. Y.; Serta Associates (Mattresses, Box Springs) Chicago; Tuborg Breweries Ltd., U. S. Danisco (Tuborg Danish Beer), N. Y.; TV Time Foods (Popcorn 'N Oil) Bremen, Ind.; Van Camp Sea Food Co. (Chicken of the Sea Tuna, Oyster Stew, Oysters; White Star Tuna, Genova "Tonno," Sea Pep) Terminal Island, Cal.; Waxed Paper Merch. Council, Chicago; White King Soap Co. ("D," Liquid Detergent, "Sun" Water Softener; Cold Cream Complexion, Sierra Pine & Lemon Soaps) Los Angeles; Kenton Pharmacal Co. (Sal-Fayne), Covington, Ky.; Lone Star Gas Co. (Natural Gas Service & Gas Appl.), Dallas, Tex.; Minnesota Hospital Service Assn. (Blue Cross, Blue Shield & Medical Plans), St. Paul; Rootes Motors, Inc. (Hillman, Rover, Sunbeam & Humber Automobiles), Long Island City, N. Y.; A. E. Staley Mfg. Co., Ind'l Div. (Sta-Flo Liquid Starch, Cube Starch, Cameo Starch, Cream Corn Starch, Zest, Sweetrose Syrup, Sta-Puf Rinse), Decatur, Ill.; Texas State Optical Co. (Optometrists, Opticians), Houston; U. S. Air Force (Recruiting), Washington, D. C.; Western Saving Fund Society, Philadelphia; White King Soap Co., Los Angeles.

Estimated Radio Billings: \$5,500,000.
Estimated TV Billings: \$11,000,000

WILLIAM ESTY COMPANY, INC.

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

Phone: OXFord 7-1600

AAAA—ANPA—APA

President.....James J. Houlahan
V.P., Asst. to Pres...Dr. Wallach H. Wulfeck
V.P.s.....James F. Behan,
Will P. Booth, William Callender
Treasurer.....E. H. Cummings
V.P., TV Dir.....Mitchell Johnson
V.P. Chg. TV, Radio
Commercial.....Joseph Forest
V.P., Chmn. Oper. Comm.....John Peace

V.P., Media Dir.....Mark F. Byrne
Radio-TV Time Buyer.....Richard Grahl

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-6305

V.P., W. Cst. Mgr.....Arnold J. Webster
Radio Accounts: National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Pacquin, Inc. (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

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

Estimated Radio Billings: \$7,100,000. ..

Estimated TV Billings: \$30,000,000.

ETTINGER ADVERTISING AGENCY INC.

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

Phone: PE 6-0930

ABP—NBP

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

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

EVANS, WORK & COSTA ADV. AGENCY, INC.

624 E. Capitol Ave., Springfield, Ill.

Phone: 2-8868

AAAA

President.....Clarence R. Evans
Secy.-Treas.John Robert Work
V.P., Art Dir.....Thomas M. Costa

FARQUHAR AND COMPANY, INC.

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

Phone: REDwood 2-6109

ABP

President, Radio-TV Dir...John T. Farquhar
Vice-President.....Ted R. Darvoe
Vice-President.....Robert F. MacFarland
Treasurer.....Jay C. Anderson
Secretary.....Roger H. Williams
Media Director.....Eleanor Crimmins
Prod. Mgr.....Kermit LaFave

Radio Accounts: Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Rome Savings Bank, Rome; C. A. Durr Packing Co., Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Beer, Ale), Utica, N. Y.; Jean's Foods,

ADVERTISING AGENCIES

Inc., Utica, N. Y.; Enchanted Forest (Tourist Attraction), Old Forge, N. Y.; Savings Bank of Utica, N. Y.; Collinite Chemical Co. (Auto Wax) Utica, N. Y.; Adirondack Attractions, Inc. (Assn. of Attractions).

TV Accounts: Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines, Inc. (Scheduled Airline), Ithaca, N. Y.; Utica Brewing Co. (Fort Schuyler beer, ale), Utica, N. Y.; Jean's Foods, Inc., Utica, N. Y.; Savings Bank of Utica, N. Y.

Estimated Radio Billings: \$50,000.

Estimated TV Billings: \$34,000.

W. E. FEATHERSTONE ADV. AGENCY

504 Beneficial Life Bldg.

Salt Lake City 1, Utah

Phone: EMpire 3-2655

Owner, Mgr. W. E. Featherstone

Accounts: Flint Distrib. Co., Salt Lake City; Radio Station KLO, Ogden, Utah; Sharp Electric Co., Salt Lake City, Utah.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,

Washington, D. C.

Phone: NAtional 8-7713

President. Courtland D. Ferguson

Secty.-Treas. Lucille Pierce Ferguson

Art Director. Gilbert Meekins

Time Buyer. Mrs. Nan Hannum

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

TV Accounts: Smith's Transfer & Storage Co., Washington, D. C.; Solarine (Floorwax), Washington, D. C.; Baltimore & Philadelphia; National Kashin Products (Orbit), Aiken, S. C.

LAWRENCE FERTIG & CO., INC.

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

Phone: MURray Hill 9-7100

ABP—ANPA—APA—NBP

President-Treasurer Lawrence Fertig

Sec'y, Vice-President. Philip Lukin

Media Director. Miss Selma Grosswirth

Art Director. Stanley Dusek

Production Manager. Joseph Cesare

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

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

ROBERT G. FIELDS & CO.

1100 Sudekum Bldg., Nashville 3, Tenn.

Phone: AL 6-1977

ABP

President, Treas. Robert G. Fields

Account Executive. R. L. Fields

Radio Accounts: Jacobs Packing Co. (Meats); Blood Bank Foundation (Plasma);

Spring Hill Cemetery (Burial Plots); St. Bernard Coal Co. (Coal and Building Supplies); Farrar Furniture Stores, all Nashville, Tenn.

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

WM. F. FINN & ASSOC.

423 S. Broadway, Tyler, Texas

Phone: LYric 2-0876

AAAA—ABP

Owner. William F. Finn

Treas., Prod. Mgr. Jean C. Boucher

Accounts: Citizens First Natl. Bank,

KLTV, & Tyler Gas Serv. Co., all Tyler, Tex.

FIORE & FIORE

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

Phone: HEnderson 2-8200

ANPA

Pres., TV Dir. Michael A. Fiore

V.P., Radio Dir. Albert A. Fiore

Secty.-Treas. B. V. Fiore

Media Director. John Critelli

Media Research Dir. Bernice Efinger

Traffic Manager. Nicholas Rosse

Acct. Executives. B. E. Geise,

William Prusan, William Bloomer, Robert

Deveney, C. A. Clark

Radio & TV Accounts: Leslie Toy Co.

(Stuffed Toys), Brooklyn, N. Y.; Watchung

Lake (Resort), Watchung, N. J.; Custom

Paint & Chemical Co. (Floor Products),

Pennsauken, N. J.; Vigo Ham (Meat Prod-

ucts), Newark, N. J.; Sardeau, Inc. (Sardo),

N. Y. C.; Lane & Young, Inc. (Office Eqt.),

Newark, N. J.

Estimated Radio & TV Billings: \$980,000.

M. M. FISHER ASSOCIATES

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

Phone: CEntral 6-6226

Owner. Jack L. Fisher, Sr.

Co-Owner. Jack L. "Bud" Fisher, Jr.

Art Director. Harry Miller

Copy Chief. Calvin Holmes

Space Buyer. Barbara Bentley

Asst. Space Buyer. Madalynne Maenza

Publicity Director. Herb Carlin

Acct. Execs. Jack L. Fisher, Sr. & Jr.;

A. D. Phillips; Ben Migdow; Philip R.

Cane

Radio-TV Accounts: Ace Lumber & Con-

struction Co., Chicago; Anderson Loan

Assn., Indiana; Bell Savings & Loan Assn.,

Chicago; Golden Hamburger Drive-In Corp.,

Chicago; Kim Theatre (Movie Theatre Bill-

boards), Chicago; Loop Theatre, Chicago;

Nat'l. Foundation, N. Y.; Chicago; N. Ameri-

can Mushroom Co. (Steak Sauce, Brown

Gravy) Tinley Pk., Ill.; Oncrete, Inc. (Wil-

solve Germ-Did, Pool Gard, Resurfacers),

Evanston, Ill.; Paramount Pictures, Chicago

& N. Y.; Sittler Bros., Chicago; Universal-

International Pictures Corp., Chicago &

N. Y.; VGV Sales (Food Products), Chica-

go, Ill.

ADVERTISING AGENCIES

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans 13, La.
Phone: TULane 3131

AAAA

Officers.....Joe L. Killeen, Jos. H. Epstein,
Roy M. Schwarz, Leonard Gessner, E. W.
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Halsey, Harley B. Howcott, Robert Carley
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Exec. V.P.....Joseph H. Killeen
V.P., Chmn. of Plans Bd....Roy M. Schwarz
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V.P., Dir. Client Service....Warren G. Posey
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V.P.'sRobert Carley,
Donald H. Halsey
V.P., Media Dir.....Harley B. Howcott
AM & TV Dir.....William H. Thomas
Treasurer.....Lee R. O'Pry

Branch Offices

1315 Mercantile Security Bldg., Dallas 1, Tex.
Phone: Riverside 7-6335

Vice-President.....James P. Anderson

Radio Accounts: Alabama-Georgia Syrup
Company (Alaga Syrup), Montgomery, Ala.;
Blue Plate Foods, Inc. (Mayonnaise-Peanut
Butter-Preserves & Jellies, CDM Coffee),
New Orleans, La.; Jackson Brewing Com-
pany (Jax Beer), New Orleans, La.; Wesson
Oil & Snowdrift Sales Co. (Wesson Oil, Snow-
drift, Scoco and Crustene Shortening), New
Orleans, La.; La. Coca Cola Bottling Co.,
New Orleans, La.; La. Power & Light Co.,
Algiers, La.; McIlhenney Co. (Tabasco
Sauce), Avery Island, La.; Nat Buring Pack-
ing Co., Inc. ("King Cotton" Brand Pack-
aged Meats), New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (May-
onnaise-Peanut Butter-Preserves & Jellies),
New Orleans, La.; Godchaux Sugars, Inc.
(Sugar), New Orleans, La.; Louisiana State
Rice Milling Co. (Mahatma, Water Maid),
Abbeville, La.; Jackson Brewing Company
(Jax Beer), New Orleans, La.; La. Coca Co-
la Bottling Co., New Orleans, La.; La. Power
& Light Co., Algiers, La.; Alabama-Georgi-
a Syrup Co. (Alaga Syrup), Mont., Ala.; Wes-
son Oil & Snowdrift Sales Co., New Orleans,
La.; Maison Blanche Dept. store, New Or-
leans; Austex Foods, Inc. (Canned Meats),
Austin, Tex.; Jack's Cooky Co., Baton Rouge,
La.; Nat. Buring Packing Co., Inc. ("King
Cotton" Packaged Meats), New Orleans, La.;
Fant Milling Co. (Gladiola Flour) Sherman,
Tex.; Brown's Velvet Dairy Products (Dairy
Products & Ice Cream) New Orleans, La.

HAROLD E. FLINT & ASSOCIATES

69 Broadway, Fargo, N. Dak.
Phone AD 5-5333

ABP—AFA

President.....Harold E. Flint
Secretary, V.P.....Richard Rosenthal
Treasurer, V.P.....Lee A. Holland
Art Dir.....Donald R. Nelson
Production Mgr.....Ray Stromswald
Account Executive.....Jerome C. Noack
Radio Accounts: Fargo Foundry Co. (Farm

Implements); Merchants Nat'l. Bank; Red
R. Valley Fair Assn., all Fargo; Melroe Mfg.
Co. (Farm Implements), Gwinner, N. D.;
Otter Tail Power Co. (Utilities), Fergus
Falls, N. D.

TV Accounts: North Dakota Farmers
Union (Institutional), Jamestown, N. D.;
North Dakota Hospital Service Assn. (Blue
Cross, Blue Shield), Fargo, N. D.; Otter Tail
Power Co. (Utilities), Fergus Falls, Minn.;
Leo Lumber Co. (Homes, Farm Bldgs.);
Merchants Nat'l. Bank; Red R. Valley Fair
Assn., all Fargo; Goldberg Feed & Grain
Co. (Livestock Feed), W. Fargo; Melroe
Mfg. Co. (Farm Implements) Gwinner, N. D.

Estimated Radio Billings: \$22,000.

Estimated TV Billings: \$72,450.

FOLEY ADVERTISING AGENCY

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

Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley
Radio Accounts: I. J. Fox, Inc. (Retail
Furrier), Nokes-Findlay Wallpaper & Paint
Co., Cleveland; Stanley Furniture Co. (Fur-
niture & Appliances), Cleveland.

RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-6302

AAAA—ABC—ABP—ANPA—NOAB

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

Radio-TV Director.....Alice Mooney
Art Director.....William F. Hope

Radio Accounts: Abbots Dairies, Inc.,
Philadelphia; Baltimore & Ohio Railroad
(Passenger Div.), Baltimore; Beneficial Sav-
ing Fund; Bornot, Inc. (Cleaners); Dela-
ware Steeplechase & Race Assn. (Delaware
Park), Wilmington, Del.; R. T. French Co.
(Atlantis Sales Co., Pet Foods Div.), Roches-
ter, N. Y.; Harford County Fair Assn. (Bel
Air Races), Bel Air, Md.; Inter-County Hos-
pitalization, Inc.; Reading Railroad (Passen-
ger Service), both Philadelphia; Mrs.
Smith's Pie Co., Pottstown, Pa.; John Wan-
maker, Philadelphia.

TV Accounts: Abbots Dairies (ice cream,
milk), Philadelphia; Baltimore & Ohio
Railroad (passenger travel), Baltimore;
R. T. French Company (bird seed), Roches-
ter; Delaware Steeplechase & Race Assn.
(Horse Racing), Wilmington, Del.; Mrs.
Smith's Pies (Pies), Pottstown, Pa.; John
Wanamaker, Philadelphia.

FOOTE, CONE & BELDING

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

Phone: YUkon 6-8000

ANPA—AAAA—ABP—PPA—APA

NOAB

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PresidentRolland W. Taylor

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 Sr. V.P. Elwood Whitney
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 V.P., Media & Research Paul E. J. Gerhold
 V.P., Radio & TV Roger Pryor
 V.P., Copy Dir. Ernest W. Eversz
 Group Media Dirs. Arthur Pardoll,
 Charles Hofmann

Asst. Treas., Asst. Sec. C. H. Newbrand
Branch Offices
 155 E. Superior Street, Chicago 11, Ill.
 Phone: SUperior 7-4800

Chrmn., Exec. Comm. Fairfax M. Cone
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 Sr. V.P., Dirs. W. R. Forest,
 Robert J. Koretz, Milton H. Schwartz
 V.P., Outdoor Adv. John J. Lechner
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 V.P., Dir. Print Prod. Edward L. Tollefson
 Treas. & Asst. Sec. Jos. K. King
 V.P., Gen. Mgr. Richard W. Tully
 V.P., Dir. of Copy A. J. Bremner
 V.P., Dir. of Mer. W. Robert Eagan
 V.P., Media, Research John L. Rigotti
 V.P., Dir. Bcst. Prod. John B. Simpson
 Educational Dir. Leah Anderson
 Dir. Research Eugene C. Pomerance
 Bcst. Bus. Mgr. Harry Dieter
 Bcst. Time Buyer Genevieve Lemper
 V.P., Personnel Dir. M. R. Loehrke
 900 Wilshire Blvd., Los Angeles 17, Calif.

Los Angeles 17, Calif.
 Phone: MADison 9-3611

V.P., Chg. of L. A. Office Arthur A. Bailey
 Exec. V.P., Gen. Mgr. Nelson Carter
 Exec. Art Dir. Charles Porter
 V.P., Dir. of Media Gene Duckwall
 Dir. Print Prod. Charles Dennis
 Dir. Copy Glen Gladfelder
 Dir. of Broadcasting Stuart Minton
 V.P.'s Robert G. Beaumont,
 Charles B. Cooney

235 Montgomery St., San Francisco 4, Calif.
 Phone: SUtter 1-2355

V.P., Gen. Mgr. John R. Little
 V.P. & Art Dir. G. Frederick Cole
 V.P. & Creative Dir. Maurice Lesemann
 V.P. & Dir. Prod. Albert A. Sperisen
 Media Dir. Llew Jones
 Broadcasting Dir. Stuart Minton
 Time Buyer Helen Stenson
 1717 N. Highland Ave., Hollywood, Calif.

Phone: HOLlywood 9-6265

V.P., Mgr. Edmund Cashman
 806 Main St., Houston 2, Texas
 Phone: CAPitol 8-0395

Radio Accounts: Bullock's Downtown, Los Angeles; CVA Company (Cresta Blanca & Roma Wines), San Francisco; Hawaiian Pineapple Co., Ltd., San Jose, Calif.; Lever Brothers Co., New York; Liebman Breweries, Inc., Brooklyn; S. A. Schronbrunn & Co., Inc. (Savarin Coffee), New York; Sunkist Growers, Inc., Los Angeles; Tidewater Oil Co., San Francisco; Trans World Airlines, Inc., New York.

TV Accounts: Armour and Company (Chiffon Flakes, Liquid Chiffon, Dial Shampoo, Dial Soap), Chicago; Clairol, Inc., New

York; Ford Motor Co. (Edsel Automobile), Dearborn, Mich.; General Foods Corp., Chicago; Hallmark Cards, Inc., Kansas City, Mo.; S. C. Johnson & Son, Inc. (Carnu, J-Wax, Raid Insecticides), Racine, Wis.; Kimberly-Clark Corp. (Delsey, Kleenex Tissues, Kleenex Table Napkins), Neenah, Wis.; Lever Brothers Co. (Imperial Margarine, Pepsodent Tooth Paste), New York; National Dairy Corp., Kraft Foods Div. (Kraft Marshmallows and Kraft Fudgies), Chicago; The Paper-Mate Co., Subs. of The Gillette Corp. (Paper-Mate Pens), Chicago; Purex Corp., Ltd. (Purex Liquid Bleach, Beads-O'-Bleach, Trend), South Gate, Calif.; Sunkist Growers, Inc. (Sunkist Oranges & Lemons), Los Angeles.

Estimated Radio Billings: \$6,500,000.

Estimated TV Billings: \$24,000,000

FORD & CO.

1839 Line Ave., Shreveport 24, La.

Phone: 3-0351

APA—ABP

Pres., Owner Oliver J. Ford, Jr.
Accounts: Citizens Loan Corp., Pioneer Bank & Trust Co., Radio Station KENT, all Shreveport, La.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.

Phone: COrtlandt 7-5060

ABP—ANPA—APA—NOAB—NBP

ABC—AAAA

Pres., Bd. Chmn. Howard W. Calkins
 Sr. Vice-Pres. Victor J. Cevasco
 Exec. Vice-Pres. Richard A. Cullinan
 Vice-Pres. & Treas. S. A. Speake
 Vice-Pres. & Sec. E. G. McAdie
 Vice-Presidents Frank D. Cruikshank,
 Howard C. Allen

V.P., Radio & TV Robert W. Day
 V.P., Media Dir. Robert M. Jenove

FRANK, CLINTON E., INC.

Merchandise Mart, 24th Floor, Chicago 54, Ill.

Phone: WHitehall 4-5900

AAAA—ABC—ABP—ANPA

NOAB—NBP

President, Treasurer Clinton E. Frank
 V.P., Radio-TV Dir. Buckingham Gunn
 V.P. Mkt. Div. William A. Sittig
 Vice Presidents Hill Blackett, Jr.,
 M. W. Grinstead, Philip E. Bash

Secretary Wayne R. West
 Media Director Jack L. Matthews
 Radio-TV Time Buyer Helen Davis
 1680 N. Vine St., Hollywood 28, Calif.

Phone: MU 5-3141

Managers Robert G. Nye, Richard Davis
 285 Madison Ave., New York 16, N. Y.

Managers Jack Miller, Lee Davis

FRANKEL, JONES, CO.

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

Phone: DEarborn 2-5745

ABP—ANPA

President Jones B. Frankel
 Prod. Mgr. Richard A. Tajbl
 Account Executive Howard S. Stone
 Radio-TV Director Henry Sherry

ADVERTISING AGENCIES

FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2-7433
 ABP—ANPA—APA—PPA
 Chm. of Board.....F. C. Burger
 Pres., Treas., Radio-TV Dir.,
 Time Buyer.....H. S. Rieff
 Exec. V.P., Secretary.....R. S. Buckbinder
 V.P., Art Director.....Edward Gambole
 Prod. Mgr.....Dick Condal
Radio Accounts: Adler Shoes, New York;
 Vim Electric Co. (RCA, Thor, Hallcrafters),
 New York, WMGM, Radio, New York.

TV Accounts: Adler Shoes for Men,
 N. Y. C.; Empire Plastic; Vim Radio & Tele-
 vision (Appliances), N. Y. C.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
 Phone: ALPine 5-2048
 AAAA—ANPA—ABP—PPA—NBP—APA
 President.....C. J. Freiburger
 Vice President.....Anne Freiburger
 Robertson
 Sec'y & Treas.....Fern Oakley
 Prod. Mgr.....Leon E. Simpson

Radio Accounts: American Beauty Maca-
 roni Co. (macaroni products), Denver;
 Central Bank & Trust Co. (banking), Den-
 ver; Associated Grocers of Colo. (groceries),
 Denver; Colorado Potato Flake Co. (potato
 chips), Denver; Toner's, Inc. (peanut but-
 ter), Denver.

TV Accounts: Beatrice Foods (dairy prod-
 ucts), Denver; Central Bank & Trust Co.
 (banking), Denver; Zefer Products (salad
 dressings), Denver; American Beauty Maca-
 roni Co. (macaroni products), Denver;
 B. K. Sweeney Mfg. Co. (Distributors),
 Denver.

AD FRIED ADVERTISING AGENCY

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

Owner, Radio & TV Dir.....Ad Fried
 Radio & TV Time Buyer.....Lucy Reed
 Music Dir. & Librarian.....Elaine Fried
 TV Art Dir.....Kay Bachrach
 Prod. Dir.....Allison Clark

Radio Accounts: Agalite-Bronson Co.
 (Glass Shower Doors), Oakland, Calif.;
 American Upholstering Co. (Furniture Mfg.),
 Oakland, Calif.; Biggie Furniture Stores,
 Richmond, Calif.; Betty Elizabeth Shampoo
 (Hair Formulas, etc.), Oakland, Calif.; Bow-
 ersmith Co. (Marine Switches), Oakland,
 Calif.; Davi Miracle Foam (Rug & Uphol-
 stery Cleaners), Oakland, Calif.; Elemin
 Supreme Formula (Vitamins), Berkeley,
 Calif.; E-Z Mincer (Household Item), Oak-
 land, Calif.; Carter Lumber Co. (Redwood
 Green Houses, etc.), Oakland, Calif.; Fruit-
 vale Merchants Assn. (Shopping Area), East
 Oakland, Calif.; Fox Oakland Theatres;
 Grimshaw Nurseries (Dwarf Trees), Hay-
 ward, Calif.; Mica-Seal Mfg. Co. (Water-
 proofing Paints), Berkeley, Calif.; Intl. Typo-
 graphical Union No. 597, Martinez, Calif.;

Rhodes & Jamieson, Ltd. (Ready-mix Con-
 crete), Oakland, Calif.; Oakland Police &
 Firemen (Campaigns); Roto-Rooter of Bay
 Area, Oakland Calif.; Elysee Cosmetic Co.,
 San Francisco, Calif.; Del-Tra Co. (Bakery
 Eqt.), Oakland, Calif.; Murphy Buick Co.,
 Oakland, Calif.; Incon, Inc. (Rebar Bend-
 ers), Hayward, Calif.

TV Accounts: Betty Elizabeth Shampoo,
 Oakland; Bell Smoked Fish Co. (Tarabell
 Brands), San Francisco; Davi Miracle Foam
 (Rug & Upholsterv Cleaners), Oakland;
 Roto-Rooter of Bay Area (Sewage Service),
 Oakland-Richmond; G & W Refrigeration
 (Ice Machines), Oakland; Lake Merritt Ho-
 tel (Night Club & Restaurant), Oakland;
 Oakland Police & Firemen (Campaigns);
 Space-A-Rang (Children's Toy), San Leand-
 ro, Calif.; Fruitvale Merchants Assn. (Shop-
 ping Area); Del-Tra Co. (Bakery Eqt.),
 Oakland; Murphy Buick Co., Oakland;
 Simon Hdwe. Co. (Hdwe. Chain), Oakland,
 Calif.

FRIEND-REISS ADVERTISING, INC.

221 W. 57 St., New York, N. Y.
 Phone: PLaza 7-8030

Chmn., Treasurer.....B. M. Reiss
 Vice-Chmn., Secy.....Harold Reiss
 President.....Lee Friend
 V.P., Radio-TV.....Edward Ratner

Radio Accounts: Cameo Curtains, Inc.,
 New York, N. Y.; Levolor Lorentzen, Inc.
 (Venetian Blinds), New York, N. Y.; Krug
 Baking Co., Jamaica, N. Y.; DeJur Amsco
 Corp. (Photographic Equipment), Long
 Island City, N. Y.; Shircraft Inc. (Shirts
 and Airman jackets), New York, N. Y.;
 Lafayette Radio, New York; Huscco Shoe
 Co.; C-D-R Rotors (TV Antenna Rotors);
 Art Crayon Co. (Sargent Wash-Off Crayons);
 Kurlash Co. (Beauty Aids); Marboro Book
 Stores, all New York.

TV Accounts: Cameo Curtains, Inc. (Cur-
 tains — Draperies); Levolor Lorentzen, Inc.;
 DeJUR Amsco Corp.; Sbircraft Co.; Toy
 Guidance Council, Inc. (Educator Toys),
 New York; Huscco Shoe Co.; C-D-R Rotors
 (TV Antenna Rotors); Art Crayon Co.
 (Sargent Wash-Off Crayons); Kurlash Co.
 (Beauty Aids); Marboro Book Stores, all
 New York; Maco Toys, Brooklyn; Bar-Zim
 Toys, Jersey City; Spin-A-Hoop, Inc.
 (Hoops) Chicago.

JIMMY FRITZ & ASSOCIATES

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

President.....Jimmy Fritz
 Vice-Pres.....Ilona Sivad
 Secretary, Media.....Marion Vaughn
 Account Executive.....H. A. Helm
 Radio-TV Dir.....Don Cordray

Radio Accounts: McDaniel's Markets,
 (Food Mkts.), Los Angeles; Paine & Co.
 (Potato Chips), Los Angeles; Bar Q's Bot-
 tling (Soft Drinks); Continental Casualty
 (Blue Seal Agency) Insurance; Mrs. Weber's
 Egg Noodle Co.; Northland Foods (Pie Fill-
 ing); O'Sunnee Boys, Inc. (Frozen Steaks);

ADVERTISING AGENCIES

L. A. Catering Co. (Presto Frozen Foods); Standard Fisheries (Frozen Fish) all L. A. Paine & Co. (Potato Chips), Los Angeles. *TV Accounts:* Paine & Co. (Kitchen Fresh Potato Chips); McDaniel's Mkts. (Food Stores), both L. A.

L. W. FROHLICH & CO., INC.

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

President.....L. W. Frohlich
Exec. V.P.....Julian Farren
TV, Film, Radio Dir.....Neil Brant
Accounts: Agfa, Inc., Gen'l Aniline & Film Corp., both N.Y.C.; Mead Johnson & Co., Evansville, Ind.

HARRY M. FROST CO., INC.

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

President, Treasurer.....Karl M. Frost
Vice Presidents.....Florence A. Dondoro,
Raymond F. McLaughlin
V.P., Radio & TV Dir...Harvey P. Newcomb
V.P., Production Manager.Haro'd E. Bessom
Radio & TV

Time Buyer.....Virginia M. Fairweather
Space Buyer.....Anna V. Turner
Pub. Dir.....David Goldman
Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Boston, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce) Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Boston, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Boston Nash Dealers (Automobile Service), Boston, Mass.; Cushman Bkg. Co. (Bakery Products), Lynn, Mass.; Gorton's of Gloucester (Seafood) Gloucester, Mass.; Gino Corp. (Tomato Sauce), Milford, Conn.; Winslow Chip Co. (Potato Chips) Marblehead, Mass.

FULLER & SMITH & ROSS, INC.

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

AAAA—ABP—ANPA—APA—NBP—NOAB
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V.P. & Dir. Radio-TV.....A. E. Duram
V.P. (Media Dept.).....G. T. Arthur
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V.P. & Copy Chief.....G. K. Zern
Creative Dir.....H. Slesar

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55 Public Square, Cleveland 13, O.
Phone: CHerry 1-6700

Chairman.....E. L. Andrew

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V.P., Dir. Media.....W. G. Chalkley
105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5039

V.P. & Mgr.....E. J. Lauesen
244 Pine St., San Francisco, Calif.

Phone: YUKon 6-5955

V.P. & Mgr.....W. P. Dumont
211 Oliver Ave., Pittsburgh 22, Pa.

Phone: GRant 1-9565

V.P. & Mgr.....J. A. McKinven
8350 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLive 3-0240

Vice-Pres.....W. D. Tuttle

Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever); Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing); Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Sherwin-Williams Co. (Paint), American Greetings Corp. (Publishers), Central National Bank, Chicago & Eastern Illinois R. R.

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

Estimated Radio Bil'ings: \$850,000.

Estimated TV Bil'ings: \$7,750,000.

FURMAN, FEINER & CO., INC.

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

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

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry); Bustelo Coffee; Office Temporaries, Inc., all New York.

GALLAND ADVERTISING

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

President.....Harry J. Galland
V.P., Media Dir.....Fyat Raines
TV Account: Interstate Television Corp. (TV Film Shows) N. Y. & L. A.

GARDNER ADV. OF NEW YORK

370 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 9-2424

ABP—ANPA—APA

Chairman.....Elmer O. Marshutz
Vice Chairman.....John A. H. Rehm
President.....Charles E. Claggett

Branch Office

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

Accounts: A & P; Anheuser-Busch; Cessna Aircraft; Eli Lilly Co.; Jack Daniels Distillery; Grove Labs; Monsanto Chemical; No-Cal; Pet Milk; Ralston Purina; Remington Rand; P & G; Silex.

Estimated Billings: \$35,000,000.

ADVERTISING AGENCIES

GAYNOR & DUCAS, INC.

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

President Paul Gaynor
Exec. Vice Pres. John J. Ducas
Senior V.P.'s. Kendall J. Mau, Steve Smoke
Treas. & Media Dir. Edwin J. Marra
Art Director. Charles Carl, Jr.
Publicity Director. F. D. Walker
Production Manager. George J. Cisneros
TV Director. Barbara Eckman

Branch Office

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

V.P. Kendall J. Mau

Accounts: All American Engineering Co., Wilmington, Del.; J. & E. Atkinson, Ltd., New York; Austenal, Inc., New York; Automatic Switch Co., Orange, N. J.; B. G. Corp., Ridgefield, N. J.; British European Airways, New York; California Eastern Aviation, Washington, D. C.; H. W. Carter & Co., Coleford, England; Crowley's Milk Co., Binghamton, N. Y.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; Gibraltar Tourist Bureau, Gibraltar; J. Goddard & Sons, New York; Jaeger Co., New York; Lines Brothers, London; Link Aviation, Binghamton, N. Y.; Lundy Manufacturing Corp., Long Island City, N. Y.; William MacDonald & Sons, Glasgow, Scotland; McGraw-Hill Publishing Co. (Aviation Week), New York; Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter Co.), Newark, N. J.; Rotol Ltd., Gloucester, England; Saint's Satin Wax, London; Vertol Aircraft Corp., Morton, Pa.; Universal Leaseways System, Cleveland, Ohio; Thomas O. Woolf & Son Co., New York.

CHAS. A. GEIGER & ASSOC., INC.

666 N.W. 50th St., Miami, Fla.
Phone: PLaza 1-1780
APA—ABP—SNPA

Chairman. D. G. Bash
V.P., Radio-TV Dir. Otto Holbein
Accounts: Radio-TV Parts, U. S. Fiberglass Co., Ted Williams, all of Miami.

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

1228 H St., Sacramento, Calif.
Phone: GILbert 2-2956
APA—SNPA

Pres., Radio Media Dir. Ralph K. Clark
Exec. V.P., Creative Dir. Fred Elkus, Jr.
V.P., TV Dir. Albert Henthall
Accounts: Gen'l Electric Co., Sacramento; Hires Bottling Co., Sacramento & Lodi, Calif.; KBET-TV, KCRA Radio, KGMS Radio, all Sacramento; KPAY Radio, Chico, Calif.

THE GETSCHAL CO., INC.

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

President Budd Getschal
Production Manager. Gerry Gilbert
Art Director. Leonard Steinberg
TV Prod. Mgr. Lee Polk
Radio and TV Accounts: Ludwig, Bau-

mann & Spear's (Dept. Store); New York City, Sealy Mattress Co., New York City; Westinghouse Appliance Sales Corp., New York City; Toy Study Conference, N. Y.

GEYER, MOREY, MADDEN & BALLARD, INC.

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

Board Chairman. Sylvester M. Morey
President. Sam M. Ballard
Chmn. Exec. Comm. B. B. Geyer
Bd. Vice Chmn. Edward D. Madden
Acct. Supvr. Wright Nodine
Creative Director. W. M. Mitchell
Acct. Exec. Oliver Presbury
Time Buyers. Elizabeth Powell,
Ed Richardson, Tom Mason

Branch Offices

931 Third Nat'l Bldg., Dayton 2, Ohio
Phone: BAldwin 8-4145

Manager. E. G. Frost
14250 Plymouth Rd., Detroit 32, Mich.
Phone: WEbster 3-5520

Manager. John F. Henry, Jr.
Accounts: American Motors; Kelvinator (Household Appliances); Oral Roberts (Evangelist); Boyle-Midway Div. of Amer. Home Products; Sinclair Oil.

GIBBONS ADVERTISING AGENCY, INC.

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

ABP—ANPA—SNPA—APA—NOAB

President, Treas. J. Burr Gibbons
Vice President. John B. Gibbons
Secretary. Viola Neese
Radio-TV Dir. Mercedes (Dee) Freiday
Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, antifreeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfrg. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Chek, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Finance Corporation (loans).

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

GIBRALTAR ADV. AGENCY, INC.

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

ADVERTISING AGENCIES

President.....Charles J. Basch, III
 Vice-President.....Leo Berman
 Treasurer.....Clarence Schmidt
 Sec'y., Radio-TV Dir.,
 Time Buyer.....Frances Scott
 Radio-TV Div.....Ronald Dawson
Rad.-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club); Seagram Laboratories No-Lax), New York; Economy Supply Co.

GILLHAM ADVERTISING AGENCY-INC.

500 Continental Bank Bldg., Salt Lake City 1, Utah
 Phone: EM 4-5516
 ABP—ANPA—APA

President-Treasurer.....M. C. Nelson
 Senior Vice-President.....Lon Richardson
 Vice-President.....Robert F. Rohlfing
 Vice-President.....Wendell J. Ashton
 Vice President.....J. Y. Tipton
 Vice-President.....Heber G. Wolsey
 Secretary.....Richard H. Ogaard
 Art Director.....Clair Lindgren
 Prod. Mgr.....J. R. Furner
 Space Buyer.....Esther Gook
Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, Mountain Fuel Supply Co., Ogdan First Federal Savings, Petty Motor, Purity Biscuit Company. Royal Baking Company, Sego Milk Products Co., Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co., First Security Banks.

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

BERT S. GITTINS ADVERTISING, INC.

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

ABP—ANPA—NOAB—NBP—APA
 President.....Bert S. Gittins
 Prod. Dir.....Stewart Carlson
 Media Dir.....Esther Block
 Copy Dir.....Harold Nelson
 Dir. Ind. Markets.....James M. Costello
 Radio & TV Dir.....Gerald L. Seaman
Radio Accounts: Allis-Chalmers Tractor Group. (Farm Tractors & Equipment), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

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

GLENN ADVERTISING INC.

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

President.....John H. Stewart
 Exec. Vice Pres.....Ward M. Wilcox
 Vice Presidents.....Merle W. Bell,
 Robert O. Holleron, Jr., Duke Burgess,
 Jack Schlichenmaier, Liener Temerlin
Branch Offices

304 First Life Bldg., Fort Worth 2, Tex.
 Vice President.....Merle Bell
 1505 Transit Tower, San Antonio, Tex.
 Phone: CA 7-6311

Vice President.....J. Schlichenmaier
 803 Lovett Blvd., Houston, Texas
 Phone: JA 3-4714

Manager.....Keith Butler
 6399 Wilshire Blvd., Los Angeles, Calif.
 Phone: WE 3-9369

Manager.....Raymond Prochnow
 510 Electric Bldg., El Paso, Tex.
 Phone: KE 2-3606

Manager.....I. E. Carson
Radio Accounts: Lone Star Brewing Co. San Antonio; Republic National Bank, Dallas; 7-Eleven Stores, Dallas; Greater Houston Lincoln-Mercury, Houston; Sakrete (Concrete Products), Cincinnati; Oak Farms, Dallas; Centex, Dallas; Ft. Worth Natl. Bank; Groos Natl. Bank, San Antonio.

TV Accounts: Lone Star Brewing Co., San Antonio, Tex.; Fort Worth Nat'l Bank; Republic Nat'l Bank, Dallas, Tex.; Groos Nat'l Bank, San Antonio, Tex.; 7-11 Stores, Dallas, Tex.; National Car Rental, San Antonio, Tex.; Sterling Motors, Houston, Tex.; Fred Snider Pontiac, El Paso, Tex.

MAX GOLDBERG ADV. AGENCY

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

Owner, Dir.....Max Goldberg
Accounts: Premium Beverage Co., TV Sta. KBTB, Western Novelty Co., all of Denver.

GOODMAN & ROUSE, INC.

250 S. LaCienega Blvd., Los Angeles, Calif.
 Phone: OLeander 5-8550

Pres., Treas.....Mort Goodman
 Vice President.....Art Rouse
Accounts: AB-PT Pictures Corp., Beverly Hills, Calif.; Cinerama, Los Angeles, Calif.; J. Arthur Rank Corp. of America; Republic Studio, N. Hollywood, Calif.; Radio Station KMLA-FM; United Artists, Los Angeles; Warner Bros., Burbank, Calif.; Stanley Warner, Los Angeles.

GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.
 Phone: OXford 7-4300
 ABP—AFA—ANPA—AAAA

Chairman of Bd.....Irwin A. Vladimir
 Vice-Chmn. of Bd.....G. Ellsworth Harris
 Chmn. Exec. Comm.....Duncan D. Sutphen, Jr.
 President, Dir.....Arthur A. Kron
 Vice-Presidents.....Robert F. Kendall,

ADVERTISING AGENCIES

Daniel C. Kaufherr, Richard H. Hobbs,
C. G. Rourke, Frank Birdsall, Evelyn Ring-
rose, William V. Ricglane
Media Dir.....Robert J. Ricglane
Secretary.....Chester A. Priest
Dir. Radio & Television.....Sally Allen
Dir. Pub. Relations.....Kay Long

Branch Offices

1 No. LaSalle St., Chicago 2, Ill.
Phone: ANdover 3-2890
Vice-President.....Richard H. Hobbs
251 Kearny St., San Francisco 8, Calif.
Phone: YUkon 6-0920
Vice-President.....Frank Birdsall
P. O. Box 8676, Fernandez Juncos Station,
Santurce, P. R.
Phone: San Juan 2-0780

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

GOTHELF & WEIL, INC.

47 W. Huron St., Buffalo 2, N. Y.

Phone: MA 6755

ANPA

President.....Henry J. Weil
Secy., Treas.....Stephen Gotthelf
V.P., TV Dir.....Peter King
Accounts: Erie Cty. Savings Bank, RCA
Distrib. Corp., WBEN Inc. & WBEN-TV, all
of Buffalo, N. Y.

GRAND & WADSWORTH, INC.

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

Phone: PLaza 5-4082

ANPA—APA—ABP—NBP

President, Treasurer.....Ivan B. Romig
Vice Presidents.....Wm. Eichhorn, Wm.
Walker
Sec'y. Media Dir.....Blanche Jampol

GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-6500

ANPA—APA—ABP—PPA—SNPA—NOAB

President.....Will C. Grant
Exec. V.P. Int'l.....Fred Spence
Vice-Presidents.....Valeria T. Feely,
Carl M. Post, W. R. Watson

Secretary.....Mary Waller Grant
Art Director.....Ken Boehnart
V.P., Research Dir.....Kay Sheldon
V.P., Comptroller.....John G. Copeland
V.P., Media Dir.....Reginald L. Dellow
Dir. Bus. Analysis.....Glen E. Shears
Time Supervisor.....Dene Voigt
Radio & TV Dir. (Chicago)...Gail Micheals
Production Mgr.....Harry White
Chicago Art Dir.....Fleetwood Burt
V.P. Personnel.....Donald C. Turner

Branch Offices

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

Phone: OXFord 7-5800

Exec. Comm. Chg. N. Y. Office...John Pinto,
Abbott Kimball
29th Floor, Guardian Bldg., Detroit 26, Mich.
Phone: WOodward 3-9400

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

Phone: RIVERSide 1-3251

V.P. Chg. Dallas Office.....Joe K. Hughes
One Nob Hill Circle, San Francisco 5, Calif.

Phone: SUTTER 1-8424

V.P. Chg. San. Fran. Off.....Alfred Ducato
120 Sixth Ave. N., Seattle 9, Wash.

Phone: MAIn 4-3232

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

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

Phone: HO 1-9231

V.P. Chg. Hollywood Off.....John M. Cody
Plans Bd. Chmn.....Robert L. Dellinger

Accounts: Airtemp Div. of Chrysler Corp.;
Warren Petroleum Co.; M. Pier Co.; Ply-
mouth Div., Chrysler Corp.; Comet Rice
Co.; Dodge Div., Chrysler Corp.; Douglas
Laboratories (Coppertone Dri-Gas Div.);
Excell Labs (New Plant Life); KVP Co.
(Paper Products); Meyer's Sanitary Dairy
(Div. Hawthorne-Melody); Miller's Gold
Seal Dairy; Minneapolis-St. Paul Dodge
Dealers; Dr. Pepper.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.

Phone: WALnut 2-4808

ANPA—ABP—ABC—AAAA—APA

NBP—NOAR

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

Radio-TV Dept.....Walter M. Erickson
Production Mgr.....Alex Irvine
Media Director.....James S. Reifsnnyder
744 Broad St., Newark, N. J.

Phone: MARket 3-7345

Manager.....Richard N. Gulick

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

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

ADVERTISING AGENCIES

MONROE GREENTHAL CO., INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-8640

President.....Monroe W. Greenthal
V.P., Creative Dir.....David E. Diener
Radio & TV Dir.....Harvey Schulman
V.P., Media Dir.....Herb Hauser
Copy Chief.....Dave Dember
Prod. Mgr.....Joseph Bogiano
Art Director.....Otto Luther
Assoc. Art Dirs.....Ed Brodtkin,
Lew Clayman, Robert Cohen
Radio Accounts: Gimmel's; RKO Theatres; Buena Vista (Walt Disney Film Distr.); A. M. Kidder & Co. (Stockholders); Stanley Warner Corp. (Cinerama); United Artists Corp.; Walter Reade (Odditorium, Theatres & Restaurants).

TV Accounts: Effanbee Doll Corp.; Distributors Corp. of America; RKO Theatres; United Artists Corp.

Estimated Radio Billings: \$500,000.
Estimated TV Billings: \$400,000.

GREGORY-GIEZENDANNER COMPANY

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

Partners.....Lloyd Gregory,
Chas. J. Giezendanner, Jr.
Production Manager.....Dave Lemke
Asst. Prod. Mgr.....Lynn Chesnar
TV Time Buyer.....JoAnn Geis
Publicity Director.....Maureen Marks
Publications Director.....Ted Sumerlin

GREY ADVERTISING AGENCY, INC.

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

AAAA-ABP-ANPA-APA-NOAB-PPA
Bd. Chrmn., Head Exec. Comm...Lawrence Valenstein

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

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

Branch Offices

750 N. Vine St., Hollywood 28, Calif.
Vice-Pres.....Robert D. Wolfe
235 Montgomery St., San Francisco 4, Calif.
Manager.....L. V. Bernardini

Radio Accounts: Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Mennen Co. (Mennen Baby Products, Quinsana); Radio Corp. of America

(RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.

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

Estimated Radio Billings: \$5,500,000.
Estimated TV Billings: \$11,200,000.

GRISWOLD-ESHLEMAN CO.

1400 Terminal Tower, Cleveland 13, O.
Phone: TOWer 1-3232
AAAA-ABP-ANPA

Board Chairman.....John F. Davis
President.....Charles Farran
Chairman.....Kenneth W. Akers
V.P.'s.....Robert L. Baumgardner,
L. R. Canfield, V. C. Kenney, W. A. Weaver

V.P., Media Res. Dir.....W. A. Weaver
V.P., P. R. Dir.....E. C. Powers
Secy., Treas.....Louis F. Ruf
Chairman.....Kenneth W. Akers
Media Director.....H. A. Stadthagen
TV, Radio, Films Dir.....Ralph A. Borzi
Production Manager.....Frank J. Stastny
Mktg., Res. Dir.....H. K. Jones
Controller.....Ann Whittlesey
Time Buyer.....George L. Young
Art Dirs.....Wm. Root, F. Langel,

Edw. Hecker, Jose Vasquez
Art Dirs., Collateral Material...J. P. Heck,
Glenn Nelson, Wm. Root

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Tires & Accessories), Akron, Ohio; Cockshutt Farm Equipment Co., Bellevue, Ohio; Hotel Cleveland, Cleveland, O.; Alfred Nickles Bakery, Navarre, O.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires & Access.), Akron, Ohio; Alfred Nickles Bakery (Wholesale & Retail), Navarre, O., Sears, Roebuck & Co., Cleveland Stores) Cleveland, O.; Hotel Cleveland, Cleveland, O.; Industrial Vending Co. (Vending Machines) Cleveland, O.

Estimated Radio Billings: \$1,100,000
Estimated TV Billings: \$1,100,000.

CHARLES ANTHONY GROSS ADV. AGENCY INC.

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

Pres., Treas.....Charles A. Gross

ADVERTISING AGENCIES

Vice President.....Peter Finney
 V.P., Copy Chief.....Spencer Hill
 Secy., Media Dir.....Elinor Esser
 Art Directors....Chas. Bowen, Nate Machtey
 Publicity Director.....Gene Wood

JULIAN GROSS & ASSOCIATES, INC.

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

Pres., Treas.....Julian Gross
 Secy., Space Buyer.....Libby Dunn
 Art Dir., Prod. Mgr.....Daniel Canter

GRUBB & PETERSEN ADV. AGENCY

111 N. Market St., Champaign, Ill.
 Phone: FLEetwood 6-3766

ABP—APA—NBP

General Manager.....Robert F. Grubb
 Radio-TV Dir.....Dale Arvidson
Accounts: Churchill Mfg. Co., Galesburg, Ill.; Hollywood Brands, Centralia, Ill.; P & H Electronics, Lafayette, Ind.; WCIA (TV) Champaign, Ill.

ART GRUBER ASSOCIATES

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

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

Radio Accounts: Authorized TV (Television Service); Downtown Chevrolet; Margo Kraft (Toys), all Minneapolis; Midway Chevrolet, St. Paul; O. B. Thompson Electric; Orrin Thompson Construction Co., both Minneapolis.

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

GUILD, BASCOM & BONFIGLI, INC.

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

AAAA—ABC—ABP—ANPA

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

Branch Offices

105 W. Adams St.
 Phone: STate 1-0253

Dir. of Marketing.....Richard D. Crisp
 515 Madison Ave., New York, N. Y.
 Phone: PLaza 1-3979

Acct. Exec.....Hank Buccello
 Dir. Network Rel.....Reggie Schuebel
 1750 N. Vine Capitol Tower,
 Hollywood 28, Calif.
 Phone: HO 9-8217

Admin. Head.....Karl Gruner
 603 Stewart St., Seattle 1, Wash.
 Phone: MAln 4-3711

Account Executive.....Tom Killilea
Radio and TV Accounts: Ralston Purina

Co., St. Louis, Mo.; The Best Foods, Inc. (NUCOA), New York; Skippy Peanut Butter; Breast-O-Chicken Tuna, Inc., San Diego, Calif.; Heidelberg Brewing Co., Tacoma, Wash.; Mother's Cake & Cookie Co., Oakland, Calif.; Mary Ellen's Dists. (Jams & Jellies), Berkeley, Calif.; Clougherty Packing Co. (Farmer John Meat Products), Vernon, Calif.

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

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

GULF STATE ADVERTISING AGENCY, INC.

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

President.....Adie Marks
 V.P., Treas.....Seymour Cohen
 Production Manager.....Shirley Rouse
 Copy Chief, Pub. Dir.....Mrs. Bess W. Scott
 Media Director.....Mrs. Fern Luker
 Radio-TV Dir., Time
 Buyer.....Miss Irma Faerber

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave., New York 21, N. Y.
 Phone: TEMpleton 8-1717

ABP—ANPA—ABC

Chairman.....Lawrence C. Gumbinner
 President.....Milton Goodman
 V.P., Radio-TV Dir.....Paul G. Gumbinner
 Exec. V.P.....Morton Freund
 Copy Supervisor.....Robert Goldsmith
 VP in Chg Prod.....Herman Kornblum
 V.P. in Chg. Art.....Hershel Bramson
 Vice President.....Graeme Macleod
 Vice President.....Sumner Wyman
 Media Dir.....Henry J. Katz

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

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

JOHN L. HALPIN, ADVERTISING

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

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

ADVERTISING AGENCIES

Production.....D. M. Scalise
 Art Director.....A. H. Hitchins
Radio-TV Accounts: Cobleskill Agricultural Soc. (County Fair) Cobleskill, N. Y.; Schenectady Savings & Loan Assn.; Mohawk Nat'l. Bank, Schenectady, N. Y.; Sacandaga Summer Theatre (Theatrical Productions) Northville, N. Y.

HANSON, CLEM T., CO.

1409 - 15th St., Moline, Ill.

Phone: 2-3022

ABP—NBP—APA

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

RALPH A. HART, ADVERTISING

113 So. 21st St., Philadelphia 3, Pa.

Phone: PEnnypacker 5-8477

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

HART-CONWAY CO., INC.

300 Triangle Bldg., Rochester 4, N. Y.

Phone: LOcust 2-3520

ANPA—ABP—AAAA

Pres., Treas.H. Lyman Hart
 Sr. Vice-President.....Harold E. Kennedy
 Exec. Vice-PresidentJoseph Brown
 Vice President.....John P. Street
 Vice-President.....E. Ward Phillips
 Secretary.....John M. Nixon
 Account Execs.....H. L. Hart,
 H. E. Kennedy, J. P. Brown, J. P. Street,
 J. M. Nixon, E. W. Phillips, Peter B. Whitcombe, John M. Giles

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

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester,

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

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

Additional Radio-TV Accounts: Koerner Motors (Ford Dealer), Rochester, N. Y.; Rochester Hockey Club, Rochester, N. Y.; Sears Roebuck (Dept. Store), Rochester, N. Y.; South Carolina Hospital Service (Blue Cross, Blue Shield), Columbia, S. C.; Speedy-Therm Service Corp., Rochester, N. Y.

GEORGE H. HARTMAN CO.

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

Phone: ANdover 3-0130

ABP—ANPA

President.....George H. Hartman
 Exec. V. P.Rowland Laughlin
 V. P., Gen. Mgr.John T. Holloway
 Vice Pres....Thomas Kivlan, David R. Coey,
 William H. Aaron, Robert S. Cole
 V.P., Art Dir.....Alfred Festen
 SecretaryGeorge H. Hartman, Jr.
 TreasurerFrank R. Hartman
 Copy ChiefThomas Whitehead
 TV Time Buyer.....Jean Seaman
 Production Mgr.Philip Navigato
 Radio & TV DirectorJohn D. Berg
 Radio & TV Talent BuyerJack Leonard

Branch Office

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

Phone: MURray Hill 9-8637

Branch Office Mgr.....John Berg

HATHAWAY & ASSOCIATES, INC.

200 Rookery Bldg., Evansville 5, Ind.

Phone: HA 4-2494

APA—NBP

President.....Charles F. Ross
 Vice President.....Marvin Lockyear
Accounts: Kent Plastics Corp., Evansville, Ind.; Photocraft Color Laboratories, Tell City, Ind.; WFIE-TV & WTVW-TV, Evansville, Ind.

ADVERTISING AGENCIES

THE F. H. HAYHURST CO. LIMITED

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

Phone: EMpire 6-0731

President.....W. P. Hayhurst
 Vice-President.....Geo. F. Hayhurst
 V.P.....H. W. E. Pepler
 V.P.....N. L. Drynan
 V.P., Chmn. Plans Bd.....D. J. Leonard
 Radio-TV Director, V.P.....R. D. Amos
 Asst. Dir.....C. M. Harrison
 Time Buyer.....E. Brown
 Radio Prod.....S. Hannah
 Media Mgr.....B. J. Keelor
 Production Mgr.....C. A. Kellow

Branch Office

1510 Drummond St., Montreal, Que.

Phone: VI 5-0251

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

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

HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.

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

Phone: CIRCLE 7-7660

ABP

President.....Mort Heineman
 Ch. of Bd., Sec. & Treas.....M. J. Kleinfeld

V.P., Media Dir.....Julius Joseph, Jr.
 Radio-TV Time Buyer.....Alice Ross
 Vice Pres.....Joseph Shaw
 TV Dir., Talent Buyer.....Allen Black

Branch Office

532 N. Cherokee Ave., Los Angeles, Calif.

Phone: HOLLYWOOD 3-1153

Manager.....Howard Blake
Radio Account: Artistic Cards, Inc. (Greeting Cards) Elmira, N. Y.

Radio & TV Accounts: Roosevelt Raceway (Trotting Races), Westbury, L. I., N. Y.; Rad Bleach Inc. (Bleaching & Cleaning Agents), N. Y. C.; Fashion Frocks, Inc. (Women's Dresses) Cincinnati, O.

HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 9-3181

AAAA-APA-ABP

President.....Robert P. Heintz
 Radio-TV Dir.....Kenneth Higgins
Accounts: Regal Pale Brewing Co., San Francisco, Calif.; Standard Federal Savings & Loan Assn.; Sterling Electric Motors, Inc.; Westinghouse Appliance Sales, both Los Angeles.

HERALD ADVERTISING AGENCY, INC.

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

Phone: MURray Hill 7-2280

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

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

AL HERR ADV. AGENCY, INC.

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

Phone: Broadway 1-2710

ABP-ANPA

President, Chmn., Treas.....Al J. Herr
 Vice-President.....John Rock
 V.P., Radio-TV.....Elton W. Kocian
 Art Director.....Carl M. Ruppert
 Production.....Gene M. Wrobel
 Media, Radio Buyer.....Ruth Walter
 Creative Director.....Allen Ballsieper
 Research Director.....Howard Klatt
Radio Accounts: Cudahy Bros. Co. (Meat Packer), Cudahy, Wis.; Ace Foods, Inc. (Restaurant & Caterers); John Graf Co. (Beverages); Keller's Beverage Center; King Braeger Chevrolet Co.; Milwaukee Florists Assn.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Marine Nat'l Exch. Bank; Pate Oil Co.; Sealtest Dairy Div.; Sealtest Ice Cream Div.; Spic & Span Dry Cleaners, all Milwaukee; Economics Laboratory, Inc. (Detergent) New York.

TV Accounts: Economics Laboratory, Inc. (Detergent, etc.), New York; Cudahy Bros. Co. (Meat Packer); Marine Nat'l Exch.

ADVERTISING AGENCIES

Bank; Pate Oil Co.; Robert A. Johnston Co. (Cookies, Candy, Biscuit); Spic & Span Dry Cleaners; Sealtest Dairy & Ice Cream, all Milwaukee.

Estimated Radio Billings: \$200,000.
Estimated TV Billings: \$275,000.

HICKS & GREIST, INC.

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

President.....Charles V. Skoog, Jr.
Exec. Vice Pres.....Harry L. Hicks, Jr.
V.P., Radio-TV Dir...Theodore J. Grunewald
V.P., Treasurer.....K. A. Hamilton
Pub. Rel. Dir.....Irving S. Kogan
Time Buyers...Vincent J. Daraio, M. Reiner
Prod. Mgr.....Martin Rifkin

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

TV Accounts: Dixie Cup Co. (Dixie Cups, Plates), Easton, Pa.; Sandura Co. (Sandran Floor Covering), Philadelphia, Pa.; The Taylor-Reed Corp. (Cocoa Marsh, Q-T Instant Frosting), Glenbrook, Conn.; Walter H. Johnson Candy Co. (Power House Candy Bars), Chicago, Ill.; V. La Rosa & Sons, Inc. (Noodle Products, Frozen Foods, Spaghetti, Macaroni), Brooklyn, N. Y.

HILL & KNOWLTON, INC.

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

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

Branch Office

1000 Vermont Ave., N. W.
Washington 5, D. C.
Phone: STerling 3-0270

Vice President.....Avery McBee

HILTON & RIGGIO, INC.

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

President.....Peter Hilton
Exec. V.P.....Robert L. Haag
Vice PresidentsJames Williamson,
John G. Jones, F. I. Cahners

Art Director.....Jabez Williams
Time Buyer.....Maria Carayas
Production ManagerDaniel Casey
Accounts: Bjelland, Chr., Co., Inc., New York City; Chess, Mary, Inc. (Cosmetics), New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; National Yeast Corp., Belleville, N. J.; Parfums Evyan, New York City; Vermouth Industries of America, Inc., New York City.

HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.
Phone: COmmonwealth 6-7515
ABP—ANPA—APA—AAAA

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

V.P., Art Dir.....Donald E. Clark
Asst. Treasurer.....M. Douglas Adamson
Prod. Mgrs.....Bertha L. Aldrich,
A. Stedman Murdy, Jr.

Assoc. Art Dir.....Leo Harrington,
George F. Wilson

Account Execs.....Paul H. Provandie,
Myron L. Eastwood, Thomas J. Bowen,
Langley C. Keyes, William Van N. Washburn, Edward W. Quinn, Robert B. Ward,
Ruleffe F. Barbour, John P. Hoag, Jr.

Accounts: Laboratory for Electronics, Inc.; LaTouraine Coffee Co.; J. B. Malcolm Inc. (Costume Jewelry); Masury-Young Co. (Industrial Flr. Cng., Refinishing Compounds); Mr. Boston Distiller Inc. (Liquor Prod.); Nordblom Co. (Industrial Real Estate); Jno. P. Squire Co. (Swift & Co. Assoc. Plant, N. Eng.); New England Trust Co.; WHDH, WHDH-TV, all of Boston; Boston Woven Hose & Rubber Co. (Industrial Rubber Prod.); Brigham's (Candy, Ice Cream); Carter's Ink Co. (Inks, Adhesives, Carbons, Ribbons); Dorothy Muriel's (Bakery Prod.); Durand's (Pkgd. Candy); G. E. Co., Appl. & TV Rec. Div., N. Eng. Dist. (All GE Major Appliances); all of Cambridge, Mass.; Amer. Biltrite Rubber Co. Inc. (Rubber Heels & Soles) Chelsea, Mass.; Bay St. Macaroni Mfg. Co. ("Viva" Italian Spaghetti Prod.) Lawrence, Mass.; Boston Filter Co. (Air Filters, Comm. Air Cond., Water Coolers) Charlestown, Mass.; Citrus Fruit Juices Inc., Lynn, Mass.; L. B. Evans Son Co. (Men's Slippers, Casual Shoes) Wakefield, Mass.; Foster Grant Co. Inc. (Sunglasses) Leominster, Mass.; Gen. Ice Cream Corp. (Bushway Ice Cream) Somerville, Mass.; Gen. Elec. Co., Small Aircraft Eng. Dept. (Engineer Recruitment) Lynn, Mass.; J. W. Greer Co. (Hvy. Eqpt. for Bakery, Candy, Food Fields) Wilmington, Mass.; Hendrie's Ice Cream, Milton, Mass.; IGA Foodliners, Burlington & Malden, Mass.; Ludlow Papers Inc., Fine Papers Div. (Fine Papers, Tapes, Coarse Papers) Brookfield, Mass.; Nissen Bkg. Corp. (Old Home Bread) Lynn, Mass.; Pyrotex Co. Inc. (Plasti Lacings), Leominster, Mass.; Sprague & Carleton, Inc. (Solid Rock Maple Furniture) Keene, N. H.; Std. Duplicating Machines, Inc., Everett, Mass.; Swift & Co. Assoc. N. Eng. Plants; H. L. Handy Co., Springfield, Mass. & Speery Barnes Co., New Haven, Conn.; Table Talk Pastry Co. (Table Talk Pies) Worcester, Mass.; Dr. J. F. True (Elixir) Lynn, Mass.; Merrimac Valley Nat'l Bank, Lawrence-Haverhill, Mass.; New Bedford, Wood's Hole, Martha's Vineyard & Nantucket Steamship Authority (Ferry & Passenger Steamer Service).

ADVERTISING AGENCIES

HONIG-COOPER, HARRINGTON & MINER

1275 Columbus Ave., San Francisco 11, Calif.

Phone: OR 3-4469

AAAA—ABC—ABP—ANPA

President.....Louis Honig
 Bd. Chmn.....Eugene I. Harrington
 First V.P.....Fred Glauser
 Secy.-Treas.....John W. Davis
 V.P.'s.....Eric Bellingall,
 Alfred E. Smith

Time Buyer.....C. McCreary
 Radio-TV Prod. Dir.....Charles Larrance
 Sec.-Treas.....John W. Davis

Branch Offices

Tower Bldg., Seattle 1, Wash.

Phone: MA 2-1800

V.P.....W. E. Kraft
 304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUnkirk 8-3301

Exec. V.P., Mgr.....Sherman R. Slade
 Time Buyers.....Sylvia Goodfriend,
 Jane Kirkpatrick

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

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

Former Miner Co. Accts: American Beauty Macaroni; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Thrifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp. (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); James O. Welch Co. (Candy); Hoffman TV (Television Sets), all Los Angeles.

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

Estimated TV Billings: \$4,000,000.

HORAN-DAUGHERTY INC.

8012 Bonhomme, St. Louis 5, Mo.

Phone: VOLunteer 3-4524

ABP-ANPA

President.....Joseph J. Horan
 Exec. V.P.....Robert O. Scott
 Vice-President.....Jim Daugherty
 Creative Art Director.....Bob G. Watkins
 Media Director.....Mary E. Johnson
 Radio-TV Dir.....Barbara Block
 Copy Chief.....C. R. Sides
 Executive Art Director.....J. W. Duke
 Production Manager.....Tom Thompson

Radio-TV Accounts: Falls City Brewing Co. (Falls City Beer), Louisville, Ky.; Pepsi-Cola Bottlers of St. Louis, Inc.

Radio Account: Vi-Jon Laboratories, Inc.

(Antiseptic Mouth Wash, Gargle, Hand Lotion) St. Louis, Mo.

TV Account: Velvet Freeze, Inc. (Ice Cream) St. Louis.

HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.

Phone: DIAMOND 2-3411

ABP—ANPA—APA—SNPA—AFA

President.....C. B. Houck
 Vice President.....William B. Houck
 Secretary.....Kathryn H. Ferguson
 Vice President.....William F. Downs
 Art Director, V.P.....Edwin R. Deady
 Production Mgr.....W. Leon Mitchell
 Research Media.....Jeannette G. Thorne
 Radio-TV Director.....Joseph D. Mastin
Radio & TV Accounts: Beamer Motors; High's Ice Cream; Hodges Lumber Co.; Lindsey-Robinson Co., Inc.; Mountain Trust Bank, all of Roanoke; Elk Refining Co. & Kanawha Valley Bank, Charleston, W. Va.; Crowgey Sausage Co., Kellysville, W. Va.
Radio Account: First Nat'l. Bank of Martinsville & Henry City, Martinsville, Va.

TV Accounts: Adams Constr. Co.; Appalachian Pwr. Co.; Davidson's Clothiers; Fuel Oil & Eqpt. Co.; Hospital Service Assn. of Roanoke; 7-Up Bottling Co., all of Roanoke, Va.

BRYAN HOUSTON, INC.

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

Phone: PLaza 7-6400

ABP—ANPA—AAAA

Chairman of Board.....Bryan Houston
 President.....Wm. R. Hillenbrand
 V.P. Dir. Mchdse.....Patrick Gorman
 V.P. Dir., Art.....Stanley Freeman
 V.P., Creative Dir.....Max Sapan
 V.P. Dir. Research.....Frederick L. Ryner
 V.P., Dir. Media.....John Ennis
 Assoc. Dir. Media.....Robert Boulware
 Mgr. Media Dept.....Richard Stevens
 V.P. Dir. Radio-TV.....Wm. B. Templeton
 Mgr., Radio-TV.....Roy Passman
 Ex. Prod., Film Com'l.....C. Kulesza
Radio Accounts: Laboratories, Inc. (Dristan Tablets); Wkly. Publications, Inc. (Newsweek); Heublein, Inc. (Andersen Soups & Sizz-L-Spray Barbecue Sauce).

TV Accounts: Nestle Co. (Nescafe Instant Coffee); Heublein (Maypo Cereal, Maltex Cereal, A-1 Sauce, Andersen Sizz-L-Spray Barbecue Sauce & Andersen Soups); Whitehall Laboratories, Inc. (Dristan Tablets & Nasal Mist, SOOTHOL Antacid Wafers).

Estimated Radio Billings: \$700,000.

Estimated TV Billings: \$10,000,000.

CHARLES W. HOYT CO., INC.

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

Phone: MURray Hill 2-2000

ANPA—APA—NBP—ABC—NOAB—AAAA
 President.....Everett W. Hoyt
 Chairman of Bd.....Winthrop Hoyt
 Vice Presidents.....A. W. Fargo,
 John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt
 Secretary, V.P.....James R. Roberts

ADVERTISING AGENCIES

Treasurer.....F. J. Becker
 V.P., Dir. Radio-TV.....W. P. Smith
 V.P., Research.....Peter H. Nicholas
 V.P., Media Rel.....C. B. Donovan
 V.P., Prod. Mgr.....N. S. Lampert
 Radio-TV Time Buyer.....D. H. Humm

Branch Office

Chamber of Commerce Bldg., Miami 32, Fla.
 Phone: FR 1-2165

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

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

HUME, SMITH, MICKELBERRY, INC.

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

ANPA

President.....David Hume
 V.P.'s.....Wm. Mickelberry, Bob Smith
 Acct. Execs.....Jack Caesar, Geo. Smith
 Radio-TV Director.....George Smith
Radio Accounts: Carol City (Housing Devel.); Seaquarium (Tourist Attr.); Hector Supply Co. (Lawn & Garden Supplies) all of Miami, Fla.; Hialeah Race Course (Thoroughbred Racing) Hialeah, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.; Fla. Avocado & Limes, Homestead, Fla.

TV Accounts: Carol City (Housing Devel.) Miami, Fla.; Florida Shores (Rl. Est. Devel.) Edgewater, Fla.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
 Phone: LEXington 2-3020
 AAAA-ABP-ANPA

President.....Deane Uptegrove
 V.P., Media Dir., Secy...Harry M. Billerbeck
 V.P., Radio-TV Dir.....Ransom P. Dunnell
 V.P.....Emmett Faison
 V.P.'s.....Harold O. Nadler,
 A. W. Sage

Prod. Mgr.....John B. Snyder
Branch Office

1235 Statler Bldg., Boston 16, Mass.
 Phone: Liberty 2-6100

Chairman.....R. S. Humphrey
 Media, Research Dir.....E. Gerald Grey
Radio Accounts: John H. Breck, Inc. (Breck Hair Set Mist), Springfield, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Kendall Mills (Curity Nursery Products, Dish Towels, Milk Filter), Walpole, Mass.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.
TV Accounts: John H. Breck, Inc. (Breck Inc. (Breck Hair Set Mist), Springfield, Mass.; Bird & Son, Inc. (Floor Covering & Roofing), E. Walpole, Mass.; General Telephone Directory Co. (Yellow Pages), Des Plaines, Ill.; Lea & Perrins, Inc. (Worcestershire Sauce), New York.

HUMPHREY, WILLIAMSON & GIBSON, INC.

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

AAAA-APA-ANPA-ANPA

Pres., Treas.....Warren A. Humphrey
 V.P.'s.....Mitchell L. Williamson,
 Ellis G. Gibson

Secretary.....E. A. Hartman
 Production Manager.....Alyce Robnett
 Radio-TV Director.....H. C. Childs
 Public Rel. Dir.....Ray Scales
 Art Director.....Don Loewen

HUTCHINS ADVERTISING CO., INC.

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

APA-ANPA-PPA-ABP-NOAB

Director.....Frank A. Hutchins
 Director.....F. Irving Hutchins
 President.....Frank M. Hutchins
 Vice-Presidents.....John P. McCarthy,
 William F. Lacey, Homer C. Scheck
 Prod. Mgrs.....M. J. Leary, D. A. Meritt

Branch Office

33-35 Hayden St., Toronto, Ont., Canada
 Phone: WAlnut 4-3753

Manager.....William Bounsall
Radio Accounts: E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, Rittenhouse Co., Inc., E. J. Scheer, Inc., Schuler Potato Chip Co., Scramton's Book and Stationery Co., Waldert Optical Co., Inc.; Rochester Savings Bank; Staub-Beck's, Inc.

TV Accounts: Lincoln Rochester Trust Co., Schuler Potato Chips; Empire State Pickling Co., Langie Fuel Service; Rochester Savings Bank; Staub-Beck's, Inc.

ADVERTISING AGENCIES

JASTER & ASSOCIATES

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

Sole Owner.....Jack Jaster
Accounts: Electrol Specialties, South Beloit, Ill.; United Industries, Chicago; WCLO Radio, Janesville, Wis.; WGEZ Radio, Beloit, Wis.; WREX-TV, Rockford, Ill.

JOHNSTON, FRANK B. ADV., INC.

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

President.....F. B. Johnston
Secy.....Wesley Edson
Art Dir., Prod. Mgr.....John Inglehart
Acct. Execs.....Morton S. Krieger,
John Caruso, Harry Carter

JONES & HANGER, INC.

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

President.....M. Frank Jones
V.P., Treas.....R. C. Hanger
Accounts: Postal Life & Casualty Insurance Co., Kansas City, Mo.; Pure Milk Producers Assn.; Quality Laboratories; WDAF Radio & TV, Kansas City, Mo.

RALPH H. JONES COMPANY

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

Pres. & Treas.....C. M. Robertson, Jr.
Exec. Vice-Pres.....Stanley A. Willer
Vice-President.....James M. Nelson
V.P., Adm. Printed Adv.....John Healy
V.P., Art.....Robert T. Hayes
Space Buyer.....Maurice Oshry
Prod. Mgr.....A. J. Lemperly
Radio-TV Director.....Ann Smith
Radio, TV Time Buyers.....Betty Derie,
Eula Reggin

Branch Office

40 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 3-5144

Mgr.....H. S. Lenz

JURNEY, ROSS & ASSOCIATES

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

Partner, Gen. Mgr.....Miss Ross Journey
Partner, Sr. Acct. Ex.....A. H. Garrigues
TV Dir., Acct. Ex.....Wm. J. Brennan
Accounts: Blue Cross-Blue Shield, KLUB Radio, KSL-TV, Stokermatic, Westinghouse, all of Salt Lake City.

KAL, EHRLICH & MERRICK ADVERTISING, INC.

2141 Wisconsin Ave. N.W. Wash. 7, D. C.
Phone: FEderal 7-5500
ANPA

Chrmn. of Board.....Norman C. Kal
President.....Harry L. Merrick

Exec. V. P.....Alvin Q. Ehrlich
V.P., Secretary.....Bernard R. Linkins
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes

KAMENY ASSOCIATES

2 West 45th St., New York 36, N. Y.
Phone: OXFord 7-4840
APA—ANPA—ABP

Partner, Creative Dir.....Seymour Kameny
Partner, Acct. Supvr.....Nat Kameny
Merchandising Dir.....Ray Solomon
Mktg., Sales Div. Dir.....George Carroll
Sales Prom. Dir.....Russell Fradkin
Research, Media Dir.....Ruth Rose
Radio-TV Director.....Vernon Delston
Public Relations Dir.....Marvin Frank
Copy Chief.....Fred Newman
Art Director.....Alan Peers
Production Manager.....Bernard Fabian
Asst. Prod. Mgr.....William Egan

KAMIN ADVERTISING AGCY.

605 McGowen, Houston 6, Texas
Phone: JAckson 6-1181
ANPA

President.....Lester Kamin
V.P., Radio-TV Time Buyer..B. L. Blumberg
Art, Prod. Dir.....Bill Sims
Copy Chief, Talent Buyer.....Diana Muth
Film Director.....Billy Lazarus

LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.
Phone: PLaza 1-4120
ANPA—ABP

Chairman.....Robert H. Schaffer
President.....Lawrence Kane
V.P., Mdsq. Dir.....Eugene J. Cohn
V.P., Copy Dir.....Marvin D. Richwald
Art Director.....Murray Stein
Media Director.....Rowena Pearl
Pub. Rel. Dir.....Herbert Kaufman

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

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1400
ABP—ANPA

Chairman.....H. Kastor Kahn
Vice Chairman.....C. E. J. Clifford
Chmn. Exec. Comm.....W. S. Chesley
President.....Peter Hilton
Chmn. Plans Bd.....J. William Atherton
Exec. Vice Pres.....L. G. Whitebrook
V.P., Media Dir.....Jack B. Peters
Radio, TV Dir.....J. P. Atherton
Radio-TV Time Buyer....Beryl Seidenberg

Radio Accounts: American Molasses Co. (Grandma's Molasses) N.Y.C.; H. C. Brill Co. (Specialty Food Prods.) Newark, N. J.; Brownell & Field Co. (Autocrat Tea & Coffee) Providence, R. I.; Carter Products, Inc. (Colonaid) N.Y.C.; Drug Research Corp. (Regimen, Sustamin, Insta-Pep, Jandrex) N.Y.C.; Humphreys Medicine Co. (Humphreys #11) N.Y.C.; N.Y. St. Civil Defense Comm., N.Y.C.; Potter Drug & Chem Corp. (Cuticura) Malden, Mass.; F. Ad. Richter & Co. (Pain Expeller, 3XB) Staten Island,

ADVERTISING AGENCIES

N. Y.; Stop & Save Trading Stamp Corp. (Triple-S Blue Stamps) S. Hackensack, N. J.; Ar. Winarick Inc. & Subsidiaries (Jeris Hair Preps.) N.Y.C.

TV Accounts: Brownell & Field Co. (Autocrat Tea & Coffee) Providence, R. I.; Carter Prods. (Colonaid) N.Y.C.; Drug Research Corp. (Regimen) N.Y.C.; A. S. Harrison Corp. (Preen Flr. Waxes) So. Norwalk, Conn.; Potter Drug & Chem. Corp. (Cuticura Prods.) Malden, Mass.; Smith Bros. (Smokers Drops) Poughkeepsie, N. Y.; Ar. Winarick (Jeris Hair Preps.) N.Y.C.

Estimated Billings: \$18,000,000.

H. W. KASTOR & SONS ADV. CO.

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

Phone: CEntral 6-5331

ABC—ANPA—APA—NOAB

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President.....Herman Kastor
Vice Presidents.....John T. Urice,
Dean Snow, W. O. Yocum

V.P. & Copy Chief.....Ashley Belbin
Media Dir.....Harvey Mann
V.P., Radio-TV.....James H. West
Radio and TV Accounts: International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co.; Campana Corp. (Bantron).

THE BENJAMIN KATZ AGENCY

1820 Spruce St., Philadelphia 3, Pa.

Phone KIingsley 6-0803

President.....Benjamin J. Katz
Prod. Mgr.....Philip L. Winson
Media Dir.....Alice M. Miller
Publicity Mgr.....Bernard Burt
Research Mgr.....Rose Kibrick Katz
Radio-TV Dir.....Leonard B. Stevens
Acct. Execs.....B. J. Katz, P. L. Winson,
S. Strassler

JOSEPH KATZ COMPANY

Amoco Bldg., 555 Fifth Ave., New York, N. Y.

Phone: MUrray Hill 7-0250

AAAA—ANPA—ABP

Exec. Vice Pres.....Harry Kullen
Sr. Vice President.....H. W. Bennett, Jr.
V. P., Mktg.....C. W. Shugert
Radio-TV Director.....Edward Kogan
Asst. Radio-TV Director.....Alice Polver
Vice President.....William V. Linn
Media Director.....C. A. Brocker

Branch Offices

10 W. Chase St., Baltimore 1, Md.

Phone: LExington 9-1500

V.P., Gen. Mgr.....Stanley E. Blumberg
Media Dir.....Jean Mitchell
Comptroller.....Lawrence M. Sims
Time & Space Buyer.....Geraldine Rutkowski
Radio-TV Dir.....James Miller
Production Mgr.....M. Milstein
Art Dir.....G. Fondersmith

Lee Circle Bldg., New Orleans, La.

Phone: EXpress 2274

Manager.....Hal Yockey
Radio-TV Accounts: Amer. Oil Co. (Amoco Gas.); Parry Laboratories (Myo-Mist Oral Spray) both N. Y. C.; Publix Parking Systems; Weiss Motor Co. (Fords); Sherwood Feed Mills Inc. (Sherwood Dog Food); First Nat'l. Bank, all of Balto., Md.
Radio Account: S. & N. Katz, Inc. (Jewelers) Balto., Md.

HENRY J. KAUFMAN & ASSOCIATES

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

Phone: District 7-7400

ABP—ANPA—AFA

General Manager.....Henry J. Kaufman
Radio-TV Dir.....Jeffrey A. Abel
Art Dir.....Frank C. Huseman
Prod. Mgr.....Bernard C. Schramm
Copy Chief.....T.D. Mandelstam
Public Rel. Dir.....Robert R. Denny

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio

Phone: PA 1-1310

Chmn. of Board, Treas.....P. R. Hume
President.....J. T. Nolan, Jr.
Secretary.....H. J. Darby
Radio Time Buyer.....A. A. Radkey
Prod. Mgr.....John Helmsderfer

KEILSON CO.

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

Phone: JUdson 2-1797

President.....Meyer Keilson
Sec'y.-Treas.....P. Keilson
Scripts & Commercials.....Janet Sternberg
Production Mgr.....Phyllis Pion

KELLER-CRESCENT CO.

22-26 Riverside Ave., Evansville 8, Ind.

Phone: HARRison 5-5146

ABP—APA

President.....Ervin Weil
Radio-TV Dir.....G. L. Freeman
Accounts: Mid-West Savings & Loan Assn., Peoples Savings Bank, Radio Station WGBF, United Enterprises, all of Evansville, Ind.

DON KEMPER COMPANY, INC.

850 S. Patterson Blvd., Dayton 2, Ohio

Phone: BAldwin 3-6216

AAAA—ABP—ANPA

President.....Don H. Kemper
Vice President.....James D. Parker
Media Director.....Cindy Hamberg
Creative Director.....Betty McGonigle
Art Director.....John H. Bach
Production Manager.....Carl Deibel
Marketing Director.....Howard Korman
Research Director...Mary Alice Whittington

Branch Offices

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

Phone: SUperior 7-6746

Board Chairman.....Clyde M. Joice
President.....Don H. Kemper
Vice President.....Robert A. Hilton
Media Director.....Kathrine Faleide

350 Fifth Ave., New York 1, N. Y.

Phone: LAckawanna 4-7730

ADVERTISING AGENCIES

President.....Don H. Kemper
 Media, Radio-TV Dir.....Adna Karns
Radio Accounts: Hasbrook Construction Co., Inc., Arlington Heights, Ill.; Tylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Spring Hill Nurseries (Nursery Prod.), Tipp City, O.; Vaughan's Seed Co., Chi. & N. Y. C.

TV Accounts: Tylon Products Corp. (Cosmetics, Bath Oils, Bubble Bath, Dog Shampoo), Chicago, Ill.; Planters Nut & Chocolate Co., Wilkes-Barre, Pa.; Vaughan's Seed Co., Chi. & N.Y.C.; Spring Hill Nurseries, Tipp City, O.

KENNEDY-HANNAFORD, INC.

1322 Webster St., Oakland 12, Calif.
 Phone: TEmplebar 6-2582

ABP

President.....Helen A. Kennedy
 V.P.....Peter D. Hannaford
 Director.....Mary H. Falls
Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co. (Income Property); Golden West Savings & Loan Assn.; Griffin Crafts Supplies (Crafts & Hobbies), all Oakland, Calif.; Chamber of Commerce (Community Development) Berkeley, Calif.; Wallpapers, Inc., Seattle, Wash.

TV Account: Golden West Savings & Loan, Oakland, Cal.

KENYON & ECKHARDT, INC.

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

Phone: YUkon 6-9000

AAAA-ABP-ANPA-PPA-ABC

NOAB-APA

President.....William B. Lewis
 Chrmn. of Bd.....Edwin Cox
 Exec. V.P.....David C. Stewart
 Sr. V.P. Acct. Mgt.....Don Miller
 Sr. V.P. Acc. Mgt.....Anderson Hewitt
 Sr. V.P. Creative Services...Barrett Brady
 Vice Presidents.....Garth Montgomery,
 E. W. Newsom, William Green, Donald
 Maggini, Douglas Coyle, George Oswald,
 Norman Bertels, Robert Barker, William
 King, Budd Hemmick, William Rienecke,
 Frederic Flanagan, Sidney Silleck, Donald
 M. Smith, Jr., Joseph Lieb, John Soughan,
 Douglas Keys, William Weber, Robert
 Shirey, Stephens Dietz, Clinton Wheeler,
 Jr., Kevin Kennedy, L. Dickson Griffith,
 Samuel Alter, Edward Mante, Gerald Link,
 Lester Swenson, Robert Young, Alvin N.
 Sarasohn, Don O'Leary, J. Clarke Matti-
 more, W. Denning Harvey, James A. Dear-
 born, Bud Sherak, F. J. Hennessy, Alfred
 Tennyson, Howard Wilson, Philip Kenney,
 Robert Pasch, A. Combrinck-Graham, John
 Keeshan, William Martin, Louis Nicholas,
 Richard O'Reilly, Jack Peterson, C. Stuart
 Siebert, E. B. Feree, Richard McS. Kelly,
 Elsworth L. Timberman, Andrew J.
 Shepard.

Financial V.P., Dir. Corp.

Serv.....F. J. Hennessy

V.P., Art Dir.....Gerald Link
 V.P., Media Dir.....Joseph P. Braun
 V.P., Dir. of Radio-TV.....J. S. Bealle
 Sr. V.P., Mktg. Services.....G. Maxwell Ule
 V.P., Chg. Comm. Prod....John W. Murphy

Branch Offices

645 Griswold St., Detroit 26, Mich.

Phone: Woodward 5-0300

Mgr., Vice Pres.....G. T. C. Fry

620 Market St., San Francisco

Phone: EXbrook 7-0900

Mgr., Vice Pres.....Sydney G. Walton

321 Bloor St., E., Toronto, Ont.

Phone: WALnut 4-9531

President.....W. B. Lewis

550 Sherbrooke W., Mont., Que.

Phone: VICTor 2-2534

Vice-Pres.....George B. Macgillivray

Mgr., Vice Pres.....George B. Macgillivray

(Mont., Tor.)

Kenyon & Eckhardt De Mexico, S. A.

Avenida Insurgentes Sur

102 Mexico, D. F.

Phone: 11-81-73

Mgr.....Burt S. Avedon

Washington Bldg., 15th & N. Y. Ave.,

Washington 5, D. C.

Phone: STerling 3-1191

Equitable Bldg., Hollywood 28, Calif.

Phone: HO 3-2101

V.P., Mgr.....Bruce L. Altman

795 Peachtree St. N. E., Atlanta 3, Ga.

Phone: TRinity 5-7761

334 Boylston St., Boston, Mass.

Phone: COpley 7-8550

V.P., Mgr.....Frank S. Christian

V.P., Mgr.....John Shannon

221 N. LaSalle St., Chicago, Ill.

FIancial 6-4020

V.P., Mgr.....John L. Balwin

Radio Accounts: Ford Motor Co. (Institutional), Dearborn, Mich.; Chase Manhattan Bank; Radio Corp. of America (RCA Institutional Advertising); Pepsi Cola; Lever Brothers (Spry, Praise); National Biscuit Co. 100% Bran, Shredded Wheat, Pal Dog Foods); Lincoln-Mercury Dealer Associations (Mercury Car); Harold F. Ritchie Co.; Quaker State (Motor Oils, Lubricants).

TV Accounts: Same as above with the exception of Quaker State; Chase Bank.

Estimated Radio Billings: \$7,300,000

Estimated TV Billings: \$30,000,000.

J. M. KESSLINGER & ASSOCIATES

37 Saybrook Place, Newark 2, N. J.

Phone: MArket 3-0007

ANPA-APA-NBP

Owner, Pres.....J. M. Kesslinger

Media Director.....H. C. R. Kesslinger

Research Director.....Mitchell Krauss

Account Executives.....Joseph M. Dietz,

Morton Howard Roth, Paul Weisman

Radio Accounts: Guardian Life Insurance

Co., New York City; O. E. Linck Co. (Agricultural Prods.) Clifton, N. J.; Quicke

Products, Inc. (Hand Cleaner) Yonkers, N.Y.

KETCHUM, MacLEOD & GROVE, INC.

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

PresidentGeorge Ketchum
Exec. V.P., Administration...W. S. Redpath
V.P., Chmn. Oper. Comm.....Emil Hofsoos
V.P., P. R. Dir.....Howard B. Anderson
V.P.'s.....Robert C. Alberts,
Robert M. Brown
Vice Pres., Secy.....William R. Parker
V.P., Creative Dir.....W. E. Pensyl
Treasurer.....B. B. Jones
Exec. V.P., Service.....E. T. Parrack
V.P., Radio & TV Dir...Edgar J. Donaldson
Feature Film Buyer.....Donald L. Fox
Radio-TV Acct. Asst.....Kim B. Rotzoll
Radio-TV Time Buyer....F. C. McCormack

Branch Offices

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

V.P., Mgr.....Marshall Clark
1000 Conn. Ave. N.W., Washington, D. C.
Phone: STerling 3-6554

Manager.....J. William McIlhenny
Radio Accounts: Braun Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Aluminum Co. of America, Pittsburgh Brewing Co., Thorofare Markets, Inc., Westinghouse Broadcasting Co., all Pittsburgh, Pa.; Peoples 1st Nat. Bank & Trust Co.; Ohio Fuel Gas Co.; Calgon, Inc. (Water Conditioner); Fidelity Trust Co., Pittsburgh; Pittsburgh Provision & Packing Co. (Meat Products); Pittsburgh Brewing Co. (Beer); Ohio Fuel Gas Co. (Gas & Appliances); Reymer's (Candy, Soft Drink); Air Transport Assn. (Travel, Shipping).

Television Accounts: Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Hope Natural Gas Co.; United Fuel Gas Co.; Westinghouse Bcstg. Co.; Peoples Natural Gas Co. (Gas & Appliances); Rieck Dairy Co. (Milk, Milk Prod.); Pittsburgh Provision & Packing Co. (Meat Prod.) all of Pittsburgh; Pittsburgh Brewing Co. (Beer); Pittsburgh Plate Glass Co. (Corporate); Reymer's (Candy, Soft Drink).

ADAMS & KEYES

3 E. 54th St., New York, N. Y.
Phone: PLaza 1-5630
AAAA—ABP—ANPA—ABC

President.....Stanley J. Keyes, Jr.
Vice-Pres.-Art Director...Alfred A. Anthony
Treas.Charles W. Schiess

Acct. Executives...Marshall Murphy, Sydney Huntley, John Lawton, Daniel G. Mac-Millan
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.

KEYES, MADDEN & JONES, INC.

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

Chrmn. of Bd.....Freeman Keyes
President.....Howard A. Jones
Exec. Vice Pres....Harry B. Goldsmith, Jr.
Sr. Vice President.....Lee J. Marshall
V.P., Mktg. & Mdsq.....Fred Willson
V.P., Radio-TV.....Russell B. Young
V.P., Research, Media
Dir.....Dr. Jaye S. Niefeld
V.P., Art (N. Y.).....Charles Chappell
V.P.'sWm. L. Lavicka,
Geo. E. Filipetti, Pierre F. Marshall, Dale G. Mehrhoff

Comptroller.....Richard R. Davis
Time Buyers...Merle Myers, Virginia Russett
Branch Offices

4 W. 58th St., New York 19, N. Y.
Phone: PLaza 5-1900

Sr. V.P., Gen. Mgr.David H. Halpern
121 Monument Circle, Indianapolis 9, Ind.
MElrose 5-1361

ManagerPaul Richie
1680 Vine St., Hollywood 28, Calif.
Phone: HOLlywood 9-3974

ManagerTalcott Jones
Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup & Pabasone), Fort Wayne, Ind.; Bond Clothes, New York; Florist's Tel. Delivery Assn., Inc. & Interflora, Inc., Detroit; Congoleum-Nairn Inc., Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.

TV Accounts: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.; Bond Clothes, New York; Francis Pope & Sons, Chicago; Florists' Tel. Delivery Assn., & Interflora, Detroit; Congoleum-Nairn, Kearny, N. J.; LoomWeve Corp. (Congoleum-Nairn Div.), Lawrence, Mass.

ADVERTISING AGENCIES

Estimated Radio Billings: \$600,000.
Estimated TV Billings: \$7,200,000.

LEW KING, VEHON & WOLF

1426 North 1st St., Phoenix, Arizona
Phone: ALpine 4-5548

President.....Lew King
V.P., Treas.....S. E. Vehon
Radio-TV Dir., Copy Ch.....Jack Beveridge
Time Buyer, Acct. Exec.....James Silvius
Radio Accounts: Paul McCoy's Despatch (Laundry & Dry Cng.); Piggly-Wiggly Supermkt.; Dooley's Bldg. Materials (Block Wall, Redwood Fences) all of Phoenix, Ariz.; Stauffer Home Plan; Clover Club Foods; both Statewide.
TV Accounts: Shamrock Dairy; Lucky Boy Foods Co. (Restaurants); Trimmer Beverages; Piggly-Wiggly Supermkt.; all of Phoenix, Ariz.; Rimrock Development Corp. (Lake Montezuma Devel.); Stauffer Home Plan; Atomic Industries (Toys); all Statewide; Woudenberg Pontiac, Phoenix & Mesa, Ariz.

KIRCHER, HELTON & COLLETT

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

Pres., Creative Dir.....Ralf C. Kircher
Senior V.P.....James M. Hadley
V.P.'s.....Norman Van Zant,
Jack J. Westerman
Exec. V.P.....Watson B. Metcalf
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....T. Gerald Moon
Secretary.....R. L. Mills
Asst. Treas.....George E. Nunn
Media Dir.....John J. Manning
Radio & TV Dir.....Donald R. Lyons
Radio Accounts: Gem City Savings Assn., The Rike-Kumler Co. (Department Store), Lowe Brothers Paint Store, Good Housekeeping Shop, all Dayton, Ohio; F. N. Johnson Co. (Food Dist.), Biltmore Hotel, Lowe Bros. Co. (Paints), Gem City Ice Cream.
TV Accounts: Gem City Savings Assn., The Rike-Kumler Co., Good Housekeeping Shop, Gem City Ice Cream Co., WHIO-TV, Biltmore Hotel, F. N. Johnson Co., all Dayton, Ohio.
Estimated Radio & TV Billings: \$105,000.

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.
Phone: JACKson 4-3682

APA-SNPA-ANPA-NBP-NOAB
Partners.....J. A. Kirkland,
Frank W. White, James B. Schell
Production Manager.....T. J. Majors
Copy Chief.....Janet Foster
Accounts: Radio Station WSB, Atlanta, Ga.

PHILIP KLEIN ADV., INC.

Penn Sq. Bldg., City Hall Sq., Phila. 7, Pa.
Phone: RI 6-7070

ANPA-ABP
Chairman.....Philip Klein

President.....Morton A. Koshland
Sec'y, Treas.....Herbert Ringold
TV Time Buyer.....Paul Philips
Art Director.....Burton I. Greenspan
Copy Chief.....Milton Feldman
Media Director.....Barbara N. Moore
Publicity Director.....Henry Klein
Acct. Executives.....Herbert Ringold,
Harold Gilbert.

Radio-TV Accounts: Buten's Paint Stores; Lit Bros. (Dept. Store); Snellenburgs (Dept. Store) all Phila., Pa.; Wilbert's Wax Co. (Waxes); Fresh Pine (Household Cleaner) both N. Y. C.; Wearever Pen Co. (Pens, Pencils) N. Bergen, N. J.; Esther Williams Swimming Pools, Ephrata, Pa.

Radio Accounts: Admiral Travel Service; Frankford Groc. Co.; Geo. Gorson Chrysler-Plymouth; Industrial Trust Co. (Bank); Quaker Moving, Storage Co.; Yellow Trading Stamp Co.; The Music Fairs (Theatres-in-the-Round); Drain-Flo (Plumbing Aid); Neo-Ped (Foot Aid) all of Phila., Pa.; Twin-Kiss, Inc. (Refreshment Drive-Ins) Ephrata, Pa.

Television Account: Sun Ray Drug Co. (Drug Chain) Phila, Pa.

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.
Phone: FR 7-1646
ABP-ANPA-APA-SNPA

Pres., Treas.....Walter J. Klein
Radio-TV Dir.....Alan Burke
Prom. Dir.....Charles L. Moss
Creative Dir.....Tad Shell
Prod. Mgr.....Francis Jetton
Media Dir.....Bobbie Roberts
Photography Dir.....W. Lineberger
Acct. Execs....Charles L. Moss, Guy Zwahlen,
Alan Burke, Roy Thomas, Dave Anderson
Branch Offices
17 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 2-3877
Mgr.....Charles J. Basch III
602 W. Morgan St., Raleigh, N. C.
Phone: TEmpLe 4-2379
Manager.....A. M. Hughey

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.
MURray Hill 2-6600
ABP-ANPA-APA-NOAB-NBP

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

KRUPNICK & ASSOCIATES, INC.

508 North Grand Ave., St. Louis 3, Mo.
Phone: JEFFerson 3-1723
ABP-ANPA-APA

President.....Sam Krupnick
Exec. V.P.....Tom Connelly
V. P., Creative Dir....Raymond Armbruster
Vice Pres.....A. Harvey Brown

ADVERTISING AGENCIES

Secretary-Treasurer Edgar Kluge
 Admin. V.P. Edward A. Cavanagh
 Prod. Mgr. Glenn A. Adair
 Media Mgr. Fred Wuellner

KUDNER AGENCY, INC.

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

Phone: MU 8-6700

ABP—ANPA—APA—NBP—AAAA

ABC—NOAB

President C. M. Rohrbaugh
 Exec. V.P., Treas. Charles R. Hook, Jr.
 V.P., Exec. Art Dir. Robert W. Bode
 V.P.'s, Copy Chiefs. Donald S. Gibbs,
 Robert M. Haig
 Vice Presidents. William A. McDonough,
 James F. Black, Andrew Diddell, Roger S.
 Harrison
 Secy., Asst. Treas. Carl Phares, Jr.
 Radio-TV Dir. Stuart Ludlum
 Production Mgr. William J. Diehl
 Media Dir. Hugh Johnson
 Mktg., Research Dir. Gerald Pickman

Branch Offices

New Center Bldg., Detroit, Mich.

Phone: Trinity 5-5315

Exec. Rep. John H. Sheldon
 Sheraton Bldg., 711 14th St.
 N. W. Washington 5, D. C.
 Phone: National 8-5506

Exec-in-Charge. Mrs. Ida Getty
TV Accounts: General Motors Corp.; The
 Goodyear Tire & Rubber Co., Inc.; Frigidaire
 Div., Dayton, Ohio.

KUFF & FELDSTEIN

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

Phone: TUXedo 9-1485

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

KUTTNER & KUTTNER, INC.

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

Phone: Superior 7-7940

ANPA

President Harold E. Kuttner
 Vice Pres. F. S. Kuttner
 Exec. V.P., Sec., Treas. C. D. Kuttner
 V.P., Media Dir. S. C. Kuttner
 Vice Pres. S. S. Korshak
 Copy Chief. Martin Maller
 Art Directors. Forest Lightle, Jane Smith
Radio Accounts: American Community
 Bldrs. (Home Builders) Park Forest, Ill.;
 Kimball Hill (Home Builders) Rolling
 Meadows, Ill.; Gottfried Motors (Chrysler-
 Plymouth Dealer) Chicago; Shoppers World
 (Discount Dept. Store) Chicago; Fidelity

Builders (Home Builders) Arlington Heights,
 Ill.; Ironite (Distributor) Chicago.

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

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.

Phone: JACKson 5-1571

ANPA—ABP

President Avron Spiro
 Secy-Treas. M. M. Shurman
 Radio-TV Time Buyers. Mrs. L. Simmons,
 Martin Hollinger
 Production Manager. Mrs. M. Ross
 Publicity Director. Al R. Capley
 Art Director. Leonard Crook
 Dir. Creative Work. Jane Zussman
 Acct. Executives. David Davidson,
 Mrs. L. Cunningham, Courtney Shurman,
 Avron Spiro, Jr.
Radio Accounts: Plough Inc.; Kelley-
 Clarke Co. (Canned Salmon), Seattle; Union
 Planters National Bank, Memphis; Pantaze
 Drug Stores, Memphis.

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

LAMBERT & FEASLEY, INC.

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

Phone: MURray Hill 8-6464

ANPA

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 V.P., Gen. Mgr. J. L. Johnston, Jr.
 V.P.'s, Account Supvrs. Merrell E. Boyce,
 G. Douglas Morris, John A. Waite
 V.P.'s. Gerald Blake II, Richard S.
 Bridgman, Frank Gangemi, G. Douglas
 Morris, Roy F. Segur, John A. Waite
 Treasurer. A. J. Mahoney
 V.P., Marketing Dir. J. J. Flood
 Copy Chiefs, V.P.'s. Richard S. Bridgman,
 John F. McKay

Art Dirs. Park Berry, A. C. Derrick,
 E. Engler, W. R. Peters, Richard Johnson
 V.P. Chg. Radio-TV. John Bates
 Media Director. William B. Hinman
 Supvr., Traffic Prod. Edmund A. Zito
Radio-TV Accounts: Phillips Petroleum
 Co. (Phillips 66 Gasoline, Motor Oil) Bartles-
 ville, Okla.; Richard Hudnut (Hair Prod-
 ucts) N. Y. C.; Family Products Div.,
 Warner-Lambert Phar. Co. (Listerine Anti-
 septic) Morris Plains, N. J.

LANDI, ERBERTO, ADV. CO.

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

Phone: JUdson 6-0588

Owner Erberto Landi
 Media Dir. Rose Peters Gatto
Radio Accounts: Aiello Dairy Farms Co.
 (Italian Dairy Products) Brooklyn, N. Y.;
 Alba Drug Products (Vitamin Capsules)
 New York City; Geo. A. Hormel & Co.
 (Meat Products-Italian Field) Austin, Minn.;
 Ferrara Conf. Co. (Italian Candy & Pastries)
 New York City; Etna Importing Co. (Ciclopi
 Wine) Bronx, N. Y.; Corona Products (Cof-
 fee) South Ozone Park, N. Y.; Tolibia

ADVERTISING AGENCIES

Cheese Corp., Fond-du-lac, Wis.; Acqualina Mfg. Co. (Washing Liquids, Bleach, Starch, Blue) Brooklyn, N. Y.; Fontana Hollywood Corp. (Wines) New York, N. Y.; Italian Drug Imp. Co., New York, N. Y.; Istituto Farmacoterapico Italiano, Rome, Italy.

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

LANDO ADVERTISING AGENCY, INC.

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

President.....Robert N. Lando
Sr. V.P.....Joseph C. Gusky
Radio Time Buyer.....H. L. Rothchild
Accounts: Sealy Mattress Co., Tri-State Area; Radio Station WCAE & TV Station WTAE, both Pittsburgh.

PHILIP J. LANE ADVERTISING

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

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

LANG, FISHER & STASHOWER, INC.

1010 Euclid Bldg., Cleveland 15, O.
Phone: PProspect 1-0300
ABP—ANPA

President.....H. Jack Lang
V.P.—Treasurer.....Fred P. Stashower
Vice-Pres. & Sec.....Alvin B. Fisher
Vice President.....Martin J. Cohn
Prod. Mgr.....George H. DeWitt
Prod. Mgr., Radio-TV.....Edward T. Noll
Chief Time Buyer.....Garry C. McKelvey
Dir. Client Develop.....David Baylor

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

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

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

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

ANPA—AAAA—NBP—APA—NOAB—ABP
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Ch. of Board.....James D. Webb

President.....F. Kenneth Beirn
V.P., Copy, Art.....D. M. Marshman
V.P. Copy.....Crane Haussamen
V.P. Art.....Folke Lidbeck
V.P. Radio-TV.....Tom Lewis
Vice President.....John Goodwillie
Secy. Media Dir.....C. R. LaRoche
Mgr. TV Prodn.....Jay Bottomley
Mgr. Timebuying.....Humboldt Greig
Prod. Mgr.....John Albanese
Time Buyer.....Charles Eaton

Branch Office

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

Vice Pres.....Arthur White
Radio Accounts: Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; Lovell & Covel Co. (Candy Cupboard Chocolates), Cambridge, Mass.; New England Confectionery Co. (Necco Candies), Cambridge, Mass.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; United States Tobacco Co., New York.
TV Accounts: Bekins Van & Storage Co., Los Angeles; Walt Disney Productions, Burbank, Calif.; Disneyland, Inc., Anaheim, Calif.; North American Philips Co., Inc. (Norelco Electric Shavers), New York; Revlon, Inc., New York; Warner Bros. Co. (Foundation Garments, etc.), Bridgeport, Conn.

Estimated Radio Billings: \$300,000.

Estimated TV Billings: \$5,000,000.

LAVIDGE & DAVIS, INC.

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

Partner, Acct. Supvr.....Arthur W. Lavidge
Radio-TV Dir.....Charles B. Davis
Accounts: Fidelity-Bankers Trust Co., Home Fed. Savings & Loan Assn., WBIR-TV, all of Knoxville, Tenn.

LEECH ADVERTISING CO.

615 Hanna Bldg., Cleveland 15, Ohio
Phone: TOWER 1-2065

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

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: LOcust 8-5600
ANPA—APA—NOAB

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Space Buyer.....E. V. Righter
V.P.'s.....Paul Brown,
Hugh Genske, James C. Gibson
Media Dir.....G. C. DeField
Prod. Mgr.....J. H. Hennessy

Branch Offices

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

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts
Radio Accounts: Phila. Electric Co. (Light

ADVERTISING AGENCIES

& Power), Crawford Clothes, Inc., Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

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

LENNEN & NEWELL, INC.

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

Phone: MURray Hill 2-5400

ANPA—APA—NBP—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
V.P., Secy.-Treas.....John D. Speirs
Sr. V.P., Creative Contact...Guild Copeland
Sr. V.P.'s & Mgmt. Acct. Supvrs..C. L. Smith,
Walter M. Swertfager, Thos. H. Lane, Jack-
son Taylor, Gordon Cates, Henry W. Lowe,
John Schneider, Phillip P. Hoffman, David
N. Laux, L. E. Miller, Wm. F. Mueller,
Wm. Dasheff, Elkin Kaufman, Jack Tar-
cher, Wm. Ziegfeld.

V.P.'s, Mgmt. Acct. Supvrs...Frank Cambria,
Edw. C. Simons, Parmelee Lyman, Fred
Keith.

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

Research.....Christopher A. Sante
V.P., Radio-TV Business
Mgr.....Francis C. Barton

Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.
V.P., Mgmt. Acct. Supvr....Fred R. Keith
Vice President.....Elizabeth M. Williams
248 Battery St., San Francisco, Calif.
Sr. V.P., Mgr. W. Coast

Oper.....Marshall J. Weigel
Vice President.....Robert G. Williams
Radio Accounts: American Airlines, Inc.;
Gunther Brewing Co., Baltimore; P. Loril-
lard Co., Inc., New York; McCormick & Co.,
Inc.; Baltimore; Stokely-Van Camp, Inc.,
Indianapolis, Circle Line; Eastco; Para-
mount Picture Corp.; Reynolds Metals Co.;
United Air Craft Corp.

TV Accounts: American Gas Assn., Inc.,
New York; Armstrong Rubber Co., West
Haven, Conn.; Colgate-Palmolive Co., all
New York; Gunther Brewing Co., Baltimore;
P. Lorillard Co., Inc., New York; Stokely-
Van Camp, Inc., Indianapolis; Am-Par
Record Corp.; Borden Co.; Consolidated
Cigar Corp.; Corn Products Co.; Eastco;
McCormick & Co.; Paramount Pictures
Corp.; Reynolds Metals Co.; United Aircraft
Corp.; American Broadcasting-Paramount
Theatres Inc.

LESCARBOURA ADVERTISING, INC.

County Trust Bldg., Ossining, N. Y.

Phone: WILson 1-1443

Pres.....Austin C. Lescarbours
V.P., Treas.....Stanley A. Lescarbours
Secretary.....Fred P. Donati
Art Director.....John Berryman
Prod. Mgr.....Winifred Phillips

Publicity Dir.....Frances Howe

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

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

LEWIS, HORENSTEIN & FIELDS

15 Deer Park Ave., Babylon, L. I., N. Y.

Phone: MOhawk 9-8348

APA

Co-Owner, Radio-TV Dir....Joe Horenstein

Co-Owner, Media Dir.....Bertine Fields

Accounts: Booth Chevrolet, Babylon, L. I.,
N. Y.; Leonard Electric Prod., Brooklyn,
N. Y.; Radio Station WBAB, Babylon, L. I.,
N. Y.

LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.

Phone: JA 4-8032

AAAA—ABC—ANPA—ABP—AFA

Chairman.....C. K. Liller

President.....William W. Neal

Sr. Vice Pres.....James L. Battle

V.P.'s.....Howard G. Axelberg,
John K. Otley Jr., E. Clay Scofield

V.P., Prod.....Sam W. Longino

Secy.-Treas.....Oscar S. Lewis

Public Rel. Dir.....Richard E. Hodges, Jr.

Media Dir.....Patricia Tabberer

Branch Offices

8 N. Eighth St., Richmond 19, Va.

Phone: MILton 4-3065

V.P., Mgr.....Dan W. Lindsey, Jr.

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

Phone: PLaza 9-6120

Manager.....Helen Gordon

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

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

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

LIVINGSTON & ASSOCIATES

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

Phone: WHitehall 3-1755

President.....Fred Livingston

Vice President.....Paul Faltysek

ADVERTISING AGENCIES

Account Executives William J. O'Brien,
John Drieske
Mgr. Mechanical Dept. John Brecklin

W. E. LONG CO.

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

President C. Frank Summy, Jr.
Vice Pres. Jodean P. Cash
Gen. Mgr. E. E. Hanson
Dir. Operations Frank B. Leonard
Radio-TV Dir. David R. Hayes
Asst. Radio-TV Dir. John Pesich
Secy.-Treas. William F. Cotton
Media, Research Dir. Russell A. Gilbertz
Art Director Hall E. Beem

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Mrs. Boehme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Cotton Bros. Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; McGough Bakeries Corp., Birmingham, Ala.; Silver Loaf Baking Co., Spokane, Wash.; Franco-Superior Baking Co., San Diego, Calif.; Old Homestead Baking Co., Denver, Colo.; Star Baking Co., Colorado Springs, Colo.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada.

TV Accounts: McGough Bakeries Corp., Birmingham; Fuchs Baking Co., So. Miami, Fla.; Amrheins Bakery, Springfield, Ill.; Ben's Ltd. (Bakery Products) Halifax, N. S., Canada; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Franco-Superior Baking Co., San Diego, Cal.; Holsum Bakery Co., Ft. Wayne, Ind.; Old Homestead, Denver, Colo.; Phoenix Bakery, Phoenix, Ariz.

Estimated Radio Billings: \$150,000.
Estimated TV Billings: \$350,000.

LOWE & STEVENS

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

Partners Robert C. Lowe, Jr., John H. Stevens
Vice President Jules Clyde Gerding
Art Director J. D. Hawkins
Production Mgr. O. L. Shelley
Media Director Audrey Jones

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

TV Accounts: Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; White Provision Co.; Georgia Power Co. (Appliances); Rob-

inson Syrup Co. (Flap Jack Syrup), Cairo, Ga.

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

LUCKOFF & WAYBURN, INC.

320 W. Lafayette Blvd., Detroit 26, Mich.
Phone: Woodward 2-0707
ABP—ANPA—APA—NBP

President, Treas. Louis H. Luckoff
Exec. V.P. Leon S. Wayburn
Secy., Gen. Mgr. Robert Goldfarb
Time Buyer Edward Allen
Media Dir. Edith Rose
Prod. Mgr. Curt Schever

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

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

EARLE LUDGIN & CO.

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

Chairman, Treas. Earle Ludgin
President Vincent R. Bliss
Exec. V.P., Creative Dir. John H. Willmarth
V.P.'s, Acct. Execs. George Rink,
Ralph Whiting.

V.P., Copy Dir. J. E. Chapman
Secy., Prod. Mgr. Edward Earnstein
V.P., Research Dir. William Robinson
V.P., Radio-TV Dir. Jane Daly
Head Time Buyer Ruth Babick

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.
TV Accounts: The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

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

Owner, Acct. Exec. S. C. B. Lynn
Creative Dir. Donald A. Smith
Radio-TV & Media

Dir., Time Buyer W. P. McLaughlin
Copy Chief, Acct. Exec. John L. Lewis
Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa
Phone: EMpire 4-2451
AAAA—ABP—ANPA
President, Treas. W. D. Lyon

ADVERTISING AGENCIES

Vice Pres., Secy.....R. B. Creswell
 Research, Media Dir.....Robert Ames
 Acct. Execs.....R. P. Zirbel, R. H. Schubert,
 Don Carlos

Radio-TV Time Buyer.....Eileen Burns
 Radio-TV Director.....Robert Colburn
 Prod. Mgr.....J. A. Rasley, Jr.
 Copy Chief.....John E. Fisher

Radio Accounts: Ames Incross (Hybrid Chicks), Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies), Dubuque, Iowa; First National Bank Sioux City, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; Rockford Brick & Tile Co., Rockton, Iowa; Kay Dee Feed Co. (Farm Feeds) Le Mars, Iowa; Wells Blue Bunny Co. (Dairy) LeMars; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Better Homes & Gardens Circulation Co. (Magazine) Des Moines; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Johnson Gas Appliance Co. (Farm Machinery) Cedar Rapids, Iowa; E. Iowa Co-operative (Dairy Coop) Cedar Rapids, Iowa; Nat'l-Council Oaks (Wholesale Grocery Distributor) Sioux City, Iowa; Speedy Mfg. Co. (Farm Machinery) Oelwein, Iowa; Roosevelt Hotel, Cedar Rapids, Iowa.

TV Accounts: Cownie-Williges (Furriers), Sioux City, Iowa; First National Bank, Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Wells Blue Bunny (Dairy), LeMars, Iowa; Whink Products (Household Products; Cleansers, Rust Removers, etc.) Eldora, Iowa; Ames InCross (Hybrid Chicks); Better Homes & Gardens Circulation Co. (Magazine); Iowa Dairy Industry Commission, all of Des Moines, Iowa; Waterloo Tire Co. (Reconditioned Tires) Waterloo, Iowa; Central State Bank, Muscatine, Iowa; Miller-Kidder Chevrolet (Cars) Sioux City, Ia.; Crescent Electric Supply (GE Distributor) Dubuque, Ia.; Johnson Gas Appliance Co. (Farm Machinery); E. Ia. Coop. (Dairy Coop) both Cedar Rapids, Ia.; Nat'l. Council (Wholesale Groc. Distrib.) Sioux City, Ia.; Speedy Mfg. Co. (Farm Machinery) Oelwein, Ia.; Roosevelt Hotel, Cedar Rapids, Ia.; Kay Dee Feeds (Farm Feeds) LeMars, Ia.; Turner Mortuary, Cedar Rapids, Ia.; Lundell Mfg. (Farm Mach.) Cherokee, Ia.; Lectron Co. (Vaporizers) Boone, Ia.

MacFARLAND, AVEYARD & CO.

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

ChairmanHays McFarland
 President.....A. E. Aveyard
 SecretaryBeryl Knobbe
 TreasurerJ. Terry
 Exec. V.P., Gen. Mgr.....Walter C. Power
 V.P.....Norman A. Fox
 Vice-Presidents.....David W. Stotter,
 Robert Bullen, Robert Byars
 V.P., Art Dir.....Rom. Z. Rigotti

Radio-TV Time Buyer.....Dolores Starr
 Media Director.....A. S. Trude, Jr.
 V.P., Radio-TV Dir.....James C. Shelby
 V.P., Prod. Mgr.....W. E. Christopher

Radio Accounts: Stewart-Warner Corp., Alemite Div. (Automotive Prod.) Chicago, Ill.; Drewrys Ltd., U. S. A., Inc. (Beer, Ale); Zenith Radio Corp. (Hearing Aids), Chicago; Martin-Senour Co. (Paint) Chicago; Carl Buddig & Co. (Smoked Sliced Beef) Chicago; Tar Gard Lab. (Cigaret Holder) Chicago.

TV Accounts: Drewrys Ltd., U. S. A., Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division (Automotive Prod.) Chicago, Ill.; Martin-Senour Paints, Chicago; Zenith Radio Corp., Hearing Aid Div., Chicago; Amana Refrigeration (Refrigerators, Freezers, Air Conditioners) Amana, Ia.; Carl Buddig & Co. (Smoked Sliced Beef) Chicago.

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario
 Phone: EMpire 4-0321

President.....E. V. Rechnitzer
 V.P., Gen. Mgr.....C. E. Brown
 V.P.'s, Directors.....F. P. Gill,
 Scott Stockwell, G. G. Sinclair, W. G.
 Graham, F. H. Horler.

Treas. & Dir.....M. D. MacMahon
 Mgr. Media.....D. C. Linton
 Mgr. Creative....R.W. Pethick, G. M. Elliott
 Prod. Mgr.....H. Tamplar
 Mgr. Radio-TV.....F. Hugh Horler
 Time Buyer.....Mary Moran

Branch Offices

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

Vice Pres.C. J. Chandler
 911 Electric Railway Chambers
 Winnipeg, Manitoba
 Phone: WHitehall 2-6321

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

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

Manager.....J. R. Robb
Radio & TV Accounts: Aluminum Goods Ltd., Canada Dry Limited, Canadian General Electric Co., General Motors of Canada, H. J. Heinz Co. of Canada, Ltd., Home Oil Distributors, Imperial Oil Ltd., Javex Co., Ltd., The Arborite Company, Limited, Lever Brothers Ltd., W. H. Malkin & Co., Ltd., Mutual Life Assurance Co. of Canada, Standard Brands Ltd., Zero Manufacturing Co., Ltd., Dominion Stores Ltd., The Glidden Paint Co. Ltd., KLM Royal Dutch Airlines; Molson's Brewery (Ontario); Harold F. Ritchie & Co. Ltd., Kiwi Polish Company (Canada) Ltd., Massey-Ferguson Ltd.; Wm. Neilson Ltd.; Toronto Daily Star; Tuckett Tobacco Co. Ltd.; F. W. Woolworth Co. Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.
 Phone: MIDwest 6-1000
 ANPA—AAAA—ABC

ADVERTISING AGENCIES

President.....Ernest A. Jones
 V.P., Secy., Treas.....Leo A. Hillebrand
 Asst. to Pres., Adm. V.P....Darrell C. Roberts
 Exec. V. P.....Charles F. Adams
 Senior V.P.'s.....John R. MacManus,
 Hovey Hagerman, Paul Newman
 V.P. Mktg., Research.....Robt. E. Britton
 Vice President.....James H. Graham
 V.P., Prod. Mgr.....Kenneth H. MacQueen
 V.P., Public Rel.....Frank T. Skinner
 V.P. Commercial Prod....Wm. B. Bachman
 V.P. Consumer Prod.....Robert L. Garrison
 Radio-TV Time Buyer.....C. N. Campbell

Branch Office

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

Phone: PLaza 9-5600

Vice Pres., Mgr.....Henry G. Fownes, Jr.
 Media Director.....Henry Halpern
 V.P., Radio-TV Dir.....Mark Lawrence
 Sr. Vice President.....Vincent F. Aiello
 6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-6130

V.P., Manager.....Ralph Yambert
 MacManus, John & Adams, of Canada, Ltd.
 600 University Ave., Toronto 2, Ont.

Phone: EMpire 2-1366

V.P., Manager.....Leslie S. McMahon
Radio Accounts: Pontiac Motor Division,
 Pontiac, Mich.; Cadillac Motor Division,
 Dearborn, Mich.; Dow Chemical Co., Mid-
 land, Mich.; Minnesota Mining & Mfg. Co.,
 St. Paul, Minn., Garrett & Co., Inc.; Good
 Humor Corp.; S. A. Schonbrunn & Co.;
 S. B. Thomas, Inc.; White Rock Corp., all of
 NYC; Squirt-Detroit Bottling Co.; S. S.
 Kresge Co.; Michigan Consolid. Gas Co., all
 Detroit.

TV Accounts: Pontiac Motor Div., Pontiac,
 Mich.; Dow Chemical Co., Midland, Mich.;
 Minnesota Mining & Mfg. Co., St. Paul, Minn.;
 Good Humor Corp., N.Y.C.; Squirt-Detroit
 Bottling Co.; Mich. Consolid. Gas; S. S.
 Kresge Co.; Thermo-Fax Sales, all of Detroit.

Estimated Radio Billings: \$100,000.

Estimated TV Billings: \$8,450,000.

MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.

Phone: ANdover 3-0022

ABP—ANPA

Owner.....Arthur M. Holland
 Account Executive.....H. A. Barkun,
 Max G. Holland
 Radio-TV Dept.....Edward Drucker,
 Bernard Berman, Fran Weiss
 Art Director.....Arthur Anderle
 Radio Time Buyer.....Maxine Ziv

Radio Accounts: Evans Fur Co.; Courtesy
 Motors; Mages Sports Stores; Hires Bottling
 Co.; Zip Bottling Co.; Sun-Times; Royal
 Lumber Co.; Roller Derby; Associated Hos-
 pital Service; Square Deal Plumbing Co.

TV Accounts: Courtesy Motors; Evans Fur
 Co.; The Fair Dept. Stores; Hires Bottling
 Co.; Vernor's Bottling Co.; Mages Sports
 Stores; Royal Lumber Co.; Coral Stone Con-
 struction Co.; Sun-Times.

J. GORDON MANCHESTER ADVERTISING, INC.

1726 Pennsylvania Ave., N.W.,

Washington 6, D. C.

Phone: ME 8-0060

President.....J. G. Manchester
 Vice President.....Richard P. Ebst
 Radio-TV Dir.....Richard T. Williams
 Media Dir.....Barbara Tork
 P. R. Dir.....Walter Compton
Radio Accounts: American Sta-Dri Co.
 (Paint), Brentwood, Md.; Safeway Stores,
 Inc. (Groceries), Washington, D. C.; Capitol
 Frito Co. (Fritos, Lay Potato Chips) Beth-
 esda, Md; Arthur Murray Studios (Dance
 Lessons) Washington, D.C.

TV Accounts: American Sta-Dri Co. (Ma-
 sonry Paint), Brentwood, Md.; Capitol Frito
 Co., (Fritos, Lay's Potato Chips) Bethesda,
 Md.; W. S. Pope & Sons, (Cheese. Cooner),
 Philadelphia, Pa.; Safeway Stores, Inc. (Gro-
 ceries), Washington, D.C.; Arthur Murray
 Studios (Dance Lessons) Washington, D.C.

ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.

Phone: PLaza 3-5924

ABP—ANPA—NBP

Pres. & Secy.....Robert M. Marks
 Media Dir.....M. J. Janos
 Art Dir.....Don Bearard
 Radio-TV Cons.....Sidney Walton
 Research Dir.....Werner Lob
 Pub. Cons.....Arthur Pine
Radio Accounts: Peerless Products Co.
 (Hair Preparations), Jersey City, N. J.;
 National Shirt Shops, Inc. (Men's Furnish-
 ings Chain), N. Y., N. Y.

TV Accounts: Swank, Inc., (Men's Jewelry
 and Accessories), N. Y., N. Y.

MARSCHALK & PRATT

Division of McCann-Erickson

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

Phone: OXford 7-4250

ABP—ANPA—ABC—AAAA

President.....S. L. Meulendyke
 Exec. Vice Pres.....Stuart D. Watson
 V.P., Gen. Mgr.....G. Lester Williams
 Vice Presidents.....Arthur J. Kemp, Roy
 Danish, Channing Barlow, Albert A. Som-
 mer, Charles A. Mittelstadt, Edward J.
 Whitehead.

V.P., Creative Dir.....Martin Koehring
 V.P., Mktg. Serv. Dir....William C. Munro
 V.P., Media Dir.....Eugene J. Cogan
 Radio-TV Dir.....Glen Bammann

Branch Offices

795 Peachtree St., N.E., Atlanta 8, Ga.

Phone: TRinity 5-0221

V.P., Manager.....Mark Bollman
 1900 N. Akard St., Dallas 1, Tex.

Phone: RIVerside 1-4571

V.P., Manager.....Bill M. Sansing
 Commonwealth Bldg., 4th & Broadway,
 Louisville, Ky.

Phone: JUNiper 4-6178

V.P., Manager.....J. Mac Wynn

ADVERTISING AGENCIES

953 S.W. First St., Miami, Florida
Phone: FRanklin 9-2321

V.P., Manager.....Elroy Scrivener
Radio Accounts: International Nickel Co. (Institutional) New York; Coca Cola Bottling Co. of New York; Genesee Brewing Co., (Beer, Ale) Rochester, N. Y.; Sabena-Belgian World Airlines (Passenger, Air Freight) N.Y.C.; Nat'l Airlines (Passenger Service) Miami, Fla.; Cotton Bowl Athletic Assn., Dallas, Tex.; S.S.S. Co. (S.S.S. Tonic Liquid, Tablets) Atlanta, Ga.

TV Accounts: Coca Cola Bottling Co. of New York; National Lead Co. ("Dutch Boy" Paints) N. Y.; Genesee Brewing Company (Beer, Ale) Rochester, N. Y.; Downyflake Foods (Frozen Foods) N.Y.C.; Nat'l Airlines, Miami, Fla.

MARWEL ADV., INC.

34 W. 46th St., New York 36, N. Y.
Phone: JUDson 6-4270

ABP-ANPA

President.....William W. Weltman
Exec. V.P.....Bruce Marchin
Secretary.....Gloria Marchin
Treasurer.....Ruth Weltman
V.P., Art Dir.....Charles Jefferson
Copy Chief.....Norman Bradford
Media Dir.....Rose Hoanzl
Prod. Mgr.....Rose Miller

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
Phone: LEXington 2-7450

ABP-ANPA-AFA-ABC

President.....W. T. Okie
Treasurer.....A. E. Cox
Secretary.....D. R. Hathaway
Vice-Pres. & Dirs.....Wilfred S. King,
Lester J. Loh, O. L. Tinklepaugh, Jan Meyer
Vice Presidents.....Thomas McCauley,
David Gibson, Harvey Rohde, Donald D. Halstead, Leonard Marshall, Edward J. Garvey.

V.P., Dir. of Radio & TV....Read H. Wight
Asst. Dir. Radio-TV....Richard S. Jackson
V.P., Publ. Dir.....Arthur Monroe
V.P., Media Dir.....Douglas Hathaway
1345 Russ Bldg., San Francisco 4, Cal.
Phone: YUKon 2-8944

Manager.....Robert Little
230 N. Michigan Ave., Chicago 1, Ill.
Phone: DEarborn 2-2638

Manager.....John F. Sheahan
Radio Accounts: Pure Food Co. (Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Economics Lab. (Soil-Off, Liquid Soilax) St. Paul, Minn.; Chas. Pfizer & Co. (Eez) Brooklyn, N. Y.; Volkswagen of America (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Union Carbide Chemicals Co. (Anti-Freeze) N.Y.C.

TV Accounts: Economics Laboratory (Soil-Off, Liquid Soilax), New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops),

Reading, Pa.; Pure Food Co. (Herb-Ox Bouillon Cubes), Mamaroneck, N. Y.; Canada Dry Corp. (Carbonated Bev.) N.Y.C.; Volkswagen of Amer. (Truck, Sta. Wagon) Englewood Cliffs, N.J.; Whitehall Lab. (Triumph) N.Y.C.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.

Phone: BRoadway 6-7181

ABP-ANPA-NBP-NOAB

President.....C. A. Mathisson
Secretary.....Irving A. Puchner
Prod. Mgr.....John R. Weber
Pub. Rel. Dir.....H. Kendig Eaton
V.P., Treas.....Ralph W. Henkel
Radio-TV Dir.....J. E. Severson
Asst. Radio-TV Mgr.....Robert Geary
Exec. Adm.....Walt E. Krueger
Space Buyer.....Dale D. Karstaedt

Branch Offices

1127 Wilshire Blvd., Los Angeles 17, Calif.
1065 International Bldg., Rockefeller Center,
New York 20, N. Y.
Phone: PLaza 7-2061

Manager.....Edgar E. Hinkle

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.

Phone: L456-4457

ABP-ANPA-APA-NBP

President.....Joseph M. Finkle
Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Dorothy M. Taipe
Production Mgr.....Richard D. Brugman
Art Dir.....Jeanette R. Brenner

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.

Phone: LOrain 7-5710

ANPA-ABC

President.....Lou R. Maxon
Treasurer.....John W. Bray
Secretary.....G. Reginald McKiel
Radio & TV Dir.....Edwin Wilhelm

Branch Offices

12 E. 53rd St., New York 22, N. Y.

Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahony
919 N. Michigan Ave., Chicago 11, Ill.
Phone: LO 7-5710

Vice President.....Raymond C. Stricker

Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company, Pittsburgh, Pa.; General Electric Co. (Housewares, Radio Receiver Dept.) Bridgeport, Conn.; Pfeiffer Brewing Co., Detroit, Mich.; Gillette Safety Razor Co. of Canada, Ltd., Montreal, Que.; Pittsburgh Plate Glass Co. (Paint Div.); Charles E. Hires Co., Philadelphia; D. L. Clark Co., Pittsburgh; Safeway Stores, N.Y.C.; LaChoy Food Prod., Div.: Beatrice Foods Co. (Chinese Foods) Archbold, O.; Lincoln Nat'l Life Ins. Co., Ft. Wayne, Ind.

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

Estimated TV Billings: \$16,000,000.

ADVERTISING AGENCIES

McCANN-ERICKSON, INC.

485 Lexington Ave., New York, N. Y.

Phone: OXFord 7-6000

AAAA—ABP—ANPA—APA—NOAB—PPA
 Hon. Bd. Chmn. Harrison K. McCann
 Bd. Chmn., Pres. Marion Harper, Jr.
 Bd. Vice Chmn. Robert E. Healey
 Oper. Comm. Chmn. Wilbert G. Sülson
 Special Projects Consultant. Pat Weaver
 Sr. V.P., Treas., Chrm. Finance Comm.

Frank White

Sr. Vice Presidents. C. A. Posey,
 George H. Giese

Sr. V.P., Treas. Frank K. White

Sr. V.P.'s. C. Terence Clyne,
 Emerson Foote

Corporate V.P. Donald B. Armstrong, Jr.
 Secretary. Benjamin F. Holme, Jr.
 Sr. V.P., Admn. Chmn. Paul E. Foley
 V.P., Chg. Adm. Rudyard C. McKee
 V.P., TV-Radio Pgm. Thomas A. McAvity
 Sr. Vice Pres. &

Creative Dir. John H. Tinker, Jr.
 V.P. chg. Radio-TV. George Haight
 V.P. chg. Media. William C. Dekker
 Vice Pres. & Asst. Treas. Dixon R. Griswold
 Secretary. Benjamin Holme, Jr.
 Asst. Secy. Marjorie B. Middlebrook

Vice Presidents (N. Y.) ... Karl A. Brautigam,
 William J. Breen, Donald G. Calhoun,
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 H. L. Grafer, Alberta Hays, Farish A.
 Jenkins, Daniel W. Keefe, Alton Ketchum,
 Ralph B. Koser, Thomas P. Losee, Alfred
 J. Roby, Jr., Margot Sherman, Wells W.
 Spence, R. E. Thompson, G. Lester Wil-
 liams, Jr., E. F. Wilson, W. Howard Chase,
 John F. McClure, Neal Gilliat, S. L. Meu-
 lendyke, Dorothy B. McCann, Earl H. Ellis,
 Richard Farricker, David J. Hopkins, Lan-
 sing B. Lindquist, Myron McDonald, John
 H. O'Toole, Jr., Wallace Rigby, Stuart Wat-
 son, Ferd Ziegler, Edward R. Beach, W. E.
 Berchtold, C. Terence Clyne, R. Cole,
 Herta Herzog, Anthony Hyde, Russell
 Johnston, M. Carl Johnson, Jr., T. A. Mc-
 Avity, H. A. Mattoon, G. B. Park, Roger
 A. Purdon, Albert W. Sherer, A. A.
 Sommer.

Branch Offices

200 Berkeley St., Boston 16, Mass.

Vice Pres.-Mgr. Hugh A. Mitchell
 335 Euclid Ave., Cleveland 14, Ohio
 Phone: CHerry 1-6850

Vice Pres.-Mgr. Robert Cole
 915 N. LaBrea Ave., Los Angeles 38, Calif.
 Phone: OLFfield 4-5550

Vice Pres. George Haight
 647 Griswold St., Detroit 26, Mich.
 Phone: WOODward 5-7550

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

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

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

Sr. V.P.-Mgr. West.

Oper. Phipps L. Rasmussen
 3325 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNKirk 5-3301

V.P.-Mgr. Reg W. Twiggs
 Public Service Bldg., Portland 4, Ore.
 Phone: CAPitol 8-4305

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

V.P., Mgr. John F. McClure
 International Division
 50 Rockefeller Plaza, New York 20, N. Y.
 Phone: OXFord 7-6000

Chairman. Robert E. Healy
Radio Accounts: American Trust Co., Cali-
 fornia Packing Corporation (Del Monte),
 California Spray Chemical Corp., California
 Wine Association, Chesebrough-Pond's, Inc.,
 Buick Division, Cowles Magazines, Inc.
 Esso Standard Oil Co., Gray Drug Stores, Inc.,
 Bulova Watch Company, Milk Foundation,
 Inc., Milnot Company, National Biscuit Com-
 pany, Ohio Bell Telephone Co., Pacific Pow-
 er & Light Co., S.O.S. Company, Southern
 California & Southern Counties Gas Com-
 panies, Standard Oil Company (Ohio), Steg-
 maier Brewing Co., Swift & Company, Nestle
 Co. (Quik, Ever Ready Sweet Milk Cocoa,
 Semi-Sweet Morsels, Cookie Mix, Gravy
 Mix, White Sauce Mix), Mennen Co. (Foam
 Shave Afta Shave), Lehn & Fink (Lysol &
 Dorothy Gray Cosmetics, Allied Chemical &
 Dye Corp., Central Vermont Railway, Cleve-
 land Electric Illuminating Co., Coca Cola
 Bottling Co., Columbia Records, Halle Bros.
 Co., Humble Oil Co., Meade-Johnson Paper
 Corp., Nat. City Bank of Cleveland, Rival
 Packing Co., Seeck & Kade, Inc., Tidy House
 Products, Liggett & Myers Tobacco Co.
 (Chesterfield and Oasis).

TV Accounts: American Trust Co., Bell
 Brand Foods Ltd., California Spray Chemi-
 cal Corp., California Wine Association,
 Chesebrough Mfg. Co., Chrysler Corp.,
 Buick Division, Cowles Magazines, Inc.,
 Derby Foods, Inc., Gray Drug Stores, Inc.,
 Lincoln Bank & Trust Co., Lucky Lager
 Brewing Company, Ohio Bell Telephone
 Company, Owens-Corning Fiberglas Corp.,
 Pacific Power & Light Co., S.O.S. Company,
 Southern California & Southern Counties Gas
 Companies, Standard Oil Company (Ohio),
 Stegmaier Brewing Co., Swift & Company,
 Westinghouse Electric Corporation, Nestle
 Co. (Quik, Ever Ready Sweet Milk Cocoa,
 Semi-Sweet Morsels, Cookie Mix, Gravy Mix,
 White Sauce Mix), Mennen Co. (Foam Shave,
 Afta Shave), Lehn & Fink (Lysol & Dorothy
 Gray Cosmetics) Nat'l Biscuit Co., Bulova
 Watch Co., Calif. Packing Corp. (Del
 Monte), Cleveland Electric Illuminating Co.,
 Columbia Records, Esso Standard Oil Co.,
 Liggett & Myers Tobacco Co. (Chesterfield
 & Oasis), Meade-Johnson Paper Corp., Rival
 Packing Co., U. S. Borax & Chemical Co.
 (20 Mule Team Borax).

Estimated Radio Billings: \$15,000,000.

Estimated TV Billings: \$87,100,000.

ADVERTISING AGENCIES

THE McCARTY COMPANY

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

AAAA—ABP—ANPA—APA—NBP—NOAB
President.....H. E. Cassidy
Exec. Vice President.....C. G. Davenport
V.P., Dir. Client Rel.....Walker Y. Brooks
V.P., Dir. Creative
Activities.....Wm. H. Geisler
V.P., Dir. Radio-TV.....Herbert C. Brown
Dir. Tech. Affairs.....Page B. Otero
V.P., Dir. Acct. Plng.....Arnold D. Duncan
V.P., Dir. Prod.....Jos. E. Hall
Media Director.....Alden K. Weis
Art Director.....Harry Franz

Branch Offices

122 East 42nd St., New York 17, N. Y.
Phone: OXford 7-6090

President.....Howard Persons
V.P.'s.....Robt. Holley, Gene Thomas
V.P. Chg. Art.....Anthony Loscalzo
Secretary.....Lillian Jaffe
Treas., Asst. to Pres.....Jean O'Flaberty
Asst. Treas., Media Dir.....Ervin Rudick
116 New Montgomery St., San Francisco 5
Sr. V.P.....W. H. Wilde
520 N. Michigan Ave., Chicago 11, Ill.
V.P., Gen. Mgr.....Harry L. Bauer
1500 Jackson St., Dallas 1, Texas
V.P.....Russell Jurgens
1117 Second Ave., Seattle 1, Wash.
V.P., Gen. Mgr.....Harry S. Pearson
722 Realty Bldg., Spokane 1, Wash.
V.P.....Chas. R. Devine

WALTER McCREERY, INC.

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

AAAA—ANPA—APA—NBP

Chm. Bd. & Pres.....Walter K. McCreery
Vice Pres.....Frank Bull
Secretary.....Walter Hadlich
Treasurer.....Elizabeth Stahle
Media Dir.....Patti Brainerd
Publ. Dir.....Mack Tuesley
Radio-TV Dir.....Howard Flynn
Radio Time Buyer.....Virginia White
Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood; Fad Nylons (Hosiery) Beverly Hills, Calif.

FLOYD F. MELLE ADVERTISING

514-518 Securities Bldg., Omaha, Neb.
Phone: AT 1025

ANPA—APA

Owner.....Floyd F. Mellen
Accounts: Blue Cross-Blue Shield, Radio Sta. KBON, Paramount Radio Shop, Scientific Radio Prod. Co., all of Omaha, Neb.

RICHARD N. MELTZER ADV., INC.

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

ABP—ANPA

President.....Richard N. Meltzer
Exec. V.P.....Wallace X. Aron
Secretary.....Harold Shein
Treasurer.....Bertram Silver
Production Mgr.....Byron Hutchison
Vice Pres.....Richard Lemen
Media Dir.....Bern Ann Abbaduska

Branch Offices

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

Art Director.....Wendell McBride
2360 E. Third Ave., Denver, Colo.

Phone: DUDley 8-1964

Manager.....Robert Lochrie
1656 National Bank Bldg.

Phone: WOODward 1-4810

Manager.....Newton Free

Radio Accounts: Harrah's Club, Reno, Nev.; Simca Advertising Council; Brooks Camera; Gray Line, all San Francisco; Rick-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.

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

Estimated Radio Billings: \$180,000.

Estimated TV Billings: \$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.....M. Hagerty
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., Secy.....Sheldon Spencer
Prod. Mgr.....Allan Campbell
Copy Chief.....Frank Jones
Media Dir.....John S. Kossak

Radio Accounts: Otto Seidner, Inc. (Mayonnaise), 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

ADVERTISING AGENCIES

Production Manager.....Allen Bethe
 Dir. of Radio & TV.....Roger J. Mohr
 Radio-TV Time Buyer..Evelyn Vanderploeg
 Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon

Branch Offices

759 N. Milwaukee St., Milwaukee 2, Wis.
 Phone: BRoadway 1-3144

V.P., Manager.....George Grabin
 8467 Beverly Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-1633

ManagerJoel Benton
 33 Bloor St., E. Toronto, Ont., Can.
 Phone: WALnut 3-3507

ManagerJohn Keiter
Radio Accounts: Chicago National League
 Ball Club, Illinois Meat Company, Wisconsin
 & Michigan SS Co., Wm. Wrigley Jr. Com-
 pany, 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
 V.P.....W. F. Mueller
 Prod. Mgr.....G. E. Van Cott
 Radio-TV Prod. Mgr.....C. D. Rogers, Jr.
 Time Buyers...F. P. Delaney, Rita Driscoll

Branch Office

333 N. Michigan Ave., Chicago, Ill.
 Phone: CEntral 6-1640

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

HARRY M. MILLER, INC.

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

Pres., Gen. Mgr.....J. W. Miller
 Radio-TV Dir.....Edward J. Deane
Accounts: American Liquid Fertilizer Co.,
 Marietta, O.; Ohio Independent Telephone
 Assn., Springfield, O.; Sterling Baking Co.,
 Canton, O.; TV Sta. WTVN, Columbus, O.

MOGUL, LEWIN, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.
 Phone: TEmpleton 8-7100

PresidentEnil Mogul
 Board Chairman.....A. W. Lewin
 Executive Vice Pres...Sidney Matthew Weiss
 Sr. V.P.....Richard Lockman
 Sr. V.P., Chmn. Plans Review
 Board.....Seth D. Tobias
 Sr. V.P., Air Media Creative
 Director.....Myron A. Mahler
 V.P. Chg. Radio TV.....Leslie L. Dunier
 V.P., Dir. Mktng., Mchdsing...Jules Lennard
 Sr. V.P.'s.....William Jacoby,

Milton Guttenplan, Charles L. Rothschild,
 Walter Pollock, Alvin Kaplan
 Secy-Treas.....Mrs. Helene Mogul
 Asst. to Pres., Controller....Norman Cohen
 Sr. V.P.....Alan Green
 Sr. V.P.....Edward Klein

Branch Office

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

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-
 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 Mac-
 aroni Co. (Spaghetti & Macaroni Products &
 Spaghetti Sauce) Long Island City, N. Y.;
 Stone-Tarlow Co. ("Elevators" Shoes) Brock-
 ton, Mass.; Barney's Clothes (Men's & Boys'
 Clothing) New York; National Shoes (Fam-
 ily 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 Medi-
 cal Discovery), Buffalo, N. Y.; Tintex Co.,
 N. Y. C.

Estimated Radio Billings: \$1,700,000.
Estimated TV Billings: \$5,700,000.

CHESTER C. MORELAND CO.

800 Broadway, 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., Adam
 Wuest.

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

MORSE INTERNATIONAL, INC.

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

PresidentJ. Patterson
 V.P.....R. A. Dearth
 TreasurerJ. A. Riedell
 Media Dir.....O. E. Christy, Jr.
 Radio, TV Time Buyer.....R. A. McArdle
 Export Media Mgr.....Aurora Blando

ADVERTISING AGENCIES

Dir. of Radio-TV Prod.....S. Lyon
 Prod. Mgr.....Don Wheatley
 Group Art Director.....P. Zangas
Radio and TV Accounts: Vick Chemical
 Co. (Vick Products), Prince Matchabelli,
 Inc. Alfred D. McKelvy Co. (Seaforth Men's
 Toiletries).

MOSER & COTINS

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.....L. B. Reigler
 V.P., Sec'y.....Harry T. Duffy
 Media Dir.....Mrs. L. B. Mang
 Radio-TV Director.....Richard C. Shepard
Radio-TV Accounts: Mohawk Valley In-
 vesting Co., Utica, N. Y.; Honey Butter Pro-
 ducts Corp. (Honey-Butter), Ithaca, N. Y.;
 Procono-Rossi Corp. (Macaroni, Spaghetti &
 Egg Noodles) Auburn, N. Y.; Agricultural
 Insurance Co. (Property Insurance) Water-
 town, N. Y.

MOSS ASSOCIATES, INC.

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

Phone: MUrray Hill 7-7377

APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss
 Art Director.....Sidney Fischer
 Prod. Mgr.....Al Beaver
 Copy Chief.....Gerald H. Bruce
 Media Director.....Ted Pyrch
 TV Director.....E. Landau
TV Accounts: Freshrap Div., Badger Paper
 Mills (Waxed Paper), Peshtigo, Wis.; Balen-
 tine Packing Co. (Meat Products), Green-
 ville, S. C.; Bosch Brewing Co., Houghton,
 Mich.; Fox DeLuxe Foods, Inc. (Poultry &
 Meat), Chicago; Monarch Brewing Co., Chi-
 cago; Neuhoff Brothers Packers (Meat Pro-
 ducts), Dallas, Tex.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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

Phone: OXford 7-9292

President.....Thomas W. Hughes
 Vice-Presidents.....Joseph W. Madden,
 Walter Kelly
 Sec'y., Treas.....John D. Barone
 Prod. Mgr.....Richard Williams
 Art Director.....William Murphy
 Media Director.....Frank Bernarducci
 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.....Howard A. Heinsius
 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
 Media Dir.....Harry C. Ledingham
 Acct. Executives.....H. Victor Grohmann,
 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; Lock-
 wood, 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; Zen-
 ith-Godley Co. Inc.

NEEDHAM, LOUIS & BROBRY, INC.

Prudential Plaza, Chicago 1, Ill.

Phone: WHitehall 4-3400

AAAA—ANPA—ABP—ABC

President.....Maurice H. Needham
 St. Vice President.....Melvin Brobry
 Exec. V.P.....Paul C. Harper, Jr.
 Vice President.....Arnold E. Johnson
 V.P., Acct. Supvr.....Granger F. Kenly
 Financial V.P.....John F. Whalley
 V.P. in Charge.....James G. Cominos
 V.P., Dir.....J. Scott Keck
 V.P., Programs.....Alan Wallace
 V.P., Comm. Prod.....Kenneth Snyder
 Prog. Prom., Merch. Mgr.....Harold A. Smith
 Business Affairs Mgr.....Walter Daspit, Jr.

Branch Offices

9100 Sunset Blvd., Hollywood 46, Calif.

Phone: CRestview 6-2073

V.P., Acct. Supv.....Harold L. Tuers
 Mgr.Michael Gradle
 730 Fifth Ave., New York 19, N. Y.

Phone: PLaza 7-0333

V.P. & Mgr.....Frederick A. Mitchell

121 Richmond St., W., Toronto 1, Canada

Phone: EMpire 4-1492

V.P. & Mgr.....John A. Willoughby

Radio Accounts: Campbell Soup Co. (Pork
 & Beans) Camden, N.J.; Campbell Soup Ltd.,
 New Toronto, Ont.; Hotpoint Co. (TV Re-
 ceivers) Bellwood, Ill.; Household Finance
 Corp. (Financial Loan Serv.) Chicago;
 Household Finance Corp. Ltd. (Financial
 Loan Serv.) Toronto, Ont.; Internat'l. Mine-
 rals & Chemical Corp. (Fertilizer) Skokie,
 Ill.; S. C. Johnson & Son Co. (Glo Coat,
 Export) Racine, Wis.; Kraft Foods Co.
 (Industrial, Oil, Parkay Margarine, Deluxe
 Margarine, Miracle Margarine, Kraylets)
 Chicago; Kraft Foods Ltd., Montreal, Que.;
 Lever Bros. Co. (Swan) N.Y.C.; Lever Bros.
 Ltd. (Toiletries Div.) Toronto, Ont.; Lipton
 Tea Ltd., Toronto, Ont.; Massey-Ferguson
 (Farm Eqpt.) Toronto, Ont.; Monsanto
 Chem. (Plastics, Toys) Springfield, Mass.;
 Morton Salt Co. (Blue Pkg., Ice Melting
 Salt; Oklahoma Oil Co. (Gas & Petroleum
 Prod.); Peoples Gas Light & Coke Co. (Gas
 Ranges, Whirlpool); Quaker Oats Co. (Ken-
 L-Meal, Ken-L-Ration), all of Chicago; Re-

ADVERTISING AGENCIES

nault (La Dauphine) Billancourt, Paris, France; State Farm Insurance Co., Bloomington, Ill.; State Farm Insurance Agencies Ltd., Toronto, Ont.; Wieboldt Dept. Stores (Mdse.) Evanston, Ill.; Wilson Co. (Ham) Chicago.

TV Accounts: Campbell Soup Co. (Pork & Beans, V-8) Camden, N.J.; Campbell Soup Ltd., New Toronto, Ont.; Canadian Industries Ltd. (Paint) Montreal, Que.; Household Finance Corp. (Loans) Chicago; Household Finance Corp. Ltd. (Loans) Toronto, Ont.; S. C. Johnson & Son (Stride, Glo-Coat, Pride, Export) Racine, Wis.; S. C. Johnson & Son Ltd., Brantford, Ont.; Kraft Foods Co. (Industrial, Oil, Parkay Margarine, Deluxe Mar., Preserves, Miracle Mar.) Chicago; Kraft Foods Ltd., Montreal, Que.; Lever Bros. Co. (Condensed All, Export) N. Y.C.; Lever Bros. Ltd. (Detergents, Toiletries Div.) Toronto, Ont.; Lipton Tea Ltd., Toronto, Ont.; Monsanto Chemical (Plastics) Springfield, Mass.; Morton Salt Co.; Oklahoma Oil Co. (Gasoline & Petroleum Prod.); Peoples Gas Light & Coke Co.; Quaker Oats Co. (Ken-L-Ration, Ken-L-Meal, Ken-L-Treats); Wilson Co. (Canned Meats, Ham, Bacon, Sausage) all of Chicago; Renault (La Dauphine) Billancourt, Paris, France; State Farm Insurance, Bloomington, Ill.

Estimated Radio Billings: \$3,000,000.

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

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
Prod. Mgr.....Anderson F. Miller

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 Reing
Prod.....Alan Wallace

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

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

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

Television Accounts (Time): William W. Lee & Co. (Save-the-Baby), 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
Exec. V.P.....David E. Robeson
Vice Pres.....John A. Bunker
Secy.-Treas.....Ned Hubbard
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

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., Creative Dir.....Richard Bowman
V.P., Marketing Dir.....John B. Morris
V.P., Creative & Copy Dir.....Kay Daly
V.P.'s.....Warren Fales,

H. G. Bissinger, E. L. Whitae
Production Manager.....George Barrett
Dir., Print Media.....Eugenie C. Stamler
Fashion Coordinator.....Catherine D'Alessio
Comptroller.....Miss Rosalou Flanagan
Copy Supvr.....Adrian Bryan Courie
Mgr., Print Media Dept.....George Coleman
Acct. Execs.....B. Britt, W. Fales, Marion F. Gorman, M. Printz, Nat Kornfeld, Ronald R. Mullins, Thomas T. Stafford, Ernest L. Whitney, John M. White, David Pinkham
V.P., Gen. Mgr. Radio-TV...Walter Tibbals
TV Art Dir.....William B. Weltman

Branch Offices

Merchandise Mart, Chicago 54, Ill.

Phone: WHitehall 3-0211

Office Mgr.....George Paneff
Radio and TV Accounts: Hudson Pulp & Paper Corp., New York; Ronson Corp., Newark, N. J.; Seeman Bros. (Savoy, Nylast) New York; Selchow & Righter Co., New York; Speidel Corp., Providence, R. I.;

ADVERTISING AGENCIES

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.

Estimated Radio Billings: \$4,200,000

Estimated TV Billings: \$10,600,000

NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.

Phone: WWhiteball 4-5030

ANPA-ABC

President.....Donald P. Nathanson
Exec. Vice Pres.....Cyrus H. Nathan
Treasurer.....Harold Rosenzweig

Branch Offices

16 E. 40th St., New York 16, N. Y.

Phone: ORegion 9-3100

Chairman.....Bert Goldsmith
V.P., Dir. Radio-TV.....Bruce Dodge
3701 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-3770

Manager.....Edward Feldman
Radio & TV Accounts: Deep Magic Facial Cleansing Lotion, Silver Curl, New Ventilated Spin Curlers, Toni Home Permanent and Tip Toni, Tonnette Children's Home Permanent, Chicago; Englander Co., Inc. (Mattresses), Chicago; Columbus Canning Co., Columbus, Miss.; Gillette Laboratories, Chicago; Jewel Food Stores, Div.: Jewel Tea Co., Melrose Pk., Ill.; Pfaelzer Bros., Chicago; Pilsener Brew. Co., Cleveland; Schiffli Lace & Embroidery Institute, N. Y.; Weil & Co., N. Y.

Estimated Billings: \$15,000,000

NOYES & COMPANY

1800 Industrial Bank Bldg.

Providence 6, R.I.

Phone: GASpee 1-2087

AAAA-ABP-ANPA

President, Treas.....Frederick C. Noyes
Vice Pres., Secy.....Carroll H. Rickard
Dir. Radio-TV.....Henry C. Hart, Jr.
Prod. Mgr.....D. S. Bailey

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R.I.; White & Bagley Co. (Automotive & Ind. Oils), Worcester, Mass.; Electrical League of R. I. (Electrical Merch.) Providence, R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.; Rustcraft Publishers (Greeting Cards) Dedham, Mass.

TV Accounts: Industrial Natl. Bank (Banking), Providence R.I.; Kenyon Corn Meal (Food) Kenyon, R.I.; White & Bagley Co. (Oils) Worcester, Mass.; Milton Bradley Co. (Board Games, Toys) Chicopee, Mass.

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 Merkler

Vice President.....George Miller
Prod. Mgr.....Harry Weiss
Art Director.....Jack Chatham
Radio-TV Dept.....J. Cunningham,
Radio Accounts: Pomatex Co., Inc. (Hair-dressing), New York, N. Y.; Johe Co. (Household Cleaner), Tenafly, N. J.

OGLIVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.

Phone: MU 8-6100

PPA-NOAB-APA

President.....David Ogilvy
Exec. V.P.....E. Estey Stowell
Sr. V.P., Treas.....Shelby H. Page
Sr. V.P.....J. McCaffrey, J. Irish
V.P. B'cast. Dir.....Hendrick Bouraem, Jr.
V.P., Research Div.....Stanley D. Canter
V.P.'s, Copy Supvrs.....Clifford D. Field,
Reva Korda

Media Supvrs.....Clifford Botway,
Ann Janowicz

Prod. Mgr.....Michael T. Winnow
V.P., Acct. Supvr.....David P. Crane
V.P., Radio-TV Comm.

Dev.....Everard W. Meade

Vice Presidents.....W. Bijur,
P. Caravatt, J. Heekin, D. Margaretten,
R. C. Smith

V.P., Media Dir.....Samuel L. Frey

Branch Office

Hollywood, California

Christy Walsh

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

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

Estimated Radio Billings: \$2,450,000.

Estimated TV Billings: \$7,800,000.

JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.

Phone: COpley 7-7430

President.....Jerome M. O'Leary
Exec. V.P.....R. Wm. Gorman, Jr.
Radio-TV Time Buyer.....Sandra Newsam
Accounts: Kendall Mfg. Co.; Radio Sta. WORL; Warner Bros. Picture Corp., N. E.; White Bros.

OLMSTED & FOLEY, INC.

1750 Hennepin Ave., Minneapolis 3, Minn.

Phone: FEderal 9-0441

AAAA-ABC-ABP-ANPA-AFA

President.....Ward H. Olmsted
Exec. V.P.....John T. Foley
V.P., Secretary.....G. C. Hellickson

ADVERTISING AGENCIES

Vice Pres. Ward W. Olmstead,
John K. Mortland
Media Dir. Warren T. Way
Production Mgr. Everett T. Olson
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 Minneapolis, Minn.; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Waterbury Htg. Supply Co. (Furnaces), Minneapolis, Minn.; North American 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
Secy., 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. Barbara Kallick
Time, Space Buyer, Media

Director Greta Dunsmore
Radio Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens (Motel) Atlantic City, N. J.; Faulkland Heights (Rl. Estate Devel.) Wilmington, Del.; Brookview Apts. (Apt. Devel.) Claymont Del.; Philadelphia Eagles (Professional Football) Phila.

TV Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens, Atlantic City, N. J.; Monte Carlo Beach Motels, Atlantic City, N. J.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
Kansas City 1, Kans.
Phone: DR 1-7250
ABP—ANPA—APA

President. Merritt Owens
Vice Pres. Frank Lisec
Art Dir., Prod. Mgr. Tom Horan
V.P., Radio-TV Dir. Frank Rickey
Account Execs. Merritt Owens, Frank Lisec
Radio-TV Accounts: Pearson-Ferguson; Vesto TV; Zephyr Awning Co.; Thriftway

Food Stores; Home Savings Assn.; Peck's of Kansas City (TV, Radio); Ashmore Pontiac (TV only); Royal Crown Cola; Feld Chevrolet Co.

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
Sec'y & Treas. Max Weintraub
Copy Chief. Dolf Franklin
Art Dir. Elmer Pfeffer
Prod. Mgr. Jack Weiner
Radio Time Buyer. Betty Silon
Media Dir., Space Buyer. Irving Krouse
Research Dir. Jay Dresner
Acct. Executives. Lawrence Nelson,
Aron W. Davis, Jay Dresner, Betty Silon,
Peter Frenkel, Elias Schonberger
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: MAIn 3-1401

AAAA—ANPA—APA—NBP—NOAB
Chrm. of Board. Wm. H. Horsley
President. Trevor Evans
V.P. Secretary. Frank Horsley
Prod. Co-ord. Monte Solkover
Vice President. Frederick D. Sprague
Prod. Mgr. James Leavitt
Treasurer. Calvin W. Franklin
Radio-TV Dir., Talent Buyer. Grant Merrill
Media Dir., Time Buyer. Gertrude M. Nyman

Branch Offices

1115 West Broadway, Spokane, Wash.
Phone: FAirfax 7-9585

V.P., Manager. Martin Boss
829 N.W. 19th Ave., Portland 9.
Phone: CApitol 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); 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.; Oil Heat Institute of Washington; Nalley's (Potato Chips, Pickles, Canned Foods, Salad Dressings; Crescent Mfg. Co., Coffee Div.)

PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.
Phone: PLaza 1-6400

ADVERTISING AGENCIES

President Ted Bergmann
 Sec.-Treas. Florence Shapin
 V.P., Dir. Creative Copy Al Eichler
 Dir. TV-Radio Don Blauhut
 Production Director Sydney Reich
 Copy Supervisor David Grayson
 Copy Coordinator Alice Douglas
 Merch. Director Axel P. Gudmand
 Media Director Herbert Gruber
 TV Film Dir. Lloyd Durant
 Comm. Dir. Irving Ross
 Asst. Media Director Gerald Levey
 All-Media Buyer Ruth Bayer
 TV Oper. Mgr. Helen Lawin
 Art Director Sol Hyman
 Art Supervisor Erno Slovak
 Production Supervisor Jay Stuart
 Personnel Manager Pearl Sheridan
 Office Manager Milton Jurin
Radio-TV Accounts: Pharmaceuticals, Inc. (Geritol); Geritol, Jr.; Somnex, Zarumin, Serutan, Serutan Plus, R.D.X., Sedagel, Niron, Devarex, Banarin) Newark, N. J.; Journal of Lifetime Living (Radio only); Sun Drug (Pittsburgh-TV only); Federated Supply Corp. (Sundry Wholesale Distributors) N.Y.C.; The Harrison Co. (Plastics, Cameras) Long Island City, N. Y.; Liggett-Rexall Drug Co. (Retail Chain) N.Y.C.; N. Amer. Acc. Ins. of Chicago, Newark, N. J.; Universal Pen & Pencil Co., J. B. Williams Co. (Aqua Velve, Letric Shave, Golden Yellow, Conti, Kreml, Skol Preparations) N.Y.C.

Estimated Radio Billings: \$200,100.
Estimated TV Billings: \$15,900,000.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-7795

ANPA

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

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
 Phone: RA 6-7923

ABP—ANPA—APA—NBP

President Earl R. Perrin
 Vice-President Donald L. Paus

Branch Office

730 Fifth Ave., New York 19, N. Y.
 Phone: PL 7-6120

PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.
 Phone: BELmont 4-6401

APA—NBP

Chairman W. L. Phillips
 President Charles C. Ramsey
 Vice Pres. James Holloway
 Sec'y.-Treas. Herbert Fredman
 Radio-TV Dir. Mrs. Orva W. Huff
 Media Director Thomas P. Rhodes
 Prod. Mgr. Al Sheahan
Radio-TV Accounts: First National Bank, Alsynite Co. of America (Translucent Fiber-

glas Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Food Basket (Supermarket Chain); Hazard Concrete Product Co.; City Chevrolet Co.; Percy H. Goodwin Co. (Loans, Real Estate, Property Mgt.); Oscar's Restaurant Chain; TV Antenna Supply Co. (TV Egypt); Tri-W Builders; United Fund; Better Business Bureau; Milk Council (Milk Producers Group); Breier Sound Center (Sound Engrs.); H. L. Benbough Co. (Rtl. Furn.); all of San Diego; Mexicali Brewing Co.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas
 Phone: CAPITol 3-6131

APA—NOAB—SNPA—ABP—ANPA

Pres., Acct. Exec. Jack N. Pitluk, Sr.
 V.P., Acct. Exec. Jack N. Pitluk, Jr.
 Vice Pres. Louis H. Pitluck
 P. R. Dir. J. M. Battersby
 Sam Riklin, Louis Pitluk

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, Sauages), San Antonio, Tex.

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
 Phone: GR 1-5775

ANPA—NOAB—PPA—ABP

Chmn. of Board R. J. Potts
 President J. B. Woodbury
 Vice Pres. E. A. Warner, C. C. Tucker,
 C. L. Robinson, Al Coleman, G. F. MaGill,
 C. E. Jones, R. K. Sanford, C. Stritzinger,
 P. N. Horstman

Secy., Treas. C. C. McMillan
 Prod. Mgr. Charles W. Wilson
 Radio-TV Dir. William J. Brewer
 Research Director Willard Young
 Film Buyer Al Christy
 Acct. Execs. J. Cahill, J. M. Gaughan, E. T. Marshall, G. L. Mosely,
 R. M. Robinson, E. White, Jr., W. Brooks,
 W. Cromwell, G. Hicks

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.; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park.

PRODUCT SERVICES

17 E. 45th St., New York City
 Phone: MURray Hill 7-0204

ADVERTISING AGENCIES

President.....Les L. Persky
 V.P., Gen. Mgr.....Frederick S. Fischer
 V.P., Acct. Supvr.....Harold L. Tuers
 TV Prod. Dir.....Harlan L. Davis
 Comm. Film Mgr.....Richard DeMaio
 Treasurer.....Robert S. Lewis
 Copy Dir.....Jack Schwartz
 Chief Time Buyer.....Doris Gould
 PR Director.....Ruth Davis

PROMOTION ASSOCIATES

120 North Pitt St., Alexandria, Va.
 Phone: TEimple 6-5483

President.....Arthur D. Stamler
 Executive V.P.....Bruce F. Johnson
 Vice President.....Alan W. Potter
 Art Director.....John W. Trotta
 Media Research Chief.....Suzanna O'Connor
 Broadcast Manager.....William Trumbull

Branch Offices

13 Summit Ave., Boston 49, Mass.
 Phone: DUnkirk 7-1981

Vice President.....A. W. Potter
 734 Fifteenth St. NW, Washington 5, D. C.
 Phone: DIstrict 7-1534

Vice President.....B. F. Johnson
 Heart Building, San Francisco 21, Calif.
 Phone: RAndolph 4-1500

S. J. Leavitt

Radio Accounts: Music Time (Retail Music Stores) Md., D. C., Va.; Johnson Tires (Retreading) Md., Va.; Holiday Devel. Corp. (Real Estate Developers) Alexandria, Va., Tallahassee, Fla.; Silhouette Home Plan, Internat'l (Reducing Machines) Wash., D. C.

TV Accounts: Assoc. Health Studios, Arlington, Va.; Brenner's Fabulous Bakeries (Baked Goods) Washington, D. C.; Silhouette Home Plan, Int'l. (Home Reducing Units) Wash., D. C.

Estimated Radio Billings: \$235,000.

Estimated TV Billings: \$90,000.

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
 Acct. Executives.....Charles O. Puffer,

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
 Secy.....G. E. Bischoff
 Vice-President.....N. B. Langworthy
 Treasurer.....W. J. Henderson
 Art Director.....E. J. McCabe
 Prodn. Mgr.....Vito M. Volino

Branch Office

111 East 3rd St., Davenport, Iowa
 Phone: 6-0157

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.....Jack Reynolds

Radio Accounts: Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoff-man Wallpaper, Sir Allo Shoe Clinic, Wach-tel'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
 Senior V.P., Pres. Asst.....Robert W. Robb
 Exec. V.P., Art Dir.....Everett W. Sahrbeck
 Controller.....J. Allen Tuck
 Sr. V.P., Asst. Treas.....D. M. Bernheim
 V.P., Copy Dir.....Alfred Goldman
 Sr. V.P., Mgr. Newark.....F. R. Risley
 V.P., Radio-TV.....Werner Michel
 V.P., Media.....Arthur E. Taylor
 N. Y. 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: OLive 3-9610

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

V.P., Manager.....George O. Ludcke, Jr.
 80 Federal St., Boston, Mass.
 Manager.....Douglass Coady

Estimated Radio Billings: \$225,000.
Estimated TV Billings: \$5,900,000.

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.

ADVERTISING AGENCIES

KNOX REEVES ADVERTISING, INC.

400 Second Ave. S., Minneapolis 2, Minn.
 Minneapolis 2, Minn.
 Phone: FEderal 9-0071
 AAAA—ABP—ANPA—APA
 NOAB—PPA—ABC

Chmn. of Bd.....E. E. Sylvestre
 President.....Wayne Hunt
 Exec. V.P.....R. W. Stafford
 V.P., Secy., Oper. Dir.....Paul Phillips
 Treasurer.....L. J. Beltrand
 Vice-Presidents.....J. H. Sarles,
 R. H. Burbank, Elizabeth B. Gray, Loren
 P. Herder, Helen A. Brown, Dr. A. R. Root,
 Otis Winegar, Howard Wilson
 V.P., Radio & TV Dir.....R. E. Neff
 Radio-TV Prod. Mgr.....Wm. S. Shepherd
 Program Manager.....James Cooper
 Time Buyer.....Philip Archer
Radio Accounts: Art Instruction; General
 Mills (Cereals, Flour, etc.); Minneapolis
 Brewing Co. (Grain Belt Premium Beer) all
 of Minneapolis; Mars (Candy Bars) Chi-
 cago.

TV Accounts: Art Instruction; General
 Mills (Cereals, Flour, etc.); Minneapolis
 Brewing Co. (Grain Belt Premium Beer);
 Pacific Gamble Robinson Co. (Frozen
 Foods) all of Minneapolis; Mars (Candy
 Bars) Chicago.

Estimated Radio Billings: \$120,000.

Estimated TV Billings: \$5,250,000.

REGAL ADVERTISING ASSOCIATES CORP.

575 Lexington Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-8320

V.P., Gen. Mgr.....Charles Weigert
 Vice President.....Sidney Barbet
 Station Rel. Dir.....Stanley Grayson

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-7440

ABP—ABC—ANPA—NOAB—APA—NBP
 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.

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: W. Coast Macaroni Co.,
 Oakland, San Francisco; Spreckles-Russell
 Dairy, San Francisco.

TV Accounts: Spreckles-Russell Dairy Co.,
 San Francisco; 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
 Secy, Treas.....F. J. Banks
 Media Dir.....Helen Anderson
 Prod. Mgr.....M. F. Landman
 Vice Pres.....N. Stuart Walton
 V.P., Radio-TV.....H. E. Karpus
 V.P.'s.....L. G. Smith, Robert Platt,
 G. S. L. Anderson, R. I. P. Cameron, D.
 Newby
 Radio-TV Coordinators.....E. Yanush,
 A. Gaudier
 Time Buyer.....Vera Hopkins

Branch Office

1440 St. Catherine St. W., Montreal 1, P. Q.
 Phone: UN 6-1775

Manager.....K. Munro
Radio & TV Accounts: General Mills
 (Canada) Ltd. (Baking Products & Cereals);
 Nestle (Canada) Ltd. (Quik, Decaf); Ever-
 sharp, Inc. (Razors); R. M. Hollingshead Co.
 (Auto Additives); Hunt's Bakery Ltd.
 (Baked Goods); Mutual of Omaha (Insur-
 ance); Converted Rice, Inc.; Proctor &
 Gamble (Duz); Tea Council of Can.; Cities
 Service (Gasoline, Oil); Wampole Co.
 (Drugs).

FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: JUdson 6-5400

President.....Fletcher D. Richards
 Board Chairman.....Bradley A. Walker
 Bd. Vice Chmn.....Paul R. Smith
 Chmn. Exec. Comm.....J. Sherwood Smith
 Exec. V.P.....Edmund Johnstone
 Senior V.P.'s.....Ernest A. Gray,
 Wm. A. Chalmers, Ellsworth D. Hill, Wal-
 ter B. Geoghegan, Maitland Jones, John
 Shepherd, Masis Seklemian, Sanford C.
 Smith, Donald Anderson, Sylvia Harris,
 Walter Lurie

Branch Offices

221 N. LaSalle St., Chicago 1, Ill.
 Phone: FIncial 6-3585

Harris-Harlan-Wood Div., 58 Sutter St.,
 San Francisco 4, Calif.
 Phone: YUKon 6-6836

V.P. Mgr.....Parker Wood
 Vice President.....Porter Anderson
 6233 Hollywood Blvd., Hollywood, Calif.
 Phone: HOLlywood 3-4194

Exec. in Chg.....Robt. C. Temple
 V.P., Sr. Acct. Exec.....Jas. O. Thompson
Accounts: Eastern Airlines; J. A. Folger

ADVERTISING AGENCIES

Co.; U. S. Rubber Co. (& subsidiary, Dominion Rubber Co., Canada); Bavarian Brewing Co.; Abercrombie & Fitch, N.Y.C.; Boeing Airplane Co., Seattle, Wash.; Gulf Oil Corp., Pittsburgh, Pa.; Helms Olympic Bakeries, Los Angeles, Calif.; Industrial Bank of Commerce, N.Y.C.; Karastan Rug Mills, N.Y.C.
Estimated Billings: \$35,000,000

M. EVANS RICHMOND ASSOCIATES

3680 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNKirk 2-6073
 Pres., Radio Time
 Buyer.....M. Evans Richmond
 Production Mgr.....**D. Blaine**
 Art Director.....Frank Cartwright
Branch Offices
230 Boylston St., Boston 16, Mass.
 Phone: CO 6-4491
 Yucca-Vine Bldg., Hollywood 28, Calif.
 Phone: HE 3517
 TV-Radio Office.....M. K. Reiss

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
 Phone: PE 5-5766
 Owner.....**Dan 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, John Kohler.

ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2-3175
 ANPA—APA
 President.....Robert Power Reimers
 Vice Presidents.....Leon Kelley, M. W. Nichols
 V.P., Media Dir.....John K. Lucken
 Secretary.....Jac M. Wolff
 Prod. Mgr.....Charles Murphy
 Art Director.....Hugh Ryan
 Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, Sidney Menchel

W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 3, Pa.
 Phone: RIttenhouse 6-8763
 ABP
 President, Treas.....Wilmer S. Roberts
 Exec. V.P., Secy.....Franklin S. Roberts
 Prod. Mgr.....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.

MARSHALL ROBERTSON ADVERTISING AGENCY

1550 Speer Blvd., Denver 4, Colo.

Phone: KE 4-6268

APA

Chrmn. & Pres.....Marshall G. Robertson
 Secy.-Treas., Time Buyer.Mary A. Robertson
 V.P., Acct. Exec.....John Eby
 Radio 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, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.
 Phone: LOcust 8-5885
 President.....Robert H. Adleman
 Vice President.....Anthony J. Walton
 Radio-TV Dir.....E. Uhler
Accounts: Bonded TV Film; Nu Products Co.; Radio Sta. WDAS, Philadelphia; Radio Sta. WIBG; TV Sta. WVUE.

ROBINSON, JENSEN, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: HUntley 2-2050
 ABP—ANPA—APA—PPA
 President.....Elwood J. Robinson
 Exec. Vice-President.....Melvin A. Jensen
 Secretary.....Eola E. Gass
 Vice Presidents.....David R. Fenwick, John Haynes
 TV Dir.....Lee Laufer
 Media Dir., Radio Time
 Buyer.....R. C. Neuman
 Treasurer.....Robert C. Neuman
 Prod. Mgr.....James Kroll
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

ADVERTISING AGENCIES

Assn., Los Angeles, Calif.; Wilco Co. (Clear-
ex 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 Occi-
dental Gas Ranges), Los Angeles, Calif.;
Wilco Co. (Foaming Clearax, Bif Insecti-
cides); 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
Vice Presidents. Lloyd Maxwell,
E. C. Olson, William H. Savin, Stewart
Weston, M. F. Williamson.

Sec.-Treas. C. W. Anderson
Dir. Plans & Mds. W. S. Shartle
Dir. Radio-TV. Kirby Roche
Dir. Research. J. Durringer
Media Buyer. Guy Dustman
Account Executives. John P. Walker,
(Bonk, Engelhardt, Gilmour, Herweg, Max-
well, Olson, Roche, Shartle, Weston, Wil-
liamson)

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. (Ammonia, Bleach); Schulze & Burch
Biscuit Co.; Sno Bol Corp. (Toilet Bowl
Cleaner, Mop); Stewarts Private Blend Cof-
fee 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
Controller. Sidney Bernberg
Copy Chief. M. Lovinger
Account Executives. Gerald Addis,
Edw. Lovinger, Jerrold Rocklin
Research Director. Trina Shuchat
Publicity Dir. Robert Rocklin
Prod. Mgr. Sue Wurtzburg
Art Director. Helen Wurtzburg

Radio Accounts: Western Tire Auto Stores
(Dept. Store); Chicago Furniture Mart; Kay-
Den Beauty Salon; Berens Mercury (Auto-
mobiles); Roosevelt Chair & Supply; Treasure
Chest (Magic, Games, Inc.); Vivian Verne Co.
(Shampoo); Grecian Formula 16 (Hair Col-
oring); Keystone Chevrolet, Public Pontiac
(Both Cars); all Chicago.

TV Accounts: Walton Motors, Inc. (Auto-
mobiles); Western Tire Auto Stores; Chica-
go Furniture Mart; Alan Radio & Appliance
Stores; Dy-Dee Wash; English Ford Dealers
of Chicagoland; Public Pontiac, Slavin Ed-
sel, Lewis Ford, Lee Nordic (All Cars); all
Chicago.

RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal 25, Que.

Phone: University 6-9471

ABC—ANPA

Bd. Chrm., Pres. Russell C. Ronalds
Secy.-Treas. Peter Smith
President. Frank deB. Walker
Exec. V.P. Ray J. Avery
Prod. Mgr. Leo Hastings
Acct. Suprs. P. Golick, H. J. Ronalds
Media Dir. D. C. Fowler

Branch Offices

108 Peter St., Toronto, Ont., Canada

Phone: EMpire 3-0237

Exec. V.P., Manager. R. J. Avery
Petroleum Bldg., Edmonton, Alberta, Canada
Phone: 2-3356

Manager. G. G. Steeves

ROSE-MARTIN, INC.

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

Phone: JUDson 2-3550

ABP—ANPA

President. Irl W. Rose, II
V.P., Gen. Mgr. John A. Boulle
V.P., Media Director. G. M. Rundbaken
V.P., Art Dir. Alec B. Kenne
Production Manager. Ethel Whelan
V.P., Radio-TV Dir. Channing Hadlock
Copy Chief. Frank McCullough
Comptroller. Joseph R. Anderer
Account Executive. Lou Kashins

Radio Accounts: Morrisso Co. (Pudding,
Pie Filling); Amer. Kitchen Prods. Co.
(Steero Bouillon Cubes, Jellied Consomme,
Spaghetti Sauce) both Jersey City, N. J.;
E. Regensburg & Sons (Cigars) N. Y. C.

TV Accounts: Noxon (Silver & Metal Pol-
ish) Jersey City, N. J.; Bankers Trust Co.
(Bank); Universal Spray Can Corp. (Aerosol
Shoe Shine) both N. Y. C.

Estimated TV Billings: \$300,000.

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

Accounts: Air Temperature, Inc. (Heating
& Air Conditioning) Memphis, Tenn.;
Black & White Stores, Memphis, Tenn.; Brit-
ling Cafeterias, Memphis, Tenn.; Burling,
Nat. Packing Co. (meat packers) Memphis,

ADVERTISING AGENCIES

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
V.P., Asst. to Pres. Robert R. Roy
Exec. V.P. Thomas G. McCormick
Sr. V.P., Creative Dir. Maurice G. Vaughn
V.P. & Art Dir. John W. Hutton
V.P., Acct. Suprs. Wm. W. Shaul,
Joseph G. Mohl
Mgr., Radio-TV Dept. Ralph S. Freeman
Secretary Erwin H. Haass
Treasurer Lathrop P. Morse
Comptroller Harry W. Mellen
V.P., Media Dir. Carl E. Hassel
Research Dir. Edward Simon
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. Thomas F. Scott
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
Exec. V.P. Paul Zucker
Vice Presidents. Charles Lipton,
Chester Burger, Richard Weiner
Dir., Creative Services. Morton Yarmon
Dir., Radio-TV Mildred Vigderhouse
Prod. Mgr. E. Brodsky

THE RUMRILL COMPANY, INC.

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

AAAA—ABC—ABP

President C. L. Rumrill
Exec. V.P. J. R. Van Arsdale
Senior V.P.'s. G. R. Darcy,
N. A. Gallagher
Secy., Treas. H. R. Hanson
V.P.'s. J. G. Wells, L. B. Reigler

Division Offices

374 Delaware Ave., Buffalo, N. Y.
Phone: MA 6020

Manager J. G. Wells
10 Hopper St., Utica, N. Y.
Phone: UTica 3-7544

Manager L. B. Riegler

Radio and TV Accounts: Community Savings Bank, Rochester; Fanny Farmer Candy Shops, Rochester; Genesee Valley Union Trust Co., Rochester; Genesee Brewery (Ale) Rochester, N. Y.; Amer. Household Storage (Movers); Jno. H. Brogan & Co. (Ins.); Buffalo Indust. Bank; Crystal Beach Transit Co. (Amusement Pk.); Dunlop Tire & Rubber Co. (Tires, Sptg. Gds.); First Fed. Sav. & Loan Co.; Home Show (Exhibits); Keebler Biscuit Co. (Baked Goods); Loretto Foods (Food Prod.); Milk for Health (Dairy Prod.); Niagara Frontier Transit System (Transportation); Red Wing (Food Prod.); all of Buffalo; Buffalo Raceway (Race Track) Hamburg, N. Y.; Kenmore Motor Co. (Autos); Kenmore, N. Y.; Procino Rossi Corp. (Food Prod.) Auburn, N. Y.

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

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, Oscar Heuse

Comptroller George A. Mitten
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.; Gunn Bros. Stamps, Dulaney Distributing Co. (Appliance Distributors); Air Products (Distributors), Okla City; Colvert's Dairy Prod., Ardmore, Okla.

TV Accounts: Cain's Coffee Co. (Coffee, Tea, Spices); Liberty National Bank (Banking); Local Federal Savings & Loan Association; Gunn Brothers Stamps (Trading Stamps); Consolidated Gas (Gas Utility), Oklahoma City, Okla.; Safeway Stores, Okla. City; Superior Feed Mills, Kerr-McGee Oil Industries, Oklahoma Gas & Electric Co., Colvert's Dairy Prod., Ardmore, Okla.

Estimated Radio Billings: \$187,000.

Estimated TV Billings: \$350,000.

BEN SACKHEIM, INC.

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

Phone: PLaza 1-2200

AAAA—ABC—ABP—ANPA

President Ben Sackheim
Exec. Vice-Pres. George B. Pampel
V.P., Radio-TV William Pitts
Time Buyer Bob Glatzer
Copy Chief Anne Green
Executive Art Dir. Arthur Singer
Creative Director Matthew Cantillor
Prod. Coord. Irving Levine
Media Director William Galker
Acct. Execs. Ted Briening, Vernon