

TELEPHONE NUMBERS IN NEW YORK

Needham, Louis & Brorby	PLaza	7-0333
Norman Craig & Kummel	PLaza	1-0900
Product Services	MUrray Hill	7-0204
Sullivan, Stauffer, Colwell & Bayles	MUrray Hill	8-1600
Tatham-Laird	PLaza	1-4680
J. Walter Thompson Co.	MUrray Hill	6-7000
Wade Adv., Inc.	OXford	7-9261
Warwick & Legler, Inc.	PLaza	1-4700
Weiss & Gelfer, Inc.	PLaza	3-4070
Young & Rubicam, Inc.	MUrray Hill	9-5000

Publications

Advertising Age	YUkon	6-5050
Billboard, The	PLaza	7-2800
Broadcasting	PLaza	5-8355
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	MUrray Hill	8-7500

RADIO-TELEVISION DAILY Wisconsin 7-6336

Sales Management	YUkon	6-4800
Sponsor	MUrray Hill	8-2772
Standard Rate & Data Service	MUrray Hill	9-6620
Television Age	PLaza	1-1122
Television Magazine	PLaza	3-9944
Variety	LU	2-2700

News Associations

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

Talent Agencies

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

Organizations, Unions and Government Agencies

AAAA	LEXington	2-7980
Actors' Equity	PLaza	7-7660
Advertising Federation of America	Clrcle	6-2431
AFTRA	MUrray Hill	7-1810
American Communications Assn.	CORTland	7-1374
American Federation of Musicians	PLaza	8-0600
ASCAP	MUrray Hill	8-8800
AWRT	ELDorado	5-7281
Broadcast Music, Inc.	PLaza	9-1500
Country-Western Music B'casters Assn.	CO	5-3530
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	CORTland	7-7100
Institute of Radio Engineers	LE	5-5100
Music Publishers' Protective Association	PLaza	1-1930
NAPA	Clrcle	7-8194
Professional Music Men, Inc.	COLUMbus	5-7362
RAB	MU	8-4020
SESAC, Inc.	JU	6-3450
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.

Basch Radio & TV Productions	MUrray Hill	2-8877
V. S. Becker Productions	MUrray Hill	2-0777
The Bruce Chaaman Co.	WISCONSIN	7-9244
Columbia's Transc. Serv.	Clrcle	5-7300
Frederic Damru, M.D.	YUkon	6-9484

Decca Records, Inc.	PLaza	2-1600
Empire Broadcasting Corp.	YUkon	6-5700
Walt Frammer Prods.	OX	7-3322
General Artists Corp.	Clrcle	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 Prods.	PL	1-0600
Gotham Recording's	JU	6-5577
Henry Jaffe Ent.	CI	5-2405
Victor Kayfetz Prod.	CI	5-4830
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
Music Corp. of America	PLaza	9-7500
Muzak Corp.	OREgon	4-7400
NBC Radio Recording Div.	Clrcle	7-8300
Project-O-Fex	MU	7-1881
Pyramid Productions, nc.	JUdson	6-7040
Reemack Enterprises, Inc.	Clrcle	6-7300
Reeves Sound Studios, Inc.	OREgon	9-3550
Rockhill Radio	PLaza	9-7979
SESAC, Inc.	JU	6-3450
Talent Associates	PL	3-1030
Television Screen Productions, Inc.	MUrray Hill	2-8877
Transfilm, Inc.	JUdson	2-1400
Thomas J. Valentino, Inc.	Clrcle	6-4675
Wolf Productions	PLaza	5-2050
World Broadcasting System, Inc.	PLaza	7-1400
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
Bray Studios, Inc.	CI	5-4582
British Information Services	CI	6-5100
California National Productions, Inc.	CI	7-8300
CBS Films	PL	1-2345
Commonwealth Film-TV	CI	5-6465
Frank Cooper Associates	PL	1-0725
Demby Productions, Inc.	PL	9-2495
Economee Television Programs	MU	8-4700
Flamingo Films	JU	6-7040
Fortuna Features, Inc.	LO	4-5592
Fremantle International	MU	7-4343
Galaxy Attractions	PL	1-0330
W. J. German, Inc.	LO	5-5978
Harry S. Goodman Productions	PL	5-6131
Guild Films Company, Inc.	MU	8-5362
The Jam Handy Organization, Inc.	JU	2-4060
Hollywood Television Service, Inc.	JU	6-1700
Independent TV Corp.	PL	5-2100
Intercontinental TV	MU	2-340
Interstate TV Corporation	PLaza	7-3070
Jayark Film Corp.	MU	8-2636
Robert Lawrence Productions, Inc.	JU	5-2542
MCA-TV	PL	9-7500
MGM-TV	JU	2-2000
Charles Michelson, Inc.	PL	7-0695
Modern Teleservice, Inc.	OX	7-2753
Motion Pictures for Television, Inc.	PL	3-5600
Movietonews, Inc.	CO	5-7200
MPO Productions, Inc.	MU	8-7830
National Screen Service Corp.	CI	6-5700
National Telefilm Associates, Inc.	JUdson	2-7300
Official Films, Inc.	PL	7-0100
Paramount Television Productions, Inc.	BR	9-8700
Reeves Sound Studios, Inc.	OR	9-3550
Hal Roach Studios	CI	5-4135
Sarra, Inc.	MU	8-0085
Walter Schwimmer, Inc.	EL	5-4616
Bernard L. Schubert	MU	8-0940
Screen Gems, Inc.	PL	1-4432
Show Corp. of America	PLaza	9-6840
Sound Masters, Inc.	PL	7-6600
Sterling Television Co., Inc.	MU	3-6300
Transfilm Incorporated	JU	2-1400
Trans-Lux Television Corp.	PL	1-3114
Twentieth Century-Fax	CO	5-3320
United Artists Assoc.	MUrray Hill	7-7800

TELEPHONE NUMBERS IN NEW YORK

UPA Pictures, Inc. PL 8-1405
 Universal Pictures Co., Inc., Television PL 9-8000
 Warner Bros. TV CI 6-1000

Van Praag Productions PL 7-2687
 Ziv-United Artists, Inc. MU 8-4700
 Maurice H. Zouary TV Productions JU 2-6185

CHICAGO TELEPHONE NUMBERS

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBEE	RAndolph	6-6842
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAStgate	7-6860
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	Mlchigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WIJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	Mlchigan	2-1570
WSBC	MONroe	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

Television Stations

WBMM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	Mlchigan	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
Mutual 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
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 TV, Inc.	DElaware	7-3504
Gill-Perna, Inc.	FRanklin	6-9393
Headley-Reed 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
Meeker Co., 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 Reps., Inc.	Financial	6-0982
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
Venard, Rintoul & McConnell	STate	2-5260

Walker-Rawalt Co.	ANdover	3-5771
Weed Radio Corp.	WHitehall	4-3434
Adam Young, Inc.	Mlchigan	2-6190

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson	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-Ewold Co.	Central	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	Financial	6-4700
W. B. Doner & Co.	ANdover	3-7800
Doremus & Co.	Central	6-9132
Erwin Wasey, Ruthrauff & Ryan	Financial	6-1833
Foote, Cone & Belding	SUperior	7-4800
Frank, Clinton E., Inc.	WHitehall	4-5900
Fuller & Smith & Ross	ANdover	3-5039
Grant Advertising, Inc.	SUperior	7-6500
H. W. Kastor & Sons Advertising Co.	Central	6-5331
MccFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	Webster	9-3700
Arthur Meyerhoff & Co.	DElaware	7-7860
Needham, Louis & Brorby, Inc.	WHitehall	4-3400
L. W. 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	Mlchigan	2-6015
Jewell Radio & TV Productions	MOhawk	4-5757
Jules Power Prod.	ANdover	3-1422
Les Lear Productions Corp.	RAndolph	6-0905
William Morris Agency	WHitehall	3-1744
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Walter Schummer Co.	FRanklin	2-4392
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	ANdover	3-6520
L. S. Toogood Recording Co.	Central	6-5275
Ziv United Artists, Inc.	WH	4-1030

News Agencies and Assns.

Associated Press	STate	2-7700
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RADO-TELEVISION 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	4-3009
Commerce, Department of.....	STerling	3-9200
Copyright Office, Library of Congress.....	STerling	3-0408
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	5-6709
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,

Non-Government

Clear Channel Broadcasting Service.....	EXecutive	3-0255
National Association of Broadcasters.....	DEcatur	2-9300
National Press Club.....	REpublic	7-2500
Radio-TV Daily.....	EX	3-4808
Radio, Electronics-Television Manufacturers Association.....	NAtional	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.).....	DIstrict	7-1260
Westinghouse Broadcasting Co.....	STerling	3-0903

AM Radio Stations

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

FM Radio Stations

WASH.....	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 International.....	EXecutive	3-3430

Networks

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

LOS ANGELES TELEPHONE NUMBERS

AM Radio Stations

KABC.....	NOrandy	3-3311
KALI (Pasadena).....	MURray	1-0171
KBIG.....	HOLlywood	3-3205
KBLA (Narth Hollywood).....	TRiangle	7-3619
KDAY.....	HOLlywood	1-9981
KFAC.....	WEbster	8-0161
KFI.....	DUNkirk	2-2121
KFOX (Long Beach).....	HEmlock	6-7281
KFSG.....	DUNkirk	9-1141
KFWB.....	HOLlywood	3-5151
KGER (Long Beach).....	NEvada	6-4774

KGFJ.....	HOLlywood	4-0201
KCTL (Sherman Oaks).....	STate	5-8631
KHJ.....	HOLlywood	2-2133
KIEV (Glendale).....	CHapman	5-2388
KLAC.....	HOLlywood	2-7271
KMPC.....	HOLlywood	9-5341
KNX.....	HOLlywood	9-1212
KPOP.....	DUNkirk	8-2345
KPOL.....	WEbster	8-2345
KRKD.....	CApitol	5-4116
KWKW (Pasadena).....	MURray	1-6744
KXLA (Pasadena).....	MURray	1-6991

TELEPHONE NUMBERS IN LOS ANGELES

FM Radio Stations

KABC-FM	NOrmandy	3-3311
KBMS-FM (Glendale)	CHapman	5-2090
KCBH	BR	2-7105
KFAC-FM	WEbster	8-0161
KFMM-FM	WEbster	8-5233
KFOX-FM	SPruce	5-2068
KGLA-FM	DUnkirk	5-9966
KHJ-FM	HOLlywood	2-2133
KHOF-FM (Glendale)	CHapman	5-7575
KMLA-FM	DUnkirk	2-8426
KNOB-FM (Long Beach)	HOLlywood	7-0454
KNX-FM	HOLlywood	9-1212
KRHM-FM	DUnkirk	5-7421
KUTE-FM	CHitrus	4-1414
KRKD-FM	CApitol	5-4116
KWKW-FM (Pasadena)	MURray	1-6744

Television Stations

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

National Networks

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

Station Representatives

AM Radio Sales Co.	HOLlywood	5-0695
Avery-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	2-0543
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
Forjoe & Co.	OL.	5-7755
Gillman, Nicoll & Ruthman	DUnkirk	7-1325
Gill-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	4-6284
Daren F. McGavren Co., Inc.	HOLlywood	4-6146
Meeker Co.	HOLlywood	2-6501
Tracy Moore	HOLlywood	2-2351
NBC-KRCA Spot Sales	THornwall	5-7000
Oakes, Harlan G., Associates	DUnkirk	2-3200
Lee F. O'Connell Co.	OLympia	2-1313
John Pearson Co.	DUnkirk	5-5084
Peters, Griffin, Woodward, Inc.	HOLlywood	9-1688
Edward Petry Co.	DUnkirk	8-1143
Paul H. Rayment	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 Agencies

Action in Advertising	DUnkirk	3-3114
Ad Larson	NOrmandy	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.	NOrmandy	3-9343
Allen & Marshall Adv. Agency	OLive	3-1770
Allen, Martin, Co.	WEbster	3-0734
Alicia Advertising Agencies	HOLlywood	2-0837

Anderson-McConnell Adv. Agency	HOLlywood	3-4154
U. S. Anderson Co.	OLdfield	4-0250
Arnold, Rupert Advertising	DUnkirk	2-0896
Asch, A., Inc.	DUnkirk	7-7600
Associated Advertising Agency	OL.	2-7690
Atherton Mogge, Privett, Inc.	OLive	3-9870
Atchison & Hayden	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	2-4220
Bates, Ted., & Co.	HOLlywood	9-2161
BBDO	HOLlywood	2-6723
Baus & Ross Co.	DUnkirk	8-1107
Bayard, Jere	OLdfield	5-9355
Becker, Max, Advertising	HEmlock	6-5222
Bejach, Leo, Adv.	GRanite	2-2245
Belford, Ed, Agency	BRadshaw	2-8493
Bell Advertising	NOrmandy	5-5191
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.	Richmond	7-0543
Boyd, John R.	CLeveland	6-8698
Boylhart, Lovett & Deane	HUntly	2-0740
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
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
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.	OLEander	2-1315
Chamberlin & Associates	DUnkirk	7-6444
Cheshire Advertising Associates	HOLlywood	3-3498
Citizen Advertising Agency, Inc.	MAdison	2-2463
Cloward Velma Advertising	DUnkirk	4-2558
Coast Advertising Associates	MAdison	7-1269
Cole, Fischer & Rogow	BRadshaw	2-3351
Cole, Val Advertising Agency	CRestview	5-8462
Coleman-Parr Advertising	OLive	3-7030
Collard, Clark, Adv. Agency	DUnkirk	7-3388
Columbia Pacific Advertising	GARfield	3-1047
Compton Advertising, Inc.	OL	3-0100
Consolidated Adv. Directors	OLive	5-6484
Copy Cat Advertising	STanley	7-4348
Cowell, Leslie B., Advertising	TRiangle	7-5329
Craig & Reid, Inc.	HOLlywood	4-8218
Creative Advertising	OLympia	5-8281
Crist, Ken, Inc.	NOrmandy	1-1287
Culbertson, Robert C. Adv.	OLive	5-8514
Culp, Earl R., Co.	DUnkirk	2-8406
Cunningham & Walsh, Inc.	DUnkirk	8-0591
Dancer-Fitzgerald-Sample, Inc.	HOLlywood	2-3256
D'Arcy Adv. Co.	DUnkirk	5-3171
Delman, Allen & Assoc.	OLive	1-3944
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	8-9956
Doyle, Dane, Bernbach	OLive	3-8080
Dozier, Eastman & Co.	DUnkirk	5-6071
Dreyfus Co. Adv.	OLive	5-8255
Dunas, E. C. Advertising	OLive	6-4100
Durstine, Roy S., Inc.	DUnkirk	8-3411

TELEPHONE NUMBERS IN LOS ANGELES

Ebberts, Dan, Adv. Serv.	LUdlow	7-9161	Kraft Advertising	DUnkirk	8-6262
Edelstein, Irwin L. & Assoc.	OLive	3-7420	Lance Advertising	WEbster	6-6184
Ehler, Grace	MAdison	6-2222	LaRoche, C. J., Advertising	HOLLYWOOD	9-3656
Eisaman-Johns, Advertising	HOLLYWOOD	4-7265	Latta & Co.	MAdison	6-3284
Eisenberg, Ralph	MAdison	2-0439	Lawrence Co.	BRAdshaw	2-5820
Elliott, Neil M. Advertising	DUnkirk	7-7301	Lee & Associates	OLive	1-2090
Enyart & Rose Advertising	OL	4-4070	Lee, J. Richard	HOLLYWOOD	9-2721
Erwin Wasey, Ruthrauff & Ryan, Inc.	WEbster	1-1211	Lee, Robert E., & Associates	HOLLYWOOD	7-9808
Essig Co.	POplar	3-4365	Leni Advertising	HOLLYWOOD	4-0141
Esty, William Co.	HOLLYWOOD	2-6301	Lennon & Newell	CRestview	1-7221
Fagan, O. K. Advertising Agcy.	MAdison	2-2192	Lewin, Howard, Advertising	DUnkirk	8-7156
Falkenhainer, Carl	BRAdshaw	2-0136	Lewis Advertising	HOLLYWOOD	5-9040
Fallon & Co.	HOLLYWOOD	4-0171	Lionel & Simons Advertising	HOLLYWOOD	2-7429
Farrar Advertising	GRAnite	8-3011	Little & Co.	DUnkirk	9-1267
Fehlman, Warren P. Adv. Co.	OXnard	4-5270	Logan, Dudley L.	DUnkirk	2-8471
Fellows, John C., Co.	MURray	1-6404	Lynn-Western, Inc.	WEbster	5-1234
Flax-Bronston Co.	MAdison	6-7751	Mack Agency	HOLLYWOOD	2-6377
Foladare, Maury & Assoc.	HOLLYWOOD	9-8135	MacManus, John, & Adams	OLive	3-6130
Foote, Cone & Belding (Hollywood)	HOLLYWOOD	9-6265	Mann Advertising Co.	DUnkirk	2-1179
Foote, Cone & Belding (Los Angeles)	MAdison	9-3611	Mannis, Samuel A.	HOLLYWOOD	4-7501
Forestral, R. J. Co.	WEbster	5-1211	Markham Co.	DUnkirk	8-9495
Frank, Albert-Guenther Law	WEbster	3-7595	Martha's Adv. Service	MAdison	6-4897
Frank, Don Advertising (Anaheim)	KEystone	5-6093	Marto, Walter	SY	6-2239
Frazier, Cornelius W.	MAdison	5-8392	Mathisson & Associates	HU	2-1870
Fritz, Jimmy, & Associates	HOLLYWOOD	3-3251	Matthews, Anne D. (Pasadena)	SYcamore	9-6504
Fuller, Smith & Ross, Inc.	OLive	3-0240	Mayer Company	DUnkirk	8-2111
Gage, Booth & West, Inc.	OLive	3-1770	Mayne, Charles H., Co.	DUnkirk	5-0138
Gard, Dalbert & Associates	DUnkirk	8-8422	Mays & Co.	MAdison	7-8534
Gardner, H. M., & Assoc.	OLive	5-7465	McCann-Erickson	DUnkirk	5-3301
Gaynor, Ducas, Inc.	OL	5-8191	McCarty Co., The	DUnkirk	5-4011
Geissing, W. B., & Co.	OLive	1-3510	McCreery, Walter, Co.	OL	2-4480
General Advertising Agency, Inc.	HOLLYWOOD	3-5128	McElligott, Ford C., & Associates	MAdison	2-4653
Gerth, Brown Clark & Elkus	OLive	3-2320	McElroy Adv. Agcy.	DUnkirk	1-3045
Gilbert & Benton	TRiangle	7-1848	McHugh Advertising Co.	BRAdshaw	2-0233
Gilbert, Martin Agency	STate	3-2900	McKee, Burns Adv.	HOLLYWOOD	7-4218
Gill Clifford Agency	OLive	5-8388	McLain, W. R., & Associates	NOrmandie	3-8200
Glasser-Gailey, Inc.	DUnkirk	4-2141	McNeill & McCleery	DUnkirk	5-7341
Glenn Advertising, Inc.	OL	3-9030	Meary, Phillip J., Co., Adv.	DUnkirk	5-4181
Gold Mike Agency	RYAN	1-4745	Meltzler, Richard, Adv.	WEbster	8-2993
Goldstone-Tobias	OL	5-6010	Meyeroff, Arthur, & Co.	OL	3-1633
Gonda, Francis D., Adv. Agency	HOLLYWOOD	2-1325	Miner, Dan B., Co.	DUnkirk	8-3301
Goodman, Anderson, Advertising	OLive	3-6400	Minnis, Richard L.	CRestview	1-7207
Graham, Clyde D.	DUnkirk	3-1266	Monsois, John S., Advertising	OLive	2-7218
Grant, Will	DUnkirk	7-3361	Morgan Company, The	STate	6-5696
Grant Advertising Agency	HOLLYWOOD	1-9231	Morgan, Raymond R., Co.	HOLLYWOOD	3-4194
Gray-Moore Agency	HOLLYWOOD	9-3591	Mottl & Siteman Advertising	OL	2-5095
Greer, Norman Co.	OL	7-0648	Mowinkel, E. K., Advertising	Richmond	7-0529
Gregory, Willard G., & Co.	MAdison	7-0531	Mullins, Earl, Advertising	DUnkirk	5-9088
Grey Advertising	BRAdshaw	2-9821	Nargi Advertising	MAdison	2-1647
Guerin-Johnstone-Jeffries Advertising	CLinton	7-7573	National Advertising Associates	DUnkirk	7-4388
Guld, Bascom & Bonfigli	HOLLYWOOD	9-8217	National Federation of Advertising	OL	3-2320
Hadlock & Associates	HOLLYWOOD	2-6731	Neale & Associates	OL	6-0500
Harris, Harlan & Wood Adv.	HOLLYWOOD	9-2911	Neave & North Advertising	HOLLYWOOD	3-5226
Heintz & Co., Inc.	MAdison	9-3181	Neave, Ralph Advertising	FRontier	4-1609
Hill, Don	MAdison	4-5149	Needham, Louis, & Brorby	CRestview	6-2073
Herbert E. Hill	HU	3-7730	Nelson Adv. Service	WEbster	8-3844
Hixson & Jorgenson, Inc.	DUnkirk	8-3121	Newman, Ben Allah, Advertising	DUnkirk	9-6649
Hoel, John D., Adv. Agency	MURray	1-7131	Newmark, Nelson, Advertising	MAdison	4-1568
Hollander, Welsh Advertising	DUnkirk	9-1171	North Advertising	OL	2-3770
Honig-Cooper Co.	DUnkirk	8-3301	Olen, David, Adv.	OLive	5-7290
House of Leads	PLEasant	3-8714	Pacific Advertising Service	Richmond	9-5803
Houston Advertising Service Co.	NOrmandie	5-5886	Packard, Jack Advertising	CHapman	5-5591
Hubley Adv. Agency	DUnkirk	2-2366	Pardee Co., The	HOLLYWOOD	2-7306
Hunter & Wilhite Advertising	WEbster	3-7553	Patch & Curtis Advertising	HEmlock	3-4919
Hutahinson Advertising	HOLLYWOOD	2-4500	Patton, George Adv.	HOLLYWOOD	2-0841
Irwin, Howard, & Assoc.	DUnkirk	8-1219	Paul & Baum	OL	3-2110
Jay, Clarence L. Industrial Adv.	NOrmandie	4-7131	Pell, Ben, Advertising	MAdison	2-1557
Jaycraft Co.	THornwall	2-5310	Perrett Co., The	MAdison	8-2388
Jenner, Don, Advertising	DUnkirk	2-8321	Pflaum, Stanley, & Associates	OL	2-0332
Jensen, Walter L., Advertising	DUnkirk	9-8355	Porter, Wesley H., Adv.	AXminster	3-0400
Jett Advertising	HOLLYWOOD	2-6635	Productive Advertising	AXminster	1-1322
Johnson, J. Howard	MAdison	4-8464	Ramsey, Brown & Co.	HOLLYWOOD	3-6851
Johnson & Lewis	HOLLYWOOD	5-7105	Raymond, J. W., Advertising	HU	3-4330
Jones, Paul, & Associates	DUnkirk	1-3003	Raymond, Larry, Co.	WEbster	8-8125
Kaplan, Sara Jane, Advertising	OLive	3-6057	Robin Co., The	DUnkirk	3-3114
Kaufman, Lon, Co.	DUnkirk	8-2725	Robin, Lee & Arnold	CRestview	4-5853
Kaufman, Hans E., & Co.	HOLLYWOOD	3-3800	Robins, Jerome, Agency	DUnkirk	8-0661
Kay-Christian Advertising	WEbster	9-1347	Roche-Eckhoff & Lee	OLive	5-7670
Keane, Raymond, Advertising	OLive	3-8650	Rockett-Lauritzen	REpublic	4-2106
Keene & Associates	OLive	3-7420	Ross, Charles, Adv., Agency	HOLLYWOOD	2-1184
Kellogg, Edw. S.	DUnkirk	7-5213	Ross, Clark	WEbster	4-5152
Kelso, M. H., & Co.	DUnkirk	2-2072	Ross, Roy, Inc.	HOLLYWOOD	9-6263
Kenyon & Eckhardt	HO	9-9044	Russell-Stuart & Assoc.	HOLLYWOOD	3-6156
Kennedy, Walker & Wooten	OL	2-0555	Sawdon, Frank	HOLLYWOOD	4-7579
Keyes, Madden & Jones	HOLLYWOOD	9-3974	Schurrer, Lou, Adv.	HOLLYWOOD	3-3800
Killingsworth Co.	DUnkirk	5-6111	Scott, M. B., Advertising	OL	3-5330
Klitten, Martin R., Co.	DUnkirk	7-8395	Sebrell, J. B., Adv. Agcy.	MAdison	6-9397

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Seros, George J., Advertising	OL	2-1793
Shane, Leonard, Agency	Hollywood	9-2258
Shay Advertising	Hollywood	4-1158
Sheldon, Lisle Adv.	Hollywood	3-2366
Sherman & Pam.	Hollywood	7-3111
Show Management	WEbster	8-0148
Sieck, Charles H.	GRanite	3-3659
Simmons, Dean	WEbster	1-1311
Smalley, Levitt & Smith	Hollywood	2-7236
Speer Advertising Agency	Richmond	7-9626
Spees Advertising Agency	DUnkirk	9-6933
Stahl, Charles N., Adv. Agency	Hollywood	2-7344
Stebbins, Barton A., Adv.	DUnkirk	8-8131
Stebbins, Hal, Inc.	Richmond	9-5317
Steinlauf, Malcolm, & Co.	WEbster	3-7564
Steller, Miller & Lester, Inc.	DUnkirk	7-5377
Stiller, Hunt Advertising	BRadshaw	2-0204
Stodel Advertising	MAdison	2-1193
Straus, J. M., & Co.	OLympia	2-6613
Strumberger, LaVane & McKenzie	DUnkirk	5-2211
Sudler Co.	BRadshaw	2-3438
Sullivan Stauffer Colwell & Bayles	Hollywood	4-2119
Sussman & Meyer Adv.	OLive	5-8730
Swafford & Co.	OLdfield	5-9690
Taggart & Young	WEbster	3-8108
Tatham-Laird, Inc.	Hollywood	1-9228
Taylor Host, Inc.	CApitol	5-3208
Thompson, J. Walter, Co.	OL	3-0300
Thompson-McDonald	Hollywood	2-7249
Tilds & Cantz Advertising	OLeander	5-9270
Todd, Michael, Advertising	Hollywood	5-8036
Tullis Co., Inc., The	Hollywood	2-6333
Tyler-Smith, T., Advertising	DUnkirk	7-5519
United Bench Advertising	AXminster	2-8107
Universal Advertising Agency, Inc.	Hollywood	4-8218
Van der Boom, Hunt, McNaughton	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, Adv. Agency	Hollywood	4-7457
Walsh, Nellie L., Advertising	MA	2-9853
Warwick & Legler, Inc.	OL	3-0130
Weatherwax-Spurgeon & Associates	MA	7-2633
Webster, R. W., Adv.	MAdison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser, Marly, Co.	CRestview	4-8929
Welsh, Hollander & Coleman Adv.	DUnkirk	9-1171
Wessells, George M., Company	WEbster	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	5-5533
Winan & Co., Paul	Richmond	7-5189
Wolfer-Douglass-Bennington, Inc.	Cumberlnd	3-6242
Wood, Frank A.	WEbster	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	MURray	2-2319
Young, Marvin, Associates	Hollywood	2-2684
Young & Rubicam	MAdison	6-7641

Radio-TV Program Prods.

Aladdin Enterprises	Hollywood	2-6686
Alexander, M & A, Productions	Hollywood	4-7571
Burrud, Bill, Productions	Hollywood	3-8181
Cavalcade Television Programs	OL	4-4144
Cheshire & Associates	Hollywood	9-4580
Consolidated Film Industries	Hollywood	9-1441
Corradine, Tom J., & Associates	Hollywood	2-4448
Commodore Productions	Hollywood	9-7502
Crosby, Bing, Enterprises	BRadshaw	2-2771
Fairbanks, Jerry, Inc.	Hollywood	2-1101
Gibson, Grace, Radio Prods.	Hollywood	9-4580
Guedel, John, Radio Productions	OLive	3-8000
Hollywood Central Recording	Hollywood	3-2131
MacGregor, C. P., Sound Studios	DUnkirk	4-4191
MCA-TV	BRadshaw	2-3211
Patin, Ray, Productions	Hollywood	2-1147
RCA, Victor Division	RAYmond	3-6661
Radio Recorders, Inc.	Hollywood	3-3282
Reynolds, Stuart, Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	Hollywood	4-3183
Rocket Pictures, Inc.	Hollywood	7-7131

Ross, Jack	Hollywood	9-4019
Rourke, Jack, Productions	Hollywood	3-7178
Screen Gems, Inc.	Hollywood	2-3111
Snader Telescriptions Corp.	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
Telepix Corp.	Hollywood	4-7391
TV Spots	Hollywood	5-5171
Tuchman, Harris, Productions	WEbster	6-7189
Universal Recorders	Hollywood	9-8282
Western Recorders	Hollywood	3-6811
Wilding Business Commu.	WEbster	8-0183
World Broadcasting System	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.	HO	4-8331
Desilu Productions, Inc.	HO	9-5911
Walt Disney Studio	TH	5-3141
Dougfair Corporation	HO	5-6164
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	4-6122
Flying A Prod.	HO	9-1425
Four Star Films, Inc.	HO	2-6231
Gross-Krasne, Inc.	HO	2-7141
Hollywood Television Service, Inc.	PO	3-8411
Interstate TV Corporation	NO	2-9181
Mark VII, Ltd.	TR	7-0621
Robert Maxwell & Associates	HO	2-6027
McCadden Productions	HO	4-2141
McDallion TV Enterprises, Inc.	HO	2-6635
Carlton E. Morse Enterprises, Inc.	TH	5-7000
Paramount Television Productions, Inc.	HO	9-3181
Playhouse Pictures	HO	5-2193
Roland Reed TV Productions	HO	9-1628
Revue Productions, Inc.	TR	7-1211
Hal Roach Studios	UP	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	HO	2-6231
UPA Pictures, Inc.	TH	2-7171
Universal Pictures Co., Inc., Television	TR	7-1211
Van Praag Productions	DU	1-3819
Warner Bros. Pictures, Inc. TV Division	HO	9-1251

Artists Agencies

Alexander, Alex Agency	CRestview	1-6101
Allied Casting	Hollywood	3-7124
Alvarado, Carlos	OL	5-6840
American Federation of TV-Radio	Hollywood	4-5123
Aragon Agency	UPTon	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	9-2127
Barskin Agency, The	OL	2-5470
Bell, Marcella Agency	CRestview	6-0012
Bender, David	OLympia	2-1465
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	HO	4-3060
Brandies, Bob, Agency	Hollywood	5-6978
Brewis, Alex	OL	2-5470
Clouston-Stempel	CRestview	4-8343
Cloutman-Barskin-Short	CRestview	1-9093
Columbia Artists Management	MAdison	6-2327
Condit Agency	HO	4-9233
Connor, Allen	Hollywood	5-0834
Cooper, Frank, Associates	CRestview	4-5971
Cooper, Ray	CRestview	6-9769
Cumber, Lil Attractions Agency	AXminster	3-6159
Davis, Charles Agency	Hollywood	6-2888

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Davis, Mary Webb	OL	5-6747	Pearson, Ben	CRestview	4-5488
Dawn, Wilma Agency	HOLLYWOOD	5-7438	Pomeroy, Jack	HOLLYWOOD	9-6366
Donaldson Agency	OL	2-0355	Preminger-Stuart	OL	6-2360
Fame Agency	CRestview	6-6238	Richards, Danny Agency	HOLLYWOOD	7-5295
Famous Artists	CRestview	4-7433	Rocamora, Wynn	OL	2-9710
Flaire Agency, The	OL	6-3060	Rosen, Jerry Agency	CRestview	4-5861
Frings, Kurt	CRestview	4-8881	Rush, Art Inc.	CRestview	4-6841
Garfield, Milton	CRestview	1-7227	Ryan, Frank	CRestview	1-4627
Gefsky, Harold L.	OL	3-6145	Schuller, William Agency	CRestview	4-6949
General Artists Corporation	BR	2-4259	Schwartz Agency	OLive	3-0400
Gertz, Mitchell	CRestview	4-5491	Screen Children's Guild Agency	HOLLYWOOD	9-6231
Gold, Herb	CRestview	4-8171	Shauer, M. A.	CRestview	1-1103
Gold, Sid	4-7247		Shaw, Glenn	OLive	5-6956
Goldstone, Tobias	BRadshaw	2-9235	Shipley, Howard Agency	CRestview	6-6251
Gould, Billy	OL	6-1122	Shurr, Louis	CRestview	4-8111
Green, Ivan	OL	2-4010	Sindell Agency	CRestview	4-8181
Greshler, Abner	Oldfield	4-5960	Small, Paul	BRadshaw	2-0496
Griffith, Byron	HOLLYWOOD	7-2600	Snitzer, Lou-Fritschi, Al, Inc.	HOLLYWOOD	9-6271
Grossman, Milton M.	CRestview	4-8631	Sodara Agency	Upton	0-6001
Halliburton, Jeanne	CRestview	5-5575	Somlyo, E. T.	CRestview	6-2041
Halsey, Reece Agency	OLive	2-2409	Stewart, Rosalie	CRestview	4-6123
Hamilburg, Mitchell	OL	2-5160	Swanson, H. N.	OL	2-5385
Herdan-Sherrell	CRestview	1-5236	Swoverland, Harold	OLive	6-0900
Herzbrun, Walter	OL	2-7210	Thompson, Lionel B.	CRestview	1-2188
Herzon, Hal	HOLLYWOOD	2-1414	Ullman, George	CRestview	4-5238
Hill Agency & Associates	HO	2-5239	Usher, Marge	CRestview	4-6161
Ingersoll, George, Agency	HOLLYWOOD	7-0862	Wadsworth, J. B.	CRestview	6-0698
Irwin, Lou	CRestview	1-7131	Weil Agency, The	OL	2-2872
Jackson, Edith	HOLLYWOOD	7-0155	Weiner, Jack	OLympia	2-1140
Joyce Agency	HOLLYWOOD	3-6616	Weintraub, Murry	CRestview	1-1137
Kaufman, Milton	CR	5-5028	Westwood Artists Agency	GRanite	7-1264
Kendall-White Agency	OL	7-1050	White, Wm. B.	CRestview	5-4774
Kingston, Al, Enterprises	CRestview	6-8538	Wiley, Richard	OLive	2-5775
Kohner, Paul	CRestview	1-5165	Wilkins, Paul	CRestview	1-6188
Kumin-Olenick Agency	CRestview	4-5221	Willson, Henry	Oldfield	2-7452
Lance, Leon O.	OL	2-0191	Wookey, Betty, Agency	HOLLYWOOD	2-2301
Lauren, J. W., Agency	OL	6-4070	Zimmerman, Herman Agency	CRestview	6-0266
Lazar, Irving	CRestview	5-6153			
Leonard, Fred	HOLLYWOOD	4-7546			
Levee, Sid	CRestview	4-8631			
Longenecker, Robt.	OLive	3-3770			
McMillan, Hazel	CRestview	6-3603			
MacQuarrie, Earl	CRestview	4-8919			
Manuel, Alvin G. Agency	CRestview	4-5288			
Marion, Paul Agency	OL	2-9540			
Marx, Bert	CRestview	4-8555			
McHugh, Jimmy, Jr.	CRestview	4-5167			
Medford, Ben	CRestview	1-7021			
Messinger, Lili	CRestview	5-8541			
Meyers, Walter	CRestview	1-8161			
Middleton, Wallace	OL	6-4460			
Mishkin Agency	OLive	2-0944			
Moore, Lola	CRestview	6-5401			
Morris, William	CRestview	4-7451			
MCA Artists	CRestview	4-7711			
Ochs, Al	HOLLYWOOD	9-6470			
Oliver, Maurice	OL	6-3651			
Omega Artists, Inc.	HOLLYWOOD	9-7187			
Payton, Bob	OL	6-1880			

Publications

Billboard, The	HOLLYWOOD	9-5831
Broadcasting Magazine	HOLLYWOOD	3-3148
Film Daily, The	HOLLYWOOD	9-5358
Hollywood Reporter	HOLLYWOOD	4-7411
Media Agencies Clients	OL	7-1440
Radio-TV Daily	HOLLYWOOD	9-3951
See-Hear	HOLLYWOOD	9-2707
Sponsor	HOLLYWOOD	4-8089
TV Guide	HOLLYWOOD	5-2103
TV-Radio Mirror	EXmont	7-8640
Variety	HOLLYWOOD	9-1141

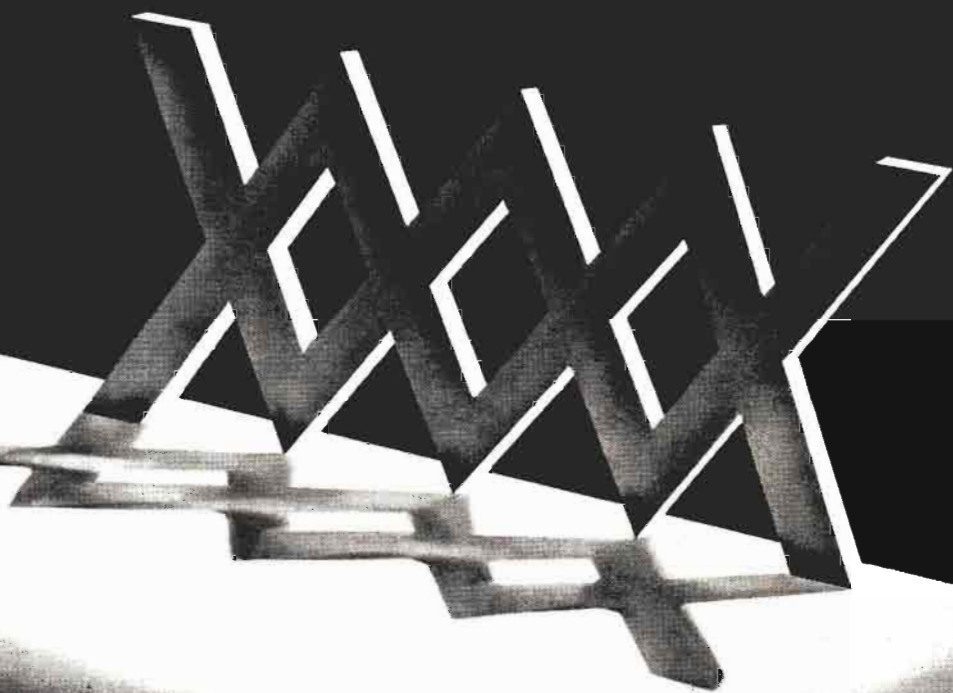
Radio-TV Audience Surveys

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

FOR PERSONNEL AND
LOCAL ADDRESSES ON
ABOVE PHONE NUMBERS

SEE
EDITORIAL INDEX
(Page 7)

SINCE 1898 THE AGENCY OF THE SHOW WORLD



WILLIAM MORRIS AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON • PARIS • ROME

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TELEVISION DAILY

presents

ADVERTISING AGENCIES

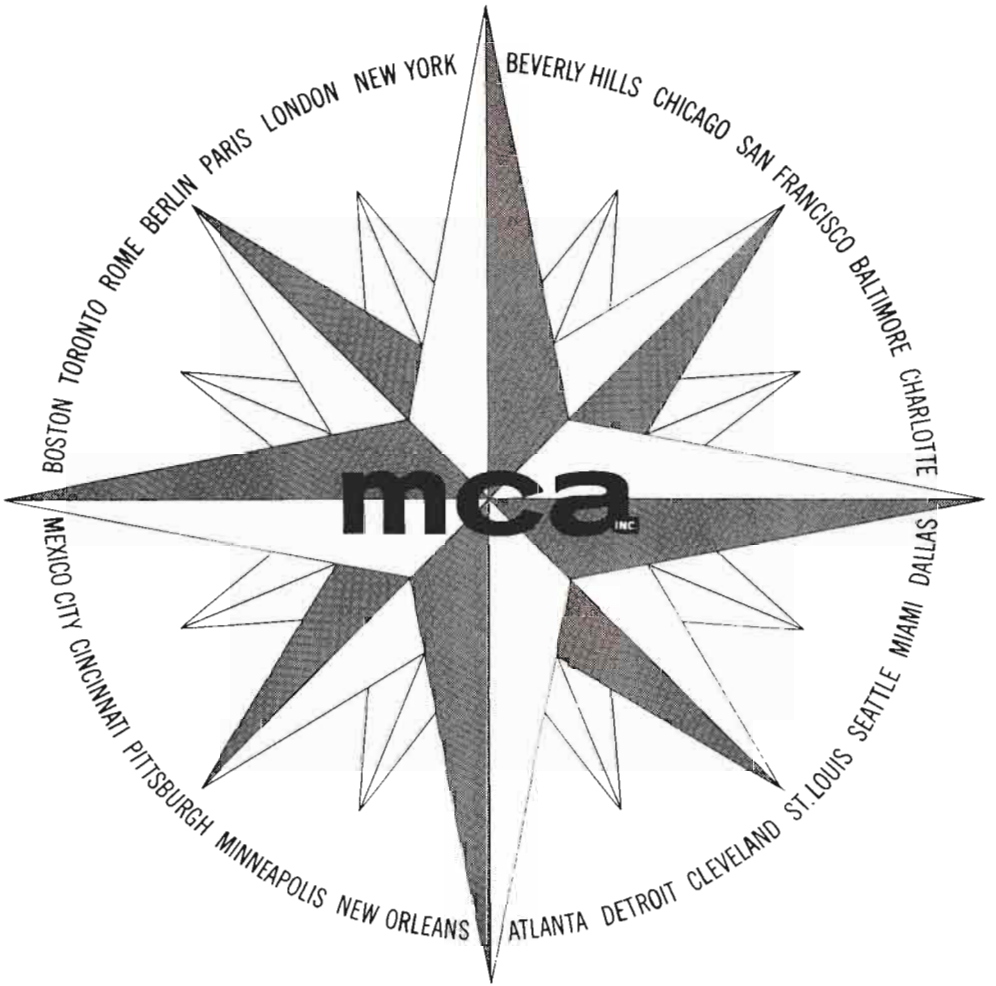
☆ ☆ ☆ ☆ ☆

BRANCH OFFICES
EXECUTIVE PERSONNEL
TIME BUYER BIOGRAPHIES

SPONSOR SECTION

MARKET DATA
FINANCIAL FIGURES
NETWORK TV ADVERTISERS

1960



100 NATIONAL & REGIONAL TV SPOT ADVERTISERS

—Est. Expenditure For 4th Quarter 1959—

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
1. Procter & Gamble Co.	\$12,035,100	37. E. & J. Gallo Winery	732,100
2. Adell Chemical Co.	4,424,200	38. General Motors Corp.	724,000
3. General Foods Corp.	3,592,200	39. Philip Morris, Inc.	719,100
4. Bristol-Myers Co.	3,536,600	40. Pepsi Cola Co./Bottlers	714,000
5. Colgate-Palmolive Co.	3,266,300	41. Carter Products, Inc.	711,100
6. American Home Products Corp.	3,207,800	42. R. J. Reynolds Tobacco Co.	695,100
7. Brown & Williamson Tobacco Co.	3,007,200	43. National Biscuit Co.	690,900
8. Continental Baking Co.	2,933,500	44. General Toy Co.	688,500
9. Lever Brothers Co.	2,712,100	45. Consolidated Cigar Corp.	687,000
10. International Latex Corp.	2,687,600	46. Andrew Jergens Co.	683,600
11. Miles Laboratories, Inc.	2,267,900	47. General Motors Corp./Dealers	668,000
12. Warner-Lambert Pharmaceutical Co.	2,100,800	18. Lanolin Plus, Inc.	667,500
13. Yick Chemical Co.	1,966,500	49. North American Philips Co., Inc.	630,600
14. Pillsbury Co.	1,791,300	50. Helene Curtis Industries	621,400
15. Standard Brands, Inc.	1,517,900	51. Heublein, Inc.	614,800
16. Kellogg Company	1,101,800	52. Norwich Pharmacal Co., Inc.	610,200
17. Robert Hall Clothes, Inc.	1,316,300	53. General Mills, Inc.	610,100
18. Nestle Co., Inc.	1,337,700	54. Minute Maid Corp.	603,200
19. American Tobacco Co.	1,332,000	55. Texize Chemical Co.	586,500
20. Liggett & Myers Tobacco Co.	1,293,900	56. Carling Brewing Co., Inc.	580,500
21. Wesson Oil & Snow Drift	1,062,400	57. Pabst Brewing Co.	575,700
22. Sterling Drug, Inc.	1,061,500	58. Shell Oil Co.	558,000
23. William Wrigley Jr. Co.	1,047,200	59. Drug Research Corp.	547,500
24. Avon Products, Inc.	1,039,500	60. Ralston-Purina Co.	544,000
25. J. A. Folger & Co.	1,026,900	61. Maybelline Co.	543,100
26. Ford Motor Co./Dealers	999,700	62. Helena Rubinstein, Inc.	531,700
27. Coca-Cola Co./Bottlers	991,900	63. Jos. E. Schlitz Brewing Co.	528,000
28. Plough, Inc.	916,300	64. American Chicle Co.	522,500
29. Max Factor & Co.	908,000	65. Gillette Co.	513,700
30. Wander Co.	871,700	66. U. S. Borax & Chemical Corp.	511,100
31. Corn Products Co.	837,000	67. Chesebrough-Ponds, Inc.	504,500
32. Quaker Oats Co.	828,300	68. B. T. Babbitt Co., Inc.	499,800
33. P. Lorillard & Co.	826,100	69. Falstaff Brewing Corp.	496,100
34. Revlon Inc.	806,000	70. Tea Council of U.S.A.	493,100
35. Schick, Inc.	802,100	71. Fels & Co.	491,800
36. Anheuser-Busch, Inc.	767,200	72. Parker Pen Co.	484,000

(Continued on Page 113)

GATHERING PLACE OF
THE AD AGENCY,
TV AND RADIO
PROFESSIONS

Rattazzi

RESTAURANT

9 EAST 48th STREET

PLaza 3-5852

NEW YORK CITY

LUNCHEON, COCKTAILS, DINNER

Facilities available for private cocktail and dinner parties
at the second floor Topside Room.

The Jungle Room available for private luncheon and dinner
parties for ten people or less.

(Continued from Page 111)

<i>Advertiser</i>	<i>Estimated Expenditure</i>	<i>Advertiser</i>	<i>Estimated Expenditure</i>
73. Esso Standard Oil Co.....	481,000	86. Chrysler Corp.	418,100
74. Hertz Corp.	479,800	87. Louis Marx & Co., Inc.....	417,000
75. Alberto-Culver	470,500	88. Atlantis Sales Corp.....	416,600
76. Swift & Co.....	456,700	89. E. F. Drew Co., Inc.....	401,000
77. Quality Bakers of America....	449,500	90. Duncan Coffee Co.....	398,200
78. Welch Grape Juice Co., Inc....	449,200	91. United Vintners, Inc.....	396,100
79. Kayser-Roth Hosiery Co.....	440,100	92. Sun Oil Co.....	388,000
80. Standard Oil Co. (Indiana)....	437,200	93. National Dairy Products Corp..	387,000
81. Associated Products, Inc.....	435,700	94. Chunky Chocolate Corp.....	385,500
82. Piel Bros.	432,700	95. Monarch Wine Co., Inc.....	384,600
83. Pharma-Craft Corp., Inc.....	430,300	96. Contadina Foods	382,500
84. Interstate Bakeries Corp.....	428,700	97. Lanvin Parfums, Inc.....	379,400
85. Exquisite Form Brassiere, Inc.	418,400	98. Food Manufacturers, Inc.....	377,600
		99. Paxton & Gallagher Co.....	372,500
		100. Gold Seal Co.....	368,500

Source: TvB; Rorabaugh

SPOT TV EXPENDITURES

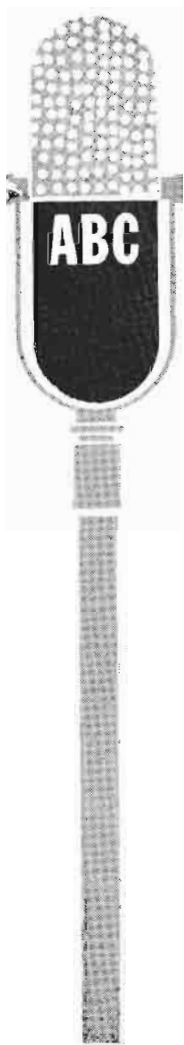
—By Time of Day and Type of Spot—

A breakdown of spot television expenditures by "time of day", comparing the current Fourth Quarter with the same period 1958, revealed that the largest increase currently was in the use of Nighttime* television. An analysis of "type of activity" showed that Announcements** had the largest increase in dollar expenditure.

<i>Time of Day</i>	<i>Amount</i>	<i>Percent</i>
Day	\$ 62,297,000	37.6
Night	81,960,000	49.4
Late Night	21,475,000	13.0
Total	\$165,732,000	100.0

<i>Type of Activity</i>	<i>Amount</i>	<i>Percent</i>
Announcements	\$127,971,000	77.2
ID's	17,695,000	10.7
Programs	20,066,000	12.1
Total	\$165,732,000	100.0

* During Class "A" time.
 ** Including participations.
 Source: TvB



THE PETKER IDEA!

Programming your client on Gifts for Listeners* is the greatest and most effective adjunct to advertising and publicity. For further information contact **Al Petker**, The Contest Man, 59 E. 54th Street, New York City, 328 South Beverly Drive, Beverly Hills, California.

ADVERTISING AGENCIES

— AGENCY RECOGNITION SYMBOLS —

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

A. D. ADAMS ADVERTISING

37 W. 53rd St., New York 19, N. Y.
 Phone: CIrcle 6-2940
 ABP

Owner.....A. D. Adams
 TV & Radio Consultant.....Sylvia Green
 Media Director.....Robert Feldman

ADAMS & KEYES

3 E. 54th St., New York, N. Y.
 Phone: PLaza 1-5630

AAAA—ABP—ANPA—ABC

Chairman.....Stanley J. Keyes, Jr.
 President.....B. D. Adams
 Exec. V.P.....Ed. C. Hoffman
 Senior V.P...A. A. Anthony, Thomas Dixey,
 Jack Hardy, James Freeman
 V.P. West. Div.....W. D. Sloan
 Asst. Treas.....Charles W. Schiess
 Production Manager.....Elmer Anderson

Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.
 Phone: ANdover 3-5966

Manager.....C. Harris
 1750 Peachtree Rd. N.W., Atlanta
 712 S. Curson Ave., Los Angeles, Calif.
 Phone: WEbster 8-3781
 Mgr.W. D. Sloan

WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-5210

AAAA—ABP—ANPA—APA—NBP—NOAB
 Pres.-Treas.....William Hart Adler
 Vice Pres.....Thorpe E. Wright
 Asst. to Pres.....John J. Petrie
 V.P., Publicity.....Ben E. Graves
 Art Director.....A. Warren
 Media Director.....Dale Heath
 Radio-TV Buyer.....Alidor Belski
 Assoc. Research Dir.....Kenneth M. Davee

Branch Office

101 Park Ave., New York, N. Y.
 Manager.....J. G. Berens

ADMASTERS ADVERTISING, INC.

3432 Connecticut Ave.
 Washington 8, D. C.
 Phone: Emerson 3-4886

President.....John E. Waterfield

ADVERTISERS' BROADCASTING COMPANY

117 W. 46th St., New York 36, N.Y.
 Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein
 Director.....Bernard Rubinstein
 Copy Chief.....David M. Hausdorff

ADVERTISING & MERCHANDISING, INC.

1100 American Bldg., Dayton 2, O.
 Phone: BA 3-8885

President.....Ralph Kaufman
 Radio-TV.....Alice Lilley

AIKEN ADV. AGENCY, INC.

110 W. 40th St., New York 18, N. Y.
 Phone: LA 4-3895

ABP—ANPA

President.....Sigmund C. Aiken
 V.P.'s.....Harvey Jerome, Sam Porter
 Art Director.....Pete Costanza

AITKIN-KYNETT CO., INC.

1400 South Penn Square,
 Philadelphia 2, Pa.
 Phone: LOcust 8-6700

AAAA—ABC—ABP—AFA

Chmn. of Bd.....H. H. Kynett
 President.....Allen C. Smith
 V.P., Secy.....Geo. B. Barnard
 V.P.....H. B. Montgomery
 Treasurer.....Joseph C. Baugher
 Creat. Dir.....Richard G. Cummins
 Production Director.....C. A. Masci
 Research Dir., Publicity..Edward Goldsmith
 Radio-TV Time Buyer.....Alan Bobbe
 Media Research Dir.....Michael Walsh
 Radio-TV Dir.....Allen Gray



Captive or Captivated Audience?

There's all the difference in the world between a "captive audience" and a "captivated audience."

This goes for the commercials as well as the show.

Young & Rubicam, Inc.

ADVERTISING AGENCIES

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
 Phone: HOllywood 9-8273
 Exec. Vice-Pres. Pauline Hagen
 Secretary-Treas. Evelyn R. Jones
 Promotion Cy Jackson
 Acct. Exec. Fred L. Allen

BAKER, TILDEN, BOLGARD & BARGER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
 Phone: DElaware 7-8000
 AAAA—ABC—ABP—ANPA
 Chairman. Louis E. Tilden
 President. Bruce A. Baker
 V.P.'s. C. E. Bolgard, Harry
 A. Johnson, William C. Aiston, Robert W.
 Smyth, Rena L. Nelson, Cecil E. Barger
 Sec. & Treas. Dorothy Steitz
 Radio-TV Mgr. George J. Jarrett
 Time Buyer & Accounts: Clifford E. Bol-
 gard; Quaker Oats Co.; Squirt-Chicago Bot-
 tling Co.; Boyer Chemical Co.
 Estimated Radio Billings: \$50,000.
 Estimated TV Billings: \$2,000,000.

BARTON ALEXANDER ADV. AGENCY

ANPA
 2975 N. Reynolds Rd., Toledo, Ohio
 Phone: FRanklin 1891
 President. Barton Alexander

ALLEN & REYNOLDS, INC.

3104 Farnam Street, Omaha 31, Neb.
 Phone: JACKson 0150
 AAAA—ABP—ANPA—ANA
 President. Milton H. Reynolds
 V.P. & Treas. Robert H. Reynolds
 V.P. & Sect. Helen Moeller
 Vice Presidents. O. Earl Lowry, Edward C.
 Whelan, John B. Enis, Quentin H. Moore
 Radio-TV, V.P. Lyle De Moss
 Mgr. Don B. Amsden
 Time Buyers. Lyle De Moss, Don B. Amsden

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
 Creative Director. W. H. Inge
 Art Director. L. L. Mason

ALLIED ADVERTISING AGENCIES

4643 Beverly Blvd., Los Angeles 4, Calif.
 HOLLYwood 2-0837
 President. W. Fehr Gardner
 Treasurer. Maxine Blankenship
 Art Director. Jack Robins
 Account Exec. Dick Gardner

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.
 Phone: MU 8-5800
 AAAA
 President. John A. Cairns

V.P., Sec. James C. Cumming
 Exec. V.P. Thomas Vohs
 V.P., Treasurer. Abraham Fisher
 V.P., Ch., Strategy Bd. W. C. Wheeler
 Vice Pres., Radio-TV. Victor Seydel
 Asst. (Radio-TV). Nicky Shapiro
 V.P., Copy. Sherman Rogers
 V.P., Art. Ev. Henke

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
 1717 No. Highland Ave., Hollywood, Calif.
 Manager. Richard Westman

ARMSTRONG, FENTON & VINSON, INC.

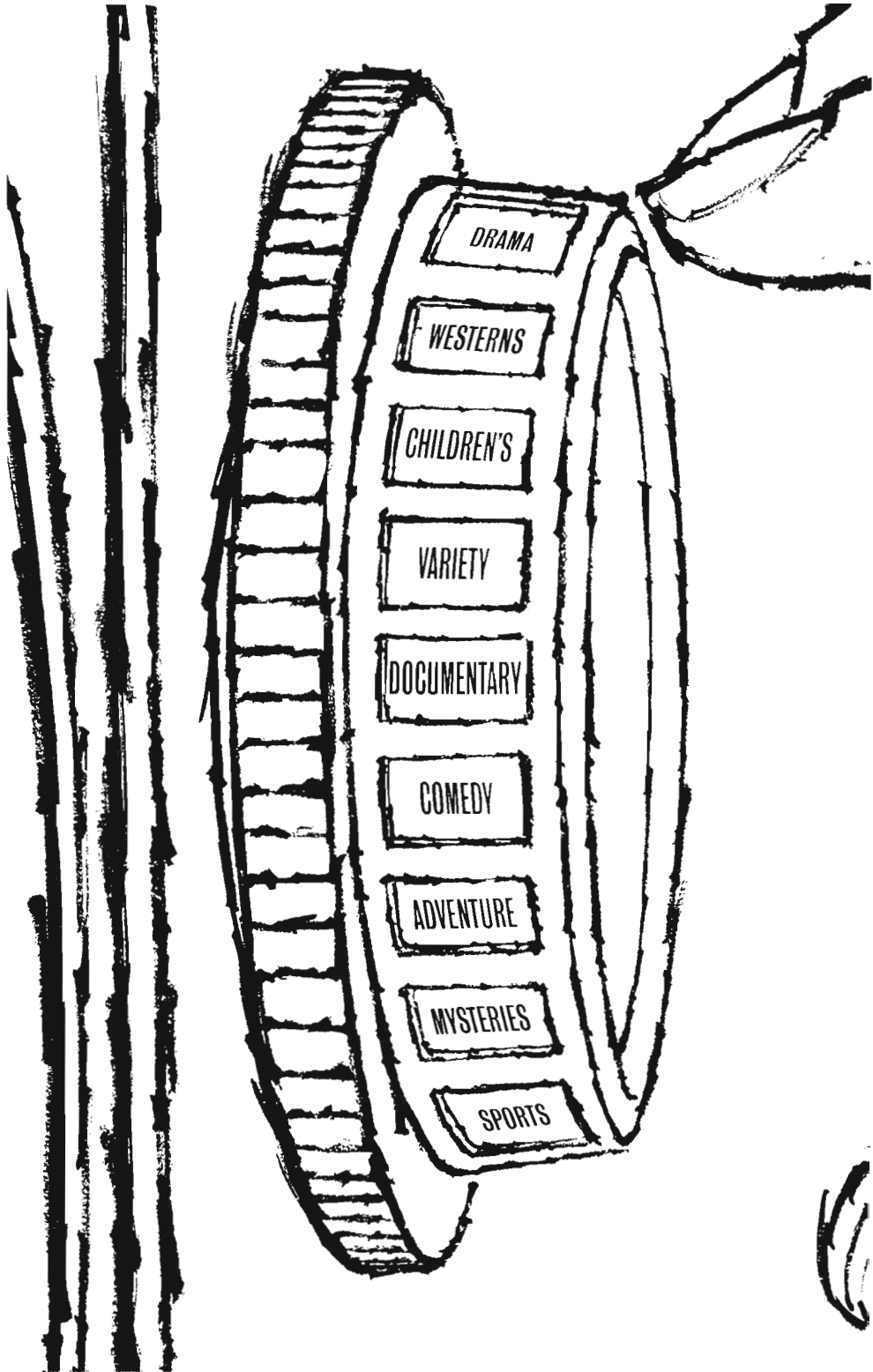
548 Spreckels Bldg., San Diego 1, Calif.
 Phone: BE 3-0101
 ANPA—APA
 President. T. G. Armstrong
 Exec. V.P. G. E. Vinson
 General Mgr. R. G. Bennett
 Copy Ch., Media & Radio-TV Dir.,
 Time Buyer. Dorothy Koeme

ATLANTIC-BERNSTEIN ASSOCIATES

655 Madison Ave., New York 21, N. Y.
 Phone: TEMpleton 8-8250
 Partners. Murry E. Cohen, Irving H.
 Glick, Ted Bernstein
 Art Dir. Luis Daussa
 Production Mgrs. Don Williams, Arthur
 Abravanel
 Media Director. Sylvester J. Bernstein
 Copy Chief. Julius Golden

AUBREY, FINLAY, MARLEY & HODGSON, INC.

230 N. Michigan Ave., Chicago 1, Ill.
 Phone: Financial 6-1600
 AAAA—ABP—ANPA
 Chairman of Board. James T. Aubrey
 President. H. Earl Hodgson
 V.P., Secy. Robert C. Marley
 Treasurer, Asst. Secy. Ann E. Ferngren
 Vice-Presidents. Joe H. Serkowich,
 Kenneth Hill, Donald E. McGuiness
 Dir. Media Res. Frederick R. Hansen
 Art Director. Raymond O. Hosford
 Business Manager. Norman M. Finke
 Prod. Mgrs. J. P. Pancoast,
 John Rendla, Geo. Rezek, Jean Usner
 Account Exec. Cecil E. Barger,
 Philip R. Emmons, Lynn K. Huffman,
 Perry B. Johns, Frederic A. Lyman, Donald
 E. McGuiness, Joe H. Serkowich, Kenneth
 W. Snyder





TV- WHICH WAY?

He may choose one of several channels. Or none. That depends on the offerings, and how they're served up. Providing the right show for the right audience at the right time is the special talent of McCann-Erickson program specialists.

Broad mass audiences call for individual types of programming. Specialized groups require others. Thus our experienced program-builders have helped to select and produce such attractions as five of '59's top-rated specials, four of the leading westerns, three of the finest drama shows and this season's outstanding documentary (winner of two Sylvania awards.)

Such an approach is too all-inclusive for any narrow formula concept. It makes for constantly fresh and stimulating TV offerings, of which both client and agency can be proud.

McCANN-ERICKSON, INC.

DECEPTION IN ADS?

... Animation Offers Freedom

By TOM GOLDEN

Animation Dir., National Screen Service Corp.



WITH so-called "deception" and "misleading advertising" in television commercials a subject for public discussion, the difficulties facing the advertising agency and manufacturer of products, which do not lend themselves properly to the limitations of live photography without some adaptation, have become a matter of serious concern within the ranks of those responsible for television commercial production.

To the experienced, the line between photographic necessity and deception is clear and well defined, but this is no longer the entire issue. Utterly confused by charges and countercharges the viewer is incapable of making the distinction. He has been given the impression that photography and misrepresentation are synonymous and the climate of suspicion and distrust which has been created, distracts him from the sales message and puts him in the mood to examine all advertising claims circumspectively and to be wary of camera trickery in live filmed television commercials. We feel that there is an answer to this perplexing uncertainty of what can and what cannot be done—an answer which both solves the problem and avoids the controversy: Animation! Animation, by its very nature, provides the artistic license that live photography has now been deprived of by this dispute.

It is no secret that the use of animated commercials and combinations of animation and live footage has increased tremendously in recent years.

Among the many advantageous factors inherent in the use of animation in television commercials, is the opportunity to create completely distinctive personalities. Here we have limitless freedom to design characters of nearly universal appeal, who become identified with the sponsor's product to such an extent that they begin to sell the moment they appear on the screen. Animation also makes it possible to enjoy unlimited continuity of these characters without the many obvious shortcomings of using live personalities. In addition, the production of animated commercials can, in many instances, be accomplished at a substantially lower cost than studio or location shooting.

But most important is the ability of the animator to combine entertainment with advertising, humor with sales message, and to interweave both into a likeable commercial. The flexibility of the cartoon character permits the use of material and situations which might be difficult or impossible under live conditions.

By no means do we suggest that animation should be used in all television commercials. Far from it! The major share of our business is—and always will be — live production. Most products or situations have no photographic problems or their problems can easily be corrected to the full satisfaction of the most skeptical viewer. There is plenty of room for imaginative photography and creative presentation in the studio or on location without running afoul of those inclined to be cynical.

N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.
 Phone: WALnut 5-0100
 ANPA—ABP—ABC

Chairman of Board.....H. A. Batten
 President.....Warner S. Shelly
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 V.P., Mng. Dir., Art Dept....R. O. Bach
 V.P., Exec. Dir., Art Dept...Charles T. Coiner
 V.P. Special Copy.....Kenneth W. Slifer
 V.P., Mng. Dir. Copy.....John J. Pullen
 V.P. Chg. Plans-Mkt...Hans L. Carstensen Jr.
 V.P. Chg. Media.....Leslie Farnath
 V.P.'s Chg. Ex. H. O. Client

Cont. Brydon S. Greene, L. Davis Jones
 V.P. Chg. Phila. Serv.....Robert F. Kurtz
 Dir., Info. Svcs.....Howard Davis
 V.P. Special Copy.....Geo. W. Cecil
 V.P. Copy Res.....Mrs. Margaret H. Rogers
 Secretary.....Alice P. Kimberline
 Treasurer.....R. Bruce Jones
 V.P., Mgr. Radio-TV Prog. &

Prod.....Thos. H. Calhoun
 V.P. Assoc. Dir. Copy.....John W. Esau
Branch Offices

Rockefeller Center, 1271 Ave. of Americas
 New York City 20, New York
 Phone: PLaza 7-5700

Vice-President.....John D. Upton
 Vice-Pres. & Dir. of

Radio-TV.....James E. Hanna
 V.P., Radio-TV Plans.....T. J. McDermott
 V.P., Mgr., Radio-TV Prod...T. M. Calhoun
 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

V.P. Chg. Bus. Devel.....Geo. T. Sweetser
 920 Statler Office Bldg., Boston 16, Mass.
 Phone: HUbbard 2-4970

V.P., Mgr.....Raymond W. Heffron
 135 S. LaSalle St., Chicago 3, Ill.
 Phone: ANdover 3-7111

Vice-President.....Thomas G. Watson
 V.P.'s.....Sterling E. Peacock,
 Howard Rose, Norman M. Bankart, F. W.
 Heckel III

4710 Penobscot Bldg., Detroit 26, Mich.
 Phone: WOodward 5-3322

Vice-President, Mgr....Richard T. O'Reilly
 413 Taft Bldg., Hollywood 28, Calif.
 Phone: HOllywood 3-4871

V.P., Mgr.....Edmund H. Rogers, Jr.
 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: HOlonulu 50-3681

Manager.....James P. Smith
Estimated Radio Billings: \$15,800,000.
Estimated TV Billings: \$36,000,000.

AYLIN ADVERTISING AGENCY

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

AAAA

Pres.Robert N. Aylin
 V.P. & Acct. Execs....Chas. H. Lewis, Alston
 P. Cameron
 Radio & TV Dir.....Jo Moore
 V.P. & Prod. Mgr.....Roger I. Helm

Branch Office

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

ManagerJames F. Anderson
Estimated Radio Billings: \$93,000.
Estimated TV Billings: \$205,000.

BADGER & BROWNING & PARCHER, INC.

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

Chairman.....Joseph L. Badger
 President.....Clifford P. Parcher
 Exec. V.P.....F. S. Browning, Jr.
 Art Director.....Glen Lawrence
 Production Manager.....Eliz. Harriman

THE BAKER ADVERTISING AGENCY, LTD.

670 Bayview Ave., Toronto 17, Ontario
 Phone: HUdson 7-1511
 ANPA

President & Gen. Mgr.....W. R. Baker
 Vice-Pres.....R. C. Baker
 Asst. Gen. Mgr.....J. E. McEachern
 Planning Director.....D. C. Bythell
 Sec.-Treas.....E. M. Sutherland
 Creative Director.....Miss A. Venables
 Dir.....Jack F. Horler
 Exec. Dir.....N. Pahlen
 Media Dirs....H. L. Howerth, C. H. Brown
 Mgr.Mrs. H. Blair
 ProducerW. Krantz
 Art Dir.....W. H. Ellis
 Rsch. Dir.....B. C. LeRoy
 Mgr., Prod. Dept.....C. L. Williams

Branch Office

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

ManagerL. LaRoque
Time Buyers & Accounts: Mrs. I. Neve;
 Adams Brands Sales, Ltd., Canadian Wall-
 paper Manuf. Ltd., Carnation Co., Ltd.,
 Chesebrough-Pond's (Canada) Ltd., Frigi-
 daire Products of Canada, Ltd., Kaufman
 Rubber Co. Ltd., Supreme Drug, Ltd. R. J.
 Spence; General Foods, Ltd.

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
 Radio-TV Dir.....Norman Frank

ADVERTISING AGENCIES

BALL & DAVIDSON, INC.

670 Delaware St., Denver 4, Colo.

Phone: MAIn 3-1291

ABP—ANPA—APA

Vice Presidents.....John C. Jenkins, James
Forrest

BARLOW ADV. AGENCY

742 James St., Syracuse 1, N. Y.

Phone: GRanite 9-6644

AAAA—NBP—APA

President.....F. B. Tompkins
Senior V.P.....J. J. Hines
Media Director.....E. C. Jones
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

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.

Phone: Belmont 3-7771

AAAA—ABC—ANPA—APA—NOAB

ABP—NBP

President.....James B. Lane
V.P., Creat. Dir.....Frank M. Huff
V.P.'s....Norman B. Foster, Jack Buchanan,
Phil Franklin
Traffic, Prod. Mgr.....William Clark
Controller.....Robert S. Morris
Pub. Rel.....Norris West

Art Director.....Warren Molentin

Copy Chief.....Burl Stiff

Branch Offices

1145 Sixth St., Los Angeles 17, Calif.

Phone: HUntley 2-1690

Sr. Vice Pres.....Nelson Carter
251 Kearny St., San Francisco, Cal.

Phone: EX 7-0477

Exec. in Chg.....Lewis J. Short

TED BATES & CO., INC.

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

Phone: JUdson 6-0600

ABP—APA—ANPA—NBP—AAAA—NOAB

Hon. Chm. of Bd., Exec.

Comm., & Dir.....Theodore L. Bates
Pres., Exec. Comm.

Dir.....Rudolph Montgelas

Sr. V.P., Bdest. Op., Dir...R. A. R. Pinkham

Sr. V.P., Gen. Mgr.....Thomas J. Carnese

Sr. V.P.'s....Ronald C. Bradley, Herbert G.

Drake, Archibald McG. Foster, Edward A.

Grey, William A. O. Gross, Jeremy Gury,

William E. Hatch, E. L. Hill, John M.

Lyden, J. Ross MacLennan, Clarence L.

MacNelly, Walter W. McKee, D. Robert

Parman, Clifford N. Parsells, Dan Rodgers.

Alman J. Taranton, Allen M. Whitlock

V.P., Sec.....A. M. Frothingham

V.P., Prod., Radio & TV...Herbert Gunter

V.P., Bus. Mgr., Radio & TV....H. J. Saz

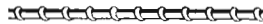
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Asst. V.P., New Prog. Dev...John N. Calley

Asst. V.P., Comm. Film Prod...W. E. Watts

FOR LEADING SPOT RADIO ADVERTISERS

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FOR NETWORK BRAND ADVERTISERS

SEE PAGE 65



FOR NETWORK TV GROSS BILLINGS

SEE PAGE 49

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Estimated Radio Billings: \$5,000,000.
Estimated TV Billings: \$90,000,000.

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Sports.....Tom Villante
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Live Prod., Tape, Clsd. Circuit. Al Cantwell
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V.P., TV Art.....Larry Berger
Radio-TV Bus. Mgr.....Ed Marshall
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Med. Co-ord., Radio-TV

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Estimated TV Billings: \$72,650,000.

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Estimated Radio Billings: \$2,800,000.

Estimated TV Billings: \$72,850,000.

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Estimated TV Billings: \$150,400.

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ManagerW. Zippler
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Estimated TV Billings: \$55,900,000.

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 Media Dir.....David R. Williams
 Time Buyer.....Gene del Bianco

CALDWELL, LARKIN & SIDENER- VAN RIPER, INC.

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 Phone: MELrose 2-6501
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 Exec. V.P.....Storey M. Larkin
 Radio-TV Dir.....Chas. Golling

J. M. CAMP & COMPANY

222 E. Willow, Wheaton, Ill.
 Phone: MONTrose 8-8000
 APA

President.....John M. Camp
 Radio-TV Time Buyer.....Grace R. Jordan
Branch Offices
 360 York Ave., N. Y. C.
 Phone: RE 4-4088

1408 Washington Ave., Racine, Wisc.
 Phone: MELrose 2-4889

CAMPBELL, EMERY, HAUGHEY & LUTKINS

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

CAMPBELL-EWALD COMPANY

General Motors Bldg., Detroit 2, Mich.
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 Nelson
 Exec. V.P.'s.....Colin Campbell,
 Clarence Hatch, Jr.
 Sr. V.P.'s.....Edward A. Schirmer, John H.
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 Comptroller & Asst. Treas.....E. M. Talbert
 Vice-PresidentsHalsey Davidson,
 George W. Davis, W. P. Stewart, W. H.
 Gage, Jr., W. F. McCarthy, W. W. Selover,
 J. L. Thornhill, C. C. Bennett, Jr., V. R.
 Bliss
 V.-P., Radio & TV Dir.....P. L. McHugh
 V.P., Media Dir.....Carl Georgi, Jr.
 V.P., Copy Director.....Walter B. Booth
 V.P., Art Director.....James N. Hastings
 Vice President.....M. Craig Miller
 V.P. Radio-TV Creat. Dir.....K. Jones
 V.P. Radio-TV Acct. Super.....H. L. Lucas
 Radio-TV Bus. Mgr.....L. Paynter

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
 230 N. Michigan Avenue, Chicago 1, Ill.
 Phone: CENtral 6-1946

V.P. and Mgr.....Reginald G. Carey
 3460 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNKirk 9-1334

V.P., West Coast Mgr.....Richard C. Francis
 Mgr Los 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 Linday
 Bryan & Bullington Sts., Dallas 1, Texas
 Phone: RIVERSide 2-6889

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

Manager.....Robert K. Albright

ADVERTISING AGENCIES

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
 Estimated Radio Billings: \$5,000,000.
 Estimated TV Billings: \$25,600,000.

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. Peterson
 Media Director.....Harry M. Johnson
 Research Director.....Leslie A. Beldo
 Production Dept. Mgr.....Oliver H. Haugen
 Radio-TV Bus. Mgr.....Richard L. Stevens
 Exec. V.P.Albert R. Whitman,
 V.P. & Gen. Mgr.....Norman F. Best
 Vice-Presidents.....Kenneth D. Ruble
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 Aslakson, E. W. Burke, M. Oakley Bidwell,
 A. H. Lund, Charles R. Strotz, W. H. Case,
 C. W. Hovel, K. R. Oelschlagler
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 Treasurer.....Beatrice N. Sandquist

TV Creative Supvr.....Cleo W. Hovel
 Branch Offices
 919 N. Michigan Ave., Chicago 11, Ill.
 Phone: DElaware 7-7553
 Exec. V.P.....Lee A. Terrill
 420 Lexington Ave., N. Y. 17, N. Y.
 Phone: OR 9-8744
 V.P., Gen. Mgr.....William C. Lyddan
 1213 Hollywood Taft Bldg.
 Hollywood 28, Cal.
 Phone: HOLlywood 2-0715
 V.P., Gen. Mgr.....Paul E. Morgan
 Estimated Radio Billings: \$4,500,000.
 Estimated TV Billings: \$12,600,000.


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
 V. P., Sec. & Treas.....R. N. Hartsing, Jr.
 Media Dir.....H. M. Taylor
 Radio-TV Dir.....J. H. Stillwell
 Art Dir.....W. A. Aldrin
 Prod. Mgr.....O. Gorrill
 Branch Offices
 10 E. 40th St., New York City
 Phone: MUrray Hill 4-6800
 V.P. in Chg.....G. Kaiser
 1504 Dodge St., Omaha 2, Neb.
 Phone: JACkson 7795

BIEVER & STEIN
 PRODUCTIONS, inc.
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 NEW YORK 36, N. Y.
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Phone: DUnkirk 7-4255

V.P. in Chg. M. E. Wellborn
2130 S.W. 5th Ave., Portland 4, Ore.
Phone: CApitol 6-2981

V.P. in Chg. Robert J. Livingston
CASMIER ADVERTISING CO., INC.
551 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-2014
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Pres., Treas. Marvin Casmir
Copy Ch., Radio Dir. Nancy B. Wooten
Art Dir. William E. Burgess

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9 East 40th St., New York 16, N. Y.
Phone: LExington 2-1711
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Secretary D. R. Roberts
Art Director Bob Lee
Media Dir. Hy Crandall
Radio-TV Time Buyer Lydia Crespo
Creative Director Fred Ladd
Merchandising Director Pat Croft
Media Director B. Hartman
Space Buyer Lee Dalia
Publicity Director M. Elkind
Research Director M. Brian

NELSON CHESMAN ADVERTISING

240 East 11th Street, Chattanooga 2, Tenn.
Phone: AM 6-4942
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Secy.-Treas. John Goss
Time Buyers Vann Campbell, R. Leiper,
Guy L. Smith III, Ted Brosseau
Branch Offices
713 Market St., Knoxville, Tenn.
Phone: 3-6189

Chief Exec. Guy L. Smith III
JAMES THOMAS CHIRURG CO.

824 Boylston St., Chestnut Hill, 67, Mass.
Phone: REgent 4-1055
AAAA—APA—SNPA—BPA

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

Branch Offices

60 East 56 St., New York, N. Y.
Phone: PLaza 2-1771

President W. L. Shepardson
V. P., Gen. Mgr. D. W. Jackson

CLEMENS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone: RIitenhouse 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
Time Buyer Alvin L. King

COHEN, DOWD & ALESHIRE, INC.

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

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Vice Chm. Bd. John C. Dowd
President Edward Aleshire
Exec. V.P. Francis X. Brady
Sr. V.P. Michael A. Raymond
V.P., Sec'y. Harry B. Cohen, Jr.
V.P., Prod. Mgr. Oscar Fileppo
V.P., Art Dir. William Irwin
V.P., Copy Chief Richard Miller
V.P.'s Robert T. Meyers, Milton
Raymond, Edward J. Rosenwald, Harvey
Volkmar, Fillippo Theodoli

Dir., TV-Radio Robert Wahl
Dir., Bst. Media Beth Black
Time Buyers Emanuel Klein, Robert
Turner, Walter Reed

COHON, HERBERT W., CO., INC.

565 Fifth Ave., New York 17, N. Y.
Phone: OXFord 7-9277
APA—ABP—ANPA

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

COMPTON ADVERTISING, INC.

625 Madison Ave., N. Y. 22, N. Y.
Phone: PLaza 4-1100
AAAA—ABC—ANPA—APA—NBP
NOAB—ABP

Bd. Chrmn., Dir. Robert D. Holbrook
President, Director Barton A. Cummings
Exec. V. Pres., Dir. . . . C. James Fleming, Jr.
Sec., Asst. Treas. Charles J. Gizerian
V.P., Research Dir. Edward Battery
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
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

Branch Offices

200 S. Michigan Ave., Chicago 4, Ill.
Phone: HArrison 7-9822

V.P., Chg. Midwest Oper. . . . E. Dean Landis
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

ADVERTISING AGENCIES

V.P., Manager.....Richard E. Goebel
1604 S.W. 10th Ave., Portland, Ore.
Phone: CApitol 2-1821
Manager.....Carvel Nelson
Estimated Radio Billings: \$2,400,000.
Estimated TV Billings: \$12,000,000.

COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.
Phone: LIncoln 6187
Partners.....Henry W. Comstock,
H. Earl Close
Exec. Dir. Radio-TV...Everett L. Thompson
Creative Dir.
TV-Radio.....Howard C. Schellenberg

ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.
Phone: MURray Hill 2-5645
President.....Robert S. Conahay
Secretary.....Robert Conahay III
V.-P. & Copy Chief.....Frank Denman
Market Research.....Edward T. Sajous
Production Mgr.....John S. Wassmer
Media Dir., Space &
Time Buyer.....Marie Hughes
Vice President.....Henry Bulkley
Art Director.....Achille Pelizzari

THE CONDON COMPANY

Perkins Bldg., 11th & A Sts., Tacoma 2, Wash.
Phone: MArket 7-8155
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Partners.....Roscoe A. Smith,
Victor Kaufman, Harold C. Dixon
Art Dir.....Daniel J. Snope
Production Mgr.....Mildred Nelson

CONROY ADVERTISING, INC.

519 Busby Drive., San Antonio 9, Tex.
Phone: TAYlor 4-7211
AAAA—ABP—ANPA—NPA—SNPA
President.....Thomas F. Conroy
Vice Pres.....Mrs. Thomas F. Conroy
Media Director.....Mary Kay Irwin
Art Director.....Bob Colman

CO-ORDINATED MARKETING AGENCY, INC.

575 Lexington Ave., N. Y. C. 22
Phone: PL 2-1700
ABP
President, TV Producer...Lester L. Wolff
Exec. V.P., Prod., Time Byr.....Irving Herz
V.P.s....Louis DeNunzio, Morris M. Winer
Secretary.....Philip F. Schneider
V.P., Radio-TV Dir., Prod...Arthur A. Peltz
Assoc. Prod.....Walter Reed

COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.
Phone: LOcust 3-7502
Owner.....Eugene R. Tanz
TV Director.....J. Kirkconnell
Continuity Director.....Paul Stern
Art Director.....R. Rivers
Prod. Mgr., Media Dir.....R. D. DiCarlo

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
Phone: OLYmpia 5-6185
ABP—ANPA—APA—NBP
President.....J. Gorman Walsh
Sec.-Treas.....Kathleen A. Walsh
Vice Pres.....Ruth Craig
Account Executives.....J. Gorman Walsh,
Kathleen A. Walsh, William H. Gordy,
Media Buyer.....Ralph R. Swann

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Vice-Presidents....H. Dyson, C. H. Brehm,
R. F. Timm,
V.P., Radio-TV.....Roger W. LeGrand
Radio Time Buyer.....Loretta Mahar
Dir. of Research.....H. V. Swenson
Production Manager.....H. J. Fink
Art Director.....A. H. Bierman

CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.
Phone: MURray Hill 3-4900
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Herbert S. Fox, J. D. Nelson, Jr., Conklin
Mann, Newman F. McEvoy, E. H. Calhoun,
Herbert Thwaite, A. C. Chevins, Shelton
Weeks
Sr. V.P., Secy.....Edward G. Comstock
Sr. V.P., Treas.....George A. Moran
V.P., Radio-TV.....Wm. Templeton
V.P., Dir. Comm. Prod.....William LaCava
V.P., Dir. Programming....Jerome Feniger
Business Manager.....Edward F. Moore

Branch Offices

6 N. Michigan Ave., Chicago 2, Ill.
Phone: ANdover 3-3138
Exec. V.P.....Ivan Hill
3424 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 8-0591
V.P., Manager.....Reg. W. Twigg
1660 Bush St., San Francisco 9, Calif.
Phone: PRospect 6-2600
Exec. V.P.....Robert Dailey
Penobscot Bldg., Detroit 26, Mich.
Phone: WO 3-6580
V.P., Mgr.....Bob Powell
706 Melrose Bldg., Houston 2, Tex.
Phone: CApital 8-6143
Manager.....Thos. E. Graham
Estimated Radio Billings: \$8,600,000.
Estimated TV Billings: \$20,900,000.

ADVERTISING AGENCIES

CURTIS ADVERTISING COMPANY

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

President.....Lawrence R. Curtis
Vice-President.....S. R. Coombs
Secy.-Treas.....Rose Berg
Art Director.....Max Kerr
Publicity Director.....J. Nichols
Radio-TV Dir.....Dave Nathan
Copy Dir.....K. Groesbeck

DANCER-FITZGERALD-SAMPLE, INC.

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

President.....Clifford L. Fitzgerald
Exec. V.P.....Chester T. Birch
Admin. V.P., Sec'y.....Fred T. Leighty
V.P., Treas.....W. F. Maughan
V.P., Radio-TV Dir.....J. J. Neale
V.P., Prog. Prod.....David O. Nyren
V.P., Radio-TV Comm.
Prod.....Norman Mathews
Sr. V.P.'s.....L. O. Brown, S. J. Hamilton,
G. H. Johnson, G. G. Tormey.

Branch Offices

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

Sr. Vice-Pres.....F. Sewall Gardner
1680 N. Vine St., Hollywood 28, Cal.
Phone: HOLlywood 2-3256

V.P., Gen. Mgr.....Betty O'Hara
920 Russ Bldg., San Francisco 4, Cal.
Phone: DO 2-5107

V.P., Gen. Mgr.....Lawrence Dunham
200 St. Clair Ave. West, Toronto 7, Ontario
Phone WALnut 4-8425

V.P. & Mgr.....Gilbert Nunns
333 W. 1st St., Dayton 2, O.
Phone: BALdwin 6-2492

Vice President.....Clyde E. Rapp
Estimated Radio Billings: \$6,800,000.
Estimated TV Billings: \$51,400,000.

DANIEL & CHARLES, INC.

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

President.....Daniel S. Karsch
Exec. V.P.....Charles Goldschmidt
V.P. in Chg. of TV.....Sinclair Jacobs
Radio Dir.....Edward Stahl
TV Prod.....Marshal Stone

D'ARCY ADVERTISING CO.

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

AFA—AAAA—ABP—ANPA—ABC

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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.....William Barker
Time Buyers...J. D. Walsh, M. Brummal,
J. Walsh, B. Steres, P. Tandy
Texas Nat'l Bank Bldg., Houston 2, Texas
Phone: CAPITol 4-9751

Vice-President.....J. Bob Wilson
Estimated Radio Billings: \$5,500,000.
Estimated TV Billings: \$14,800,000.

DAVIS-HARRISON-SIMMONDS

11032 Magnolia Blvd., No. Hollywood. Calif.
Phone: TRIangle 7-5358

President.....Don L. Davis
V.P.'s.....J. E. Perry, J. J. Lande, A. F.
Larrabee, M. L. Moffitt, T. S. Simmonds
Radio-TV Dir. Dawnelle M. Davis

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151 West 51st St., New York 19, N. Y.
Phone: CIRCLE 7-1870
APA—ABP

OwnerIrving Davis

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230 West 41st St., New York 18, N. Y.
Phone: LONGacre 4-5900
ABP—AAAA—ANPA

PresidentA. R. Deutsch
V.P.....J. M. Evans
Research Dir.F. Coss

DITTMAN & KANE, INC.

225 S. 15th St., Philadelphia 2, Pa.
Phone: PE 5-1546

Pres. & Treas.....Jessie Kane Gimbel
V.P., Acct. Exec.....Paul Kane
Sec'y., Copy Chief.....E. Horwitz
Art Dir.....Bernard Brownstein
Pub. Rel Dir.....Florence Lowe
Radio-TV Dir.....Phoebe J. Dorfman

DOE-ANDERSON ADV. AGENCY

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

PresidentW. Anderson
V.P.Larry Barker
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin
Art Director.....Joseph V. Rigsby

ADVERTISING AGENCIES

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530 Fifth Ave., New York 36, N. Y.
Phone: YUkon 6-6500

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C. Kelly, James K. Maloney, Henry L.
Musser, Gail Raphael, Robert E. Timmer-
man, William Wall, Charles A. Winchester
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V.P., Art Dir. Herman Davis
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 Robert T. Nathe
V.P., Copy Superv. Howard S. Foley
V.P., Production Mgr. William Stollowitz
V.P.'s. John Rockwell, Phillip Brooks
Media Superv's. Samuel B. Vitt, Jack Carver
Media Dir. Donald H. Quinn
Time Buyers. Robert Widholm, Jeffrey Fine

Branch Office

8776 Sunset Blvd., Hollywood 46, Calif.
Phone: OLeander 5-8950

Mgr. Ernest Ricca
Estimated Radio Billings: \$2,390,000.
Estimated TV Billings: \$12,074,000.

RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., 11 E. Franklin St.
Richmond 19, Va.
Phone: Milton 3-1113

Pres.-Treas. Ralph L. Dombrower, Sr.
V.P., Time Buyer. Ralph L. Dombrower, Jr.
Sec'y. Malcolm B. Dombrower
Art Director. Hobart Britton
Radio, TV Dir., Talent
Buyer. T. Michaux Moody
Media Dir. Janet Hanson

Branch Office

Woodward Bldg., 15th & H Sts., N.W.,
Washington, D. C.
Phone: REpublic 7-1420

Manager Philip Rosenfeld

DONAHUE & COE, INC.

1271 Ave. of Amer., New York 20, N. Y.
Phone: COLUMBUS 5-2772

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Ch. Exec. Comm. Walter Weir
V.P. Creative Services. Judson Irish
V.P. Plans Board. William Kingsbury
V.P. Chg. Media. Gerald T. Arthur

Vice Presidents. A. B. Churchill, C. F.
Hanser, Harry L. Morrill, Jr., Bertram S.
Nayfack, Latham Owens, Jacob Rosenthal,
James F. Ryan, Lloyd Seidman, Warren
Sumner, Arthur Weil
V.P. TV-Radio Depts. Carl Rigrod
Bus. Mgr. TV-Radio. Evelyn Lee Jones

Branch Offices

258 Hurt Bldg., Atlanta 3, Ga.
Phone: MURray Hill 8-5662

Vice-President. H. L. Morrill
3243 Wilshire Blvd., Los Angeles, Calif.
Phone: DUNkirk 1-2221

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

Managing Dir. Wilfred J. LaVigne
Estimated Radio Billings: \$3,500,000.
Estimated TV Billings: \$3,600,000.

DONALL & HARMAN INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-6016

Pres., Radio-TV Dept. Hd. Elihu E. Harris
V.P. Warren Steibel
Art Director. Stanley Stubenberg
Copy Dept. Mgr. Elise Alberts
Media Director. Florence Schwartz
Sales Prom. Coordinator. Stanley Walker
Prod. & Traffic. Matthew Siegel
Copy Consultant. Maurice Berk

W. B. DONER & COMPANY

Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOODward 5-7400

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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

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: ENnypacker 5-6804

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

Chairman of Board. Wilfred B. Doner
President. Sidney Garfield
Ex. V.P. Sanford Hirschberg
Secretary. Marvin Frank
V.P., TV-Radio. Sylvan Taplinger
Time Buyer. Carol Hardy
Media Dir. Frieda Weiss
Estimated Radio Billings: \$4,500,000.
Estimated TV Billings: \$7,000,000.

ADVERTISING AGENCIES

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120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

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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 Batterymarch St., Boston 10, Mass.

Phone: HUBbard 2-5665

Vice Pres. in Chg.....W. J. Sheehan

425 Bush St., San Francisco 9, Cal.

Phone: YUkon 2-4080

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

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1616 Walnut St., Philadelphia 3, Pa.

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Greenhouse, P. Livingston, James Spillan

Media Dir.....Benjamin Busch

Publicity Dir.....John Skelly

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212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

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Radio & TV Dir.....Joseph L. Tully

Space Radio Time Buyer,

Media Dir.....Wm. Monaghan

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

Phone: LOnacre 4-1234

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V.P.....Ted H. Factor

V.P., Art Director.....Robert Gage

V.P.'s.....Joseph R. Daly,

Edward Russell, Monty McKinney

Plans, Director, V.P.....Marvin Corwin

Time Buyers.....Jerry Sachs, Jeane Jaffe,

Herbert Hahn, Otis Hutchins

Media Director.....Albert Peteavage

Radio-TV Director.....Don Trevor

TV, Radio Business Mgr.....Joseph Battaglia

Cast. Dir-Prod.....Joan Walker

Branch Offices

6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-8080

Vice President.....T. H. Factor

Media Dir., Space,

Time Buyer.....Gerald Feld

Radio-TV Prod.....Bob Gips

20 N. Wacker Dr., Chicago, Ill.

Phone: FI 6-8860

V.P.Fred Klein

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

Estimated TV Billings: \$8,850,000.

DURAND ADVERTISING

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

Phone: LACKawanna 4-8770

Partners.....Vincent Russo, Jr.,

Louis C. Goldman

CopySylvia Ross

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

Phone: TE 8-4600

AAAA—ABC—ANPA

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Exec. V.P.....C. W. MacKay

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Controller, Asst. Treas.....May E. Madden

Branch Offices

1736 Stockton St., San Francisco, Calif.

Phone: EXbrook 7-0456

Vice President.....Neil Heard

EDELSTEIN-NELSON ADV.

AGENCY, INC.

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

Phone: DEarborn 2-5976

ABP—APA

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SecretaryLaura Edelstein

Art Dir.....Raymond Raufeisen

Prod. Mgr., Radio.....Robert Kanne

Copy Chief.....Chas. Dorer

ELLINGTON & CO., INC.

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

Phone: MURray Hill 7-4300

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Vice PresidentsCharles

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Hodgson, Terence McGrath, Ernest By-

field, Jr., Henry Covington, Franklyn

Dyson, Davis Snow

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Exec. Prod.....T. Ellington

Media Dir.....Daniel Kane

ELLIS ADVERTISING CO.

Hotel Statler, Buffalo 2, N. Y.

Phone: CL 6780

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Jerome R. Ellis

Acct. Execs.....Michael F. Ellis, Jr.,

Maxwell E. Ellis, Seymour Goodman, Karl

Manhardt

Radio Director.....N. C. Benson

TV Director.....Beatrice Haniford

Art Dir.....James Howes

Prod. Mgr.....Richard Joseph

Controller.....Sanford Satuloff

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

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EMBRY, TALLY, INC.

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

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

1201 St. Paul St., Baltimore 2, Md.
Phone: PLaza 2-2393
ANPA—APA—NBP

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Exec. V.P.....M. E. Busch
Radio Director.....Marshall Hawks
ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.
Washington 6, D. C.
Phone: STerling 3-2222
ARC-ANPA

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
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President.....David B. Williams
Chmn. Fin. Comm.....Howard D. Williams
Exec. V.P. & Sec.....James B. Briggs
Exec. V.P. & Gen. Mgr.....Harry D. Way
V.P. & Treas.....K. J. Worland
V.P., Int. Dept. Dir.....John D. Hayes
V.P. & Radio-TV Dir.....Rollo W. Hunter
V.P. & Research Dir.....Robert Aledort
V.P., New Bus.....T. Van Ingen, Jr.
Controller.....R. J. Passanant
Asst. Sec.....Norman Lewis
Art Super.....Louis DiJoseph
Copy Chief.....Gerald Miller
Media Dir.....M. Richfield
Media Grp. Super.....William M. Hunter
Head Time Buyer.....V. DeLuca
Merch. Dir.....R. M. Fishel
Prod. Mgr.....George Cisneros
Traffic Mgr.....Andrew F. Kops
Librarian.....Mary Wilson
Acct. Execs.....Frederick J. Burghard;
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McVickar; Joseph W. Nash; Robert Reynolds; Albert Wilson; Granville Worrell, III, V.P.; John S. Budd

Branch Offices

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

Exec. Comm. Chmn., Central Div.
Gen. Mgr.....Roswell W. Metzger
Exec. V.P.'s.....L. R. Northrup, B. Groseth
Sr. V.P.....William D. Watson
V.P., Radio-TV Dir.....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. McCaughey
V.P. & Res. Dir.....Roger M. Johnson
V.P., Radio-TV Dir.....Robert L. Redd
Suite 515, Adolphus Tower, Dallas 2, Texas
Phone: Rlverside 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

V.P., Mgr.....Horace D. Nalle
Porter Bldg., Pittsburgh 19, Pa.
Phone: GRant 1-4451

Sr. V.P., Gen. Mgr.....Frederick R. Etchen, Jr.
IBM Bldg., 690 N. Robert St.
St. Paul 1, Minn.
Phone: CApital 7-7501

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

V.P., Mgr.....Frank A. Helton
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30 Eastbourne Terrace, London W 2., Eng.
Man. Dir.....Walter Graebner
4 Archbold Terrace, Jesmond,
Newcastle-on-Tyne, England

Man.....Charles Fullerton
Av. Erasmo Bragga, 255-80,
Rio de Janeiro, Brazil, SA

Man.....Alfredo Machado
Edificio Eduardo Benjamin Jafet,
110 Avenida Ipiranga, Sao Paulo, Brazil S.A.

Man.....Thomas E. Barnett
90 Sveavagen, Stockholm, Sweden

Pres.....Hans Stenbeck
610 Church St., Toronto 5, Ont., Canada
V.P.....Edward Karthaus

Ashfield House, 402 Sauchiehall St.,
Glasgow C2, Scotland
Man.....J. H. Weir

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

Estimated TV Billings: \$10,900,000.

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. Wallace H. Wulfeck
V.P.'s.....Wil P. Booth, James F. Behan
Treasurer.....E. H. Cummings

ADVERTISING AGENCIES

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 Grabl

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
 Phone: HOllwood 2-6305

V.P., W. Cst. Mgr..... Arnold J. Webster
Estimated Radio Billings: \$6,000,000.
Estimated TV Billings: \$35,800,000.

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16 E. 41st St., N. Y.
 Phone: LE 2-0750
 ABP—NBP

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

EVANS, WORK & COSTA ADV. AGENCY, INC.

624 E. Capitol Ave., Springfield, Ill.
 Phone: LAkeside 2-8868

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

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First National Bank Building, Utica 2, N. Y.
 Phone: REdwood 2-6109
 ABP

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 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
Estimated Radio Billings: \$70,000.
Estimated TV Billings: \$45,000.

W. E. FEATHERSTONE ADV. AGENCY

504 Beneficial Life Bldg.
 Salt Lake City 1, Utah
 Phone: EMpire 3-2655

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 Washington, D. C.
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 Secy.-Treas..... Lucille Pierce Ferguson
 Art Director..... Gilbert Meekins
 Time Buyer..... Mrs. Nan Hannum

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149 Madison Ave., New York 16, N. Y.
 Phone: MUrray Hill 9-7100
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 Sec'y, Vice-President..... Philip Lukin
 Media Director..... Miss Selma Grosswirth
 Art Director..... Stanley Dusek
 Production Manager..... Geo. Barrett
 V.P.'s..... Henry Bretzfeld, Robert E. Wolfe

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715 Sudekum Bldg., Nashville 3, Tenn.
 Phone: AL 6-1977
 ABP

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 Vice President..... R. L. Fields

WM. F. FINN & ASSOC.

423 S. Broadway, Tyler, Texas
 Phone: LYric 2-0876
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 Treas., Prod. Mgr..... Jean C. Boucher

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128 Mallory Ave., Jersey City 4, N. J.
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 V.P., Radio Dir..... Albert A. Fiore
 Secy.-Treas..... B. V. Fiore
 Media Director..... John Critelli

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 Co-Owner..... Jack L. "Bud" Fisher, Jr.
 Art Director..... Harry Miller
 Copy Chief Jim Lee
 Space Buyers..... Madalynne Maenza, C. S. Schreiner

Publicity Director..... Herb Carlin
 Time Buyer..... D. Stuart

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 Rector Wooten, Warren G. Posey, Donald
 Halsey, Harley B. Howcott, Robert Carley
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 Exec. V.P..... Joseph Epstein, Sr.
 V.P., Chmn. of Plans Bd... Roy M. Schwarz
 V.P., Secy..... Leonard Gessner
 V.P., Dir. Client Service... Warren G. Posey
 V.P., Exec. Art Dir... E. W. Rector Wooton
 V.P.'s Robert Carley,
 Donald H. Halsey

V.P., Media Dir..... Harley B. Howcott
 AM & TV Dir..... William H. Thomas
 Treasurer..... Lee R. O'Pry

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

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

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

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 Treasurer, V.P.....Lee A. Holland
 Art Dir.....Donald R. Nelson
 Production Mgr.....Ray Stronswald
 Account Executive.....Jerome C. Noack

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1528 Walnut St., Philadelphia 2, Pa.
 Phone: PE 5-6302

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 Exec. V.P.....A. Edward Morgan
 V.P.—Media Director.....Wesley Winning
 V.P., Copy Dir.....Frank J. Corkery
 Vice Presidents.....Earle Steiert,
 Russell Gray, Jr.
 Radio-TV Director.....Alice Mooney
 Art Director.....William F. Hope

FOOTE, CONE & BELDING

247 Park Avenue, New York 17, N. Y.
 Phone: YUKON 6-8000

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 NOAB

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 V.P., Media & Research...Paul E. J. Gerhold
 V.P., Radio & TV.....Roger Pryor
 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

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 Sr. V.P., Finance, Sec., Dir...A. Edward Rood
 Sr. V.P., Dirs.....W. R. Forrest,
 Robert J. Koretz, Milton H. Schwartz
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 V.P., Dir. Print Prod...Edward L. Tollefson
 Treas. & Asst. Sec.....Jos. K. King
 V.P., Dir. of Copy.....A. J. Bremner
 V.P., Media, Research.....John L. Rigotti
 Dir. Research.....Eugene C. Pomerance
 Best. Bus. Mgr.....Harry Dieter
 Best. Time Buyer.....Genevieve Lemper
 V.P., Personnel Dir.....M. R. Loehrke
 900 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MADison 9-3611

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

V.P., Gen. Mgr.....W. C. Matthews
 V.P. & Art Dir.....G. Frederick Cole
 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

V.P. Mgr.....Ed. H. Badger
Estimated Radio Billings: \$5,000,000.
Estimated TV Billings: \$34,000,000.

FORD & CO.

1839 Line Ave., Shreveport 24, La.
 Phone: 3-0351
 APA—ABP

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ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.
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 Vice-Pres. & Sec.....E. G. McAdie
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 Howard C. Allen
 V.P., Radio & TV.....Robert W. Day

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 Grinstead, Richard S. Holtzman, Louis E.
 Schueler

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 G. Crosby, F. Sher, D. Gregg, J. Fieldler
 Pub. Dir.....Frazier Nounnan
 Secretary.....Wayne R. West
 Radio TV Prod's....David Cloud, Donald
 H. Wallace

Ass't Radio-TV Dir.....Helen Lydon
Time Buyers & Accounts: Helen Davis;
 Reynolds, Foulds, Dean and Wilson, Quaker
 Oats, Ft. Howard & No. Woods, Camille
 Muscarella: Hamilton Beach, Bissell, Curtiss,
 Quaker Flour, Bosch & O'Brien. Ruth Bab-
 ick; Toni Co.

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

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 Radio-TV Director.....Henry Sherry

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

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1439 Court Place, Denver 2, Colo.
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160 Santa Clara Ave., Oakland 10, Calif.
 Phone: OLYmpic 4-3773

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 Radio & TV Time Buyer.....Edith Ferreira
 Music Dir. & Librarian.....Elaine Fried
 TV Art Dir.....Kay Bachrach
 Prod. Dir.....Allison Clark

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

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 President.....Lee Friend
 Dir., Radio-TV.....Bill Reese

JIMMY FRITZ & ASSOCIATES

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

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 Pres.....Hona Sivad
 Time Buyer.....Marion Vaughn
 Account Executive.....H. A. Helm
 Radio-TV Dir.....Jane Langford

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

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 Exec. V.P.....Julian Faren
 Director.....Neil Brant
 V.P. & Treas.....Charles E. Lewis
 V.P. & Chrman Plans Bd.....A. Greenberg
 V.P.....V. Edward Dent
 Time Buyers & Accounts: Manny Stern-
 schein; Johnson & Johnson, Helena Rubin-
 stein, Parke-Davis, Leitz, AGFA Inc.

HARRY M. FROST CO., INC.

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

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 Vice Presidents.....Florence A. Dondero,
 Raymond E. McLaughlin, H. E. Bessom,
 H. P. Newcomb
 Radio-TV Time Buyer....V. M. Fairweather

FULLER & SMITH & ROSS, INC.

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

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 Sr. V.P.-Corp. Svcs.....J. C. Maddox
 V.P. & Dir. of Art.....J. M. Archer
 Sr. V.P. Admin.....C. M. Skade
 V.P. & Creative Dir.....H. Slesar
 V.P., Creat. Dir., Radio-TV....P. S. Cardozo
 V.P., Radio-TV.....B. H. McKinney
 Dir. of Media.....D. E. Leonard
 Dir. of Copy.....F. A. Hellman

Branch Offices

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

V.P., Mgr.....K. C. Tuttle
 V.P., Dir. Media.....W. G. Chalkley

105 W. Adams St., Chicago 3, Ill.
 Phone: ANdover 3-5039

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

Phone: YUKon 6-5955

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

Phone: GRant 1-9565

V.P. & Mgr.....H. M. Redhead
 8350 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLive 3-0240

Vice-Pres.....W. M. Tuttle
 909 Dan Waggoner Bldg., Ft. Worth, Tex.

Phone: EDison 2-2201

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

Phone: Kensington 8111

Mgr.....Sidney Hornihlow
 Estimated Radio Billings: \$1,750,000.

Estimated TV Billings: \$9,000,000.

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

GALLAND ADVERTISING

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

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

GARDNER ADV. OF NEW YORK

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

ABP—ANPA—APA

Vice Chairman.....John A. H. Rehm

ADVERTISING AGENCIES

Branch Office

915 Olive St., St. Louis 1, Mo.

Phone: CENTral 1-3200

Ch. & Pres. C. E. Clagett

Estimated Radio Billings: \$2,800,000.

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

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. Kendall J. Mau

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

CHAS. A. GEIGER & ASSOC., INC.

666 N.W. 50th St., Miami, Fla.

Phone: PLaza 1-1730

APA—ABP—SNPA

Chairman D. G. Bash

V.P., Radio-TV Dir. Robert Lack

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

1228 H St., Sacramento, Calif.

Phone: SACriment 2-2956

ABC

Pres., Radio Media Dir. Ralph K. Clark

Exec. V.P., Creative Dir. Fred Elkus, Jr.

V.P., TV Dir. Albert Hellenthal

THE GETSCHAL CO., INC.

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

Phone: MU 7-2200

President Budd Getschal

Production Manager Gerry Gilbert

Art Director Leonard Steinberg

TV Prod. Mgr. Lee Polk

GEYER, MOREY, MADDEN & BALLARD, INC.

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

Phone: PLaza 1-3300

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President Sam M. Ballard

Chmn. Exec. Comm. B. B. Geyer

Bd. Vice Chmn. Edward D. Madden

Radio-TV Prod. Mgr. Leroy Emmerich

Creative Director W. M. Mitchell

Radio TV Bus. Mgr. D. P. McGuinn

V.P. Bestg. Media W. A. Wernicke

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.

Estimated Radio Billings: \$4,700,000.

Estimated TV Billings: \$5,200,000.

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

GIBALTAR ADV. AGENCY, INC.

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

Phone: MURray Hill 7-7896

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Vice-President Leo Berman

Treasurer Clarence Schmidt

Sec'y., Radio-TV Dir.,

Time Buyer Frances Scott

Radio-TV Div. Ronald Dawson

GILL, CLIFFORD AGENCY

8701 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLeander 5-8388

President, Copy Ch. Clifford Gill

V.P. Media Dir. Dorothy R. Gill

Art Dir. Earl Martin

GILLHAM ADVERTISING AGENCY- INC.

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

Phone: EM 4-5516

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Prod. Mgr. J. R. Furner

Space Buyer Esther Cook

BERT S. GITTINS ADVERTISING, INC.

739 N. Broadway, Milwaukee 2, Wis.

Phone: BR 6-5934

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Prod. Dir. Stewart Carlson

Media Dir. Esther Block

Copy Dir. Harold Nelson

Dir. Ind. Markets James M. Costello

Radio & TV Dir. Gerald L. Scaman

GLENN ADVERTISING INC.

620 Republic Nat'l. Bank, Dallas, Tex.

Phone: RI 1-9851

ANPA—ABP—AAAA

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President John H. Stewart

V.P.'s Duke Burgess, Liener Temerlin

Branch Offices

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

Vice President Merle Bell

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1101 Majestic Bldg., San Antonio, Tex.
 Phone: CApitol 7-2369
 Vice President.....J. Schlichenmaier
 803 Lovett Blvd., Houston, Texas
 Phone: JA 3-4714
 ManagerKeith Butler
 6399 Wilshire Blvd., Los Angeles, Calif.
 Phone: WE 3-9369
 ManagerRaymond Prochnow
 510 Electric Bldg., El Paso, Tex.
 Phone: KE 2-3606
 Manager.....I. E. Carson
 218 Bayview Bld. Fort Lauderdale, Fla.
 Phone: LOgan 4-5419
 Mgr.R. M. Richards
 651 Skirbin Tower, Okla. City, Okla.
 Phone: CEntral 6-8582
 Mgr.J. S. Bell
MAX GOLDBERG ADV. AGENCY
 611 E & C Bldg., Denver 2, Colorado
 Phone: CHerry 4-5533
 ANPA—APA

Owner, Dir.....Max Goldberg
 Art Director.....Victor Kerr

GOODMAN ORGANIZATION

8350 Santa Monica Blvd., Los Angeles 46, Cal.
 Phone: OLdfield 6-6200
 Pres., Treas.....Mort Goodman
 Vice President.....Irv Edelstein
 Art Dir.....S. Brown
 Radio TV Time Buyer.....Claire Moses

GOTHAM-VLADIMIR ADVERTISING, INC.

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

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 C. G. Rourke, Frank Birdsall, Evelyn Ring-
 rose, William V. Rieglane, Rufus Choate,
 A. N. Vladimir, A. L. Beyea

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

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

ManagerL. A. Perdomo

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

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

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 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
 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: Prspect 8121

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

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
Estimated Radio Billings: \$2,700,000.
Estimated TV Billings: \$12,500,000.

GRAY & ROGERS

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

ANPA—ABP—ABC—AAAA—APA
 NBP—NOAB

Partner.....Jerome B. Gray
 Partner-TV Dir.....Edmund H. Rogers
 Partner.....Robert W. Graham
 Partners.....Sherman G. Landers,
 Russell K. Carter, William B. Edwards,
 Atherton Seeley, David B. Arnold, Thelma
 Gray, Granville Worrell, Albert R. Bo-
 roch

Radio-TV Dept.....Walter M. Erickson
 TV Time Buyer.....Ed Papazian
 Production Mgr.....Alex Irvine
 Media Director.....James S. Reifsnnyder
 744 Broad St., Newark, N. J.
 Phone: MArket 3-7345

Manager.....Richard N. Gulick

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

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.....Annette Kercheval
Publicity Director.....Mauleen Marks
Publications Director.....Ted Sumerlin

GREY ADVERTISING AGENCY, INC.

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

Branch Offices

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

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

Manager.....L. V. Bernardini
Estimated Radio Billings: \$7,000,000.
Estimated TV Billings: \$15,000,000.

GRISWOLD-ESHLEMAN CO.

55 Public Sq., Cleveland 13, O.
Phone: TOWer 1-3232
AAAA—ABP—ANPA

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President.....Charles Farran
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L. R. Canfield, V. C. Kenney, W. A.
Weaver, E. C. Powers
V.P., Media Res. Dir.....W. A. Weaver
V.P., P. R. Dir.....Dave Skyler
Secy., Treas.....Louis F. Ruf
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.....Helen Lott
Art Dirs.....Wm. Root, F. Langel,
Edw. Hecker, Dave London
Art Dirs., Collateral Material....J. P. Heck,
Glenn Nelson, Wm. Root

CHARLES ANTHONY GROSS ADV. AGENCY INC.

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

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

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
Radio-TV Prod. Superv.....R. E. Smith

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

GUILD, BASCOM & BONFIGLI INC.

130 Kearny St., San Francisco 8, Calif.
Phone: YUKon 2-6040
AAAA—ABP—ANPA

President.....Walter Guild
Bd. Chrmn.....David Bascom
Exec. V.P.....Dante Bonfigli
V.P., Gen. Mgr.....Gilbert Burton
V.P., Media Dir.....Rod Macdonald
V.P., Creative TV Dir.....Alex Anderson
TV Oper. Dir.....Chet Rhodes

Branch Offices

105 W. Adams St., Chicago 3, Ill.
Phone: STate 2-0253

TV Comm. Prod.....Dave Fulmer
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

TV Comm. Prod.....Geo. Allen
603 Stewart St., Seattle 1, Wash.
Phone MAin 4-3711

Account Executive.....Tom Killilea
Estimated Radio Billings: \$2,000,000.
Estimated TV Billings: \$8,900,000.

ADVERTISING AGENCIES**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
Radio-TV Dir., Time
Buyer Paula Reece

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

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

GUTMAN ADVERTISING CO.

Peoples Federal Bldg., Wheeling, W. Va.
Phone: CEDar 3-4700
AMPA

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

JOHN L. HALPIN, ADVERTISING

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

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

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

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.

335 Main St. East, Rochester 4, N. Y.
Phone: LOcust 2-3520
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Sr. Vice-President Harold E. Kennedy

Exec. Vice-President Joseph 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. Whit-
combe, N. L. Walker, Gaylord A. Paddock
Production Manager James V. Mannhardt
Comptroller Mrs. A. L. Kearns

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: ANdover 3-0130
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Exec. V. P. Rowland Laughlin
V. P., Gen. Mgr. John T. Holloway
Vice Pres. Thomas Kivlan, David R. Coey,
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V.P., Art Dir. Alfred Festen
Secretary George H. Hartman, Jr.
TV Time Buyer Jean Seaman
Production Mgr. Philip Navigato
Radio & TV Director John D. Berg
Radio & TV Dir.-Prod. Jack Leonard

Branch Office

120 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 9-8637

Branch Office Mgr. John Berg

HATHAWAY & ASSOCIATES, INC.

200 Rookery Bldg., Evansville 5, Ind.
Phone: HA 4-2494
ABP

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V.P., Sec.-Treas. Logan H. Miller

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7 King St. E., Toronto, Ontario, Canada
Phone: EMpire 6-0731

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Vice-President Geo. F. Hayhurst
V.P.'s E. C. Danither, 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 Buyers E. Brown, P. Hepburn
Radio Prod. S. Hannah
Media Mgr. B. J. Keelor
Production Mgr. C. A. Kellow

Branch Office

2100 Drummond St., Montreal, Que.
Phone: VI 5-0251

Manager R. W. Matthews

HEINEMAN, KLEINFELD, SHAW & JOSEPH, INC.

1270 Sixth Ave., New York 20, N. Y.
Phone: CIrcle 7-7660
ABP

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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

ADVERTISING AGENCIES

Branch Office

532 N. Cherokee Ave., Los Angeles, Calif.
Phone: HOllywood 3-1153

ManagerHoward Blake

HEINTZ & COMPANY, INC.

611 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MADison 9-3181
AAAA—ANPA—ABP

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

HERALD ADVERTISING AGENCY, INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 7-2280

Pres., Radio Dir.....M. J. Middleman
V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss

AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 1-2710
ABP—ANPA—AAAA

President, Chmn.....Al J. Herr
Vice-President.....John Rock
V.P., Radio-TV.....Pat Kocian
Production.....Gene M. Wrobel
Creative Director.....Carl Ruppert
Media Research.....Howard Klatt
Estimated Radio Billings: \$250,000.
Estimated TV Billings: \$325,000.

HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-5600
ABP—ANPA

President.....Charles V. Skoog, Jr.
Exec. Vice Pres.....Harry L. Hicks, Jr.
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V.P., Treasurer.....K. A. Hamilton
V.P.....Irving S. Kogan
Time Buyers...Vincent J. Daraio, M. Reiner
Radio-TV Prod. Super's.....M. E. Stanson,
G. F. Ford

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 Director.....M. Richard Kaufmann

Branch Office

1000 16th St., N. W., Washington 6, D. C.
Phone: STerling 3-0270

Vice President.....Avery McBee

HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.
Phone: COmmonwealth 6-7515
ABP—ANPA—AAAA

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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
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Prod. Mgrs.....Bertha L. Aldrich,
A. Stedman Murdy, Jr.

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Radio-TV Dir.....Richard Lombardi
Media Dir.....Rosemary Rohmer
Creative Dir.....Leo Harrington
Account Execs.....Paul H. Provandie,
Myron L. Eastwood, Thomas J. Bowen,
Langley C. Keyes, William Van N. Washburn, Edward W. Quinn, Ruleffe F. Barbour, John P. Hoag, Jr., William B. Lowther, Michael H. Reingold

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., Art Dir.....Fred Glauser
Secy.-Treas.....John W. Davis
TV Buyer.....Clarice McCreary
Radio Buyer.....Richard Geary
Radio-TV Prod. Dir.....Charles Larrance

Branch Offices

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

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

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.....Jimm 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

HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.
Phone: DIamond 5-8115

ABP—ANPA—APA—SNPA—AFA

President.....C. B. Houck
Vice President.....William B. Houck
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.....John R. Clement

CHARLES W. HOYT CO., INC.

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

ANPA—APA—NBP—ABC—NOAB—AAAA
President.....Everett W. Hoyt
Chairman of Bd.....Winthrop Hoyt

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R. H. Dingwall, R. W. Mickam, E. T. Net-
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F. A. Whipple

Secretary V.P.....James R. Roberts
Treasurer.....F. J. Becker
Dir. Radio-TV.....Thomas A. Lee, Jr.
Creative Dir., Radio-TV..Clifford L. Simpson
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. McAtee

HUME, SMITH, MICKELBERRY, INC.

126 S.E. Second St., Miami, Florida

Phone: FRanklin 9-8453

ANPA

PresidentDavid Hume
V.P.'s.....Wm. Mickelberry, Boh Smith
Acct. Execs.....Ted C. Carlon, Geo. Smith
Radio-TV Director.....George Smith

HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.

Phone: CEntral 6-5429

AAAA—APA—ANPA—SNPA

Pres., Treas.....Warren A. Humphrey
V.P.'s.....Mitchell L. Williamson,
Ellis G. Gibson

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

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.

Phone: HAmlington 6-1160

APA—ANPA—ABP—NOAB

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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

ManagerWilliam Bounsall

JASTER & ASSOCIATES

637 Broad St., Beloit, Wisc.

Phone: EMerson 2-8822

APA—ABP

Sole Owner.....Jack Jaster

JOHNSTON, FRANK B. ADV., INC.

117 Liberty St., New York 6, N. Y.

Phone: BArcley 7-3337

APA—ANPA

PresidentF. B. Johnston
Secy.....Wesley Edson
Art Dir., Prod. Mgr.John Inglehart

JONES & HANGER, INC.

612 W. 47th St., Kansas City 12, Mo.

Phone: JE 1-2365

ANPA—APA—ABP

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

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 1-2300

AAAA—NOAB—APA—PPA—NBP

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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

ROSS JOURNEY & 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 Production.....John D. Rose
Time Buyers.....Miss Ross Journey, A. H.
Garrigues, W. J. Brennan, Robert N. Rose

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
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Exec. V. P.....Alvin Q. Ehrlich
V.P., Secretary.....Bernard R. Linkins
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes

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2 West 45th St., New York 36, N. Y.

Phone: OXFord 7-4840

APA—ANPA—ABP

Ch., Creative Dir.....Seymour Kameny
President, Acct. Supvr.....Nat Kameny
Exec. V.P., Mdse. Dir.....Ray Solomon
Sales Prom. Dir.....Russell Fradkin
Research, Media Dir.....Ruth Rose
Radio-TV Director.....Vernon Delston
Copy Chief.....Fred Newman
Art Director.....Alan Peers
Production Manager.....William Egan

LAWRENCE KANE & ARTLEY, INC.

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

Phone: PLaza 1-4120

ANPA—ABP

Chairman.....Robert H. Schaffer

ADVERTISING AGENCIES

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 V.P., Mdsq. Dir.....Eugene J. Cohn
 V.P., Copy Dir.....Marvin D. Richwald
 Art Director.....Murray Stein
 Media Director.....Irma Stoller
 Pub. Rel. Dir.....Herbert Kaufman

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 Exec. V.P.....Sidney M. Weiss
 V.P.....Betl Kaplan
 Sec.-Treas.Helene Mogul

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575 Lexington Ave., New York 22, N. Y.
 Phone: PLaza 1-1400
 ABP—ANPA

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 Chmn. Exec. Comm.....W. S. Chesley
 PresidentPeter Hilton
 Chmn. Plans Bd.....J. William Atherton
 Exec. Vice Pres.....L. G. Whitebrook
 V.P., Media Dir.....Jack B. Peters
 Radio, TV Dir.....Jules Bundgus
 Radio-TV Prod.....J. P. Atherton

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
 Phone: CEntral 6-5331
 ABC—ANPA—APA—NOAB

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 V.P. & Gen. Mgr.....Marvin Harms
 Vice Presidents.....John T. Urice,
 Dean Snow, W. O. Yocum
 V.P. & Copy Chief.....Ashley Belbin
 Media Dir.....Harvey Mann
 V.P., Radio-TV.....James H. West

THE BENJAMIN KATZ AGENCY

116 S. 7th St., Phila. 6, Pa.
 Phone: MArket 7-0802

President.....Benjamin J. Katz

JOSEPH KATZ CO. OF NEW YORK

Amoco Bldg., 555 Fifth Ave., New York, N. Y.
 Phone: MUrray Hill 7-0250
 AAAA—ANPA—ABP

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 Exec. V.P.....C. W. Shugert
 Radio-TV Director.....Edward Kogan
 Assoc. Radio-TV Dir...Alice Polver Biviano
 Media Director.....C. A. Brocker

Branch Offices

501 St. Paul Place, Baltimore 2, Md.
 Phone: LExington 9-1509

V.P., Gen. Mgr.....Stanley E. Blumberg
 Sec.-Treas., Media Dir.....Gertrude Myers

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
 Phone: DIstrict 7-7400

ABP—ANPA

General Manager.....Henry J. Kaufman
 Creative Director.....Wm. F. Sigmund
 Radio-TV Dir.....Jeffrey A. Abel
 Media Dir. Research...Betty Darling Gwyer
 Copy Chief.....T.D. Mandelstam
 Production Mgr.....A. A. Allenbach
 Art Director.....Eugene T. Hoover, Jr.
 Public Rel. Dir.....Robert R. Denny

KEELOR & STITES CO.

318 Broadway, Cincinnati 2, Ohio
 Phone: PA 1-1310

ABP—ANPA—APA—NBP

Chmn. of Board, Treas.....P. R. Hume
 PresidentJ. T. Nolan, Jr.
 Vice Pres.....H. J. Darby
 V.P. Radio Time Buyer.....A. A. Radkey
 Prod. Mgr.....John Helmsderfer

KEILSON CO.

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

PresidentMeyer Keilson

KELLER-CRESCENT CO.

16-26 S.E. Riverside Dr., Evansville 8, Ind.
 Phone: HArrison 5-5146
 ABP

Mgr.Lee Edmiston
 Radio-TV Dir.....G. L. Freeman

DON KEMPER COMPANY, INC.

850 S. Patterson Blvd., Dayton 2, Ohio
 Phone: BAldwin 3-6216
 AAAA—ABP—ANPA

President.....Don H. Kemper
 Exec. V.P.....Robert A. Hilton
 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
 Med. Reseach Dir....Mary Alice Whittington

Branch Offices

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

President.....Don H. Kemper
 Exec. V.P.....Robert A. Hilton
 Media Director.....Marjorie Aberg
 655 Madison Ave., New York 21, N. Y.
 Phone: TEmpleton 2-7755

President.....Don H. Kemper
 Exec. V.P.....Robert A. Hilton
 Media, Radio-TV Dir.....Adna Karns

KENNEDY-HANNAFORD, INC.

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

ABP

President.....Helen A. Kennedy
 V.P.....Peter D. Hannaford

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-9000

AAAA—ABP—ANPA—PPA—ABC
 NOAB—APA

ADVERTISING AGENCIES

Chrmn. of Bd......Edwin Cox
President.....William B. Lewis
Exec. V.P......David C. Stewart
Sr. V.P.'s.....Robert Burton, Victor
 Armstrong, Maxwell Ule, Barrett Brady,
 G.T.C. Fry
V.P., Dir. Radio-TV.....James S. Bealle
V.P., Prod. Radio-TV.....John Murphy
V.P., Radio-TV

(Hollywood)Alfred Tennyson
V.P.'s.....Gerald Link, Joseph B. Braun,
 Stephens Dietz, Howard M. Wilson, Frank
 J. Hennessey, Brendan J. Baldwin, Norman
 H. Bertels, Alin Blatchley, Paul Bradley,
 Ruth J. Cerrone, Frederick Flanagan, Budd
 Hemmick, Edward B. Henderson, Philip
 C. Kenney, C. F. Korten, Edward C. Mante,
 Eric Marder, J. Clarke Mattimore, Robert
 Pasch, William Rienecke, Alvin N. Sara-
 sohn, Bud Sherak, William H. Weber,
 Samuel A. Alter, Bruce Altman, John
 Bladwin, James A. Dearborn, William H.
 Green, L. Dickson Griffith, W. Denning
 Harvey, John W. Keeshan, Richard M.
 Kelly, Kevin Kennedy, Douglas L. Keys,
 William G. Martin, Robert Ellis, E. W.
 Newsom, Louis J. Nicholaus, Don J.
 O'Leary, George Oswald, Lawrence G.
 Puchta, Andrew J. Shepard, C. Stuart Sie-
 bert, Sidney B. Silleck, Ellsworth L. Tim-
 berman, Clinton F. Wheeler, Jr., Donald
 J. Maggini.

Time Buyers & Accounts: Edward Kobza,
 ASR, Shell Oil, U. S. Plywood; Lucy Kerwin,
 Capital Airlines, Mead Johnson, Natl. Biscuit,
 Quaker State, Anaconda Canadian Pacific,
 McKesson & Robbins; John Hughes, Harold
 F. Ritchie, Pepsi Cola; Mary Dwyer, Lever
 Bros.; Louis J. Kennedy, Ford; George
 Simko, Lever Bros.; Frank Hajek, Lever
 Bros.

Branch Offices

645 Griswold St., Detroit 26, Mich.
 Phone: W00ward 5-0300

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

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

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

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

V.P......Burt S. Avedon
 Meadows Bldg., Dallas, Tex.
 Phone: EMerSON 3-2581

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

V.P., Mgr......William King
 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.
 Financial 6-4020

V.P......Robert B. Shirley
Estimated Radio Billings: \$6,800,000.
Estimated TV Billings: \$39,850,000.

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

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.

Phone: COurt 1-5100

AAAA—ABP—ANPA

President.....George Ketchum
Exec. V.P., Administration...W. S. Redpath
V.P., Chmn. Oper. Comm....Emil Hossoos
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. Pensly
Treasurer.....B. B. Jones
Exec. V.P., Service.....E. T. Parrack
Radio-TV Mgr......Warren C. Rossell
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

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
Sec.-Treas......Harry H. Maus
V.P., Mktg. & Mdsg......Fred Willson
V.P., Art Dir......Thomas Brogan
V.P. Research Media Dir....Dr. J. S. Niefeld
Mgr., Radio-TV Prod......Janet Conger
V.P., Art (N. Y.).....Charles Chappell
V.P.'s.....Paul Kelly, Pierre F. Marshall,
 Dale G. Mehrhoff, Dick Stern

Comptroller.....Richard R. Davis
Time Buyers...Merle Myers, Virginia Russett

Branch Offices

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

Phone: COlumbus 5-5814

Mgr......Gerald Lesser
 121 Monument Circle, Indianapolis 9, Ind.
 MELrose 5-1361

ADVERTISING AGENCIES

V.P., Manager.....Paul Richey
1680 Vine St., Hollywood 28, Calif.
Phone: HOLlywood 9-3974
Manager.....Talcott Jones
Ainsley Bldg., N.E. 1st Ave., Miami 32, Fla.
Phone: FRanklin 1-2507
Vice President, Mgr.....Dick Stern
Estimated Radio Billings: \$1,400,000.
Estimated TV Billings: \$8,500,000.

LEW KING ADVERTISING, INC.

1426 North 1st St., Phoenix, Arizona
Phone: ALPine 4-5548

President.....Lew King
V.P.....E. G. King
Radio-TV Dir.....Jim Silvius

KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 19, Ohio
Phone: AXminster 3-3191
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
Media Dir.....John J. Manning
Radio & TV Dir.....Donald R. Lyons

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.
Phone: JACKson 4-6692

APA-SNPA-ANPA-NBP-NOAB
Partners.....J. A. Kirkland,
Frank W. White, James B. Schell
Production Manager.....T. J. Majors
Copy Chief.....Janet Foster

PHILIP KLEIN ADV., INC.

Penn Sq. Bldg., City Hall Sq., Phila. 7, Pa.
Phone: RI 6-7070

ANPA-ABP-APA
Chairman.....Philip Klein
President.....Morton A. Koshland
Secy., Treas.....Herbert Ringold
TV Time Buyer.....Allan Kalish
Art Director.....Burton I. Greenspan
Copy Chief.....Milton Feldman
Media Director.....Barbara N. Moore
Publicity Director.....Henry Klein

WALTER J. KLEIN CO.

1214 Elizabeth Ave., Charlotte 4, N. C.
Phone: FR 7-1646

ABP-ANPA-APA-SNPA
Pres., Treas.....Walter J. Klein
Media Dir.....Bobbie Roberts
Photography Dir.....W. Lineberger

Branch Offices

17 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 2-3877
Mgr.....Charles J. Basch III

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.
Phone: MURray Hill 2-6600

ABP-ANPA-APA-NOAB-NBP
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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

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V. P., Creative Dir....Raymond Armbruster
Vice Pres.....A. Harvey Brown
Secretary-Treasurer.....Edgar Kluge
V.P., Radio-TV.....Lee Cavanagh
Prod. Mgr.....Glenn A. Adair
Media Mgr.....Nellene Zeis

KUDNER AGENCY, INC.

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

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

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Sr. V.P.'s.. Robert W. Bode, Donald S. Gibbs,
Vice Presidents....William A. McDonough,
James F. Black, Andrew Diddell, James J.
Cochran, Lester S. Rounds
Secy., Treas.....Carl Phares, Jr.
Asst. Sec.-Treas.....Emily A. Whitehill
Radio-TV Dir.....Stuart Ludlum
Dir. Radio-TV Comm. Prod...Edgar C. Kahn
Asst. Dir., Radio-TV Comm.
Prod.R. W. Clemmer
Producer.....Paul Belanger
Bus. Mgr.....Charles C. Allen
Time Buyers..John Marsich, Malachy Murray

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

KUTTNER & KUTTNER, INC.

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

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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
Publicity Dir.....A. G. Goldsmith

ADVERTISING AGENCIES

LAKE-SPIRO-SHURMAN, INC.

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

PresidentAvron Spiro
Secy-Treas.....M. M. Shurman
Radio-TV Time Buyers...Mrs. L. Simmons,
Jack Callicott
Production Manager.....Mrs. M. Ross
Publicity Director.....Al R. Capley
Art Director.....Leonard Crook
Assoc. Art Dir.'s...J. A. Ruggiero, John Scott
Dir. Creative Work.....Jane Zussman
Assoc. Dir. Creative Work.....Glen Jocelyn
Acct. Executives.....David Davidson,
Mrs. L. Cunningham, Courtney Shurman,
Avron Spiro, Jr., Jack C. Legler, John T.
Graff

LAMBERT & FEASLEY, INC.

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

President.....Frank W. Mace
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V.P., Radio & TV.....William A. Wylie
V.P.'s, Account Supvrs. Merrell E. Boyce,
C. 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

Media Director.....William B. Hinman
Supvr., Traffic Prod.....Edmund A. Zito

LANDI, ERBERTO, ADV. CO.

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

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

LANDO ADVERTISING AGENCY, INC.

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

President.....Robert N. Lando
Sr. V.P.....Joseph C. Gusky
Radio Head.....Fred Hedding
Radio Time Buyer.....H. L. Rothchild

Branch Office

G. Daniel Baldwin Bldg., Erie, Pa.
Phone: GL 6-2975

ManagerJohn Clark

PHILIP J. LANE ADVERTISING

16 East 50th St., New York 22, N. Y.
Phone: PLaza 3-9327

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

LANG, FISHER & STASHOWER, INC.

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

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V.P.-Treasurer.....Fred P. Stashower
Vice-Pres. & Sec.....Alvin B. Fisher

Vice President.....Martin J. Cohn
Art Director.....Edward Kagy
Dir. Radio-TV.....A. B. Fisher
Prod. Mgr.....George H. DeWitt
Prod. Mgr., Radio-TV.....Edward T. Noll
Chief Time Buyer.....Garry C. McKelvey
Dir. Client Develop.....David Baylor
Time Buyers.....Barry C. McKelvey, James
Telisky, Peter Turk

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

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

ANPA—AAAA—NBP—APA—NOAB—ABP
Chairman.....Chester J. LaRoche
PresidentJames D. Webb
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
Time Buyers.....Jean Present, L. Schaan
Prod. Mgr.....John Albanese
Supev. TV Comm. Copy.....F. Dennis
TV Art Dir.....P. Tomlinson

Branch Office

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

Vice Pres.....Arthur White

LAVIDGE & DAVIS, INC.

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

ANPA—NBP—SNPA

Radio-TV Dir. & Time Buyer....John Ward

Branch Office

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

Mgr.....J. Critz Query

LEECH ADVERTISING CO.

615 Hanna Bldg., Cleveland 15, Ohio
Phone: TOWER 1-2065

Pres., Treas.....Edward P. Leech
Vice Pres., Prod. Mgr.....deJane Dreher

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
V.P.'sPaul Brown,
Hugh Genske, James C. Gibson
Media Dir.....G. C. DeField

Branch Offices

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

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

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 2-5400

ANPA—APA—NBP—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
V.P., Secy.-Treas.....John D. Speirs
Exec. V.P., Creative Contact...Guild Copeland
Sr. V.P.'s & Mgmt. Acct. Supvrs..C. L. Smith,

ADVERTISING AGENCIES

Walter M. Swertfager, Thos. J. Lane, Jackson Taylor, Gordon Cates, Henry W. Lowe, John Schneider, Phillip P. Hoffman, David N. Laux, Wm. F. Mueller, Wm. Dasheff, Elkin Kaufman, Wm. Ziegfeld, George Beyer, Jr., Robert T. Kessner, Myron P. Kirk, Anthony J. Pan
 V.P.'s, Mgmt. Acct. Supvrs... Frank Cambria, Edw. C. Simons, Elias B. Baker
 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., Mds. Dir... Clifford W. Davis
 Sr. V.P., Mgr. Prod. Dept... Michael J. Madar
 Sr. V.P., Dir. of Research... Christopher A. Sante
 V.P., Radio-TV Business

Mgr... Francis C. Barton
 Sr. V.P., Dir. of Copy... E. L. Frisard
 V.P., Dir. of Music & Lyrics... Edward F. Flynn
 V.P., Head of Serv. Dept... Myles E. Baker
 V.P., Controller... G. J. Muller
 Assoc. Media Dir... Jan van Emmerik
 Asst. Media Dir. Best... Frank Howlett
 Asst. Media Dir. Print... Louis Spino

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 Presidents... Robert G. Williams, Kelso Norman, Wm. V. Patten
Estimated Radio Billings: \$4,000,000.
Estimated TV Billings: \$38,000,000.

LESCARBOURA ADVERTISING, INC.

139 Main St., 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

LILLER, NEAL, BATTLE & LINDSEY, INC.

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

AAAA-ABC-ANPA-ABP-AFA

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

Branch Offices

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

V.P., Mgr... Dan W. Lindsey, Jr.
 595 Madison Ave., New York 17, N. Y.

Phone: PLaza 9-6120

Manager... Helen Gordon

W. E. LONG ADVERTISING AGENCY

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

President... Bruno Peterson
 Vice Pres... Jodean P. Cash
 Gen. Mgr... Don F. Copell
 Dir. of Advertising... Frank B. Leonard
 Radio-TV Dir... David R. Hayes
 Asst. Radio-TV Dir... John Pesick
 Secy-Treas... Clark Rorbach
 Media, Research Dir... Russell A. Gilbertz
 Art Director... Hall E. Beem
 Time Buyers... Russell A. Gilbertz, Russell D. Rynerson, Richard T. Williamson
Estimated Radio Billings: \$250,000.
Estimated TV Billings: \$650,000.

LOWE & STEVENS

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

AAAA-ABP-ANPA-APA-NBP

Partners... Robert C. Lowe, Jr., John H. Stevens
 Vice President... Jules Clyde Gerding
 Art Director... J. D. Hawkins
 Production Mgr... O. L. Shelley
 Media Director... Audrey Jones

LUCKOFF & WAYBURN, 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 Scheuer

EARLE LUDGIN & CO.

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

AAAA-ABP-ANPA-APA-NBP
 NOAB

Chairman, Treas... Earle Ludgin
 President... J. H. Willmarth
 Gen. Mgr... George Rink
 V.P. Acct. Exec... Ralph Whiting
 V.P., Copy Dir... J. E. Chapman
 Secy., Prod. Mgr... Edward Erstein
 Radio-TV Dir... D. Hockstein

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 I. Lewis

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
 Radio-TV Time Buyer.....Eileen Burns
 Radio-TV Director.....Robert Colburn
 Prod. Mgr.....J. A. Rasley, Jr.
 Copy Chief.....John E. Fisher

MacFARLAND, AVEYARD & CO.

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

Phone: RAndolph 6-9360

ANPA—ABP—AAAA—NBP

ChairmanHays McFarland
 President.....A. E. Aveyard
 TreasurerJ. Terry
 Exec. V.P., Gen. Mgr.....Walter C. Power
 V.P.....Norman A. Fox
 Vice-President.....David W. Stotter
 V.P., Art Dir.....Rom. Z. Rigotti
 Radio-TV Time Buyer.....Esther Andersen
 Media Director.....G. H. Hendry
 V.P., Radio-TV Dir.....H. G. Atkinson
 V.P., Prod. Mgr.....W. E. Christopher

MacLAREN ADVERTISING CO. LTD.

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

Ass't Mgr., Radio-TV Dept.....R. J. King
 Mgr., Sales Prom.....W. W. McGregor
 Media Mgr's.....F. M. MacPherson,
 D. C. McQuarrie

Mgr., Pub. Rel.....L. R. O'Hagan
 Time Buyer.....F. K. Campbell

Branch Offices

550 Sherbrooke St., W. Montreal, Quebec

Phone: VI 5-1222

Vice Pres.....C. J. Chandler

911 Electric Railway Chambers

Winnipeg, Manitoba

Phone: WHitehall 2-6321

Manager.....E. P. Thomson

1240 West Pender St., Vancouver, B. C.

Phone: MUtual 5-6268

Manager.....W. D. M. Patterson

635 Ouellette Ave., Windsor, Ont.

Manager.....J. R. Robb

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Bloomfield Hills, Mich.

Phone: MIDwest 6-1000

ANPA—AAAA—ABC

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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

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

Media Dir.....C. N. Campbell

Branch Office

444 Madison Ave., New York, N. Y.

Phone: PLaza 9-5600

Vice Pres., Mgr.....Henry G. Fownes, Jr.

V.P., Radio-TV Dir.....Mark Lawrence

6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-6130

V.P., Manager.....D. E. Jones

MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.

Phone: ANdover 3-0022

ABP—ANPA

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Radio-TV Dept.....Edward Drucker,

Bernard Berman, Fran Weiss

Art Director.....Arthur Anderle

Radio Time Buyer.....Maxine Ziv

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1726 Pennsylvania Ave., N.W.,

Washington 6, D. C.

Phone: ME 8-0060

President.....J. G. Manchester

Vice President.....Richard P. Ehst

Radio-TV Dir.....Richard T. Williams

Branch Office

7 So. Dearborn St., Chicago 3, Ill.

Phone: DEarborn 2-4170

President.....D. S. Manchester

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32 East 57th St., New York 22, N. Y.

Phone: PLaza 3-5924

ABP—ANPA—NBP

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Media Dir.....T. H. Parker

Art Dir.....Don Bearard

Radio-TV Cons.....Sidney Walton

Research Dir.....Werner Lob

Pub. Dir.....Vic Dallaire

MARSCHALK & PRATT

Division of McCann-Erickson

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

Phone: OXFord 7-4250

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Exec. Vice Pres.....Stuart D. Watson

V.P., Gen. Mgr.....G. Lester Williams

Vice Presidents.....Arthur J. Kemp, Bill M.

Sansing, Albert A. Sommer, Charles A. Mit-

telstadt, Edward J. Whitehead

Creative Dir.....Eugene Taylor

Mkt. Research Dir.....Irving S. Underhill

Admin. 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

100 Biscayne Blvd., S., Miami, Florida

Phone: FRanklin 9-2821

Manager.....George Bremser

ADVERTISING AGENCIES

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34 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-4270
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President.....William W. Weltman
Exec. V.P.....Bruce Marchin
V.P., Art Dir.....Charles Jefferson
Copy Chief.....Dan James
Media Dir.....Geri Propceack
Prod. Mgr.....Paul Marchini

J. M. MATHES, INC.

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

President.....W. T. Okie
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Secretary.....D. R. Hathaway
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Lester J. Loh, O. L. Tinklepaugh, Jan
Meyer
Vice Presidents.....Thomas McCauley,
David Gibson, Donald D. Halstead, Leon-
ard Marshall, Edward J. Garvey
V.P., Dir. of Radio & TV..Richard S. Jackson
Assoc. Dir.....Roy Passman
V.P., Publ. Dir.....Arthur Monroe
V.P., Media Dir.....Douglas Hathaway
Time Buyers.....Mrs. Edna Cathcart, Miss
Pat Hartnett, Miss Olga Hoffman, Miss Mary
McDonough
1345 Russ Bldg., San Francisco 4, Cal.
Phone: YUkon 2-8944

Manager.....Robert Little

MATHISSON & ASSOCIATES, INC.

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

President.....C. A. Mathisson
Exec. Adm.....Walt E. Krueger
V.P., Treas.....Ralph W. Henkel
Radio-TV Mgr.....J. E. Severson
Asst. Radio-TV Mgr.....Robert Geary
Time Buyers.....J. Severson, R. Geary

Branch Offices

1127 Wilshire Blvd., Los Angeles 17, Calif.
3460 International Bldg., Rockefeller Center
New York 20, N. Y.
Phone: PLaza 7-2061

Manager.....Edgar E. Hinklt

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4456-4457

President.....Joseph M. Finkle
Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Sheila A. Spencer
Production Mgr.....Joan E. Esposito

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

Time Buyers.....Thomas P. Maguire, Ray
Stone, George Huelser

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: WHITEhall 4-1676

Vice President.....Raymond C. Stricker
83 S. Seventh St., Minneapolis, Minn.
Phone: FEderal 9-8859

Mgr.....Charles J. Hawkins
Estimated Radio Billings: \$1,600,000.
Estimated TV Billings: \$15,950,000.

McCANN-ERICKSON, INC.

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

AAAA-ABP-ANPA-APA-NOAB

Bd. Chmn., Pres.....Marion Harper, Jr.
Bd. Vice Chmn.....Robert E. Healey
Oper. Comm. Chmn.....Wilbert G. Stilson
Sr. V.P., Treas., Chrm. Finance Comm.

Frank White

Sr. Vice President.....George H. Giese
Sr. V.P., Treas.....Frank K. White
Sr. V.P.'s.....C. Terence Clyne,
Emerson Foote

Corporate V.P.....Donald B. Armstrong, Jr.
Secretary.....Benjamin F. Holme, Jr.
Sr. V.P., Admn. Chmn.....Paul E. Foley
V.P., TV-Radio Pgm.....Thomas A. McAvity
Sr. Vice Pres. &

Creative Dir.....John H. Tinker, Jr.

V.P. Chg. Media.....William C. Dekker
Vice Pres. & Asst. Treas...Dixon R. Griswold
Asst. Secy.....Marjorie B. Middlebrook
Vice Presidents (N. Y.)..Karl A. Brautigam,

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J. L. Deane, Leonard F. Erickson, Alberta
Hays, Farish A. Jenkins, Daniel W. Keefe,
Alton Ketchum, Ralph B. Koser, Thomas
P. Losec, Alfred J. Roby, Jr., Margot Sher-
man, Wells W. Spence, R. E. Thompson,
E. F. Wilson, Neal Gilliatt, Earl H. Ellis,
Richard Farricker, Myron McDonald, Ferd
Ziegler, Edward R. Beach, W. E. Berchtold,
Herta Herzog, Russell Johnston, M. Carl
Johnson, Jr., T. A. McAvity, H. A. Mattoon,
G. B. Park, Roger A. Purdon

Branch Offices

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

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

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

Mgr.....David Hopkins
1060 National Bk. Bldg., 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

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Phone: DOuglas 2-5560

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Public Service Bldg., Portland 4, Ore.
Phone: CApitol 8-4305

Manager.....T. N. Tracy
836 W. Peachtree, Atlanta 8, Ga.
Phone: TRinity 5-8531

V.P., Mgr.....John F. McClure
Estimated Radio Billings: \$17,500,000.
Estimated TV Billings: \$91,000,000.

THE McCARTY COMPANY

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

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V.P., Dir. Creative

Activities.....Win. 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

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

Exec. V.P.....Robert Holley
V.P.....Gene Thomas

116 New Montgomery St., San Francisco 5
Sr. V.P.....W. H. Wilde

520 N. Michigan Ave., Chicago 11, Ill.
V.P., Gen. Mgr.....Harry L. Bauer

1500 Jackson St., Dallas 1, Texas
V.P.....Russell Jurgens

531 Medical Arts Bldg., Seattle, Wash.
V.P., Gen. Mgr.....Harry S. Pearson

722 Realty Bldg., Spokane 1, Wash.
V.P.....Chas. R. Devine

WALTER McCREERY, INC.

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

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Secretary.....Walter Hadlich
Treasurer.....Elizabeth Stahle
Publicity Dir.....H. Berger
Radio-TV Dir.....Howard Flynn
Radio Time Buyer.....Virginia White

McCUTCHEON & PATTON ADV.

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

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V.P., Sec.....Kenneth Patton
Prod. Mgr.....Robert Schultz
Creative Dir.....Hal Ackerman
Copy.....Helen Grant
Acct. Exec's....David McCutcheon, Kenneth
Patton, Hal Ackerman

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Carnegie Hall, 1220 Huron Rd.
Cleveland 15, Ohio
Phone: CHerry 1-2141

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Vice-Pres.....A. B. Meldrum
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V.P., Media.....H. G. Selby
Radio-TV Time Buyer...Carol Ann Brosmer
Sales Prom. Mgr.....W. M. Tucker

FLOYD F. MELLE advertising

514 Securities Bldg., Omaha, Neb.
Phone: AT 1025
AAAA-ANPA

Owner.....Floyd F. Mellen

RICHARD N. MELTZER ADV., INC.

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

President.....Richard N. Meltzer
Exec. V.P.....Wallace X. Aron
Production Mgr.....Barbara Judson
Vice Pres.....Richard Lemen
Media Dir.....Barbara Cochran
Copy Chief.....Dennis Altman
Copy Dept.....Susan Plummer
Time Buyers & Accounts: Sue Mallett;
Langendorf United Bakeries, Inc., Holsum
Div.; Rickey's Studio Inn(The Gray Line,
Inc. Barbara Cochran; Chrysler Motor Corp.,
Simca Sales Div.

Branch Offices

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

Mgr.....R. Breggren
230 Park Ave., New York 17, N. Y.
Phone: MU 9-3474

Acct. Exec.....Jeremy Barkann
1660 First National Bldg., Detroit 26, Mich.
Phone: WOODward 1-4810

Manager.....Richard Meltzer
Estimated Radio Billings: \$175,000.
Estimated TV Billings: \$160,000.

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. Haggerty

GEORGE T. METCALF, COMPANY

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

ABP-NBP
Chmn. Bd.....George T. Metcalf
President.....Walter Hyland
Exec. V.P., Secy.....Sheldon Spencer
Prod. Mgr.....Allan Campbell
Copy Chief.....Frank Jones
Media Dir.....John S. Kossak

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Vice Pres. Sanford H. Metlis

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

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

Creative Dir. Thomas Magsino
Copy Chief. Robert Gingrich
Art Dir. Emily R. Raymond
Dir. Mkt. Research. William Doscher
Radio-TV Dir. Stuart Novy
Financial Mgr. J. A. Johnston
Media Dir. Radio-TV. Evelyn Vanderploeg
Media Dir. Print. Mary Hauser
Time Buyers. Evelyn Vanderploeg, Edmund
Kasser, Francine Goldfine, Bruce Houston

Branch Offices

759 N. Milwaukee St., Milwaukee 2, Wis.
Phone: BRoadway 1-3144

V.P., Manager. George Grabin
550 Sherbrooke W., Montreal, Canada
Phone: VICTor 9-9141

Mgr. Gabriel LaSalle
100 University Ave., Toronto Ont., Can.
Phone: EMpire 3-3128

Manager John Ketter

HARRY M. MILLER, INC.

595 E. Broad St., Columbus 15, Ohio
Phone: CA 4-7243

ANPA—APA—NOAB

Pres., Gen. Mgr. J. W. Miller
Radio-TV Dir. J. B. Summers

MOGUL, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.
Phone: TEMpleton 8-7100

President & Chief Exec. Officer. Emil Mogul
Executive Vice Pres., Chmn.

Exec. Comm. Sidney Matthew Weiss
Sr. V.P. & Gen. Mgr. Richard Lockman
Sr. V.P., Chmn. Plans Review

Board. Seth D. Tobias
V.P. Chg. Radio TV. Leslie L. Dumier
V.P., Dir. Mktg., 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
V.P. & Copy Chief. Alfred P. Berger
V.P. Acct. Grp. Supvr. Leona Bowman,
Gerald Gould, Wray Kennedy, Bernard

Kramer, Leonard K. Newsteder, Nat C.
Wildman

Graphic Arts Prod. Dir. Al Mauro
Research Dir. Dr. Norman Young
Print Media Dir. Ronald Friedwald
P.R. Dir. Arthur Poretz
Exec. Art Dir. Robert Blend
Prod. & Traffic Mgr. L. Leon
Radio TV Prod. Dir. Jeanne Harrison

Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.
Phone: MITtchell 3-3200

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

Estimated TV Billings: \$7,800,000.

THE CHESTER C. MORELAND CO.

800 Broadway, Cincinnati 2, O.

Phone: PARKway 1-1178

AFA—ABP—ANPA

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Secretary. Hubert A. Mann
Vice Presidents. B. L. Schurman, Carl Press

MORSE INTERNATIONAL, INC.

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

Phone: OXFord 7-2100

APA

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Media Dir. O. E. Christy, Jr.
Radio, TV Time Buyer. R. A. McArdle
Export Media Mgr. Aurora Blando
Dir. of Radio-TV Prod. J. Seaborne
Prod. Mgr. Don Wheatley
Group Art Director. P. Zangas

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 Pynch
TV Director. E. Landau

MULLINS, EARL ASSOC. INC.

3308 Beverly Blvd., Los Angeles 4, Calif.

Phone: DUNKirk 5-9088

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

NAHAS-BLUMBERG, INC.

605 McGowen St., Houston 6, Tex.

Phone: JACKson 6-1181

ANPA—NBP

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Vice Pres., Media Dir. B. L. Blumberg
V.P. Radio-TV Time Buyer. N. A. Zelikow
Radio-TV Dir. Bill Lazarus
Art Dir. William H. Sims
Copy Chief. Diana Muth

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Walter Kelly
Secy., Treas.....John D. Barone
Prod. Mgr.....Richard Williams
Art Director.....William Murphy
Media Director.....Frank Bernarducci
Radio & TV Director.....Jerome Kates

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

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

NEEDHAM, LOUIS & BRORBY, INC.

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

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Sen. Vice President.....Melvin Brorby
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 Chg. Radio-TV...James G. Cominos
V.P., Dir. Radio-TV Pgs.....J. Scott Keck
V.P. Radio-TV Creat. Dir...Kenneth Snyder

Branch Offices

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

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

V.P.....John F. Brooks
TV-Radio Prod. Dir.....M. Kinnan, Jr.
Estimated Radio Billings: \$3,500,000.
Estimated TV Billings: \$16, 500,000.

RALPH NELMS, INC., ADV.

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

President.....Ralph A. Nelms
SecretaryAnnabelle Gray
Account Executive.....J. H. Richards
Art Director.....Richard Wilcox
Prod. Mgr.....Anderson F. Miller

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
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir....Robert S. Cragin
TV Director.....Robert Stone
TV Time, Space Buyer.....Tillie Reinig

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

NORMAN, CRAIG & KUMMEL, INC.

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

AAAA—ANPA

President.....Norman B. Norman
Exec. V.P., Secretary.....Eugene Kummel
Exec. V.P., Treasurer.....B. David Kaplan
V.P., Broadcast Op. Exec.....Walter Craig
V.P., Acct. Gp. Head.....Richard Bowman
V.P., Creative Dir.....Kay Daly
V.P., Marketing Dir.....John B. Morris
V.P., Supvrs.....G. Shapiro, H. G. Bissinger
V.P., Asst. to Pres.....Warren Falles
V.P., Copy Chief.....Alan Koehler
Production Manager.....Louis M. Hirx
V.P., Dir., Print Media..Eugenie C. Stamler
Fashion Coordinator...Catherine D'Alessio
V.P., Controller.....Miss Rosalou Flanagan
Asst. V.P., Dir. Rsch.....Henry Halpern
Ass't. V.P., Print Media...George Coleman
Creat. Supvr. Best. Op....James O. Rankin
Copy Gp. Supvr.....June Cerf
Sr. Art Dir., Mgr. Art Dept...J. Woodward
Mdse. Manager.....A. R. Porte
V.P., Best. Oper.....Walter Tibbals
TV Art Dir.....William B. Weltman
Time Buyers...Inez Aimee. Sheldon Boden,
Harold Commings

Branch Office

Bd. of Trade Bldg., Chicago 4, Ill.
Phone: WAbash 2-8701

General Mgr.....Al Chopp
Estimated Radio Billings: \$2,000,000.
Estimated TV Billings: \$16,000,000.

NORTH ADVERTISING, INC.

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

ANPA-ABC

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

Branch Offices

16 E. 40th St., New York 16, N. Y.
Phone: ORegon 9-3100

ChairmanBert Goldsmith
V.P., Dir. Radio-TV.....Bruce Dodge
8701 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLympia 2-3770
ManagerEdward Feldman
Estimated Radio Billings: \$250,000.
Estimated TV Billings: \$9,500,000.

NOYES & COMPANY

1800 Industrial Bank Bldg.
Providence 6, R.I.
Phone: GASpee 1-2087

ADVERTISING AGENCIES

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
 Media Dir.....Ed D. Cummings
 Art Dir.....M. F. Hoctor
 Public Rel. Dir.....W. Barbau

R. T. O'CONNELL COMPANY

420 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-1710
 President.....R. T. O'Connell
 Exec. V.P., Creat. Dir.....Ethel Merklen
 Vice President.....George Miller
 Prod. Mgr.....Harry Weiss
 V.P., Art Director.....Jack Chatham
 Radio-TV Dept.....John Graham

Ogilvy, Benson & Mather Inc.

589 Fifth Ave., N. Y. 17, N. Y.
 Phone: MU 8-6100
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 President.....David Ogilvy
 Exec. V.P.....E. Estey Stowell
 Sr. V.P., Treas.....Shelby H. Page
 Sr. V.P.....J. McCaffrey
 V.P. B'cast. Dir.....Hendrick Bouraem, Jr.
 V.P., Research 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.....P. Caravatt, J. Heekin,
 D. Margaretten
 V.P., Media Dir.....Samuel L. Frey

Branch Office

9033 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CRestview 5-6165
 Mgr.....Christy Walsh
Estimated Radio Billings: \$2,500,000.
Estimated TV Billings: \$12,000,000

JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.
 Phone: COpley 7-7430
 President.....Jerome M. O'Leary
 Exec. V.P.....R. Wm. Gorman, Jr.
 Radio-TV Time Buyer.....Sandra Newsam
 Media Dir.....Louise Doherty
 Prod. Mgr.....Thomas Elliott
 Copy Chief.....J. W. Myers
 Public Relations Dir.....Nancy Young

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
 V.P.'s.....W. Olmsted, John K. Mortland
 Media Dir.....Warren T. Way
 Production Mgr.....Everett T. Olson

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

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
 Phone: KLingsley 6-4140
 President.....W. Wallace Orr
 V.P.....Bosh Pritchard
 Sec'y & Treas.....Willard W. Hughes
 Art Dir.....William Enderle, Jr.
 Copy Chief.....Robert Dunkel

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
 Kansas City 1, Kans.
 Phone: DR 1-7250
 ABP—ANPA—APA
 President.....Merritt Owens
 Vice Pres.....Frank Liseac
 Art Dir., Prod. Mgr.....Tom Horan
 V.P., Radio-TV Dir.....Frank Riekey
 Account Execs.....Merritt Owens, Frank Liseac
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.....S. I. Altman
 Art Dir.....Elmer Pfeffer
 Prod. Mgr.....Stuart Jusko
 Radio Time Buyer.....Betty Silon
 Media Dir., Space Buyer.....Irving Krouse

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. Sorague
 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

PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.
 Phone: PLaza 1-6400
 President.....Ted Bergmann

ADVERTISING AGENCIES

Sec.-Treas. Florence Shapin
 V.P., Dir. Creative Copy..... Al Eichler
 Dir. TV-Radio (West Coast).... Don Blauhut
 Production Director..... Sydney Reich
 Copy Supervisor..... Robert L. Smock
 Copy Coordinator..... Alice Douglas
 Merch. Director..... Axel P. Gudmand
 Media Director..... Herbert Gruber
 Dir. TV-Radio (East Coast).... Lloyd Durant
 Comm. Dir..... Irving Ross
 Asst. Media Director..... Gerald Levey
 All-Media Buyer..... Ruth Bayer
 TV Oper. Mgr..... Helen Lawin
 Creative Art Director..... Sol Hyman
 Art Director..... Erno Slovak
 Production Supervisor..... Jay Stuart
 Personnel Manager..... Pearl Sheridan
 Office Manager..... Milton Jurin
 Time Buyers.. Herbert Gruber, Ruth Bayer,
 Gerald Levey

Branch Office

1334 N. Beachwood, Hollywood 28, Calif.
 Phone: HOLlywood 2-3111

V.P..... Don Blauhut
Estimated Radio Billings: \$184,000.
Estimated TV Billings: \$16,120,000.

PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-7795

ANPA

President-Treasurer..... C. H. Pearson
 V.P. Byrnes Pearson
 V.P., Secy..... Cecilia H. Pearson
 Prod. Mgr..... P. Torchia
 Publicity Dir. Melvin Parks

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.
 Phone: RA 6-7923

ABP—ANPA—APA—NBP

President..... Earl R. Perrin
 Vice-President..... Donald L. Paus

Branch Office

730 Fifth Ave., New York 19, N. Y.
 Phone: PL 7-6120

PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.
 Phone: BELmont 4-6401

President..... Charles C. Ramsey
 Vice Pres..... James Holloway
 Exec. V.P..... Herbert Fredman
 Radio-TV Dir. & Sec..... Mrs. Orva W. Huff
 Media Director..... Charles Tucker
 Prod. Mgr..... Al Sheahan
 Treas. Robert L. Phillips
 Art Dir..... L. T. Shackelford

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
 Copy Chief..... Harvey Christiansen
 Radio Director..... Margaret Morrison
 TV Director..... Don Zimmer

POTTS-WOODBURY, INC. ADV.

2233 Grand Ave., Kansas City 8, Mo.
 Phone: GR 1-5775

ANPA—NOAB—PPA—ABP

President..... J. B. Woodbury
 Vice Pres..... E. A. Warner, C. C. Tucker,
 C. L. Robinson, Al Coleman, G. F. McGill,
 C. E. Jones, R. K. Sanford, C. Stritzinger,
 P. N. Horstman
 Secy., Treas..... C. C. McMillan
 Prod. Mgr..... Charles W. Wilson
 Radio-TV Prod..... William J. Brewer
 Radio-TV Dir..... Gene W. Dennis
 Research Director..... Willard Young

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-7725

President..... J. G. Proctor
 V.P. & Acct. Exec..... Ray Hanna
 Secretary..... M. S. Proctor
 Art Dir. & Prod. Mgr..... M. Sholle

PRODUCT SERVICES

17 E. 45th St., New York City
 Phone: MUrray Hill 7-0204

President..... Les L. Persky
 V.P.'s..... Harold L. Tuers, Wallace Lancton
 Gen. Mgr..... George Stadtmuller
 TV Prod. Dir..... Ern Westmore
 Comm. Film Mgr..... Richard DeMaio
 Art. Dir..... Milt Kimmel
 Copy Dir..... Vivian Koenigsberg
 Chief Time Buyer..... Doris Gould
 PD Director..... Alfred Davis

CHARLES O. PUFFER ADVERTISING

155 E. Ohio, Chicago, Ill.
 Phone: WHitehall 4-1003

ABP—APA

President..... Charles O. Puffer
 Art Director..... Henry Garcia
 Prod. Mgr..... Gloria Bakken

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

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

ADVERTISING AGENCIES

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
 V. Chm. Bd.....F. R. Risley
 President.....Harold L. McClinton
 Senior V.P., Pres. Asst.....Robert W. Robb
 Exec. V.P., Art Dir.....Everett W. Sahrbeck
 Controller.....J. Allentuck
 Sr. V.P., Treas.....D. M. Bernheim
 V.P., Copy Dir.....Ralph Rosenberg, Jr.
 V.P., Mgr. Newark.....Donald Mayer
 V.P., Radio-TV.....Werner Michel
 Media Dir.....Douglas Burch
 N. Y. Prodn. Mgr.....S. A. Holdampf, Jr.
 Radio-TV Time Buyer.....Timothy O'Leary
 V.P. & Research Dir.....Paul Keller
 Pub. Dir.....Phil Wasserman

Branch Offices

Prudential Bldg., Chicago 1, Ill.
 Phone: SUperior 7-9722
 Pres.J. R. Pershall
 6434 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-9610
 V.P., Manager.....Harry W. Witt
 706 Second Ave., Minneapolis 2, Minn.
 Phone: FEderal 9-8041
 V.P., Manager.....George O. Ludcke, Jr.
 1235 Statler Bldg., Boston, Mass.
 Phone: LLiberty 2-6100
 Pres.Douglas Coady

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
 Phone: VICTor 5269
 APA—ABP—ANPA
 Owner.....James R. Reese

KNOX REEVES ADVERTISING, INC.

400 Second Ave. S., Minneapolis 1, Minn.
 Phone: FEderal 9-0071
 AAAA—ABP—ANPA—APA
 NOAB—PPA—ABC

Chrmn. 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,
 Loren P. Herder, Howard Wilson
 V.P., Radio & TV Dir.....R. E. Neff
 Time Buyer.....Philip Archer

REGAL ADVERTISING ASSOCIATES CORP.

575 Lexington Ave., New York 22, N. Y.
 Phone: MURray Hill 8-8320
 Exec. V.P., Gen. Mgr.....Herb Resnick
 Controller.....Marcia Beckman
 Station Rel. Dir.....Sidney B. Hoenig
Time Buyers & Accounts: Irving I. Adelsberg; Exquisite Form Brassiere Inc.; I. Ro-keach & Sons; Silf Skin, Inc.; Magic Lady, Inc.; Perfection Wines, Ltd.; Keystone Cam-eras.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 4-7440
 ABP—ABC—ANPA—NOAB—APA—NBP
 PresidentWallace Meyer
 Vice-Pres. & Treas.....C. A. Reincke
 Vice-Pres. & Sec.....A. L. Reincke
 Radio-TV Director.....Lew Green
 Media Director.....John Priebe

REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.
 Phone: TEmplebar 2-2408
 ABP—ANPA—APA—NOAB
 PresidentEmil Reinhardt
 Time Buyer.....A. Leo Bowman
 TV & Radio Dir.....Evelyn Warner
 Space Buyer.....J. Prindiville
 Acct. Exec.....Henry Freitas

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,
 B. Sabsay
 Time Buyer.....Vera Hopkins
Branch Office
 1440 St. Catherine St. W., Montreal 1, P. Q.
 Phone: UN 6-1775
 Manager.....K. Munro

FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

730 Fifth Ave., New York 20, N. Y.
 Phone: PLaza 7-6400
 President.....Fletcher D. Richards
 Board Chairman.....Bradley A. Walker
 General Manager.....Bryan Houston
 Bd. Vice Chmn.....Paul R. Smith
 Chmn. Exec. Comm.....J. Sherwood Smith
 Treasurer.....Dorothy Steitz
 Secretary.....Evelyn King
 Senior V.P.'s.....Ernest A. Gray,
 Wm. A. Chalmers, Robert Boulware, Wal-ter B. Geoghegan, Duane Beurmann, John Shepherd, James H. Cobb, Sanford C. Smith, Alexander Coan, Sylvia Harris, Laurel Cutler, Raymond P. Durrell, Bern-ard Eckstein, John J. Ennis, John Hamn, Richard J. Keegan, Warren Rebell, Fred L. Ryner, Maxwell Sapan, Joseph Scheideler, H. A. Steckman, John M. Van Horson, Samuel H. Weber
 V.P. Dir. of Media.....John J. Ennis
 V.P. Dir., Radio-TV.....Seymour J. Frolick
 Radio-TV Copy, Prod. Chf.....Wm. Vance
 Radio-TV Prgm.....Robert Nugent

ADVERTISING AGENCIES

Radio-TV Writer-Prod.....Wyn Walshe,
Steve Roppolo
TV Art Dir.....Victor Miranda
Radio-TV Traffic..Fran Campbell, Ruth Jaffe
Radio-TV Bus.....Georgette McCarthy
Time Buyers.....Jim Kelly, Jack
McDougal, Elizabeth Griffiths

Branch Offices

Prudential Plaza, Chicago 1, Ill.
Phone: RAndolph 6-3830

General Mgr.....George Jahnke
58 Sutter St., San Francisco 4, Calif.
Phone: YUkon 1-2250

Exec. V.P. Western Div.....King Harris
V.P. Mgr.....Parker Wood
V.P.'s...Porter Anderson, Ridge L. Harlan,
Jack O. Keeler
6233 Hollywood Blvd., Hollywood, Calif.
Phone: HOLlywood 6-1311

V.P. & Mgr.....Norman Warren
V.P.'s.....Raymond R. Morgan, Jr., Robert
C. Temple, James O. Thompson
Joseph Vance Bldg., Seattle 1, Wash.
Phone: MAIn 2-1555

Vice Pres.....Frank Caspers
133 E. Palmetto Pk. Rd., Boca Raton, Fla.
Phone: 6344

Vice Pres.....Ellsworth D. Hill
V.P., Creative Dir.....P. S. Batterson
20 Carlton Ave., Toronto 2, Ont., Can.
Phone: EMpire 3-6361

Bd. Chmn.....John P. Hamilton
Pres.....Warren H. Wilkes
V.P.'s.....R. G. Fitzpatrick,
J. P. Hamilton
550 Sherbrooke St., W., Montreal 2, Can.
Phone: BELair 8821

Gen. Mgr.....Cletus Lunny
Estimated Radio Billings: \$2,800,000.
Estimated TV Billings: \$7,500,000.

DAN RIVKIN AGENCY

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

Owner.....Dan Rivkin

ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 2-3175

ANPA—APA

President.....Robert Power Reimers
Vice Presidents.....Leon Kelley, M. W.
Nichols

V.P., Media Dir.....John K. Lucken
Secretary.....Jac M. Wolf
Prod. Mgr.....Charles Murphy
Art Director.....Hugh Ryan

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
Dir.....Betty Wagner
TV Manager.....Jack Helling
Art Director.....Lavern Everson

ROBINSON, ADELMAN & MONTGOMERY, INC.

2016 Walnut St., Philadelphia 3, Pa.
Phone: LOcust 8-5885

President.....Robert H. Adleman
Vice President.....Anthony J. Walton
Art Dir.....R. Meyers

ROBINSON, FENWICK & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: HUntley 2-2050

AAAA—ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
Secretary.....Eola E. Gass
Vice Presidents.....David R. Fenwick,
John Haynes

V.P., Radio-TV Dir.....Lee Laufer
V.P., Media Dir., Treas...Robert C. Neuman
Prod. Mgr.....James Kroll
Time Buyer & Accounts: Dorothy Skid-
more; Loma Linda Food Co., Breast
O'Chicken Tuns, Inc., Packard-Bell Co.,
Dried Fig Advisory Bd., Los Angeles Dept.
of Water & Power, Wilco Co., Western Fed-
eral Svgs. & Loan Assn.

ROCHE, RICKERD & CLEARY, INC.

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

ABP—ANPA—APA—NBP—NOAB

Chrmn. of the Bd.....J. L. Proebsting
President.....C. E. Rickerd
Exec. V.P.....K. C. August
Asst. to Pres.....Al Bonk
V.P. Chg. of Media.....Frank Hakewill
V.P. Chg. of Copy.....R. A. L. Herweg
V.P., Art Dir.....George Lyman
Vice Presidents.....Lloyd Maxwell,
William H. Savin, Stewart Weston, M. F.
Williamson

Sec.-Treas.....C. W. Anderson
Dir. Radio-TV.....Kirby Roche
Media Buyer.....Guy Dustman

ROCKLIN IRVING & ASSOCIATES

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

President.....Irving Rocklin
Controller.....Sidney Bernberg
Copy Chief.....Robert Spencer
Account Executives.....Irving Rocklin,
Robert Rocklin, Jerrold Rocklin
Research Director.....Geraldine Feldman
Publicity Dir.....Robert Rocklin
Prod. Mgr.....Helen Wurtzburg
Art Director.....Louis Hernandez

RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal 25, Que.
Phone: University 6-9471

ABC—ANPA

Bd. Chrmn.....Russell C. Ronalds
Secy.-Treas.....Peter Smith
President.....Frank deB. Walker
Exec. V.P.....Ray J. Avery
Prod. Mgr.....Leo Hastings
Acct. Suprs..A. W. Woodhouse, H. J. Ronalds
Media Dir.....D. C. Fowler

ADVERTISING AGENCIES

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: 2-8356
 Manager.....G. G. Steeves

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.
 Phone: JUdson 2-3550
 ABP—ANPA
 PresidentIrl 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.'s.....Allen A. Brinker, Walter M. Masters
 Copy Chief.....Frank McCullough
 Comptroller.....Joseph R. Anderer
 Estimated TV Billings: \$300,000.

IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.
 Phone: AXtel 7-7741
 Owner, Time Buyer.....Irving Rosen

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.
 Phone: JACkson 7-4566
 APA—ABP
 PresidentNorton Rosengarten
 Exec. Vice PresLynn Steinke
 Radio-TV Dir.....Jay Scott

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.
 Phone: LOrain 7-3900
 ABP—ANPA—PPA—NOAB—NPB
 PresidentRoss 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. Supr.....Joseph G. Mohl
 Sr. V.P. & Creat. Dir.....Wm. W. Shaul
 V.P. Pub. Rel.....Hubert F. Roy
 Copy Chief.....Joseph R. Neall
 Dir. of Bus. Develop.....Roy M. Marshall
 Media Dir.....Ronald A. Post
 Record. Dir.....John A. Roche
 Dir., Radio-TV.....David B. Siegel
 Secretary.....Erwin H. Haass
 Treasurer.....Lathrop P. Morse
 Controller.....Harry W. Mellen
 V.P., Media.....Carl E. Hassel
 Research & Media 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

214 E. 31st St., New York 16, N. Y.
 Phone: MU 5-1440
 Mgr.....John A. Roche
 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.....Robert B. Markay

RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.
 Phone: PLaza 9-1800
 Chairman of Board.....William Ruder
 PresidentDavid Finn
 Exec. V.P.....Paul Zucker
 Vice Presidents.....Charles Lipton,
 Chester Burger, Richard Weiner
 Dir., Radio-TV.....Mildred Vigderhouse
 Prod. Mgr.....Phyllis Kish

THE RUMRILL COMPANY, INC.

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

President.....C. L. Rumrill
 Senior V.P.'s.....J. R. Van Arsdale,
 N. A. Gallagher
 V.P.'s.....C. N. Gleason, D. B. Miller, J. E.
 Trokosky, F. F. Harned, R. D. Dunning,
 B. W. Jones, T. P. Howard, E. F. Novak
 Secy., Treas.....H. R. Hanson

Branch Offices

10 Lafayette Sq., Buffalo, N. Y.
 Phone: MA 6020
 V.P., Manager.....J. G. Wells
 V.P.'s.....N. E. Forgie, H. R. Keating
 1512 Genesee St., Utica, N. Y.
 Phone: SWift 7-2850
 V.P. & Manager.....L. B. Riegler
 V.P.....H. T. Duffy

LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.
 Phone: CEntral 6-3521
 APA—NBP—AAAA—ABP
 PresidentLowe Runkle
 Vice-PresidentsRoger Pishny,
 Howard Neumann, Monty Mann, Oscar
 Heuser
 Person. Dir.....George A. Mitten
 Radio, TV Director.....Mack Fuller
 Prod. Mgr.....P. Colman
 Art Dir.....Hugo Lindberg

BEN SACKHEIM, INC.

2 West 59th St., New York 19, N. Y.
 Phone: PLaza 1-2200
 AAAA—ABC—ABP—ANPA
 PresidentBen Sackheim
 Exec. Vice-Pres.....George B. Pampel
 V.P.'s.....Milton Mensch,
 Lewis Nemerson
 V.P., Radio-TV.....William Pitts
 Time Buyer.....Robert Goldsmith
 Copy Chief.....Anne Green
 Executive Art Dir.....Robert Lopez
 Creative Director.....Matthew Cantillon
 Prod. Coord.....Irving Levine
 Media Director.....William Galker
 Acct. Execs.....Glenda Sullivan, Theodore
 Herrmann, George Miller

WALKER SAUSSY ADVERTISING, INC.

1820 Charles Ave., New Orleans 13, La.
Phone: TULane 3282
ANPA—ABP—ABC

PresidentBoatner Reilly
V.P., Gen. Mgr.....P. J. Stakelum, Jr.
Vice Presidents.....Joseph Shields, Jr.,
D. W. Ziegelasch, Irvine J. Vidacovich, Sr.,
Robt. F. Anderson
Act. Execs....Boatner Reilly, P. J. Stakelum,
Jr., Joseph C. Shields, Jr., Dwight W.
Ziegelasch, I. J. Vidacovich, Sr., Dorothea
Schlesinger, John Browne, Peter A. Mayer,
I. J. Vidacovich, Jr.
SecretaryDorothea Schlesinger
Treasurer.....Alvin C. Camus
Radio-TV Dir.....Peter A. Mayer
Time Buyers & Accounts: Mrs. Marie B.
O'Meara; American Brewing Co.; Elmer
Candy Co.; Henderson Sugar Refinery;
Hibernia Homestead & Svgs. Ass'n; Wm. B.
Reilly Co.; Southern Memorial.

Branch Office

1717 N. Highland Ave., Los Angeles, Calif.
V.P.....Robert F. Anderson

ALLEN SAVAGE AGENCY

1 E. 57th St., New York, N. Y.
Phone: EL 5-1434

OwnerAllen Savage

FRANK B. SAWDON, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-4646

President.....Frank B. Sawdon
V.P., Treas.....Victor Sawdon
Radio-TV Producer.....J. P. Jones

Branch Office

6115 Selma Ave., Hollywood, Calif.
Phone: HOLlywood 4-7579

W. C. Mgr.....Allan Moll

A. A. SCHECHTER & ASSOC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1150

President.....A. A. Schechter
V.P., Radio-TV.....Michael Roshkind

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-9511

ManagerCharles Vance
1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: HUntley 2-0798

ManagerHelen Bowman

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone: Market 2-0480
ANPA—APA—NBP—SNPA

President.....Julius Scheck
V.P., Media Dir.....E. Grant Scheck
Secy. & Treas.....Morris Scheck
Prod. Mgr., Art Dir.....L. Sansone
Copy Chief.....E. Bimberg
Space Buyer.....Frank M. Craumer

SCHENKER COMPANY

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

Pres., Media Dir.....Sidney R. Raike
Vice-Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer & Prod. Mgr.
Space Buyer.....C. D. Domin

SCHNEIDER, JOSEPH P., ADV., INC.

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

President.....Joseph P. Schneider
Exec. V.P., Art Dir.....Alfreda Walsh
SecretaryPhilip Nemiroff
Prod. Mgr.....Anne Zambito
Space Buyer.....Mark Barry

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4813-4-5

ABP—ANPA—APA—NBP—NOAB

President.....Gordon Schonfarber, Jr.
V.P., Prod. Mgr.....Russell C. Edwards
Vice-Pres., Copy Chief.....John B. Swift
Secretary.....Amanda C. J. Olsson
Radio-TV Dir.....Richmond A. Patterson

SCHWAB, BEATTY, & PORTER, INC.

600 Madison Ave., New York 21, N. Y.
Phone: TEMpleton 8-8410

ABP—ANPA—NBP

President.....Victor O. Schwab
Exec. V.P.....Richard Porter
Vice President.....John M. Jenks
Radio-Time Buyer.....Rae Elbroch

ED SHAPIRO INC.

1831 Chestnut St., Philadelphia 3, Pa.
Phone: LO 4-2877

ANPA—ABP—NBP

PresidentEdward Shapiro
Treas. Sec.....H. Hyman Shapiro

JOHN W. SHAW ADVERTISING, INC.

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

ANPA

President & Treas.....John W. Shaw
Exec. V.P.....David E. Guerrant
Senior V.P.....P. L. O. Smith
VP's.....Sigmund T. Seaman,
Norman R. Anderson, Ralph Stewart,
Charles J. Allen, Bruce Baldwin
V.P., Secretary.....Robert C. Milner
Media Dir.....Richard L. Rogers
Radio-TV Dir.....Hathaway C. Kemper
Time Buyers.....Isabel McCaulay, June
Nelson, Mariynn McDermott

Branch Office

5225 Wilshire Blvd., Los Angeles 36, Calif.
Phone: WE 6-4711

Mgr.Jack R. Schullter

SILTON BROS., CALLAWAY INC.

131 Clarendon St., Boston 16, Mass.

ADVERTISING AGENCIES

Phone: CO 7-3730
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 Board Chairman.....Jason N. Silton
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 Media Director.....Marie Kachinski
 Asst. Treasurer.....Ruth B. Comerford

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.
 Phone: FA 7-1691
 SNPA—ANPA—APA—NOAB—ABP
 Partners.....Milton Simon, H. N. Gwynn
 Art Prod. Mgr.....Carlos Gordon

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
 Phone: Woodward 3-3000
 AAAA—ANPA—ABP—APA—NBP
 Partners.....Leonard N. Simons,
 Lawrence J. Michelson
 Prod. Mgr.....Arthur H. Copland
 Radio-TV Dir.....Richard Hughes

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730 Fifth Ave., New York 19, N. Y.
 Phone: Circle 6-6161
 President.....Leo Greenland
 V.P.'s.....Roy Danish, Peter G. Weinberg,
 Murray Platte, Howard Rowland
 Sec.-Treas.....Martin L. Smith
 Copy Chief.....Murray L. Klein
 Production Mgr.....Harold Franklin
 Art Director.....Gerald Charu
 Media Director.....Les Towne
 Time Buyers.....Florence Taft, Joe King,
 Ronnie Walker

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
 Phone: ATlantic 1-9312
 ABP—ANPA—APA
 President.....Ronald P. Taylor
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 Hudson, R. E. Quaid, Phil Demme, R. K.
 Pearson, L. M. Dillon
 Radio Director.....Les Sterne

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
 Phone: JUNiper 4-2163
 APA—SNPA—ANPA
 Pres. & Treas., Prod. Mgr.....W. J. Smith
 Vice-Pres. & Secy.....G. B. Smith
 Media Dir. & Copy Chief.....H. D. Peltier

SON DE REGGER ADV. AGENCY INC.

3422 Ingersoll Ave., Des Moines 12, Ia.
 Phone: CRestwood 9-0554
 ANPA—APA—ABP—NBP
 Ch. & Treas.....Les Son De Regger
 President.....T. Peterson
 Secretary.....A. H. Son De Regger
 Prod. Mgr.....Joseph Daniels

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
 Phone: PLeasant 3-4789
 Pres., Treas. & Radio Time Buyer
 C. Jerry Spaulding
 Vice President.....R. F. Hayward
 Secretary.....E. J. Driscoll
 Art Director.....Harvey Ball
 Prod. Mgr.....Charles Rice

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
 Phone: MURray Hill 8-4407
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 President, Treas.....Raymond Spector
 Client Service.....Bert Schwartz
 Art Director.....Irving Trabich
 Production Manager.....Bernard Ludin

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.
 Phone: 9-5581
 ABP—ANPA
 Owner, Acct. Exec.....William Spitz
 Art Director.....Frederic Berg
 Copy Chief.....P. Pehizotto
 Radio-TV Dir.....Patricia Montfort

SPITZER & MILLS LIMITED

50 King St., West, Toronto, Ontario
 Phone: EMpire 6-2811
 ABC
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 President.....W. H. Reid
 V.P.'s.....F. J. Collins, D. McCrimmon,
 W. F. Nugent, J. H. Randle, W. G. Wallace
 Radio-TV Dir.....R. A. Stevenson
 Time Buyer.....M. E. McCullagh
 Montreal Media Dir.....F. Harbinson
 Radio TV Director.....T. R. Hart
 Media Dir.....P. Judson

Branch Office

3405 Addington Ave., Montreal, Quebec
 Phone: HU 1-0344
 V.P.'s.....J. H. Randle, D. McCrimmon

STAMLER, BROOKS & SOGHIGIAN, INC.

2000 P St., N.W., Washington 6, D. C.
 Phone: ADAMS 2-0100
 AAAA
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 Pres.....H. H. Soghigian
 Exec. V. P.....Ronald J. Brooks
 Art Dir.....John W. Trotta
 Media Dir.....Joan Doucette
 Radio-TV Dir.....A. D. Stampler
 Radio Mgr.....D. B. Schain
 Time Buyers.....A. D. Stampler, H. H.
 Soghigian, R. J. Brooks, D. B. Schain

Branch Offices

13 Summit Ave., Boston 49, Mass.
 Phone: DUNkirk 7-1981
 Mgr.....A. W. Potter

ADVERTISING AGENCIES

120 N. Pitt St., Alexandria, Va.
Phone: TEmple 6.5483

Mgr. H. H. Hanson
Estimated Radio Billings: \$160,000.
Estimated TV Billings: \$350,000.

STEBBINS, BARTON ADVTG.

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

President.....Barton A. Stebbins
Secy., Treas.....Dorothy M. Elliott
Production Mgr.....Dewey Harrison
Copy Chief.....S. Elstad
Art Dir.....F. E. Williams
Media Dir.....A. W. Gudelman

STEBBINS, HAL, INC., ADV.

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

President.....Hal Stebbins
V.P. Acct. Exec.....M. Corcoran
Treas.....Ruth Winberg
Secretary.....Winifred Graham
Art Dir.....Jack Eipper, Jack Vibber
Prod. Mgr.....Al Schuknecht

Branch Office

988 W. El Camino Rd., Sunnyvale, Calif.
Phone: REgent 9-4160

V.P., Mgr.....M. Corcoran

STERLING ADV. AGENCY, INC.

9 East 40th St., New York 16, N. Y.
Phone: OREgon 9-6767
ANPA—NBP

Chr. Bd., Pres.....S. M. Broun
Vice Pres.....Gertrude Neuren
Prod. Mgr.....Larry Bronfman
Sec., Comptroller.....Morton S. Sirota
Copy Chief.....Joyce Halse

STOCKTON, WEST, BURKHART, INC.

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

AAAA—ABP—ANPA—APA—NBP—NOAB
Chmn. of Bd.....Ranald S. West
Pres., Treas.....C. Thomas Martin
Vice Pres.....B. A. Schloemer
V.P., Media, Time Buyer....R. A. McDowell
V.P.....Robert Helmich
Television Production.....Gary Lee
Prod. Mgr.....Richard Thompson

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.
Phone: BAKer 5-9140

President.....Morry Storm
V.P., Art Dir.....Vincent Marcone
Copy Chief.....Mark A. Van Liew
Radio-TV Time Buyer.....Barbara Harmon

Branch Office

71 Maryland Plaza, St. Louis 8, Mo.
Phone: FOrEst 1-8700

Mgr.G. P. Deppe

DANIEL F. SULLIVAN CO., INC.

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

AAAA—ABP—ANPA—APA—NBP

President.....Daniel F. Sullivan
Vice Pres.....Robert N. Sullivan
Art Dir., Prod. Mgr.....J. J. McCabe
Media Dir.....Walter K. Munroe

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

575 Lexington Ave., New York 22, N. Y.
Phone: MURray Hill 8-1600

ANPA—APA—NOAB—NBP—AAAA

Chairman.....Raymond F. Sullivan
Vice Chmn...Donald D. Stauffer, S. Heagen Bayles

President.....Brown Bolte
V.P. Operations.....Ralph Smith
Sr. V.P.....Clifford Spiller
Vice-Pres. & Treas...T. Newton Weatherby
V.P. & Media Dir.....Francis Minehan
V.P., Media Dept. Mgr.....Lloyd Harris
V.P. & Merch. Dir.....Daniel O'Meara
Vice-Pres.....Mary A. Ayres
Vice-Pres.....Herbert A. Vitrioli
Vice-Pres.....Luther H. Wood
Vice-Pres.....Ida S. Raisback
Vice-Pres.....Barrett Welch
Vice-Pres.....Horace Hagedorn
V.P.'s.....Frank Henderson,
Richard R. Uhl, Eugene F. Whelan, L. Brooks Elms, James Tennyson, I. Emory Ward, Horace E. Curtis

V.P., Research Dir.....Timothy J. Healy
V.P. & Head Art Dir.....Robert West
Prod. Mgr.....George Andrew
Controller.....N. Argueso
V.P. & Radio-TV Dir.....Philip H. Cohen
Radio-TV Bus. Mgr.....Frank Reed
V.P., Network Operations.....George Frey

Branch Office

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

Vice-Pres. &
TV-Radio Dir.....John Van Nostrand
Vice President.....Robert W. Ballin
Estimated Radio Billings: \$8,500,000.
Estimated TV Billings: \$24,800,000.

SWAN & MASON ADVERTISING, INC.

509 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-3263

President.....Robert G. Swan
Exec. V.P., Treas.....Willard W. Mason
V.P.'s.....Carlos A. Franco, George Crandall

Branch Office

1720 S. Boulder St., Tulsa 17, Okla.
Phone: LUther 4-6115

Exec. V.P., Treas.....Willard W. Mason

TATHAM-LAIRD, INC.

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

AAAA—ABP—ANPA

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 Media Supervisors.....Jack Ragel
 Roy A. Boyer, John Singleton
 Broadcast Media Mgr.....Philip L. Gore
 Radio, TV Dir., Comm. Prod.....Dan Ryan
 Merchandising Director.....M. J. O'Connor
 Production Manager.....Eldon Rohrsen
 Creative Research Director...Dr. Don Kanter

Branch Offices

420 Lexington Ave., N. Y. 17
 Phone: PLaza 1-4680

Exec.-in-Charge.....John Masterson
 1680 Vine, Hollywood 38, Calif.
 Phone: HOLlywood 1-9228

Exec.-in-Charge.....Vic Hunter
Estimated Radio Billings: \$2,500,000.
Estimated TV Billings: \$17,800,000.

TELESALES, INC.

350 Fifth Ave., New York 1, N. Y.
 Phone: LACKawanna 4-1150

President.....Robert L. Zimler
 TV Prod. Dir.....Dorothy Wagman

TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5860 N. Lincoln Ave., Chicago, Ill.
 Phone: LONGbeach 1-4428

Pres., Exec. Prod., Radio-TV.....Ron Terry
 V.P., Med.-Rsch. Dir.....B. P. London
 V.P., Prod. Mgr., Pub. Rel., P. Fleischmann
 Secretary-Treas.....Gloria Lynn
 Office Manager.....Ramona Darlak
 Consumer Div. Mgr.....F. E. Mandl
 Creative Art Dir.....D. Blakey
 Space-Buyer Lib.....Loretta Novak
 Radio-TV Dir., Copy Chief.....Alden Richman
 Time Buyers.....Ron Terry, Gloria Lynn,
 Bernard P. London, Peter Fleischmann,
 Filmore E. Mandl

THOMAS & DOUGLAS, INC.

119 W. 57th St., New York 19, N. Y.
 Phone: CIRCLE 6-6543
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 Secretary.....George F. Reid
 V.P.'s.....G. Douglas Bogart
 Treas., Space Buyer.....C. Vitaliano

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 6-7000

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 Vice Chairman.....Henry C. Flower, Jr.
 Vice Chairman.....Samuel W. Meek
 President.....Norman H. Strouse
 Dir., Radio-TV.....Dan Seymour

V.P. & Dir. of Media.....Arthur A. Porter
 Dir. of Research.....Dr. D. R. Longman
 Admn., Radio-TV.....John F. Devine
 Media Dept. Manager.....Richard Jones
 TV Group Heads.....Robert E. Buchanan,
 Storrs Haynes, Woodrow Benoit

Branch Offices

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

Vice Pres., Mgr.....George C. Reeves
 Radio-TV Mgr.....John E. Mosman
 Media Dir.....John de Bevec
 535 Griswold St., Detroit, Mich.
 Phone: WO 2-8890

V.P., Mgr.....W. D. Laurie, Jr.
 Radio-TV Rep.....Eldon Hazard
 6505 Wilshire Blvd., Los Angeles, Calif.
 Phone: OL 3-0300

V.P., Manager.....Tom Cooper
 V.P., Prog. Dir.....Charles Vanda
 299 Alhambra Circle, Coral Gables, Fla.
 Phone: HIGHLand 5-1391

Manager.....Albert Cameron
 320 California St., San Francisco, Calif.
 Phone: GA 1-3510

V.P., Mgr.....Harry A. Lee
 2440 Republic Bk. Bldg., Dallas, Tex.
 Phone: RIVERSide 1-4584

Mgr.....J. William Braver
 621 17th St., Denver 2, Colo.
 Phone: AMherst 6-3861

Mgr.....Thomas McAskin
 311 Palmer Bldg., Atlanta 3, Ga.
 Phone: JACKson 3-1744

Mgr.....D. E. Dumont
 313 International Trade Mart
 New Orleans 12, La.
 Phone: TULane 7654

Mgr.....W. V. McGreevy
 1737 De Salles St. N.W., Washington, D. C.
 Phone: NAtional 8-6140

Mgr.....John J. Barnhill
Estimated Radio Billings: \$13,500,000.
Estimated TV Billings: \$110,575,000.

TRACY, KENT & CO., INC.

147 E. 50th St., N. Y. 22
 Phone: ELdorado 5-4404
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 Treas., Secy.....George M. Pease
 Prod. Mgr.....H. V. Kelly
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TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas
 Phone: RI 8-4741

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 Prod. Mgr.....W. H. Muessig
 Media Dir.....Ernestine Parker
 Radio, TV Director...Lawrence E. DuPont
 Ass't. Radio-TV Dir.....Paul Girard

JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.
Phone: MArket 3-8487
N. Y. Phone: BA 7-6474

Pres..... Jay Victor
V.P., Secretary..... Beatrice Victor
V.P., Controller..... Eli Scolnick

WABE, INCORPORATED

730 Fifth Ave., New York 19, N. Y.
Phone: COlumbus 5-3530

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Asst. to Pres..... Rita Hughes
Art Dir..... Leonard Kessler
Acct. Exec..... Henry Richard

WADE ADVERTISING INC.

20 N. Wacker Drive, Chicago 6, Ill.
Phone: FInancial 6-2100
ANPA—ABP—NOAB

President..... Albert G. Wade II
Exec. V.P..... Paul McCluer
Group Spvrs..... Robert E. Dwyer,
Hal H. Thurber

Research Dir..... Gordon Norberg
Art Director..... J. B. Hoopes
Media Dir..... David S. Williams
Marketing Director..... Louis J. Nelson
Dir. of Radio-TV..... Jack Farnell
Dir. of TV Film Dept..... Booth Luck

Branch Offices

6 East 45th St., New York, N. Y.
Phone: OXFord 7-9261

Mgr..... Henry J. Opperman
6381 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-7457

Exec. Vice Pres., Mgr... Forrest F. Owen, Jr.
Estimated Radio Billings: \$1,000,000.
Estimated TV Billings: \$20,000,000.

HUGO WAGENSEIL & ASSOC. CO.

Talbot Bldg., Dayton 2, Ohio
Phone: HEMlock 5542
ABP—APA—AAAA—ANPA

President..... Paul B. Willis
V.P., Creative Dir..... Harley Case
Radio Dir..... F. R. Harwood

WILLIAM WARREN, JACKSON & DELANEY

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

Partners..... Harry Solow, Jr.,
William W. Solow, S. P. Jackson
Radio Dir..... Harry Solow, Jr.
TV Director..... S. P. Jackson
Pub. Rel. Dir..... Dorothy Stevens
Radio-TV Prod. Dir.... Harry Allevaran,
Account Executives..... S. P. Jackson,
Ed O'Brien, Harry Alleva, Paul Kopp, J. C.
Silverman, Jack Wilson

WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-4700

President..... H. Paul Warwick
Vice-Presidents Henry Legler,
Thomas H. Shanley, Thos. J. Murray, L. H.
Russell, Wm. Zerweck
V.P., TV-Radio Dir.... William P. Warwick
V.P., Media..... R. S. Bean
V.P., Copy Chief..... Robert L. Edeas
Exec. Producer-TV..... Andrew Christian
Prod., Dir.-TV..... Sheldon Platt
TV Art Director..... Benjamin Colarossi
Fashion Coordinator..... Jane Marcher

WASSER, KAY & PHILLIPS, INC.

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

President..... G. S. Wasser
Exec. Vice Pres..... L. Cook Thompson
Treasurer..... John R. Kersch
Media Dir..... William R. Esch
Radio, Television Director..... Alvin Roth

NORMAN D. WATERS & ASSOCIATES, INC.

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

President..... Norman D. Waters
Vice President..... Bliss Woodward
Secretary..... Elaine L. Waters
Production Mgr..... Leo Israel
General Manager..... Sydney L. Baron
Media Dir..... L. Sanford Waters

WATTS, PAYNE—ADV., INC.

311 West 7th-Denver Bld., Tulsa 3, Okla.
Phone: DIamond 3-8108
AAAA—ABP—ANPA—AFA

Pres., Treas..... Oscar E. Payne
Vice Presidents... Leslie S. Hauger, Don Dyer
Production Mgr..... Steve Snyder
Secy., Radio-TV Dir..... Don S. Mitchell
Prod. Expeditor..... Larry Bettis
Radio-TV Traffic..... Marilyn McClure
Estimated Radio Billings: \$275,000.
Estimated TV Billings: \$100,000.

WEBB ASSOCIATES, INC.

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

President Bernard Schiff
Controller Gertrude Sternick
Production Mgr..... Lee Kriss
TV Dir..... Elaine B. Hudson

MILTON WEINBERG ADVERTISING CO.

6523 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-2300
ABC—ANPA—APA

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General Manager..... William Krauch
Media Dir..... Joe Stearns
Art Dir..... Sam Diamond
Prod. Mgr..... Harry Krauch

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Phone: CEntRAL 6-7252

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V.P., Dir. of Media Jack Bard
V.P., Copy Dir. Byron A. Bonnheim
V.P. Bernard J. Gross
V.P. Jerome Joss
V.P., Creative Dir. N. Lee King
V.P., Secy., Radio-TV Dir. Marvin L. Mann
V.P., Acct. Supvr. Kenneth Murison
V.P., Treas. Ernest Stern
Prod. Mgr. Leo Sikes

Branch Offices

730 Fifth Ave., N. Y. 19, N. Y.
Phone: JUdson 6-8313

Director Marvin L. Mann
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: OLive 3-8360

Mgr. Robert Harris

WEISS & GELLER

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

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Exec. V.P., Media Dir. Max Tendrich
Sr. V.P., Creative Dir. Lawrence Wisser
V.P. Art Dir. Arthur Gordon
V.P. Dir. Mkt. Robert Breckenridge
Time Buyer Jack Geller
P.od. Mgr. Sally Green

WERMEN & SCHORR, INC.

1616 Walnut St., Philadelphia 3, Pa.
Phone: Pennypacker 5-1688
APB—APA—NOAB—ANPA

President David Wermen
Vice President J. Leonard Schorr
Radio-TV Director Lester Harmon
Director Graphic Arts Allen Greenfield
Art Director Edward Schorr
Radio-TV Time Buyer R. Segal
Radio-TV Prod. Mgr. J. Samuelsohn

E. TAYLOR WERTHEIM

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

Owner, Media Dir. E. Taylor Wertheim
Art Dir. Jose Ramos

THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.
Phone: JUdson 2-8050
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President Leland G. Wesley
Exec. V.P. John N. Jackson
V.P., Chmn. Plans Bd. Harold Breitner
Vice President LeGrand L. Redfield
Creative Art Dir. G. Heller
Prod. Mgr. Ed Fitzgerald
Radio-TV Mgr. Jos. D. Knap, Jr.
Creative Dir. R-TV John Zimmer
Art Dir. A. Kennedy

WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: MU 8-4050

President Larry Schwartz
Exec. V.P. Martin Solow
Vice Presidents. Ed Greenberg,
George Gilbert, Adrian Price
V.P., Radio-TV Dir. John Eckstein
Secy.-Treas. Howard Wechsler
Estimated Radio Billings: \$250,000.
Estimated TV Billings: \$650,000.

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: CHEstnut 1-6380
AAAA

President Enno D. Winius
Sr. Vice-Pres. C. A. Brandon
V.P., Creative Dir. James D. Nevins
Vice-President, Treas. W. L. Sanborn
Sec. George R. Bishop
Radio-TV Dirs., Time Buyers. Herbert P.
Halpern, Mrs. B. Essenpreis

Branch Office

1016 Central, Kansas City, Mo.
Phone: HA 1-7383

V.P. James H. Barickman

G. WINSTON & COMPANY

32 W. 46th St., New York 36, N. Y.
Phone: Circle 5-4880

President George V. Bleier
V.P., Gen. Mgr. Dave Carson
Art Dir. H. B. Kornheiser
Research Dir. Albert Tedaldi

WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas
Phone: CA 6-2226
SNPA

Owner William I. Wyatt
Art Dir. William J. Lytle
Media Dir. Patricia Porter
Radio-TV Dir. Julia Payne
Prod. Mgr. Boyce Shelton

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 9-5000
AAAA—APA—NOAB—ABC

Board Chairman. Sigurd S. Larmon
Chmn., Exec. Comm. Louis N. Brockway
President George H. Gribbin
Sr. V.P., Co-Chmn. Plans Bd. A. V. B.
Geoghegan
Exec. V.P. Frank Fagan
Sr. V.P., Contact Dept. Harry Harding
V.P., Radio-TV W. Crider, E. H. Erlick,
N. Glenn
V.P., Mgr., Radio-TV Pub. Harry Rauch
V.P., Merchandising Dir. Eldon E. Smith
V.P., Dir. Research. Dr. Peter Langhoff
Mgr. of Radio-TV Oper. D. Y. Bradshaw
Controller M. Wray Witten
V.P. Art Dept. Walter P. Glenn
V.P., Acct. Supvrs. Milford Baker, Jesse
O. Bickmore, Harry B. Carpenter, Thos.

W. Clark, Thos. R. Cox, Jr., Geo. B. Dippy,
 Wilson H. Kierstead, Alexander Kroll, A.
 Gardiner Layng, J. Layng, Martine, G. Mon-
 tagu Miller, Douglas J. Murphey, Walter
 K. Nield, Bernard Pagenstecher, Edgar B.
 Van Winkle II, Walter B. C. Washburn,
 Luis G. Weil, Frank Yahner, Chas. T.
 Young
 V.P., Copy Dirs...William J. Colihan, Jr.,
 Hanley M. Norins, Mary E. O'Meara,
 Robt. D. Work
 V.P., Radio-TV Acct. Supvr...Norman Glenn
 V.P., Media Rel. Dir.....Wm. E. Matthews
Branch Offices
 333 No. Michigan Ave., Chicago 1, Ill.
 Phone: FInancial 6-0750
 Vice Pres. in Charge..Robert H. Binkerhoff
 645 Griswold St., Detroit 26, Mich.
 Phone: WOODward 1-7050
 V.P., Mgr.....R. McKelvey
 Holly & Hyland Ave., Hollywood 28, Calif.
 Phone: HO 2-7181
 V.P., Hollywood TV Div. Dir...Walter H.
 Bunker
 120 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 7-1838
 V.P., Mgr.....George B. Richardson
 611 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MAdison 6-7641
 V.P., Mgr.....Jack W. Smock
Estimated Radio Billings: \$13,600,000.
Estimated TV Billings: \$89,400,000.

YOUNT COMPANY
 12 East 10th Street, Erie, Pa.
 Phone: GL 2-2816
 President.....M. A. Yount
 Acct. Execs.....M. John Yount,
 R. A. Lewandoski
 Production Mgr.....Ann Di Nicola

THE ZAKIN COMPANY
 27 East 37th St., New York 16, N.Y.
 Phone: MU 4-0630
 ABP—ANPA
 Partners.....Alvin Zakin, Theo. Eisenberg
 SecretaryGwynn Meden
 TreasurerSam Stern
 Production Manager.....Frank Milgiore
 Copy Chief.....Joan Hart

PETER ZANPHIR ADVERTISING
 565 5th Ave., New York 17, N. Y.
 Phone: OX 7-6996
 ABP

ZIMMER, KELLER & CALVERT, INC.
 28 Adams Ave., W., Detroit 26, Mich.
 Phone: WOODward 1-9151
 AAAA—NBP—APA
 President.....R. E. Keller, Sr.
 Exec. V.P.....H. W. Calvert
 Vice President.....A. H. Ritter
 Media Dir.....C. D. Bortman
 Prod. Mgr.....C. S. Kennedy
 Public Rel. Dir.....D. A. Hallack

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CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd. 37 James St. S.	Toronto	HU 5-6544	B. Glengill	B. Glengill
Atherton & Currier, Inc.	100 Adelaide St. W.	Hamilton	JA 7-9284	Jim Elliott	Jim Elliott
Backman Advertising, Ltd.	Sovereign Bldg.	Toronto	EM 3-5418	Eleanor Austen	Eleanor Austen
Baker Advertising Agency, Ltd.	610 Bayonne Ave. 660 St. Catherine St. W.	Halifax	3-8184	Anne Archibald	
		Toronto	HU 7-1511	N. Pahlen	R. Spence
Batten, Barton & Durstine & Osborne Inc.	160 Bloor St. E.	Montreal	UN 6-3049	Louis Larocque	
Bingham, John McMenney, Ltd.	32 Front St. W. 4645 Cavendish Blvd.	Toronto	WA 4-3787	S. Ramsey Lees	William S. Whitehead
	541 William St.	Toronto	EM 2-2641		
Bleasdale Advertising, Ltd.	1664 West Broadway	Montreal	HU 1-5032	McCrae J. Cooper	
Bradley, Venning & Hilton Ltd.	1104 Douglas St.	Preston	OL 3-4464	S. Lorriman	S. Lorriman
Breithaupt, Milson Ltd.	44 Eglinton Ave.	Winnipeg	42-2564	E. Gordon Lowen	E. Gordon Lowen
Brooks Advertising, Ltd.	21 Dundas Sq.	Vancouver	CE 4154	Ronald A. Kearns	Ronald A. Kearns
Brown, Mitchell & Wright, Ltd.	735 Davie St.	Victoria	2-6741	Robt. M. Ellis	Violet Perry
Burnett, Leo Co. of Canada, Ltd.	133 Richmond St. W.	Toronto	WA 5-3801	John Bradley	Hedleigh Venning
Burns Advertising Agency, Ltd.	1980 Sherbrooke St. W. 181 Bay St.	Toronto	HU 1-5251	J. E. Palmer	F. Irene Wray
		Toronto	EM 8-2396	Roy Partridge	Roy Partridge
Caldwell, Spence Agency	447 Jarvis St.	Toronto	MU 4-7277	John G. Service	Donald M. DeNike
		Toronto	EM 6-5801	James B. McRae	
Canadian Advertising Agency	1454 Mountain St. 80 King St., West	Montreal	WE 5-5257	Jan Paul Champagne	
	403 Electric Ry.	Toronto	EM 8-2377	W. R. Beecroft	
	1137 W. Hastings St.	Montreal	WA 2-2103	G. F. Keeble (Radio)	
Cardon, Rose, Ltd.	1411 Crescent St. W.	Toronto	VI 2-8061	Claus Hobe (TV)	
Carter, Garry I. of Canada, Ltd.	59 Avenue Road	Winnipeg	EM 3-3051	M. Fontaine (Radio)	
Cockfield, Brown & Co., Ltd.	200 Canada Cement Bldg. 185 Bloor St., E. 804 Electric Ry. 1222 Burrard Bldg.	Vancouver	WH 2-6923	Irving Teitel	P. C. Logan
			MU 4-4151	R. D. Waugh	M. Tierney
			VI 2-9581	K. L. Johnson	
			WA 4-2505	Norman Cardon	
			UN 1-1771	Bob Howe	
			WA 4-5492	R. W. Harwood (TV)	
			WH 2-3538	E. W. Box (Radio & TV)	
			MU 1-1111	J. A. Savage (Radio & TV)	
				H. G. Gibson	
				J. M. Morrison	

Collyer Advertising Ltd.....	2100 Drummond St. 20 Carlton St.	Montreal	VI 2-8672	K. Chase	Nan Fraser
Copeland, Don H., Advertising, Ltd.....	442 Sherbourne St.	Toronto	EM 3-2697	A. Evans	
Crombie Advertising Co., Ltd.....	391 St. James St., W.	Montreal	WA 2-5969	Mrs. Vera Copeland	Mrs. Vera Copeland
	100 Adelaide St., W.	Toronto	VI 9-5246	V. P. Gray	V. P. Gray
Dancer-Fitzgerald-Sample Av. (Can.) Ltd..	200 St. Clair Ave.	Toronto	EM 4-7204	Donald Johnson	Gilbert Nunns
Denne, A. J., & Co., Ltd.....	90 King St., West	Toronto	WA 4-8425	Ruth Pedley	Lillian Ryan
Desbarats Advertising Agency.....	485 McGill St.	Montreal	EM 4-3444	R. O. McKeown (Rad. & TV)	
Dominion Advertising Inc.....	480 Mt. Royal Ave. E.	Montreal	UN 6-4835	J. E. Desbarats	
Dominion Broadcasting Co.....	4 Albert St.	Toronto	VI 2-2991	E. W. Karthaus	
Elkman, The, Company.....	1827 St. Catherine St., W.	Montreal	EM 3-3383	Hal B. Williams	
Erwin Wasey, Ruthrauff & Ryan, Ltd.....	610 Church St.	Toronto	WA 1-5187	Chas. R. Bick	
George Ferguson Assoc., Ltd.....	1980 Sherbrooke St., W.	Montreal	WE 7-9401	Geo. R. Ferguson	
Ferres Advertising, Ltd.....	63 Duke St.	Hamilton	JA 9-1116	C. T. Dickson (Radi'o)	
Foote, Cone & Belding, Canada, Ltd.....	10 St. Mary St.	Toronto	WA 5-5961	T. A. Sylva	
Foster Advertising, Ltd.....	149 Alcorn Ave.	Toronto	WA 4-4681	S. A. MacKay	Miss J. Newton
	550 Sherbrooke St., W.	Montreal	VI 9-5343	Charlotte Toupin	Pierre Petel
	156 Lombard Ave.	Winnipeg	WH 2-2151	Gurney Evans	
	Commonwealth Bldg.	Ottawa	CE 6-5909	J. R. Foster	
Gibbons, J. J., Ltd.....	46 St. Clair Ave., E.	Toronto	WA 4-8391	W. H. Reeves	Esther Henning
	1440 St. Catherine St., W.	Montreal	UN 6-7482	Peter H. Ross	
	Scott Bldg.	Winnipeg		D. P. Johnston	
	Gibbons Bldg.	Regina		Harold Ellis	
	200 Blow Bldg.	Calgary		W. A. Bell	
	Petroleum Bldg.	Edmonton		G. Tauchman	Mrs. C. A. Durno
	V1533 W. Pender St.	Vancouver	MU 1-0157	Mrs. Hazel Bakes	
Gislason-Reynolds, Ltd.....	21 Park Rd.	Toronto	WA 4-7364	R. Gee	J. Pegnem
Goodwin-Ellis Advertising, Ltd.....	1161 Melville St.	Vancouver	EM 3-2144	T. H. Goodwin	
Grant Advertising (of Canada) Ltd.....	103 Church St.	Toronto	EM 3-3396	Miss Joan King	
	1628 Sherbrooke St., W.	Montreal	VI 9-7515	Mrs. L. Pepin	
Grosberg, Pollock & Gwartzman, Ltd.....	78 Charles St., W.	Toronto	WA 4-9211	S. W. Gwartzman	
Hayhurst, F. H., Co., Ltd.....	7 King St., East	Toronto	EM 6-0731	R. D. Amos	E. Brown & Miss Pat Hepburn
	2100 Drummond St.	Montreal	VI 5-0251	P. Garcia	J. La Fontaine
Heggie Advertising Co., Ltd.....	97 Eglinton Ave., E.	Toronto	HU 5-5125	John E. Chilman	Homer Dubois
Huot, J. E., Publicitee, Ltee.....	353 St. Nicholas St.	Montreal	VI 2-9011	P. E. Rioux	
Hutchins Advertising Co. of Canada, Ltd..	33 Hayden St.	Toronto	WA 4-3753	P. J. Hennessy	
Imperial Advertising, Ltd.....	38 Blower St.	Halifax		J. B. Regan	A. H. Evelyn
Industrial Advertising Agency, Ltd.....	631 Spadina Ave.	Toronto	WA 4-6571	P. K. Stallworthy	Mrs. Vera Percival
Jarvis, Albert, Ltd.....	94 Yonge St.	Toronto	EM 3-2438	Miss D. N. Ferris	Godfrey Jarvis
Kelley, Russell T., Co., Ltd.....	627 Main St., E.	Hamilton	JA 2-1155	J. A. Price	Frank Rose
	485 McGill St.	Montreal	UN 6-4835	E. W. Desbarats	
	321 Bloor St.	Toronto	WA 4-9531	D. B. Gill	
Kenyon & Eckardt, Ltd.....	550 Sherbrooke St., W.	Montreal	VI 2-2534	J. A. Winter	P. O'Sullivan

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA 4-8481		
Lovick, James, & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221		M. R. Woodward
	800 Bay St.	Toronto	WA 1-1121	John McCuaig	
	307 Power Bldg.	Winnipeg	WH 3-0623	Miss Nora Thorvaldson	
Lovick, James, & Co., Ltd.	629 7th Ave., S.W.	Calgary	AM 2-6161	June Duncan	Doris Urch
	401 Kerr Block	Regina	LA 3-7570	Helen Martenson	
	623 Dominion Sq. Bldg.	MTL	UN 6-8391	D. G. McMaster	Miss Gabrielle Gagnier
	111. Richmond St., W.	Toronto	EM 3-2244	F. H. Horler	J. N. Milne
MacLaren Advertising Co., Ltd.	550 Sherbrooke St., W.	MTL	VI 5-1222	Miss L. Henuset	G. L. Trudel & R. Saucier
	911 Electric Ry. Bldg.	Winnipeg		Mrs. Norman Wood	
	1240 W. Pender St.	Vancouver	WA 5-3231	J. W. Hoyland	G. J. Munro & Hal C. Sparkman
McCann-Erickson (Canada) Ltd.	200 Bloor St., E.	Toronto	VI 9-8341	D. MacInnes	L. Hefford
	2055 Peel St.	Montreal		Clement Fluet, Bruce Ronald, W. G. Munro	
				Sheldón Lodge	
McConnell, Eastman & Co., Ltd.	Huron & Erie Bldg.	London, Ont.	4-4528	C. S. Bowie	Craig Muir & J. Lyons
	147 University Ave.	Toronto	EM 3-7004	Austin Moran	
	Dominion Sq. Bldg.	Montreal	UN 6-7941	W. T. Blakely	Bob Black
	382 Portage Ave.	Winnipeg	WH 3-7406	Miss Ruth Drew	
	1198 Pender St.	Vancouver	MU 3-2161	Mrs. R. J. Emery	
McCracken, W. A., Ltd.	153 St. Clair Ave., W.	Toronto	WA 4-721	Wilfred A. McCracken	
McGregor Deaville Advertising	1175 Bay St.	Toronto	WA 4-6681		
McKim Advertising, Ltd.	1510 Drummond St.	Toronto	VI 9-4152	Peel Steevan	B. F. Johnson
	1407 Yonge St.	Montreal	WA 4-0981	A. S. Coleridge	
	250 Portage Ave.	Winnipeg	WH 2-3491	D. D. Davison	
Muter, Culiner, Frankfurter & Gould, Ltd.	1030 West Georgia St.	Vancouver	MU 3-8121	R. Bruce Walker	G. Rafelman
Nattall & Maloney, Ltd.	1121 Bay St.	Toronto	WA 4-5736	E. Gould	
	108 12th Ave., S.W.	Calgary	4-4910	Mrs. P. McVean	
O'Brien Advertising, Ltd.	Civic Block	Edmonton	MU 1-9174	Mrs. A. E. Nightingale	Mrs. P. McVean
	1455 W. Georgia St.	Vancouver		N. W. Wright	
Ort, William R., Ltd.	464 Yonge St.	Toronto	WA 4-3708	Mona M. Harper	
Otto, Robert, & Co. (Canada) Ltd.	355 King St., W.	Toronto	EM 6-9266	W. A. Perry	
Paul-Phelan, Ltd.	380 Victoria St.	Toronto	EM 3-6047	T. Reid	G. P. Vale
Payeur-Publicite, Inc.	639 8th Ave.	Quebec City	LA 9-3322	Miss C. Payeur	

Pennell, Margaret, Advertising Plant, Elton M., Co.	145 Yonge St.	Toronto	EM 4-2079	Miss M. Pennell	Miss M. Barrer
Purkis, Thornton, Ltd.	330 Bay St.	Windsor, Ont.	CL 4-1159	Elton M. Plant	
Quebec Advertising Agency	1520 Mountain St.	Toronto	EM 3-3762	Miss G. Race	
Reynolds, E. W., Ltd.	154 University Ave.	Montreal	VI 2-9851	Jack Philton and M. Seni	Guy Pinsonneault
Richards, Fletcher D., Inc.	1440 St. Catherine St., W.	Toronto	EM 2-2381	H. Karpus	R. Ferguson
Ronalds Advertising Agency, Ltd.	550 Sherbrooke St., W.	Montreal	UN 6-1775	J. Tougas	M. A. McLeod
Ross Roy of Canada, Ltd.	Keefer Bldg.	Montreal	UN 6-9471	D. C. Fowler & Eug. Cote	A. Weinthal
Sauviat, G. R., & Assoc.	108 Peter St.	Toronto	EM 3-9237	Jerry Lodge	O. J. Sinclair
Schneider Cardon Ltd.	218 Tegler Bldg.	Edmonton	2-8356	B. Moore	
Sills, Allan R., & Co.	Canada Trust Bldg.	Windsor, Ont.		Carl E. Hassel	
Smith, R. C., & Son, Ltd.	1236 Crescent St.	Montreal	UN 6-7355	Guy Sauviat	R. A. Stevenson, Radio Dept.
Spitzer & Mills, Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	Phil DeBruyn	J. P. O'Flaherty
Stanfield, Johnson & Hill, Ltd.	137 Wellington St., W.	Toronto	EM 8-6434	Mrs. N. McAvoy	W. R. Ross
Stevenson & Scott, Ltd.	380 Victoria St.	Toronto	EM 4-9396	G. A. Phare	
	50 King St.	Toronto	EM 6-2811	T. R. Hart	
	3405 St. Catherine St., W.	Montreal	HU 1-0344	Henry Harbinson	
	Dominion Sq. Bldg.	Montreal	UN 6-8741	B. A. C. Quill	
	255 Davenport Rd.	Toronto	WA 4-8481	R. Campbell	
	1260 University Ave.	Montreal	UN 6-9361	Miss Diane Loiselle	
	100 Adelaide St., W.	Toronto	EM 3-5773	S. C. Young	
	402 W. Pender St.	Vancouver	MU 3-5696	Sherill Adair	
Tandy-Richards Adv.	20 Carlton St.	Toronto	EM 3-6362	A. C. Haight	A. A. Pape
Thompson, J. Walter, Co., Ltd.	1600 Dorchester St. W.	Montreal	WE 4-1331	Mary Gordon	P. Fiset
Thompson-Petersen Advertising Agency Ltd.	600 University Ave.	Toronto	EM 2-3471	Frank Flint	G. Johnson
	215 Victoria St.	Toronto	EM 8-8091	E. W. Bowman	
	913 Sun Life Bldg.	Montreal	UN 6-9745	L. R. LeBel	
Vamplow Advertising	1175 Bay St.	Toronto	WA 3-5589	T. F. I. Camplew	V. Prysdale
Vickers & Benson, Ltd.	Keefer Bldg.	Montreal	EM 4-7701	L. Jodoin	Mrs. J. Guerin
	110 Church St.	Toronto	EM 4-6391	Mrs. Laura Jensen	D. Hardman
Walsh Advertising Co., Ltd.	1787 Walker Rd.	Windsor, Ont.	CL 6-2671	R. T. Hawkins	T. S. Lawton
	Bank of Nova Scotia Bldg.	Toronto	EM 3-3053	Miss Mary Poirier	Miss M. McLeod & Mrs. Muriel Murray
Whitehall Broadcasting Ltd.	2055 Peel St.	Montreal	VI 2-2792	Yves Bourassa	
Willis Advertising, Ltd.	1510 Drummond St.	Montreal	VI 9-4152	W. Charland	
	67 Yonge St.	Toronto	EM 3-2071	W. A. Willis	
Yanoff, Chris, Ltd.	85 Grenville St.	Toronto	WA 1-3376	J. J. Jorgensen	
Young & Rubicam, Ltd.	1255 University St.	Montreal	UN 6-8941	G. Lalande	G. Lalande
	Bank of Nova Scotia Bldg.	Toronto	EM 2-3931	D. Curran	W. Francis

FACT:

The prestige of your station depends, to a large degree, on the quality of its news programs.

FACT:

The quality of the news programs depends on the source which gathers and distributes the news.

FACT:

There is no better source than **THE ASSOCIATED PRESS**, whose unmatched facilities and talent assure you of the best in day-to-day coverage and handling of the news.

CONCLUSION: *You Can Get The Best.
Why Settle For Less?*



50 Rockefeller Plaza
New York 20, N. Y.

RADIO DAILY.
TELEVISION DAILY.

presents

**TIME
BUYERS**

☆ ☆ ☆ ☆ ☆

BIOGRAPHICAL
SKETCHES OF LEADING
TIME BUYERS AT MAJOR
ADVERTISING AGENCIES

1960

AGENCY TIME BUYERS

ABRAMS, WILLIAM F.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Jan. 16, 1935. He attended N.Y.U., and entered advertising with SSC & B in 1955, as assistant time buyer. He handles the following accounts: Lever Brothers—Silver Dust Blue; The Best Foods, Inc.—Presto, Rit, Shinolo, H-O Cereals; Oil Information Committee.

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ALLEN, POLLY

of J. Walter Thompson Co., is a graduate of Endicott Jr. College, and entered advertising with J. Walter Thompson in 1950, as estimator. Her hobbies are theatre and reading. She handles the Eastman Kodak Co. account.

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ANDERSON, ROBERT F.

of Sullivan Stauffer, Colwell & Bayles, Inc., was born Dec. 20, 1926. He graduated from Georgetown (BS) in 1949, and that year entered advertising with RCA as public relations rep. He has held posts with CBS, Benton & Bowles, McCann-Erickson, and Reidl & Freede. He handles the following accounts: Noxzema Chemical Co., Lipton Tea.

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BACZEWSKI, EDWARD T.

of Cunningham & Walsh, Inc., was born Oct. 12, 1921. He is a graduate of Fordham (BA) 1943, Harvard Bus. School (MBA) 1947, and entered advertising with Kenyon Research in 1946, as research reporter. He is married and has seven children. His hobby is politics. He handles the Sunshine Biscuits Inc. account.

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BALDWIN, BRENDAN J.

of Kenyon & Eckhardt, Inc., was born June 9, 1927. He attended Cornell and Columbia, entered advertising with Donahue & Coe in 1946, and held posts with Paris & Peart, Maxon, Inc., and Benton & Bowles. He is married to Margaret O'Shea and has four children. His hobby is sports. He handles the following accounts: Pepsi-Cola, Anaconda, Plywood, GCMI, Shell, McKesson-Robbins, Canadian Pacific.

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BALLMANN, HAL

medio buyer of Botten, Barton, Durstine & Osborn, Inc., was born July 21, 1931. He is a graduate of Missouri and entered advertising with BBDO in 1957, as asst. medio buyer. He is married and has two children. His hobbies are bridge, gardening, and sports. He handles the following accounts: Western Airlines, Rexall Drug Co., L. A. Times-Mirror Co., DeSoto Dealers Assoc., Valiant Dealers Assoc.

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BALNAVES, DAVID W.

of MacManus, John & Adams, Inc., was born Feb. 8, 1930. He attended Wayne U., entered advertising with McCann-Erickson in 1953, as media buyer, and held posts with Grand Advertising. He is married to Shirley Casey and has two children. His hobbies are bowling, golf and handball. He handles the following accounts: Pontiac Motar Corp., Dow Chemical, MMM, Briggs Manuf. Co., Bull Dog Electric Co., Fairmont Railway Motor, Vaurhall Motor, Lyon, Inc.

BARDACH, PETER M.

of Foote, Cane & Belding, Inc., was born in 1929. He is a graduate of Hobart (BA), and entered advertising with Dancer-Fitzgerald-Sample in 1952, as time buyer. He handles the Liebmann Breweries account and special campaigns.

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BARNETT, DOROTHY JEAN

of Warwick & Legler, Inc., was born February 15, 1924. She attended N.Y.U., and later entered advertising with Roy J. Durstine, Inc., in 1954, as assistant time buyer. Her hobbies are music, dancing, and reading.

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BARRY, AILEEN M.

of Grey Advertising Agency, Inc., is a graduate of Mt. St. Vincent (BA). She entered advertising with McCann-Erickson in Radio-TV research, and held posts with Foote, Cone & Belding. Her hobbies are travelling and photography. She handles the following accounts: H. D. Lee, RCA Records, Shwayder Bros., Dan River Mills, Fruit of the Loom, Ronson.

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BEAN, RICHARD S.

of Warwick & Legler, Inc., was born in 1915. He entered advertising with Ruthrauff & Ryan in 1934, and held posts with Pedlar & Ryan, and Grey Advertising Agency. He is married to Ethel Jokumsen and has four children.

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BECKER, NOEL

of Compton Advertising, Inc., was born March 13, 1931. He is a graduate of NYU (MBA), and entered advertising with NBC in 1954. He handles the following accounts: Fizrin, Ivory Liquid, R. T. French, N. Y. Life Ins., Comet, Instantine.

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BENDER, JUDITH

of McCann-Erickson, Inc., is a graduate of Michigan (BA). She entered advertising with Huber Hoge & Sons in 1954, as asst. time buyer, and held posts with the Biow Co. Her hobbies are reading, painting and skiing. She handles the following accounts: Corn Products Refining Co., Tyre Inc., Lehn & Fink.

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BENJAMIN, MARY LOU

of Grey Advertising Agency, Inc., was born Feb. 5, 1932. She attended the New School, entered advertising with NBC in 1950, as secretary, and held posts with WPIX, Peck Advertising, and L. H. Hartman Co. Her hobbies are bridge and golf. She handles the following accounts: Ward Baking Co., Chunky Chocolate Corp.

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BESTE, WILLIAM E.

of Batten, Barton, Durstine & Osborn, Inc., was born May 31, 1928. He is a graduate of Hofstra (BS) 1951, and entered advertising with Benton & Bowles in 1951 as a trainee. He is married and has three children. His hobbies are golf and swimming. He handles the following accounts: General Mills, Curtis Circulation & Publishing, Dow Janes.

BIRKBECK, WILLIAM D.

of Cunningham & Walsh, Inc., was born June 13, 1928. He attended Culford College, England, entered advertising with Foote, Cone & Belding in 1951, and held posts with Compton Advertising. His hobbies are record collecting, theatre, and travel. He handles the Andrew Jergens Co. account.

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BODLE, RALPH W.

of Kenyon & Eckhardt, Inc., was born March 19, 1928. He is a graduate of Syracuse (BS) 1959, and entered advertising with William Esty in 1951 as estimator. His hobby is golf. He handles the Lever Bros. Co. account.

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BRANCH, PHIL

of Grey Advertising Agency, Inc., was born Dec. 17, 1924. He is a graduate of Seton Hall (BS), entered advertising with Al Paul Lefton in 1949, and held posts with Ruthrauff & Ryan. He is married to Frances Friedlander. His hobbies are fishing, home movies, and cards. He handles the following accounts: Practer & Gamble and The Mennen Co.

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BRAUMULLER, HERMAN A., JR.

of Cunningham & Walsh, Inc., was born Jan. 23, 1917. He attended Lehigh, entered advertising with Blackett-Sample in 1941, as clerk, and held posts with Schuyler Hopper Co., James Thomas Chirurg, Inc. He is married to Grace O. Grivicich and has two children. He handles the following accounts: American Machine & Foundry, Brooklyn Union Gas, Chase Brass & Copper, Conn. General Life Inc., Andrew Jergens, Kennecott Copper, Kidde Manuf., Walter Kidde & Co., Mosler Safe Co., St. Regis Paper, Wheeling Steel Corp.

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BRAUN, JOSEPH P.

vice president, media director of Kenyan & Eckhardt, Inc., attended Fordham. He entered advertising with K&E in 1933. He is married to Sally Martin and has one child. He is a member of the AAAA, NOAB, Wee Burn Country Club, Friends of the Rowayton Library, and his hobbies are hi-fi and motoring.

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BRIDGE, ROBERT A.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Nov. 16, 1932. He graduated from Oklahoma (BBA) in 1955, and entered advertising with SSC & B in 1958, as time buyer. He handles the following accounts: American Tobacco Co.—Pall Mall Cigarettes.

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BROOKS, JACK

of Compton Advertising, Inc., was born Dec. 31, 1931. He is a graduate of Oklahoma (BA) 1954, and entered advertising with Compton in 1956, in media research. He handles the following accounts: Ivory Liquid, Chase Manhattan Bank, El Producto Cigars, Kelly-Springfield Tires, Goodyear Rubber Co., Neolite Div.

BROUWER, PATRICIA J.

of Compbell-Mithun, Inc., attended Syracuse U. She entered advertising with Grant Advertising in 1949, as secretary-assistant, and held posts with Young & Rubicam, Needham, Louis & Brorby. She handles the Pillsbury and Gold Seal accounts.

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BROWN, STUART

of Cunningham & Walsh, Inc., was born Feb. 27, 1930. He is a graduate of Tufts (BS) 1952, and entered advertising with C & W in 1956, as statistical clerk. He is married and has two children. His hobbies are bridge, music, softball and football.

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BULLOCK, LOU

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 17, 1932. He is a graduate of Drew (BA) 1955, and entered advertising with DCS&S in 1957. His hobby is acting. He handles the following accounts: Bristol-Myers, Grove Labs., Eastman Chem., Standard Triumph.

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BUMSTEAD, ROGER C.

eastern division media director, of MacManus, John & Adams, Inc., attended Syracuse. He entered advertising with Katz Agency in 1948, in sales data, and held posts with Maxon, Campbell-Mithun, Inc., and David J. Mahoney, Inc. He is married to Lilo McFadden. He is a member of RTEs.

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BUNDGUS, JULES

vice president in charge of Radio & Television at Kastor, Hilton, Chesley, Clifford & Atherton, Inc., attended Union College, and entered advertising with Bryan Houston Agency as manager of the Radio-TV department.

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BURBECK, JOSEPH G.

of Compton Advertising, Inc., was born April 3, 1931. He is a graduate of Dartmouth (BA) 1953, and entered advertising with Compton in 1955, as trainee. He handles the following accounts: Comet, Mobil Oil Co., N. Y. Life Ins., R. T. French.

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BURES, PAUL L.

of J. Walter Thompson Co. was born April 19, 1933. He is a graduate of Miami U. (O.), (BS) 1957, and entered advertising with J. Walter Thompson in 1957, as broadcast analyst. His hobbies are writing and painting. He handles the following accounts: Shell Oil Co., Shell Chemical, Schlitz.

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BUTNER, LAWRENCE

of Albert, Frank-Guenther Law, Inc., was born April 17, 1931. He graduated from C.C.N.Y. (BBA), and Brooklyn Law School (LLB), and entered advertising with Katz Agency in their accounting dept., and has also held posts with Maxon Inc. and National Export Adv. He is married to Eleanor Schwartz, and has one child.

AGENCY TIME BUYERS

CAMBRIDGE, MICHAEL

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born March 26, 1934. He entered advertising with SSC&B in 1959, and has held posts with William Esty. He is married. He handles the following accounts: Riviera Cigarettes, Arrid, S&H Green Stamps. ★ ★ ★

CAMPBELL, C. N.

head time buyer, Detroit office, of MacManus, John & Adams, Inc., was born in 1928. He attended Michigan, and entered advertising with Campbell-Ewald in 1950, as outdoor field rep. He is married to Joanne Hartwick and has two children. He handles the following accounts: Pontiac Motor Div., Cadillac Motor Div., Dow Chemical, Minnesota Mining & Mfg., S. S. Kresge Co. ★ ★ ★

CARVELL, FRANK

media supervisor of N. W. Ayer & Son, Philadelphia, has previously held posts with Benton & Bowles, Biow Co., and Pedlar & Ryan. He is married and has two children. ★ ★ ★

COHN, ENID K.

of McCann-Erickson, Inc., was born June 21, 1930. She is a graduate of Syracuse (BS), entered advertising with Good Housekeeping Magazine in 1950, as secretary, and held posts with J. Walter Thompson, Cunningham & Walsh, Edward Petry & Co. Her hobby is collecting antique Wedgwood pottery. She handles the Nestle Co. account. ★ ★ ★

COLEMAN, MARIE V.

of Danahue & Cae, Inc., was born May 30, 1917. She attended N. Y. U., entered advertising with Charles M. Storm in 1950, as media asst., and held posts with Kelly-Nason and Dancer-Fitzgerald-Somple. She handles the following accounts: Irish Linen Guild, Loew's Inc., Arthur Murray, N. Y. Herald-Tribune, N. Y. World-Telegram & Sun. ★ ★ ★

CONWAY, VIRGINIA M.

of McCann-Erickson, Inc., was born in 1929. She entered advertising in 1947, and has held posts with Ted Bates, Kenyon & Eckhardt, Bryan Houston. She handles the following accounts: Liggett & Myers Tobacco Co., Nestle Co. ★ ★ ★

COURY, JEAN

of Shaller-Rubin Co. was born Jan. 22, 1930. She is a graduate of U. of Bridgeport, entered advertising with Donahue & Coe in 1953, as space buyer, and held posts with McCann-Erickson, Inc. She handles the following accounts: Eagle Pencil Co., Thayer Labs. ★ ★ ★

COVERLEY-SMITH, JOHN F.

of N. W. Ayer & Son, Inc., was born Jan. 1, 1918. He graduated from U. of Penna. (BS) in 1938, entered advertising with Young & Rubicam in 1939, as a trainee, and has held posts with Geare-Mars-ton, McKee, & Albright, and The Borden Co. He is married to Margaret Emhardt and has two children. His hobbies are golf and sailing. ★ ★ ★

CRADDOCK, BETTY L.

media director of MacManus, John & Adams, Inc., was born Oct. 13, 1926. She entered advertising with Van Hecker, Inc., in 1945, as secretary, and held posts with Ruthrauff & Ryan, Erwin Wasey Ruthrauff & Ryan, and Burke Dowling Adams, Inc. She is married. Her hobbies are bowling and golf. She handles the following accounts: American Electronics, Ling-Altec Electronics, Altec Lansing Corp., Western Gear Corp., MacFarlane's Candies, Kraloy Plastic Pipe Co., Wallace O. Leonard, Inc. ★ ★ ★

CRANDALL, JOHN B.

associate media director of McCann-Erickson, Inc., has held posts with Benton & Bowles and Kudner Agency. He handles the following accounts: Chesebrough-Pond's Mennen Co., National Cash Register, Nestle Co., Owens-Corning Fiberglas, Liggett & Myers, Schenley Industries, United Potash Co. ★ ★ ★

CROOKER, ROBERT H., JR.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Michigan, and entered advertising with C-E in 1938, in the outdoor dept. He is married to Jean Scholl. He handles the following accounts: Chevrolet Motors, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison. ★ ★ ★

CROWDER, SHIRLEY

media buyer of Fuller & Smith & Rass, was born July 18, 1928. She attended USC, entered advertising with Hearst Adv. Service in 1951, as secretary, and held posts with Tabery Corp. & Stramberger, Lavene, McKenzie. She is married. Her hobby is concert piano. She handles the following accounts: Plymouth Dealers, Kal-Kan Foods, Pacific Ocean Park, Systems Develop. Corp., CBS-KNX. ★ ★ ★

CUMMINGS, EILEEN

of Grey Advertising Agency, Inc., is a graduate of Fordham (BS). She entered advertising with Paris & Peart in 1949, as media asst., and held posts with Dancer-Fitzgerald-Somple and N. W. Ayer. Her hobby is music. She handles the following accounts: Magee, Kayser-Roth Necchi-Elna, Kleinert. ★ ★ ★

DAIGH, DONALD M.

director of Radio & TV for Henderson Advertising Agency, entered the advertising field with Pedlar & Ryan. He is married and has five children. ★ ★ ★

DALTON, PETER J.

of Donahue & Cae, Inc., was born Oct. 10, 1929. He is a graduate of U. of Pa., and entered advertising with Benton & Bowles, Inc. in 1952, as broadcast buyer. He is married to Jaan Potter. His hobbies are sailing, bridge, painting and literature. He handles the Best Foods Div. of Corn Products. ★ ★ ★

DAVIDSON, JOHN M.

of Gardner Advertising Co., was born in 1929. He is a graduate of U. of California (BA), and entered advertising in 1955 with National Outdoor Advertising as a field service rep. ★ ★ ★

DAVIS, HAROLD A.

of Botten, Barton, Durstine & Osborn, Inc., was born July 17, 1925. He is a graduate of Marietta (BA), entered advertising with Benton & Bowles in 1949, in budget control, and held posts with Compton, and Erwin Wasey. He is married and has two children. His hobby is wood working. He handles the Campbell Soup Co. account.

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DEKKER, WILLIAM C.

vice president, director of media at McCann-Erickson, Inc., was born in 1909. He is a graduate of New Hampshire U. (BA), entered advertising with Procter & Gamble in 1934, and held posts with Ted Bates. He is married to Mary McLane and has three children. He handles all accounts.

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DELANO, LESTER A.

vice president in charge of marketing service and account supervisor, of North Advertising Agency, attended Amherst, Brown, and Chicago (MBA). He entered advertising with Gould, Gleiss & Benn Marketing Consultants. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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DE VITO, GEORGE

of Weiss & Geller, Inc., was born August 13, 1933. He attended St. John's and Rutgers, and entered advertising in 1959, with Weiss & Geller as time buyer. He is married to Veronica Kramer, and has two children. He handles the following accounts: Proctor Electric, Doeskin, Terry Candy Co., Beacon Plastics, Davega Stores, Granco Products.

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DIAMOND, LYNN

of Mogul, Williams & Saylor, Inc., is a graduate of Michigan State Normal College. She first entered advertising with Cecil & Presbrey in 1950, as executive secretary, and held posts with Emil Mogul Co. Her hobbies are theatre, double-crestsics and bridge. She handles the following accounts: Rayco Manufacturing Co., Lite Diet Bread, Howard Clothes.

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DUCEY, JAMES

of Cunningham & Walsh, Inc., was born Dec. 8, 1926. He is a graduate of St. John's (BA) 1950, and entered advertising with William Esty in 1952, as time buyer. He is married to Anna Smith. His hobby is photography. He handles the following accounts: American Machine & Foundry, Thos. Cook & Son, Decca Records, J. A. Folger, Sunshine Biscuits, E. R. Squibb & Sons, 21 Brands, Inc.

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DUNIER, LESLIE L.

vice president in charge of Radio & TV, at Magul, William & Saylor, Inc., was born Sept. 1, 1924. He is a graduate of N. Y. U. (BS) 1946, entered advertising with Reiss Advertising in 1946, and held posts with Sterling Adv., L. L. Dunier Agency, Emil Mogul. He is married to Norma Rich and has one child. His hobby is golf and he is a member of RTEs.

DUNLAVEY, MARY E.

of N. W. Ayer & Son, Inc., attended Columbio and N. Y. U., entered advertising with Ruthrauff & Ryan as time buyer, and held posts with Pedlor & Ryan, Harry B. Cohen, and Aitkin Kynett. Her club affiliations are TV Radio Adv. Club of Phila., Phila. Club of Adv. Buyers, Plays & Players, Phila. Art Alliance. Her hobbies are theatre, music, horseback riding, swimming, & cooking. She handles the following accounts: National Dairy (Sealtest) Products Corp., First Penna. Co.

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DUNNE, ARTHUR

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 25, 1931. He is a graduate of Fordham (BS) 1954, and entered advertising with Dancer-Fitzgerald-Sample in 1958, as time buyer. He is a member of the New Rochelle Shore Club, and his hobbies are swimming, skiing, music, and hunting. He handles the following accounts: Rexall, Westclox, U. S. Steel.

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DWYER, MARY

of Kenyon & Eckhardt Inc., attended Hunter College, and entered advertising with Pedlar & Ryan in 1940 as estimator. Her hobbies are theatre, movies, reading, opera and concerts. She handles the Lever Bros. Co. account.

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DYATT, DERRICK

of N. W. Ayer & Son, Inc., was born March 8, 1926. He graduated from American U. in 1952, entered advertising with WSan, Allentown, Pa., as staff announcer, and has held posts with WTOP-TV, Wash., D. C., and WGBl, Scranton, Pa. His club affiliations are Jr. Chamber of Commerce, Red Feather, Polio Foundation, and hobbies are drama (little theatre), horseback riding.

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ECKERT, STUART

of Doherty, Clifford, Steers & Shenfield, Inc., was born Dec. 3, 1932. He is a graduate of N. Y. U. (BS) 1953, and entered advertising with Lennen & Newell in 1955. He is married. His hobbies are sports, photography and travelling. He handles the following accounts: Vitalis, Noxzema, Instant Shaving Lather, Cutex-Nail Polish & Lipstick.

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ENGLISH, JAMES R., JR.

of Kenyon & Eckhardt, Inc., was born May 1, 1919. He is a graduate of Harvard (BA) 1939, entered advertising with Young & Rubicam in 1953, as media research director, and held posts with A. C. Neilson & Co. He is married to Caryl Hadsell and has two children. His hobbies are skiing, squash, golf and aviation. He handles Lever Bros. Co.

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ERHARDT, WARREN R.

of Fuller & Smith & Ross, Inc., was born Nov. 14, 1924. He is a graduate of Marquette 1950, and entered advertising with F&S&R in 1953, as asst. media buyer. He is married and has two children. He handles the following accounts: Edison Electric Institute, Coats & Clark, Coal-Ray Sunglasses.

AGENCY TIME BUYERS

FERGUSON, WILLIAM J., JR.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Jan. 10, 1931. He graduated from Fordham (BS) in 1952, and entered advertising with Young & Rubicam Inc. in 1958, as time buyer. He is married to Margaret M. O'Hagan, and has two children. His hobbies are bowling, handball, and woodcraft. He handles the following accounts: Riviera cigarettes, Arrid Cream Deodorant, S & H Green Stamps.

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FINN, FRANK

of Doherty, Clifford, Steers & Shenfield, Inc., was born July 21, 1921. He is a graduate of N. Y. U. (BS) 1948, entered advertising with Compton Advertising in 1949, as Radio & TV biller, and held posts with Kudner Agency. He is married and has one child. His hobby is bowling. He handles the following accounts: Bristol-Myers, Grove Labs.

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FIRESTONE, JERRY

of Grey Advertising Agency, Inc., was born April 9, 1930. He is a graduate of C.C.N.Y. (BBA), entered advertising with Dancer-Fitzgerald-Sample in 1950, as media researcher, and held posts with Television Magazine. He is married and has one child. His hobbies are reading, writing, and music. He handles the following accounts: Benrus, Westinghouse, Phillips-Van Heusen, NBC.

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FISCHER, RICHARD E.

of Campbell-Ewald Co., was born in 1912. He attended Quincy College, entered the advertising agency field with C-E in 1956, in network media, and has also held posts with Storer Broadcasting and WHAS, Louisville, Ky. He is married to Jane Anderson and has four children.

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FITZGERALD, PAUL

of J. Walter Thompson Co., was born Dec. 20, 1930. He attended N. Y. U., entered advertising with Erwin Wasey in 1949, as checker, and held posts with Kenyon & Eckhardt, BBD&O, and NBC. He is married. His hobbies are photography and fishing. He handles the RCA, Northeast Airlines, and Puro-lator accounts.

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FLERI, EDWARD C., JR.

media supervisor-spot broadcasting, Batten, Barton, Durstine & Osborn, Inc., was born May 22, 1925. He is a graduate of Hofstra (BA) 1949, and entered advertising with Benton & Bowles in 1949. He is married and has three children. His hobbies are gardening and drawing.

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FRICKE, WILLIAM A.

associate media director at McCann-Erickson, Inc., attended Calgate. He entered advertising with National Outdoor Advertising Bureau in 1927, as field man. He handles the following accounts: Westinghouse Electric, Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich, John Hancock Mutual Life Ins., Stegmaier Brewing Co.

FULLER, MARCELLEE J.

of Guild, Bascom & Bonfigli, Inc., was born Jan. 24, 1927. She is a graduate of U. of Calif. (BA) 1949, entered advertising with Brooke, Smith, French & Dorrance in 1953, as media asst., and held posts with Harrington-Richards. She is married. Her hobbies are skiing, golf and travel. She handles the following accounts: Ralston Purina Co., Best Foods, Tidyhouse Products, Mary Ellen's Jams & Jellies, Mother's Cakes & Cookies.

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GANS, JOSEPH C.

President of Joe Gans & Co., entered the advertising agency field with Thwing & Altman in 1947, as vice president and Radio TV director, and formed his own agency in 1958. He is married and has two children. He handles the following accounts: Time Magazine, American Heritage, Norkon Pharmaceutical, Inc.

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GARRABRANT, N. T.

media department head at North Advertising Agency, attended Northwestern. He entered advertising with Toni. He is married and has one daughter. He handles the following accounts: Englander Co., Gillette Labs, Jewel Tea, Phaezler Bros.

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GEFFERT, JAMES T.

of Cunningham & Walsh, Inc., was born April 2, 1930. He is a graduate of Penn State (BA) 1952, and entered advertising with Dowd, Redfield & Johnstone in 1954, as asst. to creative director. His hobbies are painting, photography, and athletics. He handles the following accounts: Texaco, Johns-Manville.

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GIEBEL, JOHN C.

of Grey Advertising Agency, Inc., was born Oct. 31, 1925. He is a graduate of N. Y. U. (BS), entered advertising with Young & Rubicam in 1949, in market research, and held posts with Dancer-Fitzgerald-Sample, Cunningham & Walsh, Benton & Bowles. He is married to Estelle McCarron and has one daughter. His hobbies are tennis and gardening. He handles the following accounts: The Greyhound Corp., GE.

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GOLDIS, SEYMOUR

of McCann-Erickson, Inc., was born Oct. 14, 1928. He is a graduate of N. Y. U. (BS) 1951, entered advertising with National Screen Service Corp. as production asst., and held posts with Lennen & Newell and J. Walter Thompson.

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GOULD, DORIS

of Product Services Inc., is a graduate of N. Y. U. (BS) 1951, entered advertising with Deutsch & Shea in 1944, as publicity writer, and held posts with C. J. LaRoche, Cecil & Presbrey, and J. D. Tarcher. Her hobbies are tennis, skiing, and sculpturing. She handles the following accounts: Continental Six Month Floor Wax, Technical Tape Corp.

GRAY, JOHN L.

of J. Walter Thompson Co., was born April 9, 1931. He is a graduate of Yale (BS), and entered advertising with J. Walter Thompson in 1957, as asst. time buyer. He is married to Cynthia A. Hunt and has one child. His hobbies are reading, photography, foreign affairs, tennis. He handles the Lever Bros. account. ★ ★ ★

GREY, EDWARD A.

director and senior vice president in charge of media operations at Ted Bates & Co., Inc., entered advertising in 1936. He has held posts with the Biow Co. ★ ★ ★

GRUBER, HERBERT

media director of Parkson Advertising, was born October 24, 1919. He graduated from C.C.N.Y. (BBA) in 1942, and entered advertising with The Biow Co. in media research. He is married and has two children. His hobbies are bridge, gardening. ★ ★ ★

HANSON, LEE C.

broadcast supervisor of MacManus, John & Adams, Inc., Bloomfield Hills, Mich., office, was born April 20, 1931. He is a graduate of Michigan State (BA) 1953, entered advertising with M. J. & A. in 1959, as time buyer, and held posts with stations WKMH, WILS, WILS-TV. He is married to Janet Good. His hobbies are sports and music. ★ ★ ★

HARABADIAN, LARRY N.

of Campbell-Ewald Co., is a graduate of the U. of Detroit (BS). He entered advertising with C-E in 1952, in the office service dept. He handles the following accounts: Chevrolet Motor Div. of General Motors, Kroger Co., Detroit Edison. ★ ★ ★

HAY, GRAHAM D.

associate head time buyer of Comptan Advertising, Inc., was born Sept. 10, 1926. He is a graduate of Missouri (BA) 1948, (BJ) 1949, and entered advertising with Biow Advertising in 1950, in media research. He is married and has one child. His hobbies are music and furniture making. ★ ★ ★

HELLER, DONALD K.

of N. W. Ayer & Son, Inc., was born April 29, 1931. He graduated from Dickinson (BA) in 1953, entered advertising with Warwick & Legler in 1953, as a clerk, and held posts with Al Paul Lefton. He is married to Barbara Lamb and has one child. His hobbies are sports, photography, reading. He handles the following accounts: Armour, John H. Breck, Inc., Hamilton Watch Co. ★ ★ ★

HILL, JACK

of N. W. Ayer & Son, Inc., was born March 23, 1928. He graduated from N. Y. U. (BA) in 1953, entered advertising with N. W. Ayer as research asst. analyst and held posts with Benton & Bowles. He is married to Joan Hansen. His hobbies are fishing, hillbilly music. He handles the following accounts: Plymouth, Cannon, Bostitch, Inc.

HOLLINGSHEAD, THOMAS J.

of Dancer-Fitzgerald-Sample, Inc., was born in 1929. He is a graduate of Missouri (BA), entered advertising in 1950, and has held posts with McCann-Erickson. He is married to Laura Bogert and has one child. ★ ★ ★

HOUGHNEY, DOROTHY T.

of Grey Advertising Agency, Inc., entered advertising with Biow Co. in 1945, in media research. Her hobbies are music and books. She handles the Procter & Gamble account. ★ ★ ★

HOWARD, MARY G.

of Gardner Advertising Co., was born in 1928. She entered advertising as a secretary, and has held posts of outdoor space buyer and estimator. She handles the following accounts: Pet milk, Ralston Purina, Monsanto Chemical Co., Grave Laboratories. ★ ★ ★

HUGHES, JOHN T.

of Kenyon & Eckhardt, Inc., was born March 6, 1928. He is a graduate of Manhattan College (BBA) 1949, entered advertising with Kelly-Nason in 1949, as an asst. in the media dept., and held posts with Cunningham & Walsh and Warwick & Legler. He is married to Anne O'Callaghan and has three children. His hobbies are basketball, softball and carpentry. ★ ★ ★

HUTCHINS, OTIS P.

of Doyle Dane Bernbach, Inc., was born July 5, 1932. He is a graduate of Colgate (BA) 1954, and entered advertising with DDB in 1956 as a trainee. His hobbies are photography and music. He handles the following accounts: American Export Lines, Chemstrand, Thom McAn, Volkswagen, Dreyfus Fund, Columbian Coffee Growers, Levy's Bread. ★ ★ ★

HUTSON, ANNE

media director of D'Arcy Advertising Co. of Los Angeles, was born Sept. 27, 1914. She entered advertising with D'Arcy in 1953, as secretary, and held posts with 20th Century-Fox Film Corp. Her hobby is golf. She handles the following accounts: Royal Crown Cola, Butter-Nut Coffee, General Tire & Rubber, General Teleradio. ★ ★ ★

JACKMAN, NORMAN G.

of Campbell-Ewald Co., was born in 1926. He attended Wayne U., and entered advertising in 1947. He is married to Helen Van Den Brauck and has four children. He handles the following accounts: United Motors Service, General Motors, Detroit Edison, National Bank of Detroit. ★ ★ ★

JAFFE, JEANE

of Doyle Dane Bernbach, Inc., entered advertising with Joseph Katz Co. in 1950, as media clerk, and held posts with J. Walter Thompson and Lennen & Newell. Her hobbies are writing and music. She handles the following accounts: Benson & Hedges, Alpine, ILGWU, Polaroid, IT&T, Lane Co., Ohrbachs, Bartons, Glendale, Clairol, Grolier, Wear Right, McCall's.

AGENCY TIME BUYERS

JOHNSON, ALLENE L.

media buyer of Kenyon & Eckhardt, Inc., was born Feb. 8, 1936. She entered advertising with Calif. Transit Adv. in 1956, as bookkeeper. Her hobbies are water skiing and hunting. She handles the following accounts: L. A. District Lincoln-Mercury Dealers Adv. Assn., Eastside Beer, Shell Oil Co.

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JOHNSON, HUGH H.

of Kudner Agency, Inc., was born Aug. 18, 1899. He attended Michigan State, entered advertising with Reo Motor Car Co. in 1922, as asst. advertising mgr., and held posts with Buick Motor Div. and Bell Aircraft Corp. He is married to Virginia Murner and has three children. His hobbies are golf and fishing. He handles the following accounts: Fisher Div. of GM, Colorforms, Sylvania, Arnold Bakers, Goodyear, Renault.

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JONES, EVELYN LEE

Business manager, Radio-TV at Donahue & Coe, Inc., was born August 4, 1910. She attended Rochester and Columbia, entered advertising with Donahue & Coe, Inc., in 1943, as copy writer, and held posts with various motion picture companies. She is married. Her hobbies are theatre and reading. She handles the accounts of MGM, Columbia Pictures, Allied Artists, Loew's Theatre, and other local N. Y. theatres.

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JONES, MARION A.

of Lennen & Newell, Inc., graduated from Elmira College (BA), and entered advertising with Compton Advertising in 1946, as an estimator and typist, and has held posts with Kastor, Farrell, Chesley & Clifford, Benton & Bowles, and Grey Advertising. Her hobbies are golf, reading, and sewing. She handles the following accounts: Armstrong Rubber Co., Reynolds Metals, American Gas Association, Paramount Pictures.

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KAHN, EDWARD D.

vice president of Victor A. Bennett Co., attended Northwestern. He entered advertising with a Boston agency. He is married and has two daughters. His hobby is golf. He handles the following accounts: Longine Watch Co., BOAC.

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KARLAN, ARTHUR E.

of J. Walter Thompson Co., was born June 11, 1925. He is a graduate of Illinois (BS), entered advertising with DCS in 1951, as space buyer, and has held posts with Benton & Bowles and Allied Stores. He is married to Elizabeth Cohen and has one child. His hobbies are song composing, record collecting, and bowling. He handles the following accounts: Eastman Kodak, Scott Paper Co., Boyle-Midway, Chesebrough-Pond's.

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KEARNS, JAMES

of Warwick & Legler, Inc., was born December 29, 1931. He attended N. Y. U., and entered advertising with Kenyon & Eckhardt in 1956, as estimator, and has also held posts with Dancer-Fitzgerald-Sample. He is married and has two children.

KEARNS, KEN

of Grey Advertising Agency, was born March 11, 1922. He is a graduate of the U. of California (BA), entered advertising with Compton Advertising, and held posts with Biow Adv. He is chief broadcast buyer.

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KELLY, THADDEUS S.

of McCann-Erickson, Inc., was born Jan. 23, 1924. He entered advertising with BBDO in 1940, and held posts with Cecil & Presbrey. He is married to Anne Fisher and has two children. He handles the following accounts: National Biscuit Co., Trans-Canada Airlines, Talon.

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KENNEDY, LOUIS J.

of Kenyon & Eckhardt, Inc., was born Nov. 20, 1925. He attended the U. of Pa., and entered advertising with A. E. Aldridge Assoc. in 1951 as advertising trainee. He handles the following accounts: Ford Inst., Mercury, Lincoln.

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KENNEY, PHILIP

vice president and associate media director of Kenyon & Eckhardt, Inc., entered advertising with Lever Bros. in 1939. He is married to Edna G. Brody and has four children. He is a member of the Darien Country Club, and his hobbies are gardening and golfing. He handles all accounts.

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KERWIN, LUCY

of Kenyon & Eckhardt, Inc., is a graduate of St. John's and Columbia, and entered advertising with K&E in 1941, as secretary. Her hobbies are swimming and reading. She handles the following accounts: Nabisco, Capital Airlines, Mead-Johnson.

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KIZENBERGER, PAUL F.

of N. W. Ayer & Son, Inc., was born Aug. 10, 1907. He entered advertising with H. K. McCann Co. in 1926 as a clerk, and held posts with Badger Brown-ing & Hersey. He is married to Julianna Wenzel and has one daughter. His hobbies are gardening, fishing, hunting. He handles the following accounts: Hills Bros., Pharmaco, International Corres. Schools, Armo Steel, Moore Bus. Forms, Container Corp.

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KOBZA, EDWARD A.

of Kenyon & Eckhardt, Inc., was born Nov. 18, 1927. He is a graduate of N. Y. U. (BS) 1953, and that year entered advertising with K&E as a clerk. He is married and has two children. His hobby is golf.

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KUTSCHE, ROBERT W.

of Lennen & Newell, Inc., was born April 22, 1927. He graduated from N. Y. U. (BA) in 1948, and entered advertising with Donahue & Coe in 1949, as a Radio & TV biller, and has also held posts with Benton & Bowles. He is married to Edna Kauffmann. His hobby is photography. He handles the following accounts: Corn Products—Mazola, Niagara & Karo.

LAFFEY, WILLIAM J., JR.

of Fuller & Smith & Ross, Inc., was born May 3, 1925. He is a graduate of N. Y. U. (BBA) 1952, entered advertising with Benton & Bowles in 1948, and held posts with Donahue & Coe, Inc. He is married and has four children. He handles the following accounts: Borden Chemical Co., C.I.T. Finance Corp., Hercules Powder Co., Paillard Products, Raytheon, Waring Products.

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LEIGHTON, BEN

of Campbell-Mithun, Inc., was born Feb. 8, 1917. He is a graduate of Hamline (BA) 1939, entered advertising with C-M in 1955, as production coordinator, and held posts with stations WEBC, WMIN, and KSTP. He is married to Verna L. Sundquist and has two children. His hobbies are swimming, sailing, and reading. He handles the following accounts: Northwest Orient Airlines, McCulloch Corp., Our Own Hardware.

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LEONARD, DONALD E.

director of media at Fuller & Smith & Ross, Inc., was born Nov. 29, 1926. He is a graduate of Columbia (BS) 1950, entered advertising with Marschalk & Pratt in 1946, as Radio-TV field rep., and held posts with McCann-Erickson and W. B. Doner. He is married to Jane Grey and has three children. His hobbies are gardening, music, and reading. He handles all accounts.

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LEVITAS, BERNICE

chief time buyer, Foote, Cone & Belding, Los Angeles, was born Sept. 26, 1922. She attended Northwestern, entered advertising with Vick Knight in 1948, as time buyer, and held posts with NBC. She handles the following accounts: Tidewater Oil Co., Sunkist Growers, Inc., Purex Corp., Hughes Aircraft.

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LEWIS, JAY J.

assistant spot buyer of Compton Advertising, Inc., was born Aug. 11, 1938. He is a graduate of U. of Pa. (BS), and entered advertising with Compton in 1959, as media trainee. His hobby is tennis. He handles the following accounts: Duncan Hines, Gleem, Ivory Bar & Liquid, Duz, Socony, El Producto Cigars, Sterling Drugs.

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LOEB, MILTON S.

of Shaller-Rubin Co., was born Jan. 19, 1933. He is a graduate of N. Y. U., entered advertising with Irving Davis A.A., in 1956, as an artist, and held posts with Armand Prusmack Assoc. His hobby is skiing. He handles the following accounts: Thayer Labs, Eagle Pencil Co., Reed & Carnrick, G. W. Carnrick.

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MacMULLAN, DOUGLAS T.

of Compton Advertising, Inc., was born Jan. 29, 1932. He is a graduate of Georgetown (BS), and entered advertising with Compton in 1957, as media trainee.

MANELOVEG, HERBERT D.

of Batten, Barton, Durstine & Osborn, Inc., was born Jan. 25, 1925. He is a graduate of Pittsburgh (BA) 1948, entered advertising with WOR in 1949, as a researcher, and held posts with Parade Magazine and Benton & Bowles. He is married and has two children. He handles the following accounts: Campbell Soup, Bristol-Myers, Coty, Penick & Ford, Armstrong.

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MARS, JANE

media buyer of Kenyon & Eckhardt, Inc., was born Aug. 8, 1927. She is a graduate of UCLA (BA) 1948, and entered advertising with Fortnight Magazine in 1953, as production mgr. She handles the following accounts: Max Factor & Co., Reddi-Wip.

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MARSHALL, FRANK F.

of J. Walter Thompson Co., was born Sept. 2, 1924. He graduated from Holy Cross (BS) in 1948, Harvard Bus. School (MBA) in 1950, entered advertising with J. Walter Thompson in 1951, and held posts with Stern Bros. Dept. Store. He is married to Lois J. Metcalf and has three children. His hobbies are gardening, sports, bridge. He handles the Lever Bros. account.

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MARSICH, JOHN PAUL

of Kudner Agency, Inc., was born Oct. 14, 1916. He is a graduate of N. Y. U. (BS) 1939, and entered advertising with NBC in 1940, as research asst. He is married to Gaye Reed. He is a member of the Plandome Country Club, and his hobbies are music, golf, and automobiles. He handles the following accounts: Renault, Arnold Bakers, Colorforms, Fisher Body Div. of GM, Sylvania.

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MARTI, RUDOLPH O.

of Campbell-Mithun, Inc., was born Dec. 15, 1926. He entered advertising with Radio KPNP, Pampa, Tex., in 1946, as announcer, and held posts with KMMT-TV, Austin, Minn. He is married to Eva Lamere and has four children. His hobbies are bowling, bridge, fishing and hunting. He handles the following accounts: Malt-O-Meal, Top Value Stamps, Nash Coffee, Allied Van Lines, N. W. Bank.

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MARTIN, FRANK

of Cunningham & Walsh, Inc., was born July 29, 1932. He is a graduate of Holy Ghost College of Phila., 1953, and entered advertising with Kenyon & Eckhardt in 1956, as time buyer. He is married to Kathleen Curran. He is a member of the Red Cross. and his hobby is woodcrafts.

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MARTINEZ, HOPE

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 29, 1920. She entered advertising with BBDO in 1945, in the accounting dept. She is married to John Anzolin and has one child. She handles the following accounts: American Tobacco Co., Philco, National Cranberries, Pan American Coffee.

AGENCY TIME BUYERS

MATTHEWS, WILLIAM E.

vice president and director of media relations at Young & Rubicam, attended Baylor and Missouri. He entered advertising with Y&R in 1944.

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MATZ, STANLEY

research director at North Advertising Agency, entered advertising with General Paint & Varnish Co., as advertising mgr. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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McAULAY, PEG

of J. Walter Thompson Co., was born Aug. 2, 1932. She attended N. Y. U., entered advertising with Compton Advertising in 1950, as media research asst., and held posts with Dancer-Fitzgerald-Sample. She is married to Stephen F. Byrd. Her hobbies are sculpturing and reading. She handles the Standard Brands, Inc., account.

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McEVROY, NEWMAN F.

of Cunningham & Walsh, Inc., was born April 7, 1904. He is a graduate of Catholic U., 1926. He handles the following accounts: Texaco, Sunshine Biscuits, Inc., American Machine & Foundry Co., Andrew Jergens.

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McGIVNEY, WILLIAM

of Compton Advertising, Inc., was born Jan. 7, 1931. He is a graduate of St. John's (BBA), and entered advertising with Compton in 1957, in media research. His hobbies are skiing and community theatre. He handles the following accounts: Duz Soap & Detergent, Royal Drene, Sterling Beer, Hotpoint Appliances, Schick Safety Razor.

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McKEEVER, CHARLES R.

network media supervisor at Batten, Barton, Durstine & Osborn, Inc., was born Sept. 5, 1926. He attended Pace College, entered advertising with Grant Advertising in 1946, and held posts with Walter Weir and William Esty. He is a member of AAAA, and his hobbies are hunting and fishing.

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McMICHAEL, MICKEY

of Batten, Barton, Durstine & Osborn, was born May 27, 1927. He is a graduate of Union (BA) 1949, and entered advertising with DuMont TV network in 1950, as billing supervisor. His hobbies are golf and finance. He handles the following accounts: General Mills, N. Y. Telephone, Curtis Circulation.

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MILLER, DONALD

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 26, 1933. He is a graduate of Cincinnati (BA), entered advertising with ABC in 1954, as biller, and held posts with N. W. Ayer. His hobbies are boating, golf, and basketball. He handles the following accounts: Bristol-Myers, Wiedemann Brewing Co., Patan Co., Pioneer Ice Cream Div. of Barden Co., Sanotone, Cigar Institute of America.

MILLER, HAROLD

vice president and associate media director of Benton & Bowles, is a graduate of C.C.N.Y. (BS). He is past president of the Radio & TV Research Council of New York, and a member of the Advertising Research Foundation's Radio-TV rating review committee. He is married and has two children.

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MOLEMA, MARTIN H.

of Batten, Barton, Durstine & Osborn, Inc., was born May 7, 1927. He is a graduate of Kenyon College (BA) 1950, and entered advertising with Lennen & Newell in 1953, as media biller. He is married. His hobby is photography. He handles the Chrysler and East Co. accounts.

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MORTON, ROBERT

of Kenyon & Eckhardt, was born Nov. 19, 1926. He is a graduate of N. Y. U. (BS) 1954, and entered advertising with Cohen, Dowd & Aleshire in 1955, as estimator. He is married and has two children. His hobbies are golf and chess. He handles the following accounts: Ford Inst., LMDA, Mercury.

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MURRAY, MAL

of Kudner Agency, Inc., was born June 12, 1933. He is a graduate of Lehigh (BS), entered advertising with BBDO in 1955, as trainee, and held posts with Ted Bates. He is married and has two children. He is a member of the N. Y. Athletic Club, and his hobby is sports. He handles the following accounts: Renault, Sylvania, Fisher Div. of GM, Goodyear, Colorforms, Arnold Bakers.

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NASSE, BETTY

of Grey Advertising Agency, Inc., entered advertising with J. Walter Thompson in 1947, as secretary. She has held posts with Joseph Katz Co., H. B. Humphrey Co., and Dowd, Redfield & Johnstone, Inc. Her hobby is collecting old china and silver. She handles the following accounts: Hudson Pulp & Paper Corp., Ideal Toy Co., Hassenfeld Bros., R. H. Macy.

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NEUGEBAUER, RALPH J.

of Gardner Advertising Co., was born in 1928. He is a graduate of Missouri (BA), and joined Gardner in 1956, as assistant media group supervisor.

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NYBORG, RICHARD V.

of J. Walter Thompson, was born March 22, 1930. He is a graduate of Bryant College (BS) 1951, entered advertising with Time, Inc. in 1953, in market research, and held posts with Procter & Gamble Co. His hobbies are sports and automobiles. He handles the Lever Bros. Co. account.

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OCHS, MALCOLM B.

of Grey Advertising Agency, was born Jan. 10, 1933. He is a graduate of N. Y. U. (BS, MBA), and entered advertising with Dancer-Fitzgerald-Sample in 1955, as media analyst. He is married to Libby Pescavitz and has one child. His hobbies are photography and gardening. He handles the following accounts: The Mennen Co., Big Top Peonut Butter.

O'KUNE, CAROL

of Batten, Barton, Durstine & Osborn, Inc., was born April 14, 1934. She is a graduate of Queens College (BA) 1955, entered advertising with BBDO in 1956, as secretary, and held posts with George P. Hollingbery Co. She handles the following accounts: Campbell Soup, GE.

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O'NEILL, DESMOND C.

of Kenyon & Eckhardt, Inc., was born Feb. 20, 1922. He graduated from Dartmouth in 1945, and entered advertising with Young & Rubicam in 1947, as acct. co-ordinator, and held posts with Bryan Houston, Inc. He is married and has one child. His hobbies are photography, painting and reading. He handles the following accounts: Capital Airlines, Quaker State Oil Co., Mead-Johnson.

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PALMER, ROBERT

of Cunningham & Walsh, Inc., was born July 16, 1930. He attended Fordham, entered advertising with Kenyon & Eckhardt in 1954, as estimator, and held posts with ABC-TV, Conklin Mann Co. He is married. His hobbies are photography, bowling and tennis. He handles the following accounts: American Chain & Cable, American Cyanamid, Italian Line, Jaguar Cars, Smith-Corona-Marchant, Southern Railway, Watchmakers of Switzerland.

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PANELLA, MARTHA G.

of N. W. Ayer & Son, Inc., graduated from Columbia U. (BS) in 1953, entered advertising with Al Paul Lefton in 1954, as time buyer, and held posts with Goodson & Todmann, and Warner Bros. She is married. Her hobbies are designing and making jewelry, ice skating, and modeling. She handles the following accounts: Pharmaco, French Lines, Whitman Chocolates, Armour, Sugar Creek Creamery.

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PAPE, ROBERT H.

Canadian supervisor & U. S. buyer of Compton Advertising, Inc., was born April 4, 1931. He is a graduate of Nichols (ABA) 1955, and entered advertising with Compton in 1956, in media research. He is a member of Siwanoy Country Club of Bronxville, and his hobbies are bowling, art, and photography. He handles the following accounts: Canadian P & P, Crisco, Cunard, Scott.

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PARDOLL, ARTHUR S.

group media supervisor of Foote, Cone & Belding, Inc., was born in 1913. He is a graduate of Yale (BA). He is married to Mary Kikoin and has three children. He handles the following accounts: Clairol, Lever Bros., Imperial Margarine, Pepsodent Paste, Antiseptic and Brushes, Sprezz, Norwich Pharmacal, Savarin.

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PARKER, DOUGLAS S.

of N. W. Ayer & Son, Inc., was born May 21, 1924. He graduated from Princeton in 1946, entered advertising with Ward Wheelock Co. in general Radio-TV work, and held posts with Al Paul Lefton Co. He is married to Virginia C. Barba and has two children. His hobbies are sports, golf.

PASSMORE, JOHN J.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Detroit, and entered advertising with C-E in 1948, as manager of magazine scheduling dept. He handles the following accounts: Firestone Tire & Rubber Co., Goebel Brewing Co.

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PELENZ, WILLIAM D.

of McCann-Erickson, Inc., was born in 1925. He is a graduate of Syracuse (BS) 1949, and entered advertising with McCann-Erickson in 1951. He handles the following accounts: Mennen Co., Chesebrough-Pond's, Inc., Nestle Co., Owens-Corning Fiberglas Corp.

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PERKINS, CHRISTINE M.

of MacManus, John & Adams, Inc., was born July 22, 1924. She attended Wilkes-Barre Business College, entered advertising with Cowan & Dangler in 1947, as media & space buyer, and held posts with Nursing World and Donahue & Coe. Her hobbies are theatre, sewing, and reading. She handles the following accounts: U. S. News & World Report, Riechhold Chemicals, U. S. Air Force, White Rock Corp., S. B. Thomas.

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PETER, GEORGE

of Cunningham & Walsh, Inc., was born Sept. 29, 1935. He attended C.C.N.Y., and entered advertising with C&W in 1956, as estimator. His hobbies are skiing, boating, swimming, golf, and reading. He handles the following accounts: American Machine & Foundry, Thos. Caak & San, Decca Records, E. R. Squibb & Sons, 21 Brands, Inc.

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PETERS, JOYCE

of Mogul, Williams & Saylor, Inc., attended Drake Business College. She entered advertising with Harry B. Cohen in 1952, as asst. time buyer, and held posts with Katz Agency and American Bestg. Co. Her hobbies are boating and bowling. She handles the following accounts: Barney's Clothes, Barricini Candy Corp., Costa Ice Cream, Breakstone, Gold Medal Candy, National Shoes, Tintex, Regal Shoes, Ronzoni Macarani.

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PETTICK, BEN

of Product Services, Inc., was born April 19, 1916. He entered advertising with Product Svcs. in 1954, as regional director. He is married and has three children. His hobbies are cards, hiking and camping. He handles the following accounts: Roto-Broil, Continental, Tech. Tape Corp.

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PICKETT, RICHARD C.

of Foote, Cone & Belding, was born Sept. 30, 1929. He is a graduate of Fordham (BA) 1952, and entered advertising with William Esty in 1954, as time buyer. His hobbies are golf and sailing. He handles the following accounts: Lever Bros. Co., S. A. Schonbrunn & Co.

AGENCY TIME BUYERS

POLOKOFF, BEVERLY

media buyer of Kenyon & Eckhardt, Inc., was born May 3, 1930. She attended Missouri, entered advertising with Allmayer, Fox & Reshkin in 1957, as media asst., and held posts with Frank Moreland Adv. She handles the following accounts: Caltex Distributors, Inc., Reddi-Wip & Top Wip.

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POTTER, HOWARD

of Compton Advertising, Inc., was born in May, 1931. He is a graduate of Williams (BA) 1953, and entered advertising with Compton in 1958, as asst. time buyer. He handles the following accounts: P & G Canada (7 Brands).

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RAMBERG, ARNE N.

of N. W. Ayer & Son, Inc., was born March 13, 1930. He attended Pace College, entered advertising with Lynn Baker in 1949, as office boy, and held posts with Paul Venze Assoc., and W. B. Doner & Co. He is married and has one child. His hobbies are oil painting, bowling, softball, and golf. He handles the following accounts: Corning Glass Works, Mich. Bell Tel. Co., G. E. Telechron, American Optical Assoc., Ill. Bell Tel. Co., Johnson & Johnson.

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RANDALL, ALEXANDER J.

of Cunningham & Walsh, Inc., was born Oct. 18, 1926. He is a graduate of Boston U. (BS) 1954, and entered advertising with N. W. Ayer in 1955. His hobby is photography. He handles the following accounts: American Machine & Foundry, Sunshine Biscuits, Inc.

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RASMUSSEN, BERNARD G.

of Fuller & Smith & Ross, Inc., was born May 27, 1919. He is a graduate of Fordham (BS) 1946, entered advertising with Ruthrauff & Ryan in 1946, as asst. time buyer, and held posts with Seagram Distillers. He is married to Mary Dooley and has five children. He handles the following accounts: Aluminum Co. of America, Libbey-Owens-Ford Glass Co., Commercial Solvent Corp., Edison Electric Institute, Sterling Silversmiths, Hercules Powder Co., Hans Holterbosch, Plymouth Cordage Co.

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REED, ALLAN

of Grey Advertising Agency, Inc., was born March 19, 1929. He is a graduate of Pace College (BBA), and entered advertising in 1947. He is married and has one child. His hobbies are golf and photography. He handles the following accounts: Block Drug, Palm Beach.

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REINECKE, WALTER

of Batten, Barton, Durstine & Osborn, Inc., was born May 24, 1931. He attended the U. S. Naval Academy, and entered advertising with William Esty Co. in 1949. He is married to Marianne Kraemer and has two children. He handles the following accounts: E. I. Du Pont, U. S. Steel, Shaeffer Pen Co., Westclox, Rexall Drug Co., Coty, General Mills.

REISENBACH, SANFORD E.

of Grey Advertising Agency, Inc., was born May 13, 1932. He is a graduate of N. Y. U. (BS), entered advertising with Dancer-Fitzgerald-Sample in 1952, as a trainee, and held posts with Transportation Displays and S. R. Leon Co. He is married and has one child. He handles the following accounts: Commonwealth Shoe, Hat Corp. of America, Lily Tulip Corp., Youngstown Kitchens, Topps Chewing Gum, Industrial Rayon Corp.

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RENFRO, HARRY K.

director of Radio & Television for D'Arcy Advertising Co., St. Louis office, was born in 1915. He entered the advertising field in 1951. He is married and has one child. He handles the following accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuory Norris Mfg.

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RIEMENSCHNEIDER, ROBERT R.

chief time buyer of Gardner Advertising Co., was born in 1928. He is a graduate of Northwestern (BS), entered advertising with Schwimmer & Scott, Inc., in 1950, as copywriter, and has held posts with North Advertising. He is married to Polly Caylor and has three children.

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RIND, NATE

of Doyle Dane Bernbach, Inc., was born Feb. 28, 1931. He is a graduate of Brooklyn College (BA) 1953, (MA) 1957, and entered advertising with Foote, Cone, & Belding in 1956, as media research asst. He is married and has one child. His hobby is books. He handles the following accounts: Utica Club Beer, Goodman's Noodle Products, Salada Tea, Five-Day deodorant.

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ROBINSON, DIANE

of Guild, Bascom & Bonfigli, Inc., was born Oct. 29, 1933. She is a graduate of Smith (BA) 1955, and entered advertising with Campbell-Mithun in 1956, as media asst. She is a member of the Jr. League. She handles the Ralston Purina Co.

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ROFFIS, MURRAY

of McCann-Erickson, Inc., was born March 5, 1926. He is a graduate of Cornell (BA) 1948, entered advertising with Compton Advertising as a print buyer, and has held posts with Maxon, Inc. He is married to Adele Jacobs. He handles the following accounts: Ajax Cleanser, Coca-Cola, Westinghouse.

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ROLFES, FRANK P.

of Campbell-Mithun, Inc., was born Feb. 6, 1929. He is a graduate of Loyola of Chicago (BA) 1950, U. of Chicago (MAB) 1958, entered advertising with CBS Radio in 1954, as sales service mgr., and held posts with Blair-TV Assoc. and Katz Agency. He is married to Julie K. Young. He is a member of the Illinois Athletic Club, and his hobbies are skiing, handball and golf.

ROSS, DONALD M.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born May 2, 1928. He entered advertising with SSC&B in 1956, as media research assistant. His hobbies are designing and constructing settings for model theatre, theatre-going, and making home movies. He handles the following accounts: Whitehall Pharamacal Co. — Bisodol, Infrarub, Duplexin; Block Drug Co.—Nytol, Py-Co-pay tooth brushes, green mint, CD-60; Bulova Watch Co., This Week Magazine.

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SACKS, ALLAN G.

of J. Walter Thompson Co., was born April 15, 1928. He is a graduate of C.C.N.Y. (BBA) 1949, (MBA) 1955, and entered advertising with J. Walter Thompson in 1949, in research. He is married to Sally Rutstein. His hobby is folk music. He handles the Ford Division account.

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SANDBERG, CARL

assistant time buyer of Compton Advertising, Inc., was born June 19, 1937. He is a graduate of Seton Hall (BS) 1958, and entered advertising with Compton in 1959, as trainee. His hobbies are golf, bowling, politics, basketball, and the saxophone. He handles the following accounts: Crisco, Comet Duncan Hines, Gleem, Ivory Soap & Liquid.

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SANNO, ALFRED R.

media group supervisor at McCann-Ericksan, Inc., was born in 1925. He is a graduate of Dartmouth (BA) 1946, entered advertising with Young & Rubicam in 1948, and later held posts with BBDO. He is married to Linda Ciccarelli and has one child. He handles Chesterfield and Oasis.

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SANTONI, WILLIAM

of Cunningham & Walsh, Inc., was born Aug. 27, 1929. He is a graduate of Florida (BS), entered advertising with Ruthrauff & Ryan in 1955, as media statistician, and held posts with Dancer-Fitzgerald-Sample. He is married to Amy Rivers and has one child. He handles the following accounts: Texaco, Johns-Manville, Automotive Manuf. Assoc.

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SAWYER, SEWALL C. II

of Lennen & Newell, Inc., was born August 21, 1930. He graduated from Dartmouth (BA), and entered advertising with William Esty Co. in 1955, as media trainee. His hobbies are skiing, golf, and bridge. He handles the following accounts: Colgate-Palmolive Co. — Ad, Lustre-Creme, Vel Liquid.

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SCHINZING, PAT

assistant media group supervisor and buyer of Gardner Advertising Co., was born in 1929. She entered advertising with Gardner in 1947, as secretary, and held the positions of estimator and outdoor buyer, before assuming her present post.

SCHOENFELD, JAY B.

broadcast supervisor at McCann-Erickson, Inc., was born April 16, 1930. He attended C.C.N.Y., and entered advertising with Ted Bates. He handles the following accounts: Avis, Corn Products, Esso, Lehn & Fink and Pertussin.

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SCHUEBEL, REGGIE

vice president of Guild, Bascom, Bonfigli, Inc., entered advertising with Duane Jones Co. in 1942, as radio director. He held posts with Biow Co. and Norman, Craig & Kummel. His club affiliations are RTES and Radio Pioneers.

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SENATORE, CARRIE

of J. Walter Thompson Co., was born March 12, 1929. She entered advertising with BBD & O in 1947, as secretary. Her hobbies are dramatics and skiing. She handles the following accounts: Standard Brands—Chase & Sanborn.

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SEYDEL, VICTOR

of Anderson & Cairns, Inc., was born March 9, 1909. He entered advertising with Walker & Downing in 1942, as eastern director of Radio and has also held posts with Anderson, Davis & Platt. He is married to Harriet E. Hann, and has two children. His club affiliations are The Player's Club, RTES, Huntington Yacht Club, and his hobbies are boating, fishing, and reading. He handles the following accounts: Alderney Dairy, Abarn's Coffee, White Rose Tea, Dow Corning Corp., Dynel Div. Union Carbide, Volvo, Merriam-Webster Dictionaries.

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SHAHINIAN, DOROTHY

of Fuller & Smith & Ross, Inc., is a graduate of Syracuse (BA) 1949, and entered advertising with F&S&R in 1953, as estimator. Her hobbies are piano and golf. She handles the following accounts: Commercial Solvents Corp., Grumman Aircraft, Ruberoid Co., Soundsciber.

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SHAPIRO, PAULE

of MacManus, John & Adams, Inc., was born June 11, 1932. She is a graduate of Boston U. (BS) 1953, and entered advertising with Sackel Co. as media buyer. Her hobbies are theatre arts, reading, water skiing, crossword puzzles, and languages. She handles the following accounts: Chas. Pfizer & Co., Garrett & Co., Riggio Tobacco, Good Humor, Hydrometals, Inc.

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SHEPPARD, RICHARD

of MacManus, John & Adams, Inc., was born March 19, 1932. He is a graduate of Wooster (BA) 1954, entered advertising with Brooke, Smith, French & Dorrance in 1956, as traffic coordinator, and held posts with W. B. Doner. His hobbies are swimming, music, and theatre. He handles the following accounts: Cadillac, Kresge, Detroit Times, Michigan Consolidated Gas, Packer Pontiac.

AGENCY TIME BUYERS

SHIMA, JOHN F.

of Kenyon & Eckhart, Inc., was born Nov. 28, 1929. He attended N. Y. U., entered advertising with Kenyon & Eckhardt in 1947, as checking clerk, and held posts with Crowell-Collier Pub. Co. His hobbies are music, photography and sailing. He handles the Lever Bros. Co. account.

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SIMKO, GEORGE J.

of Kenyon & Eckhardt, Inc., was born Oct. 19, 1935. He entered advertising with K&E in 1953. His hobbies are golf, tennis, swimming and skiing. He handles the Lever Bros. Co. account.

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SIMMONS, PENELOPE A.

of Foote, Cone & Belding, Inc., entered advertising with Federal Adv. Agency as secretary. Her hobby is photography. She handles the following accounts: Lever Bros. Co., Clairal, Inc.

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SLATTERY, ANNE H.

of Batten, Barton, Durstine & Osborn, Inc., was born March 21, 1928. She is a graduate of College of New Rochelle (BA) 1948, entered advertising with Geyer, Newell & Ganger in 1950, and held posts with Robert B. Grady Co., and CBS TV Network. She is married to Robert Bayley. Her accounts are American Tobacco Co., Armstrong Cork, Philco, Pittsburgh Plate Glass.

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SOWAAL, MARGUERITE

media buyer, of Fuller & Smith & Ross, was born Jan. 25, 1928. She attended MSU, and entered advertising with Stromberger. LaVene, McKenzie in 1955, as media assistant. She is married and has three children. Her hobbies are reading, writing and music. She handles the following accounts: McCulloch Motors & International, GE Dealers of So. Calif., Occidental Life Ins. Co., Pacific Tile & Porcelain Co., Capital Co.

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SPRUYTENBURG, FRED

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born July 22, 1932. He graduated from Pace (BBA), and entered advertising with SSC & B in 1956, as assistant time buyer. He handles the following accounts: American Tobacco Co.—Pall Mall Cigarettes, Holf & Half Smoking Tobacco, La Corona.

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STARK, JOAN G.

of Grey Advertising Agency, Inc., was born July, 1931. She attended Ohio State, entered advertising with William H. Weintraub in 1950, as time buyer, and held posts with Harris & Whitebrook. Her hobbies are horseback riding, tennis, and collecting jewelry. She handles the following accounts: Chock Full O'Nuts, Chunky Chocolate, Lionel, Ideal, Macy's, Hudson, Ward Hassenfeld, Hoffman, Krueger, Wm. Wrigley.

STONE, ROBERT M.

of Compton Advertising, Inc., was born April 3, 1934. He is a graduate of Michigan State (BA), and entered advertising with Compton in 1959, as media trainee. He is married and has two children. His hobbies are golf, reading, music, and athletics. He handles the following accounts: Gleem, Crisco, Mobil Oil, General Baking Cheesebrough.

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STUMBO, PHILIP A.

of McCann-Erickson, Inc., was born August 17, 1934. He attended Fordham and C.C.N.Y., entered advertising with Biow-Beirn-Toigo in 1954, as Radio-TV spot biller, and held posts with WABC-TV, Ted Bates. His hobbies are skiing, opera, theatre, ice skating and tennis. He handles the following accounts: National Biscuit Co., Bulova Watch, Westinghouse Electric, John Hancock, Look—Cowles Magazines.

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SULLIVAN, JEANNE

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Oct. 4, 1924. She entered advertising with Duane Jones, Co. in 1954, as secretary, and has held posts with Reggie Schuebel, Inc., and Norman, Craig & Kummel. She handles the following accounts: Carter Products — Rise Shave Cream; Lever Brothers—Breeze Detergent.

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SWICK, THOMAS F.

media group supervisor of McCann-Erickson, Inc., was born in 1920. He is a graduate of Dartmouth (BA), and entered advertising with Campbell Ewald Agency in 1950, as a media buyer. He handles the following accounts: Essa Standard Oil Co., Gilbert & Barker Manuf. Co., Penola Oil Co.

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TASHJIAN, EDWARD

of Mogul, Williams & Soyler, Inc., was born in 1930. He attended N. Y. U., and entered advertising with Emil Mogul Co. in 1950, as production dept. asst. He is married to Louise Ayvazian and has two children. He handles the following accounts: Revlon, Esquire Boot Polish.

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THULIN, KATHERINE

of Campbell-Mithun, Inc., was born Oct. 1, 1931. She is a graduate of Minnesota (BA), and entered advertising with Bulmer-Johnson in 1953, as secretary. Her hobby is skiing. She handles the following accounts: Larsen Co., Northern States Power Co., Minneapolis Symphony.

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TREA, RICHARD

of Kenyon & Eckhardt, Inc., was born Nov. 17, 1926. He is a graduate of Dickinson (BA) 1952, entered advertising with Benton & Bowles in 1952, as media research analyst, and held posts with Carl S. Brown Co., Inc. He is married and has one child. He handles the following accounts: Harold F. Ritchie, National Biscuit Co., Pepsi-Cola Co.

TRONICK, LEONARD

of Donahue & Coe, Inc., was born Oct. 7, 1931. He is a graduate of L. I. U. (BS), entered advertising with Grey Advertising in 1955, as estimator, and has held posts with Lennen & Newell. He is married to Lois Stroch and has two children. He handles the following accounts: E. R. Squibb & Sons, E. F. Drew & Co., Scripto.

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TULLY, TIM

of Compton Advertising, Inc., was born May 10, 1932. He is a graduate of Williams (BA), and entered advertising with Ted Bates in 1958, as mail-room trainee. His hobbies are theatre and tennis. He handles the following accounts: Duncan Hines, Drene.

★ ★ ★

TWIDDY, JOHN W.

of MacManus, John & Adams, Inc., was born Dec. 2, 1931. He attended Western Maryland College, entered advertising with Foote, Cone & Belding in 1955, as asst. media buyer, and held posts with TV Guide. He is married to Mary Kraft and has one child. He handles the following accounts: S. A. Schanbrunn & Co., S. B. Thomas, White Rock Corp., Van Munching Imports, U. S. Air Force.

★ ★ ★

VERNON, FRANK J.

of Cunningham & Walsh, Inc., was born March 4, 1933. He is a graduate of Penn State (BA), and entered advertising with C&W in 1959, as estimator. He is married to Annette Galbavy and has one child. His hobbies are reading and sports. He handles the following accounts: American Cyanamid Co., Watchmakers of Switzerland.

★ ★ ★

VITT, SAM B.

media supervisor of Doherty, Clifford, Steers & Shenfield, was born Oct. 23, 1926. He is a graduate of Dartmouth (BA) 1950, entered advertising with CBS in 1950, as a trainee, and has held posts with Benton & Bowles. He handles the following accounts: Bristol-Myers, Grove Labs, Paton McCormick, The Borden Co., Sonatone, Chemway, Noxema, Standard Triumph.

★ ★ ★

VORCE, RICHARD J.

of J. Walter Thompson Co., was born in 1926. He is a graduate of Syracuse (BA), and entered advertising with Wildrick & Miller, Inc. in 1951, as a trainee. He is supervisor of the Ford Dealer spot Radio-TV account.

★ ★ ★

WALLOWER, TED P.

of Batten, Barton, Durstine & Osborn, Inc., was born Jan. 21, 1918. He is a graduate of Missouri (BA) 1939, entered advertising with Birmingham Castleman in 1948, in accounting, and held posts with Morey Humm & Johnstone. He handles the following accounts: Du Pant, Penick & Ford, United Fruit, Pfeiffer's.

WALSH, DOLAN J.

of D'Arcy Advertising Co., St. Louis office, attended St. Louis U. He entered advertising with D'Arcy in 1951, in the outdoor dept. He is married and has one child. He handles the following accounts: Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe.

★ ★ ★

WERMAN, HERBERT J.

of Grey Advertising Agency, Inc., was born Sept. 6, 1930. He is a graduate of Upsala (BBA) 1956, and entered advertising that year with Dancer-Fitzgerald-Sample. His hobbies are reading, music, and bowling. He handles the following accounts: Chock Full O'Nuts, Krueger Brewing, Hoffman Beverage.

★ ★ ★

WEYMOUTH, E. G., JR.

of Kudner Agency, Inc., was born Aug. 15, 1917. He attended Lehigh, entered advertising with Kudner in 1939, as trainee, and held posts with Colgate-Palmolive Co. He is married to Rachel Williams and has two children. He is a member of the Bronxville Field Club and the Rear Guards. He handles the following accounts: Renault, Sylvania, Arnold Bakers, Goodyear, Fisher Div. of GM, Colorforms.

★ ★ ★

WHITE, WILLIAM G.

of Cunningham & Walsh, Inc., was born Oct. 24, 1918. He is a graduate of U. of Toronto (BA), entered advertising with CFRB in 1939, in sales, and held posts with Benton & Bowles and Pedler & Ryan. He is married to Patricia Anderson and has three children. His hobby is community activities.

★ ★ ★

WIDHOLM, ROBERT

of Doherty, Clifford, Steers & Shenfield, was born March 21, 1924. He is a graduate of Dartmouth (BA) 1947, and entered advertising with Lennen & Mitchell in 1948, as trainee. He handles the following accounts: Bristol-Myers, Borden Co., McCormick Co., Noxzema Chemical Co., Eastman Chemical Co.

★ ★ ★

WILBUR, HELEN M.

of Grey Advertising Agency, Inc., attended Brooklyn College and Columbia. She entered advertising with the N. Y. Times, and held posts with Pedlar & Ryan, Doherty, Clifford, Steers & Shenfield. She handles the following accounts: Benrus, Block Drug, GE, Greyhound, NBC, Norex, Palm Beach, Phillips-Van Heusen, Westinghouse.

★ ★ ★

WILSON, EDWIN F.

of McCann-Erickson, Inc., joined the media dept. of A. W. Erickson in 1920, and was media director of McCann-Erickson from 1930 to 1945. He handles the following accounts: Atlas Supply Co., Borrett Div., Canadian National Railroad, Durene Association, National Biscuit Co., Talon, Inc., Trans Canada Airlines.

AGENCY TIME BUYERS

WOLF, ALICE J.

of N. W. Ayer & Son, Inc., was born March 16, 1925. She graduated from Miami U. (O), entered advertising with J. Walter Thompson as secretary, and has held posts with Grey Adv. Agency and Dowling Adams, Inc. She is married to Seymour Kiel. Her hobbies are photography, coaking, deep-sea fishing, and travelling. She handles the following accounts: United Air Lines, Avondale Mills, Hilton Credit Cards, James Lee & Sons, Peoples Drug Co.

★ ★ ★

WOLFE, ROBERT D.

vice president in charge of Radio-TV, west coast, Grey Advertising Agency, Inc., was born Nov. 14, 1912. He is a graduate of Brown (PhB) 1934, entered advertising with Young & Rubicam in 1938, as script writer, and held posts with Kenyon & Eckhardt, Hicks & Greist, John W. Shaw Adv., Peck Agency, and Sweets Co. of America. He is married to Jeannette Scott and has two children.

★ ★ ★

WRIGHT, RICHARD C.

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 12, 1923. He is a graduate of the U. of Pa. (BS) 1944, entered advertising with Ward Wheelock Co., and held posts with Storer Bestg. Co. He is married and has two children. He is a member of the N. Y. Media Planners, and handles the following accounts: Lucky Strike, Valiant, DeSoto.

★ ★ ★

ZIEGEL, LEONARD

assistant spot buyer of Compton Advertising, Inc., was born Jan. 23, 1933. He is a graduate of CCNY (BBA), and entered advertising with Compton in 1959, as media trainee. He is married to Norma Nemeth and has one child. His hobby is photography. He handles the following accounts: Duz, Ivory Soap, El Producto Cigars, Sterling Beer, Yankee Beer.

★ ★ ★

ZIEGLER, ISABEL

media supervisor of N. W. Ayer & Son, Philadelphia, is a graduate of Simmons College. She entered advertising with J. Walter Thompson as an assistant time buyer.

★ ★ ★

ZIPPRICH, ANDREW

of Grey Advertising Agency, Inc., was born March 19, 1925. He is a graduate of Manhattan College (BBA), entered advertising with Cunningham & Walsh in 1947, as asst. to time buyer, and held posts with Kenyon & Eckhardt. He is a member of the New York Athletic Club, and his hobbies are swimming and sailing. He handles the following accounts: Shwayder Bros., RCA Victor, Wallace SilverSmith, Esquire, Coronet, Gentlemen's Quarterly, McCall's.

★ ★ ★

ZIZZAMIA, MARK H.

assistant time buyer of Compton Advertising, Inc., was born June 23, 1935. He is a graduate of Harvard (BA) 1957, and entered advertising with Compton in 1958, as media trainee. He handles the following accounts: Canada (7 Brands), Crisco.

ZOELLNER, DAVID B.

of Cunningham & Walsh, was born June 18, 1931. He is a graduate of Missouri, 1955, and entered advertising with C&W in 1958 as media estimator. He handles the following accounts: American Chain & Cable, Italian Line, Jaguar Cars, Smith-Corona-Morchant, Southern Railway.

FOR
ADVERTISING AGENCY
PERSONNEL LISTINGS
SEE PAGE 115

★ ★ ★ ★ ★

FOR
CANADIAN
ADVERTISING AGENCY
LISTINGS
SEE PAGE 168

RADIO—World-Wide Receivers and Sets

At the end of 1959 there were about 165,700,000 radio sets and an additional 38,900,000 wired speakers in the world, exclusive of the United States, its territories and Canada. These figures indicate an increase of 12,000,000 sets (8%) and 7,000,000 wired speakers (22%) during the year. The greatest expansion occurred in the Communist Bloc in Eastern Europe. The second greatest gainer was the Near East, South Asia and Africa Area, which almost doubled its 1958 increase. In terms of sub-areas, the visit of a USIA officer to Africa yielded up-to-date statistics for countries of this increasingly important continent. As a result an increase of 750,000 sets (40%) was indicated in the countries of non-Arabic Africa.

There appears to be a slowdown in the rate of increase in Western Europe and in the Far East. In this connection, the rapid growth of television, in many countries of Western Europe and in Japan, seems to have resulted in a gradual reduction in the rate of growth of radio, if not a decline in some cases. A typical example is that of Japan where the number of radio sets in use had been constantly and steadily increasing up to the end of 1958, and then began declining just as steadily for a net loss of more than half a million sets in 1959. Concurrently television is expanding at a tremendous rate in Japan and the United Kingdom.

WESTERN EUROPE

December 31, 1959

Country	Radio Sets	Wired Speakers (Additional)
Andorra	1,800
Austria	1,955,900	13,800
Belgium	2,409,400	134,800
Denmark	1,714,400
Finland	1,300,000
France	11,484,000
W. Germany (Incl. W. Berlin)	16,050,000	159,000
Gibraltar	4,900	500
Iceland	69,500
Ireland	485,100
Italy	7,851,200
Liechtenstein	3,200	400
Luxembourg	91,400
Malta	16,200	45,100
Monaco	5,100
Netherlands	2,715,300	490,500
Norway	1,250,000
Portugal	995,800
San Marino	1,900
Spain	6,000,000
Sweden	2,683,700	160,000
Switzerland	1,039,500	354,400
United Kingdom	15,584,400 ¹	1,048,400
Yugoslavia	1,380,000	175,000
Total	75,092,700	2,581,000

EASTERN EUROPE

Albania	40,000	18,000
Bulgaria	680,000	502,000
Czechoslovakia	3,200,000	516,000
East Germany	5,500,000
Hungary	1,800,000	300,000
Poland	3,600,000	1,400,000
Rumania	1,000,000	660,000
USSR	10,700,000	28,000,000
Total	26,520,000	31,396,000

¹ Includes 10,000,000 combined sound and television licenses.
Source: USIA.

(Continued on Next Page)

RADIO—World-Wide Receivers and Sets

(Continued from Page 189)

NEAR EAST, SOUTH ASIA AND AFRICA

<i>Country</i>	<i>Radio Sets</i>	<i>Wired Speakers (Additional)</i>
<i>Arabic Countries</i>		
Aden	32,000
Algeria	504,500
Iraq	600,000
Jordan	94,400
Lebanon	111,000	2,400
Libya	73,500
Morocco	501,000
Saudi Arabia	18,000
Sudan	135,000
Tunisia	151,000
United Arab Republic		
Egypt	1,500,000
Syria	390,000
Total	4,110,400	2,400
<i>Non-Arabic Near East and South Asia</i>		
Afghanistan	21,000
Ceylon	285,600	18,000
Cyprus	95,000
Greece	846,400
India	2,000,000
Iran	1,100,000
Israel	405,000
Nepal	13,000
Pakistan	480,000
Portuguese India	1,900
Turkey	1,207,800
Total	6,455,700	18,000
<i>Non-Arabic Africa</i>		
Angola	70,000
Bechuanaland	3,500
Belgian Congo	175,000
British Somaliland	2,500
Cameroons	40,000
Central African Federation.....	150,000
Ethiopia (includes Eritrea).....	85,000
French Equatorial Africa.....	45,000
French Somaliland	5,000
French West Africa.....	100,000
Ghana	107,000	41,400
Guinea	12,000
Kenya	150,000	1,800
Liberia	38,000
Madagascar	60,000
Mozambique	60,000
Nigeria	250,000	62,500
Sierra Leone	23,000	5,000
Tanganyika	80,000
Uganda	80,000
Union of South Africa.....	1,019,000	12,300
Total	2,637,100	123,000

RADIO—World-Wide Receivers and Sets

FAR EAST

<i>Country</i>	<i>Radio Sets</i>	<i>Wired Speakers (Additional)</i>
Australia	2,297,400
Borneo (North)	9,000
Burma	110,000
Cambodia	15,000
China (Communist)	3,500,000	4,570,000
Hong Kong	114,900	59,200
Indonesia	833,600	8,900
Japan	15,586,400
North Korea (C)	110,000	unknown
South Korea	600,000
Malaya	251,600	22,300
New Zealand	562,000
Philippines	550,000	4,400
Singapore	96,700	41,000
Taiwan	450,000
Thailand	1,000,000	5,000
North Vietnam (C)	300,000	unknown
South Vietnam	303,700	1,100
<hr/>		
Totals—Communist	3,910,000	4,570,000
Non-Communist	22,849,000	141,900
Grand Totals	26,759,000	4,711,900

LATIN AMERICA

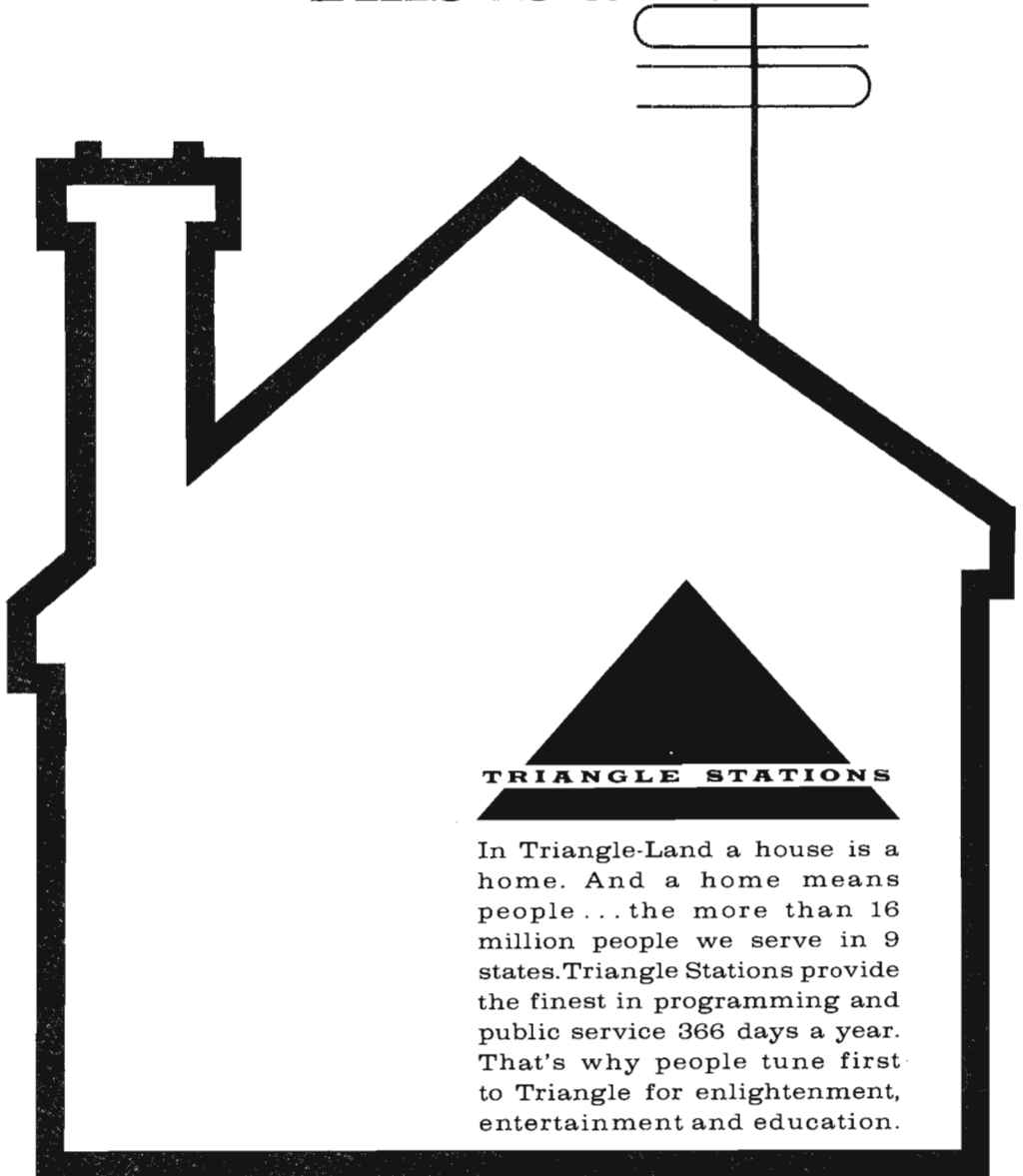
Argentina	5,500,000
Bolivia	150,000
Brazil	6,828,800
Chile	887,000
Colombia	2,084,300
Costa Rica	100,000
Cuba	1,300,000
Dominican Republic	100,000
Ecuador	450,000
El Salvador	225,000
Guatemala	210,000
Haiti	50,000
Honduras	125,000
Mexico	3,500,000
Nicaragua	75,000
Panama	145,000
Paraguay	150,000
Peru	820,000
Uruguay	500,000
Venezuela	565,700
<hr/>		
Total	23,765,800

WESTERN HEMISPHERE POSSESSIONS

British	207,900	51,000
French	47,600
Netherlands	66,000
Greenland	4,500
<hr/>		
Total	326,000	51,000
World Totals #1	165,667,000	38,884,200

#1—Exclusive of the United States, its territories, and Canada.
Source: USIA.

This is a house ad



TRIANGLE STATIONS

In Triangle-Land a house is a home. And a home means people . . . the more than 16 million people we serve in 9 states. Triangle Stations provide the finest in programming and public service 366 days a year. That's why people tune first to Triangle for enlightenment, entertainment and education.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

TELEVISION DAILY

presents

RADIO
NETWORKS



EXECUTIVE PERSONNEL
U. S. MAP OF NETWORK
OWNED AND OPERATED
& AFFILIATED OUTLETS

1960

NETWORK RADIO OFFERS

... Mass Out-Of-Home Audiences



By ROBERT R. PAULEY

Vice President in Chg., ABC Radio Network

NO matter how you look at it, it is practically impossible to find a bad network radio buy. Network radio continues to deliver the penetrating coverage, sizeable audiences and low costs that make it, to objective observers, advertising's most enticing medium. But network radio has been short changed by many who have tried to bury it, who consider it obsolete. How "obsolete" is radio?

To the people who bought some 22 million radio sets last year, radio is far from obsolete, it is vital. You don't buy radios to use as furniture. You buy them for listening. Every home in America listens to radio. People drive with radio, walk with radio, wake up to radio and pay attention to radio.

Advertisers who have paid attention to radio have found it pays off for them. ABC can, for example, give an advertiser 28 commercials a week with a cost per thousand homes of \$.84. If you add the out-of-homes audience, this cost is reduced to \$.64, and that is a conservative estimate.

To reach the home, network radio is a good buy. But the medium offers more: a mass out-of-home plus audience that has never been accurately measured. There are some indications as to its listening and buying strength, however.

There are 38 million radios in automobiles. There are over 18 million portable radios, 10 million radios in public places such as hotels, etc., and five million radios on boats.

This mobility and companionability which radio offers is equaled by no other media. It is a common sight to see people walking down city

streets listening to transistor radios. I have seen women in supermarkets carrying transistor radios listening to their favorite programs.

The advertiser is with the shopper as she drives to the retail outlet, and in cases I have observed, is actually with her as her hand moves toward the product. But radio's flexibility goes far beyond its mobile listening audience.

Radio's area of strongest flexibility is in its programming. No one need be told of the swiftness and completeness with which radio covers news events, bringing them to the American public faster than any other media.

The fifties saw network radio pulling back to put itself in a stronger position. At ABC Radio, our retrenchment state is over. Our affiliates and advertisers have increased in number. Our task now, and the task of all people in radio, is to be constantly aware of the strength in radio and to face the responsibilities it creates, and to honestly meet and overcome its problems.

One of the things we need in order to do this, is better qualitative research. More is needed than just counting noses. Radio must find ways to measure its penetration and its impact both in and out of the home.

Now is the time when this must be done; during 1960. And in the ensuing years of this decade, network radio must grow and become increasingly important to both advertisers and audiences to fill its rightful place in the world of communications.

AMERICAN BROADCASTING COMPANY RADIO NETWORK, INC.

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

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

Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theatres, Inc.

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

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NEW YORK

**American Broadcasting Company
Radio Network, Inc.**

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John Bourcier	Operations Supervisor Engineering, Radio
G. Edward Hamilton	Dir. of Engr. Oprs.
Richard Hamilton	Supr. of Communications
George Milne	Dir. of Traffic & Comm.
Clure Owen	Administrative Assistant
John Preston	Dir. of Engineering Facilities
Lawrence A. Ruddell	Recording Director
Reginald Willcocks	Traffic Manager

Finance, Personnel & General Services

Simon B. Siegel	Financial V.P. of AB-PT and V.P. & Treas. of ABC
Martin Brown	Asst. Treas. of AB-PT & V.P. & Asst. Treas. ABC
George Ast	Purchasing Agent
Michael P. Boland	Assistant Treasurer
Joseph Fitzpatrick	Internal Auditor
J. Russell Gavin	Assistant Treasurer
Edward Graesse	Manager of Treasury Affairs
Marie McWilliams	Director of Personnel
Joseph Spagnola	Dir. of Office & Studio Services

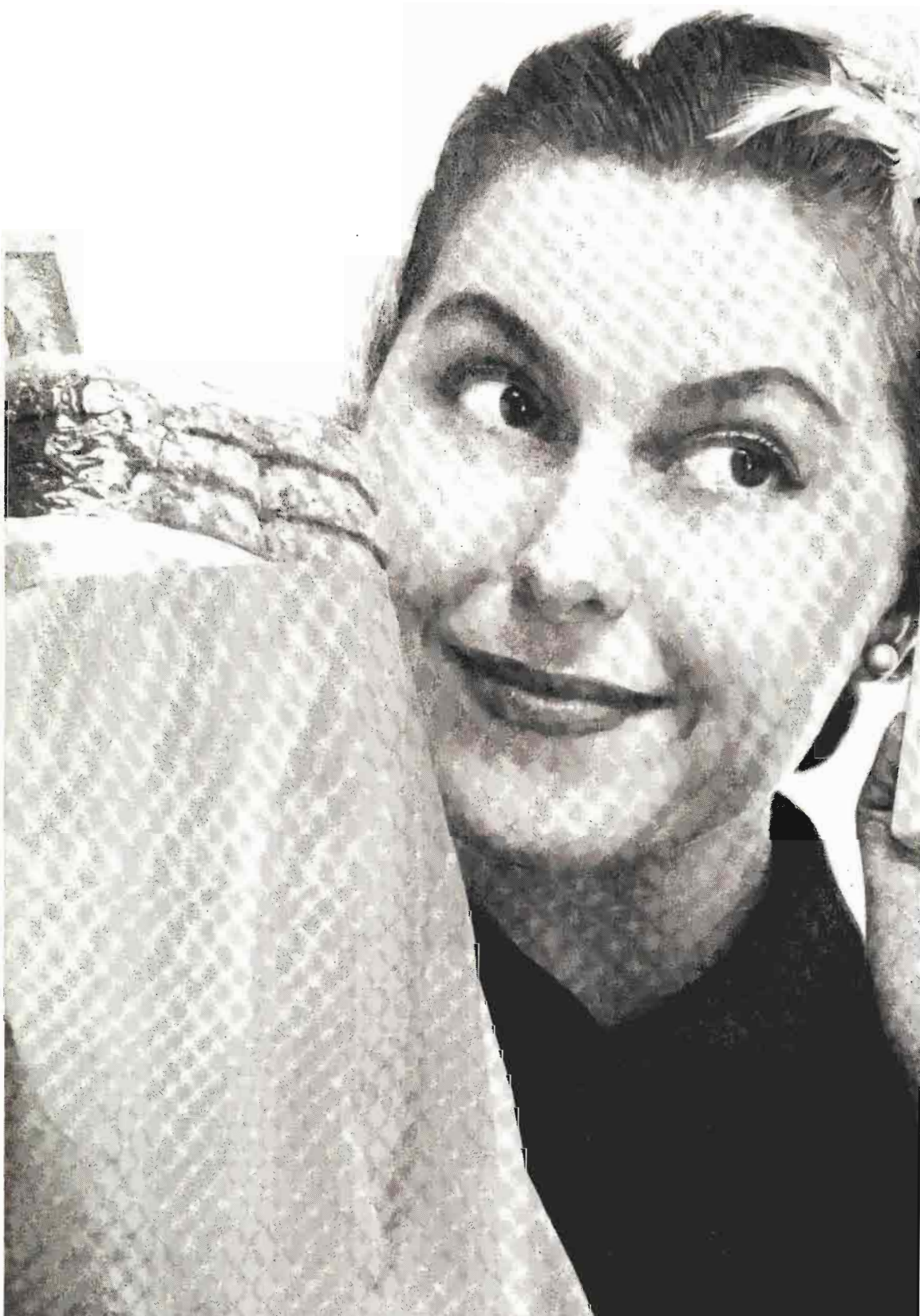
Legal & Labor Relations


Mortimer Weinbach	V.P. & General Counsel
Charles DeBare	Gen'l Council for AM Network & Owned & Operated Stations
Richard L. Freund	Dir. of Labor Relations

Special Events

& Public Affairs

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





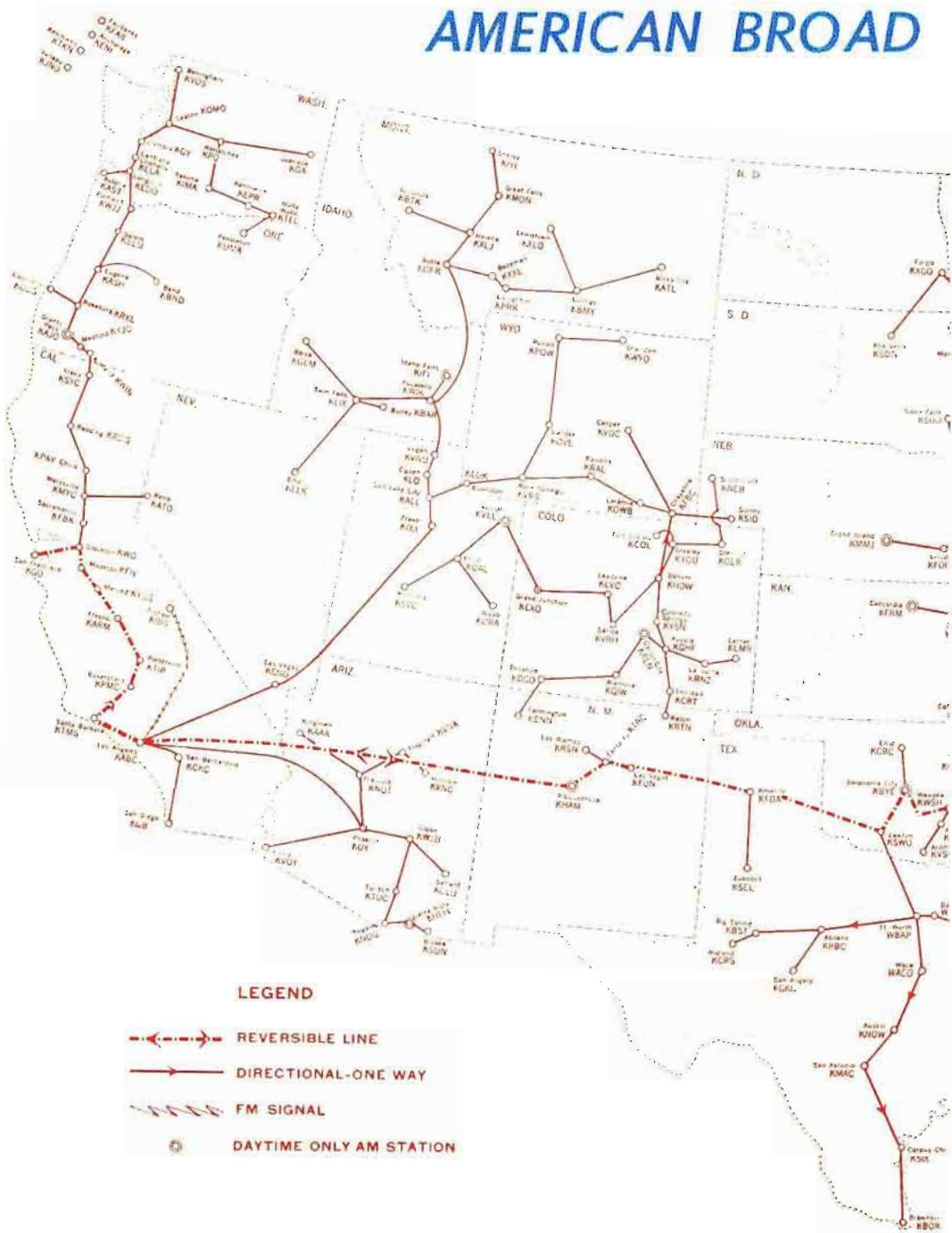
Somebody out there must be selling her . . .

It could be Don McNeill's Breakfast Club . . . it could be Eydie Gorme . . . it could be Dennis Day . . . it could be on an ABC Radio Network program or package. It could be a renewal sponsor (there are 57 of them). It could be a sponsor doing his network radio selling exclusively on ABC (there are 58 of them). All 119 advertisers (30 more than last year) . . . are out there selling her everything from corn pads to cars:

ABC ADVERTISERS AND PRODUCTS IN 1959

AFL-CIO • ACNECARE • AQUA-IVY • AERO-SHAVE, BLACK FLAG, WIZARD DEODORIZER • AMERICAN HOME MAGAZINE • AMERICAN TELEPHONE AND TELEGRAPH • APPIAN WAY PIZZA PIE MIX • APPLE VALLEY BUILDING DEVELOPMENT ASS'N • ARCHWAY COOKIES • ASSEMBLIES OF GOD • AYDS, ITALIAN BALM • BABY SWEET & SOOTHENE • BAPTIST BIBLE FELLOWSHIP, INC. • BELTONE HEARING AID CO. • BENRUS WATCH • BEN MONT PAPER, INC. • BILLY GRAHAM EVANGELISTIC ASSOCIATION • BROMO-QUININE COLD TABLETS • BRUCE CLEANING WAX • BURGESS VIBRO-CRAFTERS • CADILLAC (DIV. OF GENERAL MOTORS) • CALIFORNIA STATE DEMOCRATIC CENTRAL COMMITTEE • CAMEL AND WINSTON CIGARETTES • CAPE CORAL REAL ESTATE • CASITE • CHANGING TIMES MAGAZINE • CHEF-BOY-AR-DEE • CHICK-CHICK & PRESTO EASTER EGG COLORS • CHOOZ • CLAIROL • COLGATE DENTAL CREAM • DAB • DAWN BIBLE STUDENTS ASSOCIATION • DODGE (DIVISION OF CHRYSLER CORP.) • DR. CALDWELL LAXATIVE • DR. PEPPER CO. • DR. THOMAS WYATT • DRISTAN • EX-LAX • FAB • FOGLER'S COFFEE • FRED STREETER'S PLANT GROWTH TABLETS • GENERAL ASS'N OF DAVIDIAN 7TH DAY ADVENTISTS • GENERAL NUTRITION CORP. • GOSPEL BROADCASTING ASSOCIATION • GREY-ROCK • GROSSET & DUNLAP, INC. • GUARDIAN MAINTENANCE (DIV. OF GENERAL MOTORS) • HARRISON HOME PRODUCTS • HIGHLAND CHURCH OF CHRIST • HUDSON VITAMIN PRODUCTS • 6-12 INSECT REPELLENT • JELL-O • KVP CORP. • KAPP RECORDS • KOOL AID • KRETSCHMER CORP. • LEVOLOR VENETIAN BLIND • LUCKY LAGER BREWING CO. • LYON VAN AND STORAGE • MAGLA PRODUCTS • MAXWELL HOUSE COFFEE, MENTHOLATUM CO. • MERIT PLAN INSURANCE CO. • MIDAS MUFFLER CO. • MIRACLOTH & DOTTIE DUSTCLOTH • MUSSELMAN APPLE SAUCE • McCALL'S MAGAZINE • McCULLOCH MOTORS CORP. • NR TABLETS • OLDS-MOBILE (DIV. OF GENERAL MOTORS) • ORAL ROBERTS EVANGELISTIC ASSOCIATION • PABST BREWING CO. • PALL MALL CIGARETTES • PARKER PEN CO. • PEPSI-COLA CO. • PETER PAUL, INC. • PLANTABBS • PLYMOUTH (DIV. OF CHRYSLER CORP.) • PONTIAC MOTORS (DIV. OF GENERAL MOTORS) • PURITRON CORP. • QUAKER STATE OIL REFINING CO. OF CALIFORNIA • RADIO BIBLE CLASS • RENUZIT HOME PRODUCTS CO. • ROCK OF AGES CORP. • ROYAL GELATIN, CHASE & SANBORN INSTANT COFFEE • SARAN-WRAP • SAVINGS & LOAN FOUNDATION • SCAMPERS • SCANDINAVIAN AIRLINES SYSTEM INC. • SCHICK, INC. • SEALY MATTRESS CO. • SHIPSTADS & JOHNSON ICE FOLLIES OF 1960 • SIDNEY WALTON'S 7 LITTLE BOOKS • SLEEP-EZE • MISTER SOFTEE, INC. • SPRINGFIELD HOME PRODUCTS • SPRUANCE BREAD MIX • ST. JOSEPH ALMANAC CALENDAR • STA-FLO, STA-PUF, SYRUP CREAM CORN • STANDARD OIL OF INDIANA • STANDARD OIL OF CALIFORNIA • STEVENS TV ANTENNA • SUPER M-39 VITAMINS • SWANSDOWN CAKE MIXES • TRIP OF THE MONTH CLUB • U.S. POOL CORP. • UNITED ARTISTS CORP. • UNIVERSAL COFFEEMATIC • UNIVERSAL INTERNATIONAL PICTURES • VAN NUYS SAVINGS & LOAN ASSOCIATION • VOICE OF PROPHECY, INC. • WATCHMAKERS OF SWITZERLAND • WESTERN AIRLINE • WHITE CROSS HOSPITAL PLAN • WHITEHOUSE COMPANY • WORLD VISION, INC. • WALT DISNEY TOYS • ZINO PADS

AMERICAN BROAD



Program

William Rafael..... Nat'l Pgm. Dir.
Alexander MacCullum..... Asst. Nat'l Pgm. Dir.
James McConnochie..... Mgr. of Announcing Div.
George Sax..... National Dir. of Program
Operations & Cooperative Program Mgr.
Ruth Smith..... Supr. of Production, Control Unit
Frank Vagnoni..... Manager of Music Division

Press Information

Michael J. Foster... Vice President in Charge
Stephen Strassberg..... Dir. Press Information

Continuity Acceptance

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

Research

Morris Wattenberg... Dir. of Sls. Devel. & Research

Sales

Elizabeth Boucher Kelley... Dir. of Sales Service

Station Relations

Earl Mullin..... Nat. Mgr.
Frank G. Atkinson..... Regional Manager

CHICAGO (WLS)

**190 North State Street
Chicago, Illinois**

Clar Heider..... National Spot Sales Mgr.
William P. Kusack..... Manager of Engineering
Department
James Duffy..... Dir. of ABC Radio
Network for Central Div.
Manuel Fingerhut..... Comptroller of Central Div.
James Asher..... Dir. of Publ. & Prom.

DETROIT (WXYZ)

**1700 Stroh Building
Detroit 26, Michigan**

Robert Baker..... Radio Pgm. Manager
John Reynolds..... Comptroller
Harold Christian..... V.P. in Charge of
Merchandising
Charles Kocher..... Chief Engineer
Robert Baldrice..... Radio Sales Mgr.
Jan Coil..... Traffic Mgr.

HOLLYWOOD (KABC)

**1539 N. Vine Street
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