

RADIO-TV TELEPHONE NUMBERS IN NEW YORK

Marschalk & Pratt Co.	Vanderbilt	6-2222
J. M. Mathes, Inc.	Lexington	2-7450
McCann-Erickson, Inc.	Judson	6-3400
Emil Mogul Co., Inc.	Judson	2-5200
Morey, Humm & Johnstone, Inc.	Longacre	4-2240
Morse International, Inc.	Oxford	7-2100
George R. Nelson	Circle	5-5430
Peck Adv. Agency, Inc.	Plaza	3-0900
Pedlar & Ryan, Inc.	Plaza	5-1500
Fletcher D. Richards, Inc.	Judson	6-5400
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Plaza	7-6400
Street & Finney, Inc.	Watkins	4-8510
Sullivan, Stauffer, Colwell & Bayles	Oregon	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	Chickering	4-3254
Warwick & Legler, Inc.	Murray Hill	4-5800
William H. Weintraub & Co., Inc.	Plaza	3-4070
Weiss & Geller, Inc.	Plaza	3-0900
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Murray Hill	6-8180
Advertising & Selling	Longacre	5-3320
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8354
Editor & Publisher	Bryant	9-3052
Film Daily	Bryant	9-7117
Printers' Ink	Murray Hill	3-6500

RADIO-TV DAILY Wisconsin 7-6336

Radio & Television Weekly	Walker	5-2576
Sales Management	Lexington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	Murray Hill	9-6620
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	Judson	2-2700

News Associations

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

Talent Agencies

Affiliated Artists	Plaza	3-1862
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Fanchon & Marco, Inc.	Chickering	4-3956
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	El Dorado	5-1076
Management Corp. of America	Plaza	9-7500
Music Corp. of America	Plaza	9-7500
Marjorie Morrow	Chickering	4-0644
William Morris Agency, Inc.	Judson	6-5100
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033
Shaw Artists Corp.	Murray Hill	8-2230

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	Bryant	9-0430
AAAA	Lexington	2-7980
American Communications Assn.	Cortland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	Vanderbilt	6-1810
ASCAP	Murray Hill	8-8800
AMPA	Judson	2-1790
Broadcast Music, Inc.	Plaza	7-1800

Federal Communications Comm.	Watkins	4-1000
Federal Trade Commission	Whitehall	3-8000
Institute of Radio Engineers	Regent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers' Guild	Gramercy	7-9190
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Circle	6-2536
Station Representatives Assn.	Murray Hill	5-4141

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	Murray Hill	9-5900
Alton Alexander Productions	Lorraine	8-3100
American Institute Food Products	Judson	6-7600
Apex Recording Studios, Inc.	Plaza	7-7067
Associated Program Service	Plaza	7-7710
Audio-Video Recording Co.	Plaza	7-3091
Boray & Enright Productions, Inc.	Templeton	2-8600
Bosch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	Judson	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
The Bruce Chapman Co.	Wisconsin	7-9244
Cineffects, Inc.	Circle	6-0951
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Templeton	8-2082
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	Oregon	9-3595
Decca Records, Inc.	Columbus	5-2300
Roy DeGroot, Consultants, Inc.	Murray Hill	7-6865
Empire Broadcasting Corp.	Plaza	9-4500
Allan A. Funt Radio Productions	Judson	6-5227
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Plaza	7-5959
Harry S. Goodman Radio Productions	Plaza	5-6131
Laurence Hammond Productions, Inc.	Plaza	9-2210
Arthur Henley Productions	Illinois	9-6729
Hummert Radio Features	Murray Hill	9-5900
International 16mm Corp.	Plaza	7-2265
Roger Kay Enterprises	Plaza	3-0549
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	Judson	6-5700
Bob Loewi Productions, Inc.	Plaza	5-0958
Phillips H. Lord, Inc.	Plaza	5-2211
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Judson	6-5100
Motion Picture Stages, Inc.	Plaza	3-4840
Music Corp. of America	Plaza	9-7500
Muzak Corp.	Plaza	7-7700
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	Murray Hill	6-5862
Press Association, Inc.	Plaza	7-1111
Prockter Productions, Inc.	Judson	6-4830
Radio Artists Corp.	Murray Hill	8-0940
Radio Features of America	Judson	2-5130
Reemack Enterprises, Inc.	Murray Hill	7-7979
Reeves Sound Studios, Inc.	Oregon	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	Murray Hill	8-0940
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	Judson	2-3791
Henry Souvaine, Inc.	Circle	7-5666
Richard Stark & Co.	Circle	6-7337
Television Screen Productions, Inc.	Plaza	5-0808
Transcribed-Radio Shows	Judson	2-3530
Transfilm, Inc.	Judson	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	El Dorado	5-0734
Von Baumann Studio	Rhineland	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
World Broadcasting System, Inc.	Murray Hill	8-4700
Wright, Wynn Associates	Plaza	3-4417
Frederick W. Ziv Co., Inc.	Murray Hill	8-4700

Radio and Television TELEPHONE NUMBERS in CHICAGO

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WBEZ	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEAW	AMbassador	2-1128
WEDC	ROckwell	2-9461
WENR	ANdover	3-0800
WGES	SAcramento	2-1700
WGN	SUperior	7-0100
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MOndroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MOndroe	6-9060

FM Radio Stations

WEAW	AMbassador	2-1128
WEFM	STate	2-1357
WFMT	NEvada	2-2240
WXRT	MOndroe	6-9060

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	RAndolph	6-8210
WENR-TV	ANdover	3-0800
WGN-TV	SUperior	7-0100
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	DEarborn	2-5277
The Branham Co.	CEntal	6-5726
Burn-Smith Co.	CEntal	6-4437
Capper Publications	CEntal	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STate	2-1663
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hallingbery	ANdover	3-2636
H-R Representatives	RAndolph	6-6431
The Katz Agency	CEntal	6-7343
Joseph Hershey McGillvra, Inc.	STate	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntal	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7494

John H. Perry Associates	HArrison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
The Taylor Co.	STate	2-5260
Sears & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	FIancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDGO	SUperior	7-9200
Beaumont & Hohman	CEntal	6-4230
Blackett Hill	SUperior	7-6500
Bozell & Jacobs, Inc.	CEntal	6-0870
Buchanan & Co., Inc.	ANdover	3-6611
Leo Burnett Co., Inc.	CEntal	6-5959
Campbell-Ewald Co.	CEntal	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FIancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntal	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Footo, Cone & Belding	SUperior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Goodkind, Joyce & Morgan, Inc.	SUperior	7-6746
Gordon, Best, Co., Inc.	STate	2-5060
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CEntal	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntal	6-1640
Needham, Louis Brorby, Inc.	STate	2-5151
Olman Advertising Co.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CEntal	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FIancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
Tatham-Laird, Inc.	HArrison	7-3700
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	FIancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Green Associates	WHitehall	4-0818
L. S. Toogood Recording Co.	CEntal	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio Productions	FIancial	6-4474
Herbert S. Laufman	WHitehall	4-2370

Radio and Television TELEPHONE NUMBERS in CHICAGO

Les Leer Productions Corp. FRanklin 2-7840
 Monogram — Chicago ANdover 8-7169
 Morton Radio Productions, Inc. CEntral 6-4144
 Music Corp. of America DElaware 7-1100
 NBC Radio Recording Division SUperior 7-8300
 RCA Manufacturing Co. WHitehall 4-4600
 Standard Radio Trans. Service, Inc. CEntral 6-0041
 Hal Tate Radio Productions FIancial 6-5450
 Frederic W. Ziv Co. RAndolph 6-9318

News Agencies and Ass'ns.

Associated Press SState 2-7700
 International News Service ANdover 3-1234
 Press Associates, Inc. SUperior 7-0907

RADIO-TV DAILY . . . FRanklin 2-8961

United Press RAndolph 6-4172

Radio, Television and Government TELEPHONE NUMBERS in WASHINGTON

Federal Departments and Agencies

American National Red Cross REpublic 7-8300
 Archives, National REpublic 7-7500
 Capitol, U. S. (Senate, House of
 Reps.) NATIONAL 8-3120
 Census, Bureau of The LUdlow 4-3000
 Commerce, Department of STerling 3-9200
 Copyright Office, Library of Congress STerling 3-0400
 Court of Customs and Patent Appeals NATIONAL 8-4696
 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 Military Establishment:
 Air Force, Department of The Liberty 5-6700
 Army, Department of The Liberty 5-6700
 Navy, Department of The Liberty 5-6700
 National Production Authority STerling 3-5200
 National Research Council EXecutive 3-8100
 Patent Office STerling 3-9200
 Post Office Department STerling 3-3100
 Radio Correspondents Galleries (Senate and
 House of Representatives) NATIONAL 8-3120
 State, Department of REpublic 7-5600
 Supreme Court of the United States EXecutive 3-1640
 White House NATIONAL 8-1414

Non-Governmental

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

RADIO-TV DAILY . . . NATIONAL 8-9152

Radio, Electronics-Television Manufacturers
 Association NATIONAL 8-3902
 Radio Corporation of America (Frequency
 Bureau and RCA Victor Div.) DIstrict 7-1760
 Westinghouse Radio Stations STerling 3-0903

AM Radio Stations

WARL JACKson 7-7800
 WEAM JACKson 7-7100
 WFAX JEFFerson 2-0900
 WGAY JUNiper 9-1050
 WGMS EXecutive 3-8676
 WINX POplar 2-4357
 WMAL KELlogg 7-1100
 WOL METropolitan 8-0010
 WOOK REpublic 7-8000
 WPIK OVerlook 3-3000
 WRC ADams 4-5400
 WTOP EMerson 2-9300
 WWDC STerling 3-3800

FM Radio Stations

WASH-FM DIstrict 7-1356
 WBUZ JOrdan 8-1300
 WCFM REpublic 7-8688
 WGAY-FM JUNiper 9-1050
 WGMS-FM EXecutive 3-8676
 WMAL-FM KELlogg 7-1100
 WOOK-FM STerling 3-7625
 WRC-FM ADams 4-5400
 WTOP-FM EMerson 2-9300

Television Stations

WMAL-TV KELlogg 7-1100
 WNBW ADams 4-5400
 WTOP-TV EMerson 2-9300
 WTTG STerling 3-5300

News Services

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

Networks

ABC REpublic 7-6013
 CBS EMerson 2-9300
 MBS METropolitan 8-1551
 NBC ADams 4-5400

Radio and Television

TELEPHONE NUMBERS

in LOS ANGELES

AM Radio Stations

KALI (Pasadena)	RYan	1-7148
KBIG	Hollywood	3-3205
KECA	Hollywood	2-3141
KFAC	WEBster	0-161
KFI	DUnkirk	2-2121
KFOX	MAdison	2-247
KFVD	DUnkirk	8-2345
KFWB	Hollywood	3-5151
KGER	MAdison	2-551
KGFJ	PRospect	9-629
KGIL (Sherman Oaks)	STanley	7-3467
KHJ	Hollywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	Hollywood	2-7311
KMPC	Hollywood	9-5341
KNX	Hollywood	9-1212
KOWL (Santa Monica)	EXbrook	4-6761
KRKD	MAdison	2-121
KUSC	Richmond	6-362
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KUTE (Glendale)	Citrus	4-1414
KFWB-FM	Hollywood	3-5151
KHJ-FM	Hollywood	2-2133
KNX-FM	Hollywood	9-1212
KFOX (Long Beach)	MAdison	2-247
KNOB (Long Beach)	Long Beach	8-5519
KECA	Hollywood	2-3141
KFAC-FM	WEBster	0-161
KNX-FM	Hollywood	9-1212
KRXD-FM	MAdison	2-121
KUSC	Richmond	6-362
KWKW-FM (Pasadena)	RYan	1-6744
KCBH	CRestview	1-8124

Television Stations

KECA-TV	NOrmandy	3-3311
KHJ-TV	Hollywood	2-2133
KLAC-TV	Hollywood	2-7311
KNBH	Hollywood	9-6161
KNXT	Hollywood	9-1212
KPIK-TV	Hollywood	3-3205
KTLA	Hollywood	9-3181
KTTV	Hollywood	2-7111

Networks

American Broadcasting System (Television Center)	NOrmandy	3-3311
American Broadcasting System (Radio Center)	HUdson	2-3141
Columbia Broadcasting System	Hollywood	9-1212
CBS-Radio	Hollywood	9-1212

CBS Television—Television City	WEBster	8-3011
Mutual-Don Lee Broadcasting System	HUdson	2-2133
National Broadcasting System	Hollywood	9-6161

Station Representatives

American Jewish Broadcasting	Hollywood	2-2748
Atkinson Co.	DUnkirk	8-8158
Avery-Knodel, Inc.	WEBster	3-9583
Walter Biddick Co.	Richmond	6-184
John Blair & Co.	Hollywood	7-6103
Blair TV, Inc.	Hollywood	7-6103
The Branham Co.	WEBster	1-1551
Howard C. Brown Co.	Hollywood	2-3223
Burn-Smith Co., Inc.	DUnkirk	2-3200
CBS-Radio Spot Sales	Hollywood	9-1212
FM Reps., Inc.	Hollywood	4-2450
Forjee & Co.	MAdison	6-8329
Free & Peters	Hollywood	9-2151
Gene Grant & Co.	YOrk	8812
W. S. Grant Co.	MAdison	9-2653
Irene Griffith Co.	Hollywood	4-3912
Harrington, Righter & Parsons, Inc.	WYoming	5151
Headley-Reed Co.	Hollywood	4-7738
H-R Representatives, Inc.	Hollywood	7-1480
George P. Hollingbery	MAdison	6-3633
The Katz Agency	TUcker	3219
Keenan, Hunter & Dietrich	DUnkirk	2-8458
Joseph Hershey McGilvra, Inc.	CRestview	5-2022
Tracy Moore	Hollywood	9-5408
NBC-KNBH Spot Sales	Hollywood	9-6161
Onkes, Harlan G., Associates	DUnkirk	2-3200
Lee F. O'Connell Co.	CRestview	5-2022
John Pearson Co.	DUnkirk	7-4388
Edward Petry Co.	Michigan	8729
Radio Sales	Hollywood	9-1212
Wm. G. Rambeau Co.	Hollywood	4-0388
Paul H. Raymer	Hollywood	2-2376
Walker Co.	DUnkirk	2-3200
Weed & Company	Hollywood	4-8611
Young, Adam J., Jr.	Hollywood	9-0965

Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk	7-7305
Ad Associates	WEBster	3-7501
Advertisers Production Agency	PRospect	7761
Alber, R. H., Co.	Hollywood	9-8273
Allied Advertising Agency	DUnkirk	7-7331
Altman, Bruce, Adv. Agency	BRAdshaw	2-5446
Anderson-McConnell Adv. Agency	WEBster	1-1761
Arnold, Rupert, Adv. Agency	DUnkirk	2-0806
Associated Advertising Agency	CRestview	1-7227
Atchison, R. B., Adv. Agency	PRospect	1913
Atherton Advertising Agency	WEBster	3-8488
Ayer, N. W., & Son, Inc.	Hollywood	3-4871
Baldwin, Ben, Adv. Agency	BRAdshaw	2-7126
Ball, Ted H., & Co.	Hollywood	9-7127
Benning Co.	DUnkirk	8-3456
Barnes Chase Co.	DUnkirk	4-1193
Barnes, John, & Assoc.	Hollywood	3-0387
Bates, Ted., & Co.	Hollywood	9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	Hollywood	9-7337
(Los Angeles)	WEBster	1-1234
Beaumont & Hohman, Inc.	MAdison	9-2676
Bennett, Harry, Adv. Agency	TRinity	2391
Benton & Bowles, Inc.	Hollywood	4-9151

◆ ◆ ◆ RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES ◆ ◆ ◆

Berghoff Associates, Inc. CRestview 5-6151
 Blow Co., Inc. nUllwood 3-2377
 Bishop & Assoc. Inc. NOrmandy 2-1158
 Black, Robt. J. Adv. Bradshaw 2-4072
 Black Advertising Agency. HOLlywood 2-5668
 Bogarts, The. HOLlywood 3-6571
 Backer-Cooper, Inc. AXminster 6656
 Bothwell, W. Earl, Inc. HOLlywood 7-6114
 Boyd, John R., Co. Logan 1644
 Bozall & Jacobs, Inc. HOLlywood 5-3083
 Brand, Michael, Assoc. CRestview 6-2991
 Broadcasting Advertising BRadshaw 2-4840
 Brooks Advertising Agency. TRinity 0558
 Brown, Byron H., & Assoc. DUnkirk 7-1226
 Buchanan & Co., Inc. CRestview 5-5231
 Burnett, Leo, Co., Inc. HOLlywood 4-7347
 Calkins, Holden, Carlock, McClinton
 & Smith, Inc. YORk 5145
 Campbell-Ewald Co. Richmond 6204
 Caples Co., The. DUnkirk 7-4255
 Carson-Roberts Inc. BRadshaw 2-2719
 Case, Jack, Adv. Counselor. NOrmandy 1-1820
 Case, Roger T., Assoc. LONa Beach 7-4474
 Castor & Assoc. CRestview 5-2292
 Cecil & Presby, Inc. nUllwood 3-2324
 Clark, Dorwin H., Co. MAdison 9-1661
 Coleman-Packard Adv. OLYMPIA 1104
 Coliara, Clark, Adv. Agency. DUnkirk 3-4688
 Columbian Advertising Agency. HOLlywood 9-7187
 Compton Advertising, Inc. HOLlywood 9-8107
 Consolidated Adv. Directors. CRestview 6-4012
 Crank Chet. Co. HOLlywood 3-5128
 Crossley & Jeffries, Inc. CLEVELand 7-8271
 Culp Earl R., Co. DUnkirk 2-8406
 Cunningham & Walsh, Inc. HOLlywood 7-6131
 Dancer-Fitzgerald-Sample, Inc. HUDSON 2-3256
 D'Arcy Adv. Co., Inc. DUnkirk 8-3462
 Davis, Charlie, Advertising. AXminster 3-5508
 Davis, John G., Adv. TRinity 0354
 Davis-Harrison-Simmons, Inc. HOLlywood 3-7101
 Degner & Assoc. DUnkirk 7-2273
 Donald, Dick, Adv. DUnkirk 8-2371
 Dozier & Eastman Adv. PROspect 7091
 Dunkle, W. Donald, & Assoc. HOLlywood 2-6414
 Durstine, Roy S., Inc. DUnkirk 8-3411
 Ebberts, Dan, Adv. Serv. Logan 4242
 Edwards, Adv. Agency, The. BRadshaw 7-5616
 Edwards, John I., & Assoc. HUDSON 2-3377
 Eisenberg, Ralph, Advertising. VANDike 0439
 Erwin, Wasey, & Co., Ltd. WEBster 1-1211
 Ewell & Thurber Assoc. HOLlywood 9-4994
 Factor, Breyer, Inc., Agency. DUnkirk 8-8131
 Fennell Adv. Agcy. HOLlywood 9-8351
 Fishell, Dick & Assoc. CRestview 5-4557
 Foote, Cone & Belding (Hollywood) HOLlywood 9-6265
 Foote, Cone & Belding (Los Angeles) MAdison 9-3611
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 Gregory, Willard G., & Co. TRinity 0531
 Harrington-Richards. WEBster 3-5577
 Harvey, William W., Inc. DUnkirk 2-1393
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 Huber-Whiteman, Advertising. PROspect 8131
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 Kelso, M. H., & Co. DUnkirk 2-2072
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 Matthews, Anne D., Adv. Agency. SYcamore 2-3816
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 Ross Gardner, & White Advertising. WEBster 3-7131
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 Shane, Leonard, Agency, The. DUnkirk 8-3215
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 Shore Assocs. HOLlywood 4-8201
 Simmons, Dean. WEBster 1-1311
 Simmons Co. WALnut 2753
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 Smith, T. Tyler, Adv. Agcy. HOLlywood 3-9239
 Stebbins, Barton A., Adv. TRinity 8821
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 Stevens, Stuart. STANley 7-1554
 Stodel Adv. HOLlywood 9-7163
 Sullivan Stauffer Colwell & Bayles, Inc. HOLlywood 4-2119
 Swafford & Co. BRadshaw 2-2784
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 Thompson, J. Walter, Co. HOLlywood 3-7201
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 Young, M. M., Adv. DUnkirk 7-3265
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Alexander Film Co.	HOLLYWOOD	9-7396
American Broadcasting Co.	HOLLYWOOD	2-3141
Bates, Bill	HOLLYWOOD	3-6436
B & B Recording Studios	PLeasant	8-1397
Berman-Swartz Productions	HOLLYWOOD	9-5981
Bob White Productions	WALnut	5398
Bracken Productions, Inc.	ARIZONA	9-3645
Caston Productions	CRestview	5-0113
Cheshire & Associates	HOLLYWOOD	9-4580
Columbia Records, Inc.	BRadshaw	2-5411
Commodore Productions	CRestview	4-2023
CMooley, Spade Enterprises	BRadshaw	2-4493
Crosby, Bing, Enterprises	BRadshaw	2-2771
Custom Recorders	HOLLYWOOD	5-5168
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Eccles Recordings, Inc.	HOLLYWOOD	4-8351
Electro-Vox Recording Studios	HOLLYWOOD	5-2189
Fairbanks, Jerry, Inc.	HUdson	2-1101
Five-Star Productions	HEmsted	4807
General Artists Corp.	CRestview	1-8101
General Television Enterprises Inc.	HOLLYWOOD	5-4146
Gibson, Grace, Radio Prods.	HOLLYWOOD	7-5543
Gray, Jeanne, TV & Radio Prods.	CRestview	4-5720
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Hayes-Keith Productions	HOLLYWOOD	9-4584
Hickox, Andres G., Prods.	HOLLYWOOD	9-2281
Hollywood Central Recording Studios Inc.	HOLLYWOOD	3-2131
Lawrence & Lee Productions	HOLLYWOOD	4-0101
MacGregor, C. P., Sound Studios	DUNKirk	4-4191
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RCA, Victor Division	HOLLYWOOD	4-5171
Radio Recorders, Inc.	HOLLYWOOD	3-3282
Raison, Dorothy N.	HOLLYWOOD	4-0426
Proscenium Productions, Inc.	WEBster	1-1147
Reynolds, Stu, Prod.	CRestview	1-6155
Rockett, Frederick K., Co.	HOLLYWOOD	4-3183
Rocket Pictures, Inc.	HOLLYWOOD	7-7131
Ross, Jack	HOLLYWOOD	9-0419
Rourke, Jack, Productions	HOLLYWOOD	3-7178
Rubens Productions	HOLLYWOOD	7-6930
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Screen Gems, Inc.	HOLLYWOOD	2-3111
Snader Telescriptions Corp.	CRestview	5-4451
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Standard Radio Transcription Service Inc.	HOLLYWOOD	5-2195
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Telepix Corp.	HOLLYWOOD	4-7391
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Wilding Picture Prods. of California	WEBster	0183
Wiley, Fletcher, Prods.	HOLLYWOOD	9-1212
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World Broadcasting System	HOLLYWOOD	3-5121
Wright, Carter, Enterprises, Inc.	HOLLYWOOD	9-0944
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Ainsworth, Helen	CRestview	62062
Allen, Larry	HOLLYWOOD	3-0421
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Alvarado, Carlos	CRestview	57203
American Copyright	CRestview	60369
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Auer, Miles	CRestview	17141
Barnes, William, Agency	ARIZONA	9-6647
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Bernie, Herman	CRestview	50117
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Blaug, Bob, Agency	HOLLYWOOD	5-6918
Business Administration Co.	CRestview	67071
Columbia Artists Management	MADison	62327
Cooper, Ray	CRestview	67969
Cukor-Lipton	CRestview	6-8989
Darrow, Agency	ARIZONA	30951
Donaldson, Jack	CRestview	4-6291
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Deuser, Lewis J.	CRestview	19134
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Federal Telefilm, Inc.	HOLLYWOOD	7-5111
Feil, Murray, Artists' Manager	CRestview	5-5569
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Frings, Jurt	CRestview	16115
Fralick, Freddie	CRestview	1-2142
Frye, Clinton L.	HOLLYWOOD	9-4567
Garrick, Milton, Agency	CRestview	5-5074
General Artists	BRadshaw	2-4259
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Gold, Sid	CRestview	17149
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Gallab, Harry, Agency	HOLLYWOOD	4-0277
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Longenecker, Robt.	CRestview	6-1093
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Medford, Ben	CRestview	17021
Messinger, Lili	CRestview	67015

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Meyer, Art CRestview 57865
 Meyers, Walter CRestview 18161
 Minter, Ethel CRestview 1-6161
 Mishkin Agency CRestview 45416
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 Rollo, Joe, Agency CRestview 5-5244
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 Salkow, Lester CRestview 54505
 Saphier, James CRestview 17231
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 Silber-Arthur, Agency HOLLYWOOD 4-9105
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 Somlyno, E. T. CRestview 62041
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 Ullman, George CRestview 45238
 Vitt, Angie CRestview 64484
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Publications

Billboard Publishing Co. HOLLYWOOD 9-5831
 Broadcasting-Telecasting HOLLYWOOD 3-8181
 Hollywood Reporter HOLLYWOOD 4-7411
 Radio Artists Directory HOLLYWOOD 4-0101
RADIO-TV DAILY **HOLLYWOOD 5-8436**
 Radio-Television Mirror CRestview 6-6293
 TV Guide Publication NORMANDY 2-3101
 TV-Radio Life HOLLYWOOD 4-9275
 TV Time Magazine, Inc. HOLLYWOOD 5-2194
 Televiews Magazine BRADSHAW 2-5816
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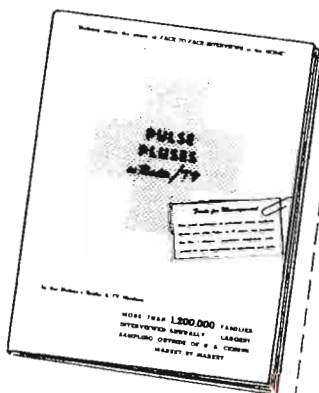
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the network for radio... **PLUS!**



Radio Girds for Action As TV Invades Parlor

By MURRAY ARNOLD

WPEN, Philadelphia, Pa.

LET'S kick off the New Year and this minor radio epic by underscoring a very basic fact—television is calling the shots!

TV's pushed us out of the comfy, all-inclusive living room, and swept us into the exclusive bedroom, bathroom, kitchen, den, and garage. With that fact, we must live, like it or not, forever and a day.

And along with a change of location, TV has radically shifted the frontiers of time-listening, causing an advertising revolution which is just now beginning to come to fruition. I believe that certain very definite patterns have already emerged from this welter of crises, and it is with these changing tides that I wish to confine myself in this paper.

However, before exploring these new facets of broadcasting, and programming for broadcasting, I must get this point through to you. I believe it is extremely imperative that we in radio divorce ourselves from a great chunk of the past. Sales executives from the networks and from many individual stations have spawned many new and intriguing ideas in the commercial field. But the field of exploration has hardly been scratched.

From my own vantage point, it appears that the ideal approach to our problem in broadcasting is to begin clean and spanking new. Suppose we start with the following assumption.

There is no radio. Every home in our area has a TV set. We have been granted an AM license by the FCC, and after the usual tribulations and trials, we bring forth a radio station. Now, Brother Broadcasters, how do we program same? Perforce, our credo must be "as much audience as we can get most of the time."

Do we follow the patterns of radio programming circa 1940, when TV was just a gleam in General Sarnoff's eye? Every station operator in the country will rise with vehemence and shout a resounding "NO!"

Yet, what do we find in radio in this year of 1954?

1940 programming!

And we in radio broadcasting sit back and smugly say to ourselves, "That TV competition is sure brutal!"

But sooner or later, we must swing with the times. And before it is too late, shouldn't we now ask ourselves. . . .

What does the TV audience want for radio fare when it tunes out TV at night?

Are there enough youngsters listening from 5 to 6 to warrant kid shows?

Since TV viewing is comparatively low on Sunday mornings, am I driving radio audiences away with religion instead of Dave Rose or Ralph Flannagan?

Can we step up our value to our listeners by sprinkling in more news headline station breaks? Weather Reports? Traffic Bulletins? The questions are endless; the answers as wide and broad as our own imaginations.

But as sure as you hold "Radio Daily Annual" in your hands right now, those questions will have to be asked; answers will have to be formulated.

If your area has already been smitten by the optical marijuana of video, you know this to be true. If it hasn't, your day is coming, sooner than you think. And even those who already have felt the big blow of the TV hurricane, remember the successive shock waves are still to come . . . when color TV smashes through; when subscription TV hits the videolanes; when three-D TV color becomes a reality, when heaven alone knows what else follows these fabulous innovations.

It seems clear that the time has come to take stock of the situation. To review right now the over-all picture, to decide which track we intend to travel on. If we flounder with indecision, we may wake up some morning and find our audience captured by our competition, and we wind up with the buggy whip manufacturers, full of glorious memories and no business.





... She shall
have radio
wherever
she goes

Funny about radio: the
lighter it gets, the more
weight it carries.

For no other advertising
medium turns up in so
many different shapes and
sizes, to reach out to so
many different customers.
And no other's on such
intimate terms that it goes
wherever the customer
goes—from home to car to
pocketbook, *right up to*
the point of sale.

All because of one thing:
wherever they go, whatever
they're doing, Americans
like to listen to radio.

*Today—by adding a new
outlet every 3 seconds—radio
is growing faster than any
other advertising medium.*

Radios now fit any pocket...
Radio always has.

CBS RADIO NETWORK

...where America listens most



CALLING 26 MILLION CAR RADIOS!

"ROADSHOW" is here, the first national program in radio history beamed directly at Saturday's motoring millions! Popular Bill Cullen emcees contests... cash awards... songs and stars... news... traffic tips... safety limericks, a whole afternoon of service and special entertainment for drivers!

CALLING ALL ADVERTISERS!

Hit the road and hit the jackpot with "Roadshow." Sell cars and car-insurance to car-minded millions. gas while they're checking the gas-gauge, tires while they're worrying about blow-outs, anti-freeze while they're freezing, cigarettes while they're reaching for a smoke. Ride in the front seat when your prospects are in the very mood to buy. The most economical, most productive one-minute participations you can find!

Call your NBC Sales representative.





"Never A Dull Moment" Describes D.C. Developments

By TED KELLOGG

Washington Bureau, Radio and Television Daily

NEVER a dull moment" can be applied no more appropriately than to Washington developments affecting radio and TV during 1953, and as 1954 gets underway the quip appears unlikely to lose any of its succinct verity — in fact, the odds are that this year's developments will be as important to the industry, as well as to its X-million audience, as any since the human voice began traveling the air waves via electronic gadgets built by man.

In the past year we have seen such major "news breaks" as FCC's adoption of the new compatible color standards, following hundreds of thousands of man-hours of industry research and labor; we have seen the commission dig into the pile of applications for new television stations and bring the number of authorized stations from approximately 300 at the beginning of the year to more than 550 at its end; we have seen the industry "investigated" and given a clean bill of health, and we have seen a new President in the White House who recognizes the value of radio and television reporting.

At the other end of Pennsylvania Ave., radio and television reporting of the activities of Congress and Congressional Committees has been given a wider field of operation, constituting evidence of the recognition by Congress as well as the executive of the increasing importance of radio and television in reporting to the people the story of their government.

These, of course, have been highlights. Between the highlights have come numerous lesser peaks rising above a high plateau of day-to-day activity. Some of these peaks may be ticked off as:

The outstanding coverage given the Inaugural parade and other activities in connection with the swearing in of President Eisenhower. It was one of the biggest events in the industry's history.

Approval by FCC of the merger of ABC-UPT.

Decision of the Commission that theater applicants for transmission of programs by common carrier TV channels would receive consideration on an indi-

vidual basis, but that specific channels would not be set up for theater-TV.

Departure of Paul A. Walker as chairman of the commission, of which he had been a member for 19 years, and appointment of Rosel Hyde, a veteran of 7 years as a member of the commission and an employee for the FCC and its predecessor FRC since 1928, to the chairmanship.

The marked upswing in activity looking toward establishment and operation of non-commercial educational TV stations, and the first national conference in Washington on educational TV.

One of the few soft spots in the otherwise healthy progress of the industry in 1953, as measurable and possibly correctable from the Capital, has been the plight of the FM's, and, to a degree, of the UHF TV stations.

Already, just before 1953 expired, the commission has taken at least one step to help the FM stations (which decreased in number by more than two score during the past year) to improve their financial status and at the same time make further use of the FM broadcast band. The step, which became effective early this year, permits the FM broadcasters to engage in certain non-broadcast utilizations of the band. More help may be expected to be forthcoming during the year.

The plight of UHF licensees and permittees, as considered by the commission, is less serious in degree perhaps only because the number of stations is not so great nor so widespread. Both are suffering from the fact that they are Johnnies-come-lately, after AM on the one hand, and VHF on the other, had been established, stations were operating, receiver manufacture was on a production basis and the newcomers have had an uphill battle.

It has been recommended from several sources, some of them within the commission itself, that sweeping investigations be held of both the suffering media to see if regulatory steps may be taken to correct their ills — these may be among the 1954 highlights.

Capitol Custom Recording and Pressing

- * Studios in Hollywood and New York
- * Processing and Pressing Plants in
Scranton, Pa., and Los Angeles, Calif.

Let us show you how many hours
and dollars (*and headaches!*)
you can save by using

CAPITOL RECORDS STUDIO & RECORDING SERVICES AND PRESSING FACILITIES

Large and small studios — audience
accommodations — most modern, specially
designed equipment — finest mastering,
processing and pressing — live and
off-the-line recording —
skilled and careful tape editors —
fastest — most dependable service

get the very best — get
Capitol's high fidelity sound!



STUDIO & RECORDING SERVICES SALES DIVISION

CAPITOL RECORDS DISTRIBUTING CORP.

151 West 46th Street
New York 36, New York
Columbus 5-4758
HERB SACHS
Eastern Sales Manager

5515 Melrose Avenue
Hollywood 38, California
Hollywood 3-7114
WALT HEEBNER
General Manager

NEWS SERVICES

Associated Press

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

Executives

Executive Director.....Kent Cooper
General Manager.....Frank J. Starzel
Asst. General Manager for Radio.....Oliver Gramling
Secretary.....Charles Honce
Radio News Editor.....John A. Aspinwall

International News Service

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

Executives

General Manager.....Seymour Berkson
Editor-In-Chief.....Barry Faris
King Features Sales.....Frank J. Nicht
Business Manager.....Robert W. Brown
Managing Editor.....Philip G. Reed

Press Association, Inc. (Associated Press)

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

Executives

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

Reuters

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

Executives

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

Telenews Productions, Inc.

New York—630 Ninth Ave.....JUDson 6-2450

President.....Herbert Scheffel
Exec. Vice-President.....Alfred G. Burger
General Manager.....Charles N. Burris
Comptroller.....A. Douglas Comeaux

United Press Associations

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

Executives

President.....Hugh Baillie
Vice-President & General Business Manager.....Jack Bisco
V.P. and General News Manager.....Earl J. Johnson
Radio News Manager.....John J. Madigan
V.P., Mgr. Movietonews.....William C. Payette
V.P. & General Sales Manager.....Leroy Keller



George Liberace
Musical Director



Radio-TV Manufacturing Turns in Peak Performance

By ROBERT R. GALLAGHER

Associate Editor

Radio Annual & Television Year Book

PREDICTING business trends can be a risky business, but those staunch citizens who heralded 1953 as a peak year in radio and television manufacturing certainly knew what they were prognosticating about. New television markets, record radio set demands, and hectic requests for television studio and transmitting equipment joined forces to send dollar volume of business soaring well beyond the \$2 billion mark.

Manufacturers, hustling to keep pace with their industry, turned out 7,250,000 television receivers, 1,000,000 units above the 1952 total, and more than 13,000,000 radios, a 2,000,000-unit increase. A record harvest of TV set sales was reaped during the year as the FCC introduced more and more new markets to the medium. Radio receiver sales were similarly hyped by vast technical improvements and the now universal realization that "sound-alone" is still a welcome companion in the home.

Transmitter manufacturers, on the other hand, spent 1953 facing up to the herculean task of supplying needed equipment to the many new post-freeze television stations. This industry facet experienced the most productive year in its history, with the major portion of its work still to be done.

An unusual element amidst all the feverish activity during 1953 was the trend taken by a major portion of the industry stocks on the New York Stock Exchange. With the exception of a few of the more diversified manufacturers, such as General Electric and Westinghouse, a general downhill pitch was felt in stock prices. The trend, however, becomes less significant, when one considers that the stock market, as a whole, spent the most part of the year below sea level.

CBS A and B stock turned in the best performance, A going from 39 to 48½, and B from 39½ to 48. American Broadcasting-Paramount Theater prices showed a slight increase for the last three quarters, running from 14¾ to 14¾. Admiral stock was down 30½ to 19¼, as were

the others: Philco, from 35¼ to 28½; RCA Common, 28¾ to 23¼; Avco, 7¾ to 4¾; Stewart-Warner, 22½ to 20¼, and Zenith Radio, 81 to 63¼.

Bleak as the 1953 stock prices may seem, don't be misled. There is a brighter and more realistic approach in analyzing the year's business return. Let's take a look at a few year-end statements. RCA, for example, reported the largest volume of business in its 34-year history with an \$830 million return on its products and services. Seventy per cent of this total was attributed to manufacturing.

Similarly, Emerson Radio and Phonograph Corporation, for the fiscal year, ended October 31, 1953, reported an all-time record volume for the company, amounting to \$75,926,546. Magnavox Company, for the last six months of 1953, registered a 37 per cent business increase with sales in excess of \$35,500,000. Looking at 1953 from a profit and loss angle there were few, if any, who suffered.

Apart from business volume, the greatest single achievement of the manufacturing industry during the past year was the development of compatible color television standards. December 17, 1953, the day on which the FCC voted its approval of the NTSC-proposed standards, will be looked upon, always, as a red-letter day in the history of television. The effects which the proximity of color-TV will have on the traffic of black-and-white sets, during the coming year, are dubious. Consensus of opinion holds that the new medium will not be ready for mass-consumption, either from an economical or practical standpoint, until, at least, 1956.

Meanwhile, manufacturers are concerning themselves with what the public appears to want "now." Production schedules for 1954 are optimistically aimed at higher levels than were achieved during 1953. All of the elements which favored the industry throughout the past year, at present, show promise of multiplying rather than diminishing. Will '54 top '53? Let's wait and see.

"Direct From Paris"

RDF

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

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



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

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

THE FRENCH BROADCASTING SYSTEM

PIERRE GRENESSE — Director in North America

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

Sales Outlook Good in Radio-TV

By FRANK M. FOLSOM

From Page 55

Only because of this compatibility, designed and engineered into color television by RCA, can color and black-and-white television extend their magic harmoniously, without the slightest disruption of service, or inconvenience either to the owners of black-and-white or color TV receivers.

RCA commercial planning for color TV made substantial progress in 1953. Production schedules were mapped to provide more than 30 stations with necessary equipment to broadcast network-originated color programs in key cities by the end of 1953. Pilot production of color components—including the RCA tricolor tube—was underway. Pilot production of RCA Victor compatible color receivers was begun. During the fall of 1953, RCA followed the same policy in preparing for the introduction of color as it did for black-and-white television, making its developments and technical know-how available to the industry by means of clinics and seminars held for broadcasters as well as competing manufacturers.

Sales of radio sets—the “hardy perennial” of home entertainment—continued good in 1953. The industry manufactured nearly 13 million new radio receivers, and the number of sets in use established an all-time high of 115 million. Technical improvements and attractively styled cabinet designs pointed the way toward increased public acceptance.

Particularly in demand were battery-powered portables in lightweight plastic cases available in many colors; clock radios which can function as alarms; and improved table models which found expanding acceptance in almost every room of the home.

During 1954, radio will play a major role as a communication and entertainment service to the public, and sales of receivers can be expected to continue in substantial volume.

A new potentially important market for industrial television was opened by RCA in 1953, with the introduction of the “TV Eye” closed-circuit or “private-line” camera system. With a price of under \$1,000 the “TV Eye” is finding widespread acceptance in schools, stores, hotels, prisons, hospitals, small factories and even homes.

A new magnetic sound tape recorder, developed by RCA for non-professional

use, was introduced in 1953, and found wide acceptance in homes, schools, and businesses. It incorporates advances that are proving attractive to customers. These include automatic push-button operation; light-weight portability; easy tape-threading; smart luggage-type case; and dual-speed operation for maximum recording time. Also available is a complete line of RCA tape recorder accessories.

The phonograph and record industry is expected to continue its impressive growth in 1954, with a 10 per cent rise in record sales—on top of a 12 per cent increase in 1953—expected to push industry volume past the \$250,000,000 mark.

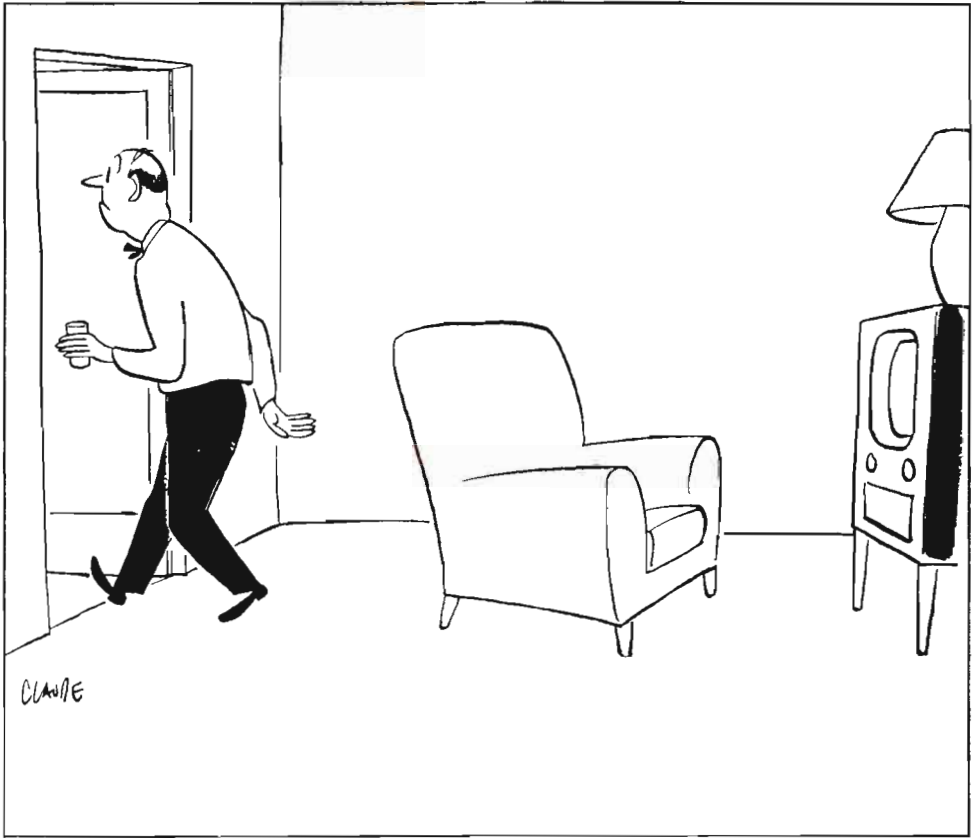
Chief factors in the increase in record sales have been notable improvements in both the making of records and in their presentation to the public.

Records produced today, thanks to recent advances in the art and science of recording and reproduction, mean better sound for music buyers. Introduction of high fidelity instruments and records provided the trade with powerful, new selling ammunition and the public with added musical enjoyment.

One of the most sweeping advances in home entertainment came in the field of high fidelity sound recordings and reproduction. Until 1953, high fidelity—more commonly known as “Hi-Fi”—was the special interest of relatively small groups of music lovers, electronic technicians and hobbyists who made an expensive pastime of seeking perfection in recorded sound by assembling component parts into a super-quality music reproduction system.

During the fall of 1953, RCA introduced to the public high fidelity “Victrola” phonographs, designed to provide the average family with a new concept of life-like realism and quality in recorded music, at relatively low cost.

Now being mass produced by RCA Victor, these instruments give promise of providing millions of Americans with a whole new world of musical enjoyment. In addition to the complete “Victrola” phonographs, the company also is marketing a full line of intermatched highest quality components for persons desiring to assemble their own high fidelity systems.



Vanishing American

There's only one thing that can keep this new breed of vanishing Americans from vanishing when *your* commercials come on . . . creative ingenuity.

YOUNG & RUBICAM, INC.

ADVERTISING

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

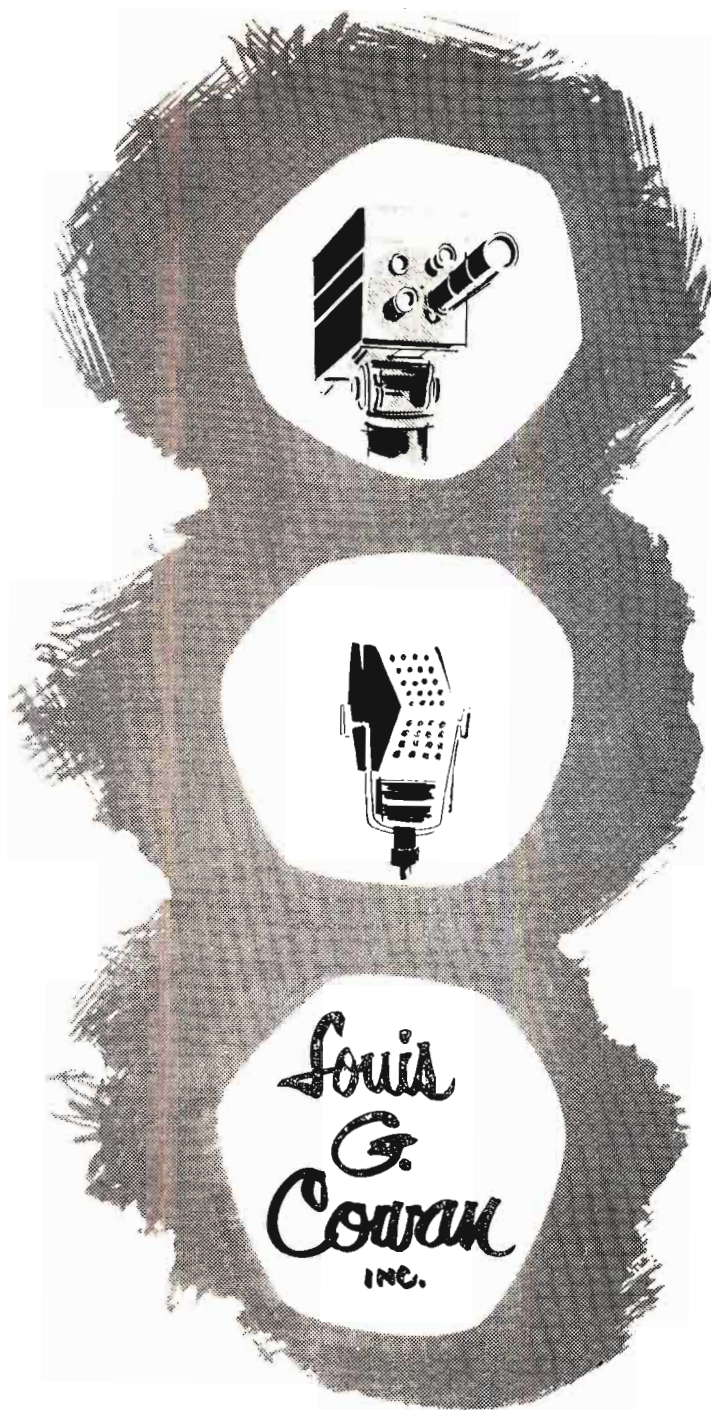
Business

- **AGENCY and SPONSOR
NETWORK BILLINGS**

- **NEWS SERVICES**

- **ADVERTISING AGENCIES**

- **STATION REPRESENTATIVES**



NEW YORK 575 Madison Avenue, New York 22, N. Y. PLaza 9-3700
CHICAGO 8 S. Michigan Avenue, Chicago 3, Ill. RAndolph 6-2022

NETWORK BILLINGS

AGENCY AND SPONSORS

1953

American Broadcasting Co. 1953 Sponsor Expenditures (AM Radio)

General Mills, Inc.	\$1,312,065
Swift & Company	2,533,065
Sterling Drug, Inc.	2,120,377
Philco Corporation	2,062,298
Toni Co.	1,702,220
Liggett & Myers Tobacco Co.	1,228,529
Campbell Soup Co.	1,113,535
Prudential Life Assurance Co. of America	813,928
P. Lorillard Co.	786,316
Gillette Safety Razor Co.	766,908
Gospel Broadcasting Association	699,679
O'Cedar Co.	634,251
General Motors Corp.	629,012
Electric Companies Advertising Program	555,262
Anheuser-Busch, Inc.	519,010
Ralston Purina Co.	508,139
Billy Graham Evangelistic Ass'n, Inc.	469,515
Gruen Co.	451,915
Chevrolet—Division of General Motors	426,651
Packard Motors Co.	420,860
Congress of Industrial Organi- zation	409,852
Hot Point Co.—Division of Gen- eral Electric Co.	378,561
Highland Churches of Christ	356,871
Goodyear Tire & Rubber Co.	333,500
Lambert Co.	322,282
Bristol Myers Co.	311,810
Durkee Famous Foods—Divi- sion of the Glidden Co.	310,214
Texas Company	283,896
Wine Corporation of America	279,006
Voice of Prophecy, Inc.	256,515
Dr. Thomas Wyatt	256,018
Ex-Lax, Inc.	239,100
Burlington Mills Corp.	219,359
Christian Science Publishing Society	192,560
Carter Products, Inc.	178,991
Beltone Hearing Aid Co.	177,819
Quaker Oats Co.	161,200
Pharmaco, Inc.	151,783
Free Methodist Church of North America	135,165
Burton Dixie Corp.	122,199
General Products	111,819
American Bakeries Co.	113,107
M. J. B. Co.	109,399
Seeman Bros., Inc.	109,020
Radio Bible Class	108,421
Western Union	72,598
Healing Waters, Inc.	55,198
Brown Shoe Co.	48,801
Fred Jordan Church in the Home	46,809
Club Aluminum Products Co.	46,719
Pacific Mercury Radio Co.	46,298
Church of God	32,378
Willys Overland Motors	31,972

Pepperell Mfg Co.	28,171
Thomas Nelson & Sons	25,000
Tide Water Oil	21,310
Jackson Perkins Flower Divi- sion	20,971
Charles Antell, Inc.	20,190
Dr. Hiss Shoe Stores	19,369
American Medical Association	17,569
SSS Division Wilco Co.	14,155
Skinner Mfg. Co.	12,317
White House Co.	10,241
Shipstad Johnson, Inc.	8,936
Stanley Home Products, Co.	8,159
McCall Frontenac, Inc.	3,263
Arden Farms	1,590
Sunnydale Packing Co.	1,455
Music Masters	1,000
Doubleday	758
San Francisco United Pabls.	513
Parfums, International	496
National Bus Property Ex- change	490
Chemicals, Inc.	106

\$29,376,799

American Broadcasting Co. 1953 Agency Gross Billings (AM Radio)

Dancer Fitzgerald Sample, Inc.	\$6,071,631
J. Walter Thompson Co.	2,713,831
Hutchins Advertising Co., Inc.	2,061,298
Maxon, Inc.	1,566,332
Kudner Agency, Inc.	1,246,352
Cunningham & Walsh, Inc.	1,230,528
Leo Burnett Co., Inc.	1,156,313
Ward Whellock Co.	1,143,857
Calkins, Holden, Carlock, Mc- Clinton & Smith, Inc.	841,050
Turner Advertising Agency	756,749
R. H. Alber Co.	699,679
Knox Reeves Advertising, Inc.	691,360
Lennen & Newell, Inc.	652,716
Walter F. Bennett Co., Inc.	604,979
Weiss & Geller, Inc.	599,155
N. W. Ayer & Son, Inc.	555,262
D'Arcy Advertising Co.	519,009
Gardner Advertising Co.	508,439
Tatham, Laird, Inc.	481,806
Doherty, Clifford & Shenfield & Steers, Inc.	463,592
McCann, Erickson, Inc.	451,914
Campbell-Ewald Co., Inc.	426,651
Henry J. Kaufman & Associates	409,852
Lambert & Fensley, Inc.	322,281
Western Advertising Agency, Inc.	256,515
Century Advertising Agency	256,017
Warwick & Legler, Inc.	239,196
Donahue & Coe, Inc.	219,359
Ross Roy, Inc.	208,174
Walton Butterfield Adv.	192,560
O'Lian & Bronner, Inc.	177,819
Martin Co.	148,696



More Americans saw
BULOVA ON TV
than any other product

**Thanks to America's Largest Spot Campaign
and Your Fine Cooperation**

● Again in 1953, as in years past—more Americans chose BULOVA than any other fine watch in the world. Again, we at BULOVA continued to depend upon spot television and spot radio as our principal advertising media. In fact, more than 200 TV stations carried BULOVA messages in 1953! And, we know that the success

of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

So, once again, to all of you—our sincere appreciation. We look forward to many more years of pleasant and profitable association.

BULOVA WATCH COMPANY, INC. • BULOVA PARK, FLUSHING 70, N. Y.

Batten, Barton, Durstine & Osborn, Inc.	131,331
Young & Rubicam, Inc.	127,060
Dean Simmons	111,819
Tucker Wayne & Co.	113,618
Wm. H. Weintraub & Co., Inc.	109,019
J. M. Camp Co.	108,123
Ted Bates & Co.	107,771
Foot, Cone & Belding	99,888
Albert Frank-Guenther Law, Inc.	72,598
Sullivan, Stauffer, Colwell & Bayles, Inc.	71,220
White Advertising	55,198
Southgate Advertising Agency	16,808
The Buchen Co.	16,719
Edwards Agency	16,298
Huntington Parmelee Advertising	32,110
Ewell & Thurber Associates	31,972
Benton & Bowles, Inc.	28,171
Buchanan & Co., Inc.	21,339
Maxwell Sackheim Co., Inc.	20,971
Television Advertising Assoc.	20,679
Hal Stebbins, Inc.	19,368
Kent Goodman	11,151
Bozell & Jacobs, Inc.	12,317
National Mail Order Network	10,211
Walter McCreery, Inc.	8,936
Charles W. Hoyt Co., Inc.	8,159
Erwin Wasey Co. of Canada, Ltd.	3,262
Productive Advertising Agency	1,590
Russell Harris Wood	1,155
Frank Gold	1,000
Thwing & Altman, Inc.	758
Joseph Perillo Agency	195
Sidney Garfield Association	105

\$29,376,799

American Broadcasting Co. AM Industrial Classifications

Food and Food Products	\$9,138,211
Drugs & Toilet Goods	6,116,556
Radios, Ref., & Electrical Appliances	2,666,911
Religion	2,631,163
Cigars & Cigarettes & Tobacco	2,016,871
Automobiles, Trucks & Accessories	1,811,970
Household Furnishing & Accessories	1,061,237
Institutional	965,111
Beverages	907,111
Insurance & Personal Loans	813,721
Jewelry & Accessories	451,911
Lubricants, Petroleum Products & Fuel	315,516
Clothing & Dry Goods	287,532
Miscellaneous	122,602
Publications	758

\$29,376,799

American Broadcasting Co. 1953 TV Gross Network Sales Sponsors

General Mills, Inc.	\$2,727,087
American Chicle Co.	1,130,228
Kellogg Co.	1,018,676
Sweets Co. of America, Inc.	988,827
Rosefield Packing Co.	950,576

Mars, Inc.	800,553
P. Lorillard Co.	768,907
Procter & Gamble Co.	719,977
S. C. Johnson & Son, Inc.	651,961
C. A. Swanson & Sons	606,917
Kalston Parina Co.	605,262
Sterling Drug, Inc.	526,882
Lambert Co.	461,583
Bayuk Cigars, Inc.	453,814
Derby Foods, Inc.	429,108
Gruen Watch Co.	407,659
Hotpoint Co.	361,609
Ekeo Products Co.	358,410
Kraft Foods Co.	318,000
Billy Graham Evangelistic Assn., Inc.	325,255
Hazel Bishop, Inc.	305,500
Thor Corp.	297,265
Sunkist Growers, Inc.	282,336
Brown & Williamson Tobacco Corp.	277,566
Faith For Today, Inc.	265,900
Charles Antell, Inc.	251,171
Walter H. Johnson Candy Co.	211,645
Ironrite, Inc.	229,799
U. S. Steel Corp.	225,000
E. I. Du Pont de Nemours, Inc.	218,880
Speidel Corp.	204,886
American Cigarette & Cigar Co.	202,995
American Tobacco Co.	196,838
Brown Shoe Co.	190,682
Pepsi-Cola Co.	187,920
Jacques Kreidler Mfg. Co.	169,221
Plymouth Motor Corp.	166,752
Ex-Lax, Inc.	151,920
Motorola, Inc.	135,000
B. B. Pen Co.	129,855
Sherwin-Williams Co.	126,720
American Home Products Corp.	125,375
Political	116,670
Duffy-Mott Co., Inc.	99,135
Armour & Co.	97,500
Bristol-Myers Co.	97,500
Sealy, Inc.	96,175
Burton-Dixie Corp.	91,119
Standard Oil Company of Indiana	90,756
F. W. Amend Co.	85,434
Genex Co.	85,045
Carter Products, Inc.	68,910
Falstaff Brewing Corp.	31,870
Willys Overland Motors, Inc.	27,272
Reynolds & Bros., Inc.	23,692
Philco Corp.	15,203
Handmacher Vogel, Co.	10,773
A. C. Weber & Co.	10,380
Toni Co.	7,002
Gordon Baking Co.	5,920
Garden Research, Lab.	1,303
Voice of Prophecy, Inc.	4,153

\$20,329,953

American Broadcasting Co. 1953 TV Gross Network Sales Agencies

Dancer Fitzgerald-Sample, Inc.	\$1,810,651
Leo Burnett Co., Inc.	2,011,223
Needham, Louis & Brorby, Inc.	1,082,789
Moselle & Eisen	991,015
Guild, Bascom & Bonfigli, Inc.	950,761
Lennen & Newell, Inc.	768,158
Batten, Barton, Durstine & Osborn, Inc.	725,763
Knox Reeves Advertising, Inc.	716,833
Tatham, Laird, Inc.	613,919
Gardner Advertising, Co.	605,262
McCann-Erickson, Inc.	198,111

*Since
1898
The
Agency
Of
The
Show
World*



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

Sullivan, Stauffer, Caldwell & Bayles, Inc.	476,821
Lambert & Feasley, Inc.	461,583
Ellington & Co., Inc.	453,814
Henri, Hurst & McDonald, Inc.	382,700
Foote, Cone & Belding	375,119
Maxon, Inc.	361,609
J. Walter Thompson Co.	318,000
Walter F. Bennett & Co.	325,253
The Biow Co.	313,295
Raymond Spector Co., Inc.	305,500
Ted Bates & Co.	277,566
Kochhill Co.	265,899
Television Advertising Assn.	251,170
Franklin Bruck Adv.	211,641
Brooke-Smith, French & Dorance, Inc.	229,789
Young & Rubicam, Inc.	196,935
N. W. Ayer & Son, Inc.	172,672
Hershon-Garfield, Inc.	169,221
Warwick & Legler, Inc.	151,920
Kutbrauff & Ryan, Inc.	135,000
Hilton & Riggio, Inc.	129,855
Fuller & Smith & Ross, Inc.	126,720
Furman, Feiner & Co.	116,669
Weiss & Geller, Inc.	96,175
Robert Wesley Associates	91,119
Ewell & Thurber, Inc.	27,272
Ketchum, MacLeod & Grove, Inc.	23,692
Hutchins Advertising Co., Inc.	15,203
Carl Reimer Co., Inc.	10,773
Bozell & Jacobs, Inc.	10,380
Huber, Hoge & Sons, Inc.	1,303
Laughlin, Wilson, Baxter & Persons, Inc.	1,153

\$20,329,953

American Broadcasting Co. TV Industrial Classifications

Food & Food Products	\$7,073,908
Confections	3,251,108
Cigars, Cigarettes & Tobacco	1,900,120
Drugs & Toilet Goods	1,867,521
Laundry Soaps & Cleaners	1,101,937
Radio, Ref., Electrical Appliances	1,016,026
Jewelry & Accessories	866,811
Religion	595,308
Household Furnishings & Accessories	153,162
Hardware	358,110
Beverages	312,917
Lubricants, Petroleum Products & Fuel	309,636
Steel	225,000
Automobiles, Trucks and Accessories	191,021
Clothing & Dry Goods	190,682
Miscellaneous	133,708
Politics	116,669

\$20,329,953

American Broadcasting Co. Gross TV Time Sales— 1953 By Months

MONTH	1953	1952
January	\$1,572,872	\$1,977,081
February	1,161,717	2,081,011
March	1,710,283	2,015,739
April	1,610,000	1,666,215
May	1,762,593	1,503,712
June	1,477,727	1,152,525
July	1,251,171	1,001,779
August	1,161,561	980,507

September	1,230,616	1,150,274
October	2,226,631	1,150,405
*November	2,371,393	1,402,174
*December	2,160,356	1,281,155

\$20,329,953 \$17,697,140

* November and December Billings Estimated.

American Broadcasting Co. Gross AM Time Sales— 1953 By Months

MONTH	1953	1952
January	\$2,651,059	\$3,232,255
February	2,511,883	3,122,688
March	2,753,115	3,321,072
April	2,616,171	3,198,206
May	2,517,616	3,272,751
June	2,083,829	2,960,261
July	1,996,578	2,289,833
August	1,916,753	2,222,150
September	2,102,015	2,185,641
October	2,630,522	2,905,188
*November	2,721,699	2,571,339
*December	2,812,196	2,806,932

\$29,376,799 \$31,391,316

* November and December Billings Estimated.

Mutual Broadcasting System 1953 Gross Network Sales Advertisers*

S. C. Johnson & Son, Inc.	\$2,113,165
Sterling Drug, Inc.	1,371,502
P. Lorillard Co.	1,352,277
Miles Laboratories, Inc.	1,259,196
American Federation of Labor	1,189,125
Quaker Oats Co.	1,111,319
Johns-Manville Corp.	830,065
American Home Products	773,348
Falstaff Brewing Corp.	756,270
Wildroot Company, Inc.	710,321
Kellogg Co.	675,791
Liggett & Myers Tobacco Co.	596,038
Motor Products Corp.-Deep-Freeze Appliance Division	591,179
Derby Foods, Inc.	552,115
VCA Laboratories	524,139
Credit Union National Ass'n.	519,166
Philip Morris Co. Ltd., Inc.	194,615
R. J. Reynolds Tobacco Co.	114,000
Holland Furnace Co.	397,012
Lutheran Laymen's League	389,931
Radio Bible Class	363,190
State Farm Mutual Auto Insurance Co.	317,727
Namukang Steam Cotton Co.	325,271
Christian Reformed Church	315,811
Union Pharmaceutical Company, Inc.	315,084
Lever Bros.	303,000
Voice of Prophecy, Inc.	290,123
Reaemon-Puritan Co.	277,629
Consolidated Cosmetics	215,331
Murine Co.	228,176
National Homes Corp.	226,198
Gillette Safety Razor Co.	210,501
Dawn Bible Students Ass'n.	185,766
General Mills, Inc.	182,100
Block Drug Co.	179,821
Wings of Healing	167,261
Admiral Corp.	162,686
Swift & Co.	116,273
Kraft Foods Co.	111,729

Arthur Godfrey

AGENCY—NETWORK—SPONSOR BILLINGS

The Coca-Cola Co.	131,584
J. R. Wood & Sons, Inc.	130,693
White House Co.	129,247
Motorola, Inc.	119,103
S.O.S. Co.	118,500
North American Van Lines, Inc.	109,937
Emerson Drug Co.	108,000
Libby, McNeill & Libby	107,652
Bristol-Myers Co.	100,000
Sylvania Electric Products, Inc.	82,718
Procter & Gamble Co.	76,509
Mennen Co.	62,109
Jacques Kreiser Mfg. Corp.	61,500
Sterling Drug Mfg., Ltd.	59,571
Burlington Mills Corp.	56,765
A. C. Weber & Co.	55,251
Walking Doll Co.	52,229
Carter Products	52,200
Miller Brewing Co.	39,538
The Scholl Mfg. Co., Inc.	35,514
Williamson Candy Co.	32,577
Fillex Co.	26,632
Pacific Mills	23,688
Vick Chemical Co.	16,826
General Motors Corp.—Buick Motor Divn.	16,317
General Tire & Rubber Co.	16,000
Mutual Benefit Health & Accident Ass'n.	14,715
Crowell-Collier Publishing Co.	7,500
Olsen Rug Co.	6,891
Grand Duchess Steaks	6,685
Look Magazine	6,090
Jackson & Perkins, Inc.	5,214
Pomdex Products	1,635
Colonial Studios, Inc.	3,851
Curtis Circulation Co.	3,500
Avco Mfg. Corp.—Crosley Electronics Divn.	3,015
Cowles Magazines, Inc.	3,000
Crosley White Goods Divn.—Avco Mfg. Corp.	2,975
Uster County Citizens Committee	779

*December Billings Estimated

Mutual Broadcasting System 1953 Agency Gross Billings*

Needham, Louis & Brorby, Inc.	\$3,013,307
Dancer-Fitzgerald-Sample, Inc.	2,187,316
J. Walter Thompson Co.	1,768,573
Batten, Barton, Durstine & Osborn, Inc.	1,500,951
Lennen & Newell, Inc.	1,160,277
Geoffrey Wade Advertising	1,259,196
Furman, Feiner & Company, Inc.	1,189,125
Sherman & Marquette, Inc.	1,114,319
Sullivan, Stauffer, Colwell & Bayles, Inc.	773,348
Leo Burnett Co.	675,791
Cunningham & Walsh, Inc.	596,038
Roehe, Williams & Cleary, Inc.	591,179
The Biow Co.	491,615
William Esty Co.	414,000
Lindeman Advertising Agency	397,012
Gotham Advertising Co.	389,931
Grey Advertising Agency, Inc.	377,193
Kastor, Farrell, Chesley & Clifford, Inc.	371,551
Applegate Advertising Agency	336,135
Direct	325,779
Jackson & Co.	325,271
Glenn-Jordan-Stoetzel, Inc.	315,811
Western Advertising, Inc.	290,123
Schwimmer & Scott, Inc.	277,629
Stanley G. Boynton	273,491
Maxon, Inc.	210,501
Wm. Gleason & Co.	185,766

Cecil & Presbrey, Inc.	179,821
Tatham-Laird, Inc.	167,800
Century Advertising	167,261
Erwin Wasey & Co.	162,686
Aubrey, Finlay, Marley & Hodgson	151,680
D'Arcy Advertising Company	131,581
McCann-Erickson, Inc.	129,000
Doherty, Clifford, Steers & Shentfield, Inc.	100,000
Donahue & Coe, Inc.	92,279
J. M. Camp & Co.	89,699
Victor & Richards, Inc.	88,551
Roy S. Durstine, Inc.	82,718
Benton & Bowles, Inc.	79,175
Bozell & Jacobs, Inc.	69,966
Foote, Cone & Belding	61,500
Duane Jones Company, Inc.	60,253
Ted Bates & Co.	52,200
National Mail Order Network	10,693
Mathison & Associates, Inc.	39,538
Harry B. Cohen Advertising Co.	18,608
Morse International, Inc.	16,826
Kudner Agency, Inc.	16,317
Knox-Reeves Advertising	14,300
Presha, Fellers & Presha, Inc.	6,891
Phil DiNunzio Advertising	6,685
Maxwell Sackheim & Company, Inc.	5,214
Ruthrauff & Ryan, Inc.	1,635
Radio Advertising of America Co.	3,851

Mutual Broadcasting System 1953 Industrial Classifications

Drugs and Toilet Goods	\$6,616,512
Cigars, Cigarettes & Tobacco	2,856,960
Food & Food Products	2,823,526
Soaps, Cleansers & Polishes	2,308,165
Religious	1,712,115
Building Materials, Equipment & Fixtures	1,153,275
Labor and Politics	1,189,901
Beer	795,808
Major Appliances	619,705
Institutional	535,166
Household Furnishings & Services	165,790
Radios, TV Sets & Phonographs	367,552
Insurance	362,112
Confectionery & Soft Drinks	305,890
Dairy, Poultry & Livestock Feed	239,377
Jewelry	192,193
Miscellaneous	190,511
Wearing Apparel	56,765
Publications	20,000
Automotive	16,317

*December Billings Estimated \$23,158,000

Mutual Broadcasting System Gross Time Sales—1953

	Monthly	Cumulative
January	\$1,786,131	\$1,786,131
February	1,638,075	3,424,209
March	1,995,478	5,419,687
April	2,008,990	7,428,677
May	2,038,210	9,466,887
June	1,926,865	11,393,752
July	1,830,167	13,223,919
August	1,738,218	14,962,167
September	1,792,736	16,754,903
October	2,185,598	18,940,501
November	2,090,007	21,030,508
December	2,127,192	23,158,000

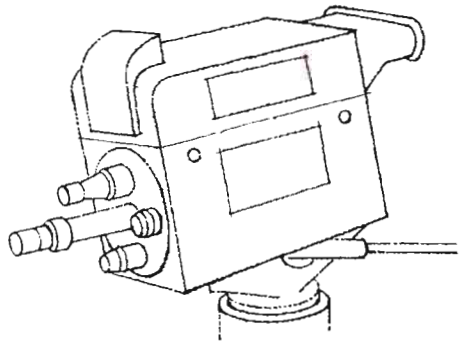
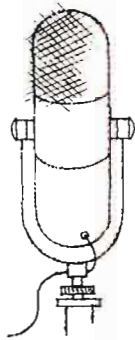
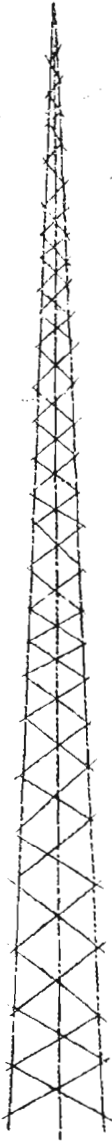
*December Billings Estimated.

To the people who help us spread the word

It takes as many as 38 people to put
together a 20-second chainbreak.

And thousands can be involved
in the broadcasting of
a network show.

To all you announcers, performers
and technicians who help us
sell our clients' wares
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 ABP—ASSOCIATED BUSINESS PAPERS
 AFA—ADVERTISING FEDERATION OF AMERICA
 ANPA—AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION
 APA—AGRICULTURAL PUBLISHERS ASSOCIATION
 NOAB—NATIONAL OUTDOOR ADVERTISING BUREAU
 PPA—PERIODICAL PUBLISHERS' ASSOCIATION
 SNPA—SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

A. D. ADAMS ADVERTISING

277 Broadway, New York 7, N. Y.

Phone: REctor 2-6930

ABP

Owner.....A. D. Adams
Radio Accounts: Spirling Products Co. (indoor TV antenna), New York; Dynavox Corp. (phonographs), Long Island City, N. Y.

TV Accounts: Dynavox Corp. (phonographs), Long Island City, N. Y.; Spirling Products (indoor TV antenna), New York.

A. W. ADV., INC.

6 E. 39 St., New York 16, N. Y.

Phone: MU 4-3320

ANPA—APA

PresidentBliss Woodward

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone: HIgate 4-6530

Owner, Radio & TV Director.....Ad Fried
 Radio, TV Time Buyer.....Phyllis Rose
 Music Director, Librarian.....Elaine Fried
 TV Art, Production Dir....Gerhard Jacobi

Radio Accounts: American Upholstering Co. (Furniture Mfr.), Oakland; Bower-Smith Co. (Marine Switches), Oakland; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland; Commercial Sales Co. (Trucks), San Leandro; Davi Miracle Foam (Rug Cleaners), Oakland; Betty Elizabeth Shampoo (Shampoos), Oakland; Duplex Dean Plans (Real Estate), Danville; Elemin Supreme Formula (Vitamins), Berkeley; Fidelity Roof Co. (Siding, Roofing, etc.), Berkeley; Rhodes & Jamieson, Ltd. (Ready-Mix-Concrete), Oakland; Buy Rite Truck & Equipment Co. (Surplus Equipment), Port of Oakland; Dick's Home Furnishers (Home Furnishings), Oakland; Smith Bros. (MAC Compounds), Walnut Creek; Oakland Police & Firemen (Campaigns), Oakland; Oakland Light Opera Assn. (Musicals), Oakland;

Lo Fare Cab Co. (Taxi Service), Oakland; Grimshaw Nurseries (Plants, etc.), Hayward; Agalite Bronson Co. (Glass Shower Doors), Oakland; Mica-Seal Mfg. Co. (Paint), Berkeley; The Quiet Hour (Religious), Oakland; Lou Winston Co. (Surplus), Oakland; Western Gem Co. (Rutile Gems), Hayward; Lake Merritt Hotel (Dancing), Oakland; Roto-Rooter of Bay Area, Oakland; Span-A-Form (Bldg. Forms), Oakland.

TV Accounts: Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Betty Elizabeth Shampoo (Shampoos), Oakland; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond; The Quiet Hour (Religious), Oakland; Lo Fare Cab (Taxi Service), Oakland; G & W Refrigeration Co. (Ice Machines), Oakland; Lake Merritt Hotel (Night Club), Oakland; Oakland Police & Fireman (Campaigns), Oakland; Cochran & Celli (Calif. Oldest Chevrolet Dealer), Oakland; Oakland Light Opera Assoc. (Musicals), Oakland.

WILLIAM HART ADLER, INC.

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

Phone: WHitehall 4-5210

AAAA—ABP

Pres./Treas.....William Hart Adler
 Exec. Vice-President.....Kenneth C. Ring
 SecretaryBettillon Sickinger
 Prod. Manager.....John Petrie
 Art Director.....Leslie Meyers
 Acct. Executives.....W. H. Adler,
 K. C. Ring, A. B. Stone, Thorpe Wright

Radio Accounts: A. J. Canfield Co. (Beverages), Chicago; Reo Motors (Trucks, etc.), Lansing, Mich.; Aladdin Industries, Inc. (Lamps, etc.), Nashville, Tenn.

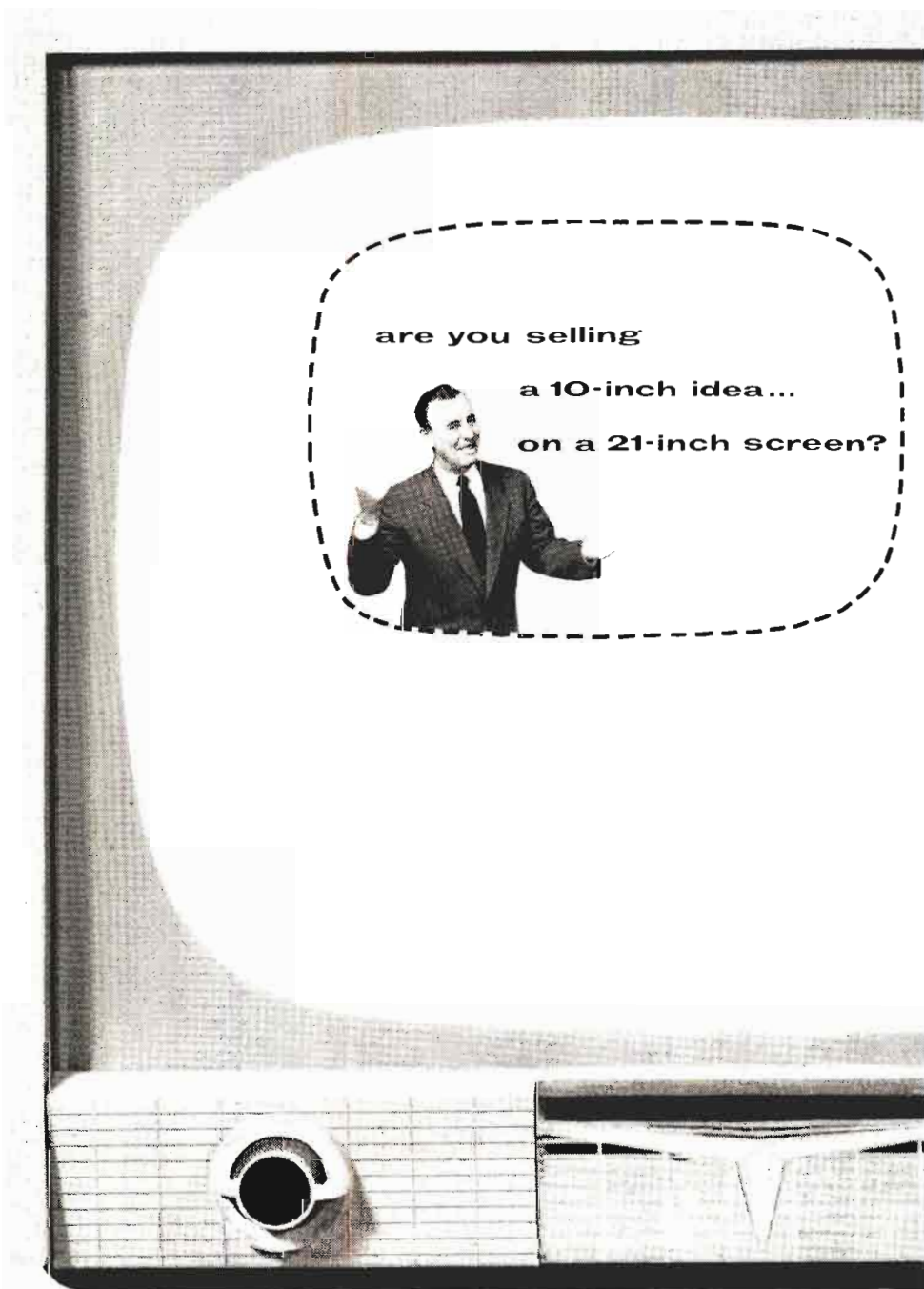
ADMASTERS ADVERTISING, INC.

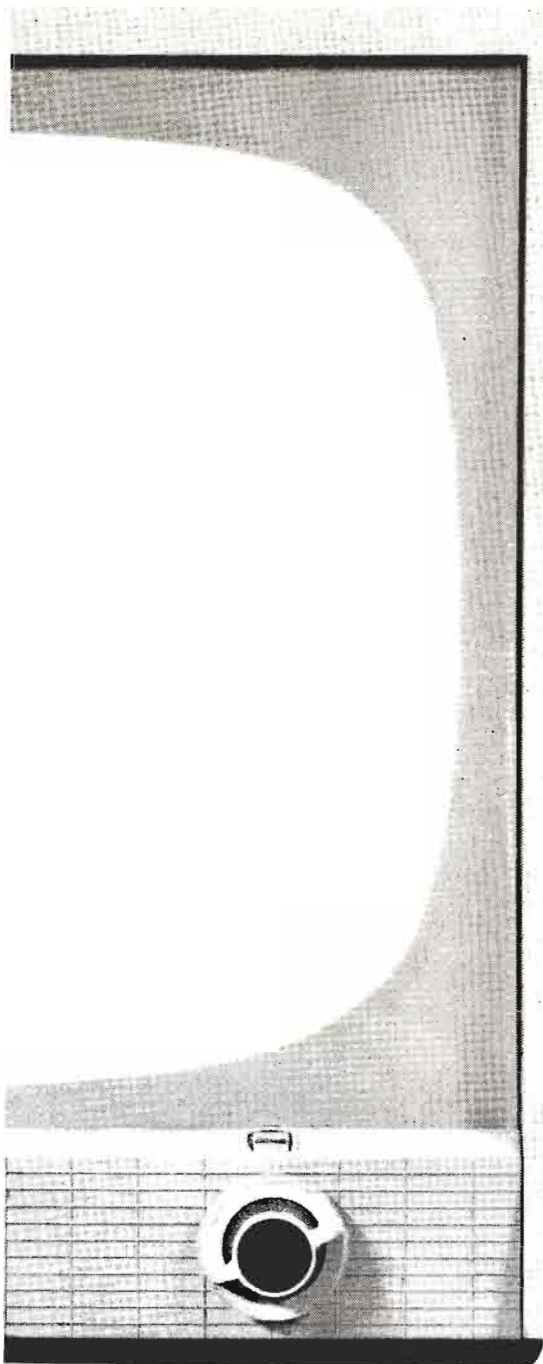
15th and New York Ave., Washington 5, D. C.

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President.....John E. Waterfield





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NEW YORK

HOLLYWOOD

Secretary.....E. H. Bell
Copy ChiefJ. DuVall

ADVERTISERS' B'CASTING CO.

117 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3650

Radio Director.....Sholom Rubinstein
ProducerBernard Rubinstein
Program Planning.....David M. Hausdorff

Radio Accounts: Foreign Language Programs: General Food Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Diamond Crystal Salt, Jell-O Puddings); R. B. Davis Co. (Davis Baking Powder, Coco-malt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Colgate Cchlrophyll Tooth-paste, Halo, Ajax, Vel, Fab); Whitehall Pharnacal Co. (Anacin); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine); The Best Foods, Inc. (H-O Cream Farina, H-O Oats, Hellman's Real Mayonnaise, Nucoa Margarine); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); The Borden Company (Borden's Cream Cheese); Dugan Bros. (Dugan's Breads and Cakes); Florida Citrus Exchange (Florigold Orange & Grapefruit); Cream of Wheat Co. (Cream of Wheat); The Nestle Co. (Nescafe, Nestea); Seck & Kade, Inc. (Pertussin); Lever Bros. Co. (Spry); The Procter & Gamble Co. (Crisco, Tide, Joy); Hoffman Beverage Co. (Hoffman Beverages); Standard Brands, Inc. (Instant Chase & Sanborn Coffee); American Home Foods, Inc. (Chef Boy-Ar-Dee Products, etc.); Sunshine Biscuits, Inc. (Sunshine Crackers); Wesson Oil & Snowdrift Sales Co. (Wesson Oil); Seeman Brothers, Inc. (White Rose Tea); Detergents, Inc. ("All"); International Salt Co. (Red Cross Salt); The Musterole Co. (Musterole); Pharmaco Co. (Feen-a-mint).

TV Accounts: Republican State Committee; General Foods Corp. (Instant Maxwell House Coffee).

ADVERTISING, INC.

1523-31 Central National Bank Bldg.
Richmond 19, Va.
Phones: 3-2809
ANPA-APA

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary, Radio Dir.....A. G. Timewell
Production Manager.....F. T. Cook
Radio-TV Dept.

TV Director.....Aubrey F. Watson
Production Manager.....F. T. Cooke
Branch Office

416 E. Main St., Richmond 19, Va.
Phone: 3-5667

Manager.....A. F. Watson
Radio-TV Accounts: Virginia Electric & Power Co. (Public Utility), Richmond; Virginia Hospital Service Assn. (Blue Cross); Lawyers Title Inc. Corp.; Greentree's (Retail Clothing); Henry R. Hasse (Furs); Mos-miller (Florist); R. F. & P. Railroad Co.;

Radio Station WRVA, Richmond, Va.; Virginia Dairy Co.

AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.
Phone: CEntral 6-5255
ABP-ANPA-APA-NOAB

President, Treasurer.....James Langer
Vice-Pres., Time-Talent Buyer...G. P. Hixon
SecretaryM. Cech
Radio-TV Accounts: North American Acceptance Corp. (Finance); Chicago Motor Club Travel Bureau (Travel information & reservations); Inter-Insurance Exchange of Chicago Motor Club (Auto Insurance); Chicago Motor Club (Club Memberships), Chicago 1, Ill.; Car Service Inc. (Car Maintenance); Motor News (Publication); North Central Finance Corp. (Loans).

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PPA-ABC-BMB

Senior Partner.....H. H. Kynett
Partners.....M. E. Goldman,
H. A. Medholdt, George B. Barnard
Art Director.....F. Wade Lane
Production Manager.....W. B. Turner
Media Rate Dept.....E. M. Gretz
Acct. Executives...Harold B. Montgomery,
Allen C. Smith, C. W. Eigenbrot, W. J.
Culbertson, Bernard Toll, David Strousse

Radio-TV Accounts: Bachman Bakeries, Inc. (Pretzels), Reading; Wm. Montgomery Co. (Coffee), Philadelphia; Mrs. Paul's Kitchens (Frozen Seafood), Philadelphia; Pennsylvania Refining Co. (Carburetor Cleaner), Cleveland; Van Wagenen & Schick-hause Co. (Div. of Swift & Co.) (Meats), Newark and Jersey City; Lummis & Company (Peanut Products), Philadelphia; Stephano Brothers (Tobacco Products), Philadelphia. Corkran, Hill & Co., Inc. (Div. of Swift & Co.) (Meats), Baltimore; Girard Trust Corn Exchange Bank (Banking), Philadelphia; Aero Service Corp.; Atlas Powder Co.; Bearings Company of America; Bonney Forge & Tool Works; Campbell Chain Co.; Chilton Co.; Collier's Magazine; Crescent Company; Daly Inc.; H. C. Derby Co.; Drew & Co., Inc.; Emco Cement Easterbrook Pen Co.; First Camden National Bank & Trust Co.; General Coal Co.; Globe Hoist Co.; Linear Inc.; P. R. Mallory & Co. Inc.; Minneapolis-Honeywell Regulator Co.; Penn Mutual Life Insurance Co.; Permacel Tape Corp.; Philadelphia Badge Co.; Signal-Stat Corp.; Speakman Co.; Taylor Fibre Co.; Thermoid Co.; Walker Mfg. Co.; Wico Electric Co.; Wilson Refrigeration, Inc.; Wolf's Head Oil Refining Co.; Wrigley Co.

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"Harry Babbitt"—CBS-Radio (Coast)

FOR THE BORDEN COMPANY

"Kate Smith Hour"—NBC-TV

FOR PHARMACO, Inc.

"Front Page Farrell"—NBC-Radio

"Dr. Paul"—NBC-Radio (Coast)

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CLIFFORD, STEERS &
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Secretary.....Evelyn R. Jones
Dir. of Radio & TV.....Pauline Hagen
Radio Accounts: Gospel Broadcasting
Assn., Los Angeles, Calif.; Unity School of
Christianity, Kansas City, Mo.

DON ALLEN & ASSOCIATES, ADVERTISING

409 S.W. 13th, Portland 5, Oregon
Phone: CAPitol 9445
ANPA—APA—PPA

President.....Don Allen
Vice President.....Irvin H. Walsh
Sec.-Treas.....Everett A. Mitchell
Production Manager.....Robert McCullough
Radio-TV Accounts: Benj. Franklin Fed'l
Savings & Loan Assn.; Windolph Pontiac
Co., Pontiac dealer, Portland, Ore.; Zell
Bros., Jewelers, Portland, Ore.; AJ Aircraft
Co.; Donwill Co.; Freightliner Corp.; Ketell
Corp.; Mobilift Corp.; Mont Blanc Co.;
Skyway Luggage Co.; Tradewinds Inc.;
White Motor Co.; Windolph Tractor Co.;
Wolf Radio & Supply Co.

ALLEN & REYNOLDS

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

Phone: Atlantic 4445
AAAA—ABP—ANPA—APA
ABC—NOAB—PPA

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

Radio Accounts: Omaha Public Power
District (Public Utility); P. F. Petersen Bak-
ing Co. (Bakery Products); Byron Reed
Company (Real Estate, Farm Management);
Merchants Biscuit Company (Bakery Prod-
ucts); T. H. Maenner Company (Real
Estate); United States National Bank;
Fairmont Foods Co. (Poultry and Livestock
Feed), Tekseed Hybrid Co. (Hybrid Corn),
Carpenter Oil Co. (Gas, Oil and other
Automotive Products), Northrup-Jones (Cafe-
teria, Bakery); Walnut Grove Products, Inc.
(Livestock Feeds); Evans Laundry.

TV Accounts: Omaha Public Power Dis-
trict (Public Utility); Merchants Biscuit Co.
(Bakery Products); P. F. Petersen Baking
Co. (Bakery Products); Fairmont Foods
Co.; United States Nat'l Bank.

ALLIED ADVERTISING AGENCIES

167 So. Vermont Ave., Los Angeles 4, Calif.
Phone: DUNKirk 7-7331

President.....W. Fehr Gardner
General Manager.....Stuart Heinemann
Space Buyer.....Maxine Blankenship
Art Director.....Jack Robbins
Production Manager.....Stuart Heinemann
Account Execs.....Dick Gardner,
Milton Hoffman.

Radio Accounts: Arden Farms (Dairy
Products); Gold Furniture Co. (Furniture

& Appliances); Pavode Grande (Turkeys);
Pridom Davis (Optometrist); Stylart Card
Co. (Greeting Cards); Fisher's Compression
Seal (Automatic Compression Seal); Dr.
F. E. Campbell (Dental Services); United
Radio & Appliance (Sporting Goods & Ap-
pliances); West Pico Furniture Co. (Furni-
ture).

TV Accounts: Gold Furniture Co. (Furn.
& Appliances); Dr. Pridham Davis (Op-
tometrist); United Sporting Goods (Sport-
ing Goods); Arden Farms (Dairy Prod-
ucts); Pavo de Grande (Turkeys).

ANDERSON & CAIRNS, INC.

488 Madison Avenue, New York 22, N. Y.
Phone: MU 8-5800

AAAA—ABP—ANPA—APA

Chairman of the Bd...T. Hart Anderson, Jr.
President.....John A. Cairns
Executive Vice-Pres.....Joseph H. Smith
Treasurer.....Abraham Fisher
Director of Radio and

Television.....Victor Seydel

Branch Offices

Anderson, Smith & Cairns, Ltd.

1510 Drummond St., Montreal 25, Canada

Phone: Plateau 4448

Vice-Pres. & Manager...A. Collin Rayment

Anderson, Smith & Cairns, Ltd.

50 King Street West, Toronto, Canada

Phone: Empire 3-5341

Manager.....Vernon R. Birtwistle

Radio Accounts: Rootes Motors, Inc. (Hill-
man Minx Automobiles); National Home-
furnishings Show (Exposition), New York,
N. Y.; C. H. Masland and Sons (Rugs and
Carpets), Carlisle, Pa.; Baldwin Pianos
(Pianos), New York, N. Y.; Brooklyn Paint
and Varnish (Paint), Brooklyn, N. Y.;
Assoc. Bulb Growers of Holland (Bulbs),
New York, N. Y.; Thom McAn (Shoes),
New York, N. Y.; J. Martinson & Sons (Cof-
fee), New York, N. Y.

TV Accounts: C. H. Masland and Sons
(Rugs and Carpets), Carlisle, Pa.; Rootes
Motors, Inc. (Hillman Minx Automobiles),
New York, N. Y.; National Homefurnish-
ings Show (Exposition), New York, N. Y.;
Thom McAn (Shoes), New York, N. Y.;
Brooklyn Paint & Varnish (Paint), Brook-
lyn, N. Y.; J. Martinson & Son (Coffee),
New York, N. Y.

CLAUDE ANIOL & ASSOCIATES

2700 Transit Tower, San Antonio, Tex.

Phone: Fannin 9148

SNPA—PPA

President.....Claude B. Aniol

ARNOLD & CO., INC.

262 Washington St., Boston 8, Mass.

Phone: Richmond 2-1220

ABP—ANPA—PPA—APA—NOAB

President, Treasurer.....Arnold Z. Rosoff

Secretary.....Evelyn F. Korbly

Vice-Pres.Harold Glickman

Radio Accounts: Home Owners Federal

The Industry's Jeweler



CM110



CD262



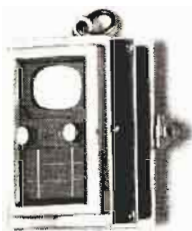
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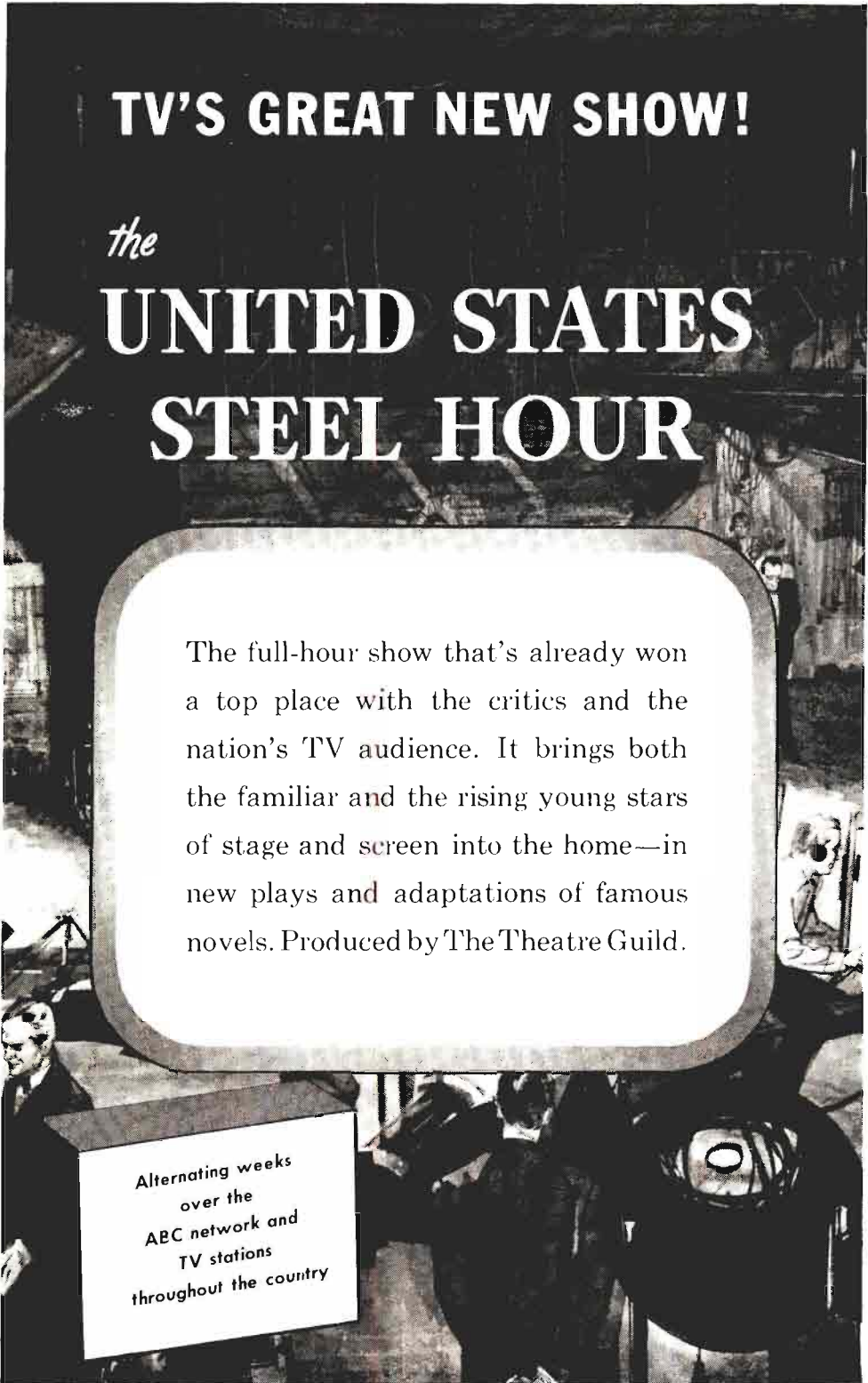
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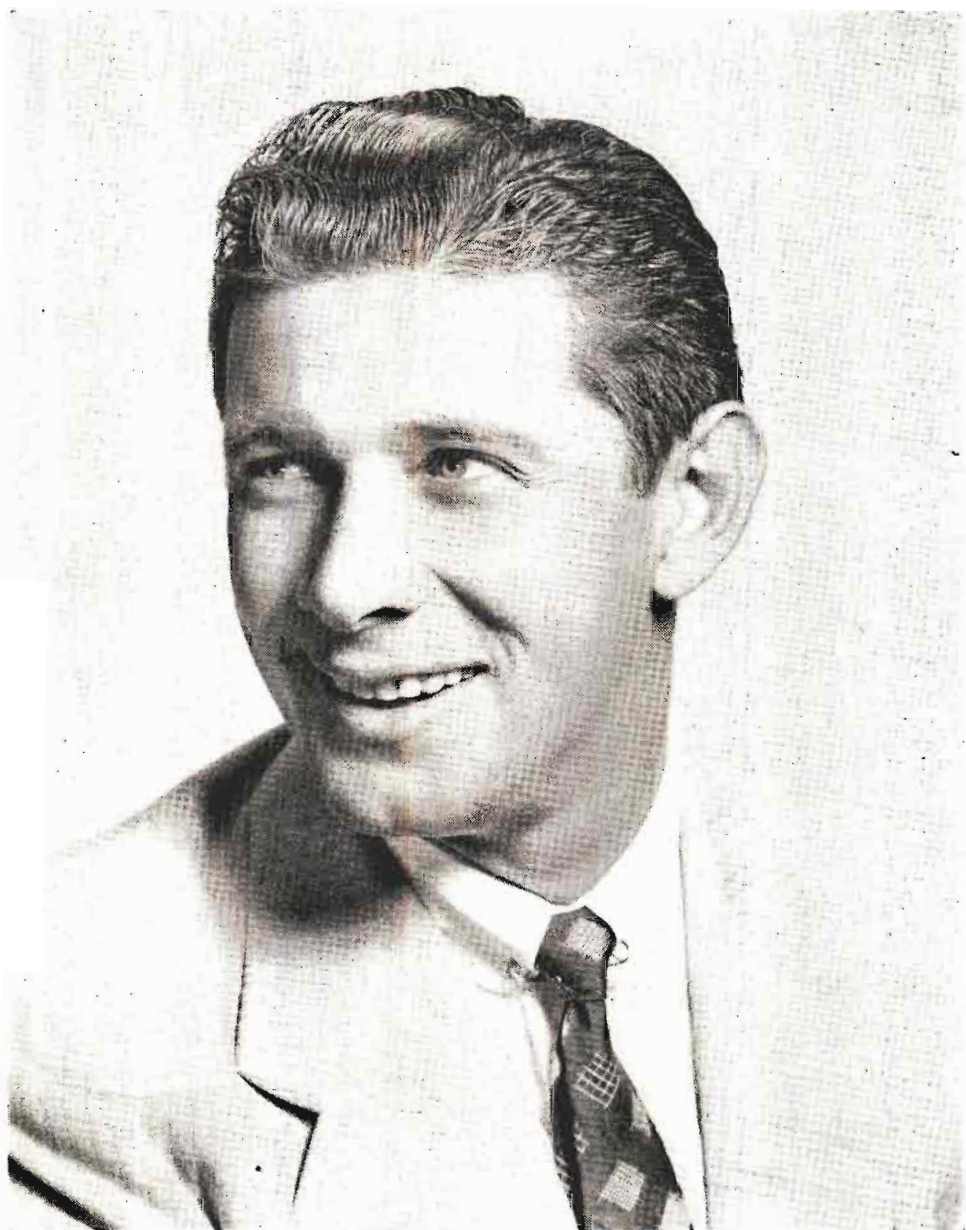
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Food, Log Cabin Syrup, Snider Condiments,
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Procter & Gamble Company (Tide, Camay,
Ivory Snow, Prell, The White Naptha); The
Best Foods Company (Hellman's Mayon-
naisse, Best Foods Mayonnaise, Nucoa, H-O
Oats, Presto, Farina, Old Homestead French
Dressing); The AVCO Manufacturing Corp.—
Crosley Division (Crosley Electric Ranges,
Freezers, Dishwashers, Air Conditioners,
Complete Kitchens, Shelvador Refrigerat-
ors); The Pepperell Manufacturing Co.;
American Express (Travelers Cheques);
Norwich Pharmacal Co. (Pepto-Bismol, Un-
guentine, Zemarol, Norwich Aspirin);
Brewing Corp. of America (Carling's Red
Cap Ale); Benson & Hedges (Parliament
Cigarettes, Virginia Rounds (Cigarettes));
French Government Tourist Office; American
Express Company (Travelers Cheques,
Money Orders); Brewing Corp. of America
(Carling's Red Cap Ale); Diamond Crystal
Salt Company; Diamond Match Company
(Toilet Tissue, Waxed Paper, Matches);
M & R Dietetic Laboratories, Inc. Food
Products Division; Mutual Life Insurance
Company of New York.

TV Accounts: General Foods Corp. (Max-
well House Coffee, Post's Cereals, Ridgways
Tea, Diamond Crystal Salt, Instant Maxwell
House Coffee, Bliss Coffee, Baker's Choco-
late, 4-in-1 Cocoa Mix, Certo, Yuban Coffee,
Gaines Dog Food); Procter & Gamble Com-
pany (Tide, Camay, Prell, Ivory Snow);
The AVCO Manufacturing Corp.—Crosley
Division (Crosley Electric Ranges, Shelva-
dor Refrigerators, Freezers, Complete Kitch-
ens, Dishwashers, Air Conditioners); The
Best Foods, Inc. (Nucoa, Hellmann's Mayon-
naisse, Presto, H-O Oats, Farina, Sandwich

Spread, Horseradish, Mustard, Fannings
Bread and Butter Pickles, Old Homestead
French Dressing); Norwich Pharmacal Com-
pany (Pepto-Bismol, Norwich Aspirin);
Brewing Corp. of America (Carling's Red
Cap Ale); Benson & Hedges (Parliament
Cigarettes); American Express Company
(Travelers Cheques, Money Orders); Con-
tinental Oil Company (Conoco Petroleum
Products) Diamond Crystal Salt Company;
Diamond Match Company (Waxed Paper);
General Electric Company, Chemical Dept.
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oratories, Inc., Food Products Division;
Pepperell Manufacturing Company (Sheets,
Blankets).

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SecretaryFlorence Berger
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Account Executive.....Sidney Rosendorf
Production Manager.....Gilbert Tockernian

Radio-TV Accounts: Pilot Radio Corp.,
Long Island City, N. Y.; Toffenetti Restau-
rant, N. Y. C.; Orpheum Shops, N. Y. C.

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Calif.

Phone: CR 56151, BR 2-2625

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Vice-President.....Jerry Berghoff
Secretary.....Frances H. Berghoff
Art Director.....Daniel Miller
Research Dept.....Marilyn Livermore

Radio Accounts: Baby Line Furniture Co.,
Southwest Steel Rolling Mills, Pride Pro-
ducts Company, Art Metal Appliance Co.,
Sey-Co Products, Van-Rex Gourmet Foods,
Phillip E. Green Company, Alladin Plastics.

TV Accounts: Baby Line Furniture Co.,
Southwest Steel Rolling Mills, The Teevee
Company, Art Metal Appliance Co., Phillip
E. Green Co., Rose Enterprises, Van-Rex
Gourmet Foods, Anthony Distributors.

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James Walker, Porter F. Leach

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Production Manager.....Robert E. Rosegren

Radio Accounts: Griffin Mfg. Co., Inc.
(Shoe Polish); Pilgrim (Laundry Service);
Whitbread & Co., Ltd. (Imported Ale &
Stout), London, England; Aerolineas Agen-
tinas (Airlines).

TV Accounts: Griffin Mfg. Co. (Shoe
Polish), Brooklyn, N. Y.



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Radio Accounts: Columbia River Packers Assn. (Tuna—Bumble Bee Brand, Astoria, Ore.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Lucky Stores, Inc. (Super Markets), San Leandro, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Mayfair Hotel (Hotel), Los Angeles, Calif.; Crispie Potato Chip Co. (Potato Chips & French Fries), Stockton, Calif.; First Federal Savings & Loan Association of Portland, Portland, Ore.; Perfect-Fit Mfg. Co. (Perfect-Fit Auto Seat Covers), Portland, Ore.; Washington State Ferries (Ferry Service), Seattle, Wash.; New Washington Hotel (Hotel), Seattle, Wash.; Cascadian Hotel (Hotel), Wenatchee, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Scott Co. (Plumbing Heating Contractors), San Francisco, Calif.

TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif. (Nulaid Eggs), San Francisco, Calif.; Crispie Potato Chip Co. (Crispie Potato Chips & "Small Fry" French Fries), Stockton, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Bank of California, Seattle, Wash.; Washington State Ferries (Ferry Service), Seattle, Wash.; Western Hotels, Inc. (Hotels), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; The Emporium (Department Store), San Francisco, Calif.; Old English Co. (Dog Food), San Jose, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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159 Pierce St., Birmingham, Mich.

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 Secretary.....Amelia E. Silvestri
 Radio Time Buyer.....Ruth A. Speelman
Radio Accounts: Radio Bible Class, Wesley Radio League, Calvary Hour.

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813 Thomas Bldg., Dallas 1, Texas

Phone: Randolph 5428

V.P. & Manager.....M. O. Rike, Jr.

702 Sheraton Bldg., Washington, D. C.

Phone: Sterling 2406

ManagerDon Underwood

Radio Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Feeds), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Gland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg. Co. (Macaroni Prods., Cereals), Omaha; J. L. Brandeis & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, Ia.; Ak-Sar-Ben (Horse-, Livestock Shows, Rodeos, etc.), Omaha; Stock Yards Natl. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Prods. Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.), Fremont, Nebr.; General Appliance Co., Omaha; Livestock Nat'l Bank, Omaha; Major Appliance, Omaha; Omaha & Co. Bluffs Street Railway, Omaha; Occidental Bldg. & Loan Co., Omaha; Milder Oil Co., Omaha; Phoenix Table Mat Co. (Stove Mats), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Northwestern Tel. Co., Freeport, Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

TV Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro. Util. Dist., Omaha; Skinner Mfg. Co., Omaha; J. L. Brandeis & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Natl. Bank, Omaha; General Appliance Co., Omaha; Livestock Natl. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Pfaff Sewing Machine Co., Chicago; Earl Hayes Chevrolet Co., Dallas, Tex.; Dallas Zone Chevrolet Dealers, Dallas; Radio City Dist. Co., Dallas.

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Time Buyer.....John A. Lorimer

Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Sally's Fur Studio, Strand Theater, C. H. Walker & Co., Weybosset Markets.

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ProductionJune Brantley
Art Director.....Gladys Dudley

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

TV Accounts: Caroline Beverage Corp. (Wine).

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Radio Accounts: Woodlot Seed Co., Norway, Mich.; Fairmon Foods, Green Bay, Wisconsin; WBAY and WBAY-TV, Green Bay, Wisconsin; D. J. Murray Mfg. Co., Wausau, Wisconsin; Miller Electric Mfg. Co., Appleton, Wisconsin.

TV Accounts: Fairmont Foods, Green Bay, Wisconsin.

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Public Relations Dir.....Robert Hoffman
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350 Fifth Ave., New York 1, N. Y.
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V.P. & Mgr.....Richard Ide
Radio Accounts: Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Parsons Ammonia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; East Bay Producers Council (Milk), Oakland, Calif.; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.; Sacramento Milk Council; Bay View Federal Savings and Loan Association, San Francisco, Calif.; Pacific Intermountain Express, Oakland, Calif.; San Francisco, Examiner.

TV Accounts: Van Camp Sea Food Company, Inc. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Pict-Sweet Foods, Inc., Mount Vernon, Wash.; California Dairy Industry Advisory Board; San Francisco Milk Industry; East Bay Producers' Milk Council, Oakland, Calif.; Langendorf United Bakeries (Butter-Nut Bread), San Francisco, Calif.

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Production Manager.....John G. Fryer
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Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; Haven of Rest; World Vision, Inc., Los Angeles, Calif.; King's Ambassador, Los Angeles, Calif.; Radio Missionary Movement, Inc., Los Angeles, Calif.; Dr. William W. Orr, Altadena, Calif.

TV Accounts: Bible Institute of Los Angeles.



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Radio Accounts: Goebel Brewing Co.,
Hudson Motor Car Co., Mullins Mfg. Corp.
(Youngstown Kitchens).

TV Accounts: Mullins Mfg. Corp., The
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Radio-TV Accounts: Bekins Van and Stor-
age Company, Western Stove Company.

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Corporation (Accessories).

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Manager.....Howard Blake
Radio Accounts: North American Accident
Insurance Co., Fashion Frocks, SitRoux Tis-
sues.

TV Accounts: Walter H. Johnson Candy
Co., Chicago; Fashion Frocks, Inc., Cincin-
nati; Bishop & Co., Los Angeles; Rexor
Corp., New York; Hi-V Corp., Newark;
Sitroux, Inc., New York.

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Phone: CRESTview 5-5231

155 Montgomery Street, San Francisco
Phone: YUkon 6-2927

Radio Accounts: Reynolds Metals Co.,
Eskimo Pie Corp., Acousticon, Air France,
New York Paramount Theatre, Western Air-
lines Inc., Wilbur Clark's Desert Inn, Para-
mount Pictures Corp., Tidewater Associated
Oil Co., Newport Soap Co.

TV Accounts: Lionel Corp., Eskimo Pie
Corp., New York; Paramount Theatre, Para-
mount Pictures, Western Airlines Inc., Wil-
bur Clark's Desert Inn, Tidewater Associ-
ated Oil Co., Regent Canned Food, Newport
Soap Co.

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Production Manager.....Don Rubin
Media Manager.....Fred Walder
Acct. Executives.....S. Grossman,
M. Harvis, S. Brichta

Radio Accounts: Arvey Corp. (R. V. Lite Window Material), Blue Crown Spark Plug Co. (Spark Plugs), Chicago, Ill.; Bulk Petroleum Co., Chicago, Ill.

TV Account: Blue Crown Spark Plug Co., Chicago, Ill.; Bulk Petroleum Co., Chicago, Ill.

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Phone: Hollywood 4-7374

ManagerWilliam Coons
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TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Dean Milk Company (Dairy Produces), Chicago, Ill.; Globe Mills (Globe A-1 Flour, Globe Biscuit Mix), Los Angeles, Calif.; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexicorn, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products), Chicago, Ill.

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Account Executives.....Reg Testament,
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Jr.; Nicholas Popa, Gene Hameroff

Radio Accounts: Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; August Wagner Breweries (Gambirinus beer and Augustiner beer), Columbus, O.; Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Foods (potato chips), Columbus; Universal Concrete Pipe Co. (concrete products), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries (Gambirinus beer), Columbus; T. Marzetti Co., (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus.

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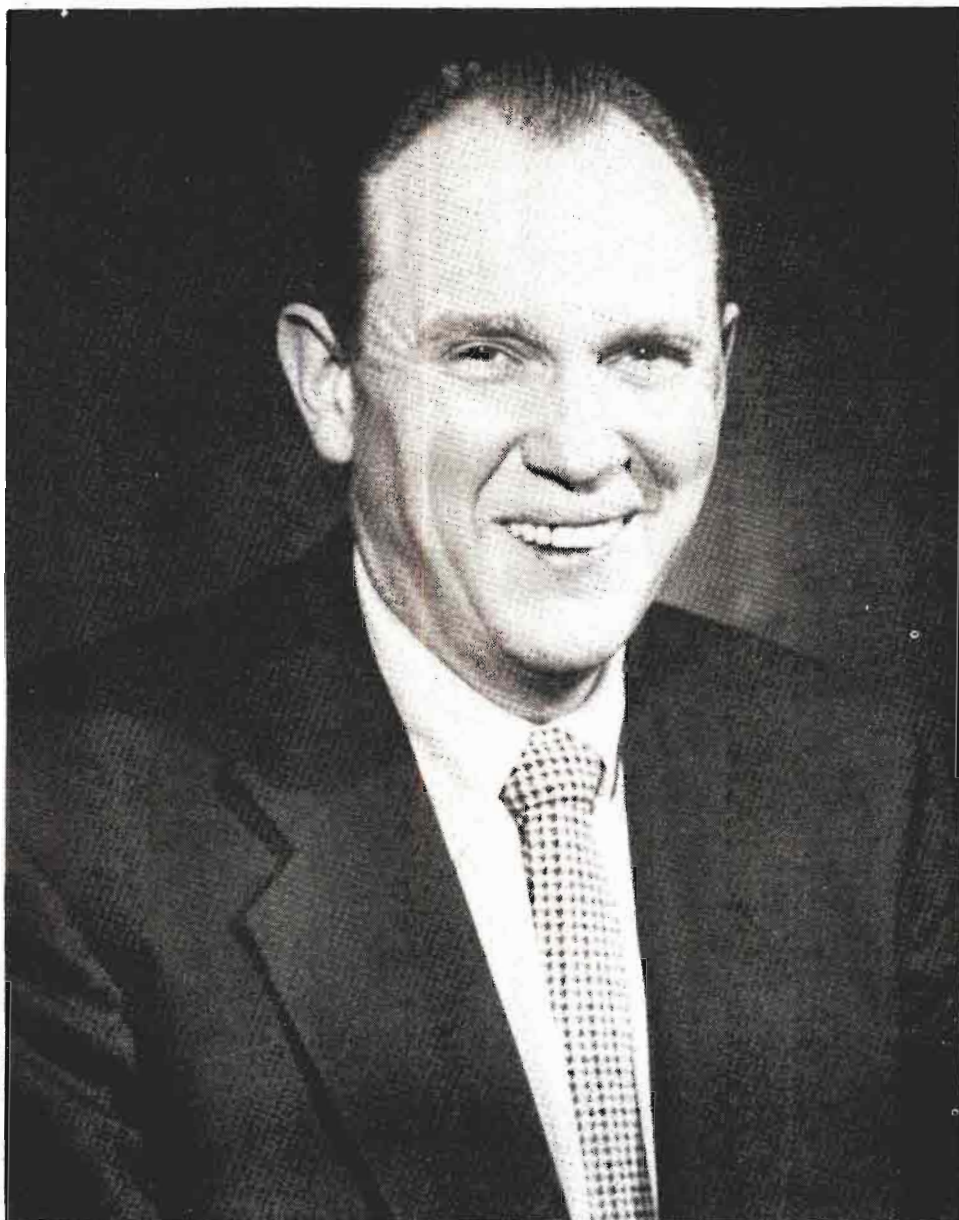
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Art Director.....Yale Rachlin
Media Director.....Kay Chille

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TV Accounts: Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston; New England Telephone and Telegraph Company (Public Utility), Boston.

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Phone: SARatoga 7-4466

PPA

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Vice-Pres. & Treas.....C. LeRoy Miller
Radio & TV Dir.....Louis C. Pedlar, Jr.

Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Company, Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; Popular Club Beverage Co., Styleplus Clothes.

TV Accounts: Eutaw Savings Bank, Baltimore; Hanline Bros. (paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; Fidelity Trust Co., Hirshberg Paint Co., Popular Club Beverage Co., Modern House, Styleplus Clothes.

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Copy Chief.....Phil Young

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Phone: Randolph 6-3831

ManagerPhilip M. White
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Los Angeles, Calif.

Phone: York 5145

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TV Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; O-Cel-O,

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Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Blue Cross (Hospital Plan); Humphrey Chevrolet; Schroeder Hotel; Wisconsin Telephone Co.; W. B. Place Co. (Deerhide Products).

TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Blue Cross; Evinrude Motors (Outboard Motors); Heil Co. (Heating Equipment); Humphrey Chevrolet; Wisconsin Plumbing & Heating Co.

CREAMER & COMPANY

6777 Hollywood Blvd., Hollywood 28, Calif.
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ANPA

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 Production Chief.....J. J. Franz, Jr.
 TV Director.....Chas. Hutchings

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CRUTTENDEN & EGER

201 No. Wells St., Chicago 3, Ill.
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ABP

Partners....Leon H. Lewis, George M. Stern

Radio Accounts: Midwest Dairy Products Corp., Chicago, Ill.; Hudson-Ross (Retail Appliances), Chicago, Ill.

TV Accounts: Midwest Dairy Products Corp., Chicago, Ill.

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

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Branch Office

8420 Sunset Blvd., Hollywood 46, Calif.

Phone: GR 6131

Radio Accounts: Northwest Orient Airlines, E. R. Squibb & Son.

TV Accounts: Sunshine Biscuits; Permutit (Water Softener, Northwest Orient Airlines, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).

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Radio-TV Accounts: American Sponge & Chamois Co.; Apex Dir Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories Colorfilm; Circle In The Square; Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Flora Mir Candy; Fotoshops, Inc.; Gentry Magazine; Gotham Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Three Star Appliances; Webb & Knapp, Inc.

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Radio-TV Accounts: American Chicle Company, B. T. Babbitt, Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army, U. S. Air Force and Organized Reserve Corps Recruiting Service, Consolidated Royal Chemical Co., Ekco Products Co., Nestle Co., Inc.

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TV Accounts: Anheuser-Busch, Inc., St. Louis, Mo.; Coca-Cola Co., Atlanta, Ga.

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TV Accounts: General Electric Supply

Corp.; St. Louis Dairy Co.; Pepsi-Cola Bottlers of St. Louis, Inc.; Armour and Co.

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Asst. Execs.....Elmer H. Doe,

Warwick Anderson, George W. Emerson,

Richard W. Smith

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Dir. of Radio & TV....Chester MacCracken
Radio Accounts: Bristol-Myers Company (Trushay, Sal Hepatica, Ipana, Bufferin and Resistab, Ammen Vitalis, Mum, Vitalis Hair Cream, Benex), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York; Pharmaco, Inc. (Feen-A-Mint), Kenilworth, N. J.

TV Accounts: Bristol-Myers Company (Ipana, Vitalis, Resistab, Sal Hepatica, Trushay, Bufferin, Mum), Welch Grape Juice (Grape Juice, Preserves), New York, N. Y.; Borden Co. (Borden's Inst. Coffee); Pharmaco, Inc. (Medigum), Kenilworth, N. J.; Pioneer Ice Cream—Div. the Borden Co., N. Y. C.

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Phone: Richmond 3-1113

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V.P., Sec. & Radio Time Buyer

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Art Director.....Hobart Britton
Radio Dir.....T. Michaux Moody
Media & Space Buyer (Mag.)..Phyllis King

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Phone: REpublic 7-1420

ManagerPhilip Rosenfeld
Radio Accounts: Etchison Hat Co., Inc., Chesterfield Hat Corp., Richmond, Va.; East Coast Freight Lines, Richmond, Va.; Home Brewing Co., Richmond; Planters Fertilizer Co., Charleston, S. C.

DONAHUE & COE, INC.

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

Phone: COlumbus 5-2772

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Dir. Motion Picture, Radio

& TV Div.....A. Carl Rigrod
Time Buyer.....Clifford Botway

Branch Office

411 Hurt Bldg., Atlanta 3, Ga.

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Vice-President.....H. L. Morrill
Radio Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; Loew's Inc. (Motion Pictures, Loew's Theatres) New York, N. Y.; Metro-Goldwyn-Mayer, Inc. (M-G-M Pictures), New York, N. Y.; Monarch Wine Co. (Manischewitz Wine), New York, N. Y.; New York World-Telegram & Son (Newspaper), New York, N. Y.; River Brand Rice Mills, Inc. (Carolina & River Brand Rice), New York, N. Y.; Rockefeller Center, Inc. (Radio City Music Hall), New York, N. Y.; State of Israel Bonds; Miles Shoes.

TV Accounts: Burlington Mills, Inc. (Bur-Mil Cameo Hosiery), New York, N. Y.; General Cigar Company (Robt. Burns Cigar), New York, N. Y.; Loew's, Inc. (Loew's Theatres), New York, N. Y.; Metro-Goldwyn-Mayer (Motion Pictures), New York, N. Y.; Monarch Wine Co. (Manischewitz Wine), New York, N. Y.; New York Herald-Tribune (Newspaper), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Miles Shoes; River Brand Rice Mills, Inc.

W. B. DONER & COMPANY

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Exec. Vice-Pres.....Marvin H. Frank

Branch Office

2051 W. Wisconsin, Milwaukee 3, Wis.

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Gen. Mgr., V.P.....Marvin H. Frank
Radio Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. Co. (Faygo Beverage) (Soft drinks & mixes), Detroit, Mich.; Hub Appliance Stores (Appliances), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Big Bear Markets (radio & TV) (Super Markets), Detroit, Mich.; Federal Department Stores (radio & TV), Detroit, Mich.; Michigan Wineries (radio & TV) (Wines), Paw Paw, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich.; Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.

TV Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gas & Oil), Detroit, Mich.; Feigenson Bros. Co. (Soft drinks & mixers), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Hub Appliance Stores (Appliances), Detroit, Mich.; Famous Furniture Co. (Furniture & Upholstering), Detroit, Mich.; Delsoy Distributors (Delsoy Topping), Dearborn, Mich.; Hygrade Food Products Corp. (Honey brand Ham), Detroit, Mich.; Cherrin Bros. Co. (Party Sweet Candies), Detroit, Mich.; D. W. Cigar Corp. (Elverso Cigars), Detroit, Mich.; Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.

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Vice-Board Chairman...Walter H. Burnham
Radio & TV Dir.....Edwin R. Rooney, Jr.

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V.P.Ronald Brindley

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TV Accounts: Kidder, Peabody & Co. (Brokerage), New York, Boston, Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York; Cities Service Oil Co. (Dealers), Boston; The Wellington Co. (Brokerage), Philadelphia; Smith, Kline & French (Pharmaceuticals), Philadelphia; Standard Coil, Chicago.

DOREMUS-ESHLEMAN COMPANY

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V.P.....J. J. D. Spillan
Dir. of Media.....Jos. R. Rollins, Jr.

Radio Accounts: Sears Roebuck & Co. (mail order), Philadelphia, Pa.; Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; Provident Trust Co. (bank), Philadelphia, Pa.; Wellington Fund (mutual investment), Philadelphia, Pa.; Allan Wood Co. (steel fabricator), Conshohocken, Pa.

TV Accounts: Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; Smith Kline & French (pharmaceutical), Philadelphia, Pa.; Wellington Fund (mutual investments), Philadelphia, Pa.

JOHN C. DOWD, INC.

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Space & Radio Time Buyer...Charles Bucklin

Branch Offices

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

Phone: MU 8-1275

President.....John C. Dowd

* Affiliated office.

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TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Eugene Rothmund, Inc. (Sausages & Frankfurters), Somerville, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.

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Radio-TV Director.....Wallace Lancton

Radio Accounts: Block Drug Company (various drug products), Jersey City; Stahl-Meyer, Inc. (canned meats), Bonoil Packing Co. (olive oil products), Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleep capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Stahl-Meyer, Inc.

(meat products), New York; Block Drug Co. (Omega Oil, Poslam), Jersey City; Albert Ehlers, Inc. (coffee), New York; Cott Beverage Corp. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Dormin, Inc. (sleeping capsules), New York.

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Copy Chief.....G. B. Deery

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Space Buyer.....Daisy Grosswirth

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156 Montgomery St., San Francisco, Calif.
Phone: YUkon 6-6917

Exec-in-Charge.....Robert B. England
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TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.; Modglin Company, Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocchi (flowers, gifts), San Francisco, Calif.; American Cyanamid Company (Superset), New York, N. Y.

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Phone: MAdison 2921

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vice), Buffalo, N. Y.; J. C. Crosby (Lincoln-Mercury), Buffalo, N. Y.; Murray's Potato Chips, Ft. Erie, Ont.; Lang's Creamery, Buffalo, N. Y.; Loretto Foods, Olean, N. Y.

TV Accounts: S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; J. C. Crosby (Lincoln-Mercury), Buffalo, N. Y.; Lang's Creamery, Buffalo, N. Y.; Loretto Foods, Olean, N. Y.

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ABP

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Exec. Producer.....A. Burke Crotty
Radio & TV Time Buyer.....Dan Kane
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TV Accounts: Cadbury-Fry America, Inc. (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears).

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Radio Director.....Joanne Taylor
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Ford Bldg., Vancouver, B. C.
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Vice-Pres.Howard Enders
6611 Santa Monica Blvd., Hollywood, Calif.
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ManagerJohn Swallow
Radio Accounts: Amvets (American Veterans of World War Two), Georges Radio & Television Co., Government Services, Inc., Washington, D. C.; Travel Inc., Washington, D. C.; McCoy's (Radio, Television & Appliances), Washington, D. C.; Goodwill Industries of America, Inc.; Aircoach Transport Assoc., Phillips, National Safe Drivers Association, Randolph D. Rouse Enterprises, Modern Vacuum, Buchanan Hearing Aids, Standard Gas Appliances, Public Service Contractors, William Bonbrest Distributors.

TV Accounts: George's Radio & Television Co., Goodwill Industries of America, Inc.; National Paint, Varnish & Lacquer Assoc.; Aircoach Transport Association, National Safe Drivers Association, Randolph D. Rouse Enterprises, Modern Vacuum, Buchanan Hearing Aid Company.

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Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. L. Rumry

Radio Accounts: Superior Match Pants Co.

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218 Anglo Bank Bldg., Fresno, Calif.

Phone: Ph. 3-2613

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Vice-PresidentFrank Ennis
Art Director.....Milton M. Young
Radio Director.....Lon McAdams

Radio Accounts: National Dollar Stores, Fresno Macaroni Co., Perfection Macaroni Sauce.

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

Phone: LExington 2-8700

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Radio Dir. (L. A.).....Robert L. Redd
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1121 St. Catherine St. W., Montreal, Que., Canada

Manager.....Ralph L. Lawson
Radio Accounts: Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; KRO Company (Rodenticides), Springfield, O.; Jacob Ries Bottling Works (Soft Drinks), Minneapolis, Minn.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles, Calif.; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Springs Cotton Mills (Spring Maid Sheets), Lancaster, S. C.; Musterole Co. (Musterole), Cleveland, O.; North American Philips Co. (Norelco Duo-Vue), New York, N. Y.; Admiral Corp. (Refrigerators, TV and Radio Receivers), Chicago, Ill.

WILLIAM ESTY COMPANY, INC.

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

Phone: OXford 7-1600

AAAA—ABC—ABP—ANPA—AFA

President.....James J. Houlahan
Exec. V.P.....G. I. Chatfield
Vice President.....Dr. Wallace H. Wulfeck
Secretary-Treasurer.....E. H. Cummings
V.P. (Chg. TV Prog.).....Samuel Northcross
Radio Director.....Wendell Adams
V.P. Chg. TV Commercial.....Stanley A. Lomas

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
Exec. Prod.-Dir.....Arnold J. Wester
Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Parquinn, Inc.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co.

("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; General Mills.

EVANS & ASSOCIATES

Dan Waggoner Bldg., Fort Worth, Tex.

Phone: EDison 9521

ABC—PPA—ABP—ANPA—APA

NAAN—NOAB

Partners.....Albert Evans, Jr., Stanley Schlenker

Radio Accounts: Williamson Dickie Mfg. Co. (Men's Work Clothes); Foremost Dairies (Southwest Div.).

TV Accounts: Williamson Dickie Mfg. Co.; Foremost Dairies.

EVANS-WORK ADV. AGENCY

624 East Capitol Ave., Springfield, Ill.

Phone: 28868

President.....Clarence R. Evans
Art Director.....John Robert Work
Continuity Director.....Imogene Kundig

Radio Accounts: Arch Wilson, Inc., B & F Toggery, Bootery, Bridge Jewelry Co., Camera Shop, Capital Wood Works, Community Bakery, Constantino Packing Co., Ray's Brand Products, Dellert's Paints, Faultless Milling Company, Fink's Cleaners, Graham's, Jack Harman, Kennedy's Laundry & Dry Cleaners, Lincoln Trail Turkey Farm, Henry Nelch & Son, Public Super Market, Punzak Air Conditioning & Heating Co., Quality Dairy, Rolands, Royal Crown Bottling Co., Security Federal Savings & Loan, Senate Theatre, Springfield Motors, Swanson's Camera Shop, Woodward & McCullough Jewelers, Abraham Lincoln Hotel, LaBonte's Luggage Shop, Schlitt Hardware, Vredenburg Lumber Co., Jonny's Rexall Drug Store.

TV Accounts: First National Bank, Barker-Lubin Company.

EWELL & THURBER ASSOCIATES

23 East Jackson Blvd., Chicago 4, Ill.

Phone: WEbster 9-0911

President.....James Cady Ewell
Vice-President.....C. E. Rickard
Copy Director.....St. Clair Carver
Production Manager.....Bruce Guest
Radio Director.....A. J. Engelhardt

Branch Offices

520 Madison Ave., Toledo 4, Ohio

Phone: Main 8205

Exec. Vice-Pres.....Hal H. Thurber
270 Park Ave., New York 17, N. Y.

Phone: PLaza 1-2770

Vice-President.....Steve Mudge
6671 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-4994

Manager.....Ernest Belt
Radio & TV Accounts: Chicago, Indianapolis & Louisville Railway Co.; Great China Food Products Co.; Ideal Dog Food; Jurgens & Anderson Co.; Nicolay-Dancey, Inc.; Ostermoor & Co., Inc.; Pullman Couch Co.;

Rap-in-Wax Paper Co.; Sanford Ink Co.; Straub, W. F., & Co.; Super Foods Merchandising; Willys-Overland Export Co.; Willys Motors, Inc.; Wilson & Company; Wilson Sporting Goods Co.

FARQUHAR AND COMPANY, INC.

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

Phone: 2-6109

President.....John T. Farquhar
Vice-President.....Ted R. Darvoo
Secretary.....Roger H. Williams
Treasurer.....Jay C. Anderson
Radio-Television.....John T. Farquhar
Media Buyer.....Eleanor Crummins

Radio Accounts: Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica.

TV Accounts: Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Bonide Chemical Co., Utica; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica.

FEIGENBAUM & WERMEN ADVERTISING AGENCY

1922 Spruce St., Philadelphia 3, Pa.

Phone: LO 4-1536

ABP—ANPA—NOAP

Partner.....Harry Feigenbaum
Partner.....David Wermen
Radio-TV Director.....Stanley Goldstein

Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (savings and loan), Philadelphia; Hardwick & Magee Furniture (rugs & furniture), Philadelphia; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Garden State Motors (automobiles & motors), Camden, N. J.; Bandler's (furniture), Philadelphia; Reliable Pontiac (automobiles), Philadelphia.

TV Accounts: Kasser Distillers (wine), Philadelphia; B. S. Pincus & Co. (meat products), Philadelphia; Booth's Bottling Co. (carbonated beverages), Philadelphia; The Arrow Store (men's apparel), Philadelphia.

FELLOWS ADVERTISING AGENCY

410 Larned Bldg., Syracuse, N. Y.

Phone: 2-4175

ABP—APA

Pres., Space & Radio

Time Buyer.....Byron F. Fellows, Jr.
Secretary-Treasurer.....Marjorie Hughes

Radio Accounts: Cortland Baking Company (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.

TV Accounts: Cortland Baking Co. (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.

Phone: National 8-7713

APA-PPA

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Radio Copy Dir.....George Ely
Executive Asst.....Walter J. Kerwin
Art Director.....Gilbert Meekins
Production Manager.....William Cooper
Time Buyer.....Nan Hannum

Branch Offices

45 Rockefeller Plaza, New York, N. Y.
Manager.....Philip N. Jackson
Southern State Bldg., Richmond, Va.
Manager.....Richard Nall

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

TV Accounts: Briggs (Meat Products), Smith's Storage Co., Washington, D. C.; P. D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

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

Phone: Murray Hill 9-7100

ABP—ANPA—APA—PPA

President-Treasurer.....Lawrence Fertig
Vice-President.....Philip Lukin
Media Director.....Miss Selma Grossworth
Art Director.....Stanley Dusek
Production Manager.....Ken Miller
Radio-TV Time Buyer, Dir...Jos. H. Mintzer

ROBERT G. FIELDS & CO.

Sudekum Bldg., Nashville 3, Tenn.

Phone: 6-1977

ABP—PPA—SNPA—APA

President.....Robert G. Fields
Account Executive.....W. R. Culbertson
Secretary.....A. Ferguson

Radio Accounts: Robt. Orr & Co. (Coffee), St. Bernard Coal Co. (Coal), Coal Heating Service (Coal).

TV Accounts: Red Ace Petroleum Co. (Coal & Oil); Hester Battery Co., Nashville.

FIRESTONE-GOODMAN ADV. AGENCY, INC.

541 Syndicate Bldg., Minneapolis 2, Minn.

Phone: Main 4393

Pres., Radio Dir. &

Copy Chief.....Allan L. Firestone
Treas. & Art Director.....Archie Goodman
Secretary.....R. S. Firestone
Space Buyer.....L. Koehller

Radio, TV Accounts: Fisher Nut & Chocolate Co. (Nut Confections); American Television & Radio Co.; Goodman's Jewelers; Great Minneapolis Surplus Store.

Radio Account: Minneapolis & St. Paul House Furnishing Cos.

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.

Phone: CEntal 6-1610-1611

Owner.....Jack L. Fisher
Radio & TV Dir...Jack L. (Bud) Fisher, Jr.

Radio Accounts: Bell Savings & Loan Assn. (Local Radio), Cook Co. Central Democratic Committee—Political (Radio-selected Localities), National Foundation for Infantile Paralysis (Midwest Rep.), New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments Only), Chicago; United Artists Corp. (Motion Picture), Chicago (Radio Selected Localities); Universal-International Pictures (Motion Pictures), Chicago (Radio Selected Localities); Clark Theater (Movie Theater), Chicago; House of Carter (Furniture), Chicago; Goodman Furniture Co. (Furniture), Chicago; Monroe Theater (Movie Theater), Chicago; TV Time Foods (TV Time Popcorn), Chicago; 20th Century Fox Film Corp. (Motion Pictures), Chicago.

TV Accounts: Cook Co. Central Democratic Committee (Political), Chicago (Selected Localities); Tam O'Shanter Country Club (Golf Tournaments), Chicago; Nat'l Foundation for Infantile Paralysis, Chicago & N. Y.; United Artists Corp.; Universal-International Pictures Corp.; Bell Savings & Loan Assn. (Bank), Chicago; Monroe Theater (Movie Theater), Chicago; TV Time Foods (TV Time Popcorn), Chicago; 20th Century-Fox Film Corp. (Motion Pictures), Chicago.

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans, La.

Phone: Tulane 3131

Partners....Joe L. Killeen, Jos. H. Epstein,
Roy M. Schwarz, Leonard Gessner, E. W.
Rector Wootten, Warren G. Posey

Media Dir.....Harley B. Howcott
Radio Director.....Aubrey Williams
Radio Time Buyer.....Mrs. Marie O'Meara
TV Director.....Tom Newman

Radio Accounts: Alabama-Georgia Syrup Company (Alaga Syrup), Montgomery, Ala.; Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies, CDM Coffee), New Orleans, La.; H. G. Hills Stores (Chain

Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Soco and Crustene Shortening), New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; Higgins, Inc. (Flooring & Misc. Products), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. State Rice Milling Co. (Rice), Abbeville, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil & Snowdrift & Crustene), New Orleans, La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Southern Shell Fish Co. (Canned & Frozen Seafoods), Harvey, La.

FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.
Phone: 2-3129

AAAA-ABP-ANPA-APA-PPA

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Vice-President Grover Hubbell
Secretary Henry Frasier
Treasurer J. K. Bowman
Account Executives William P. Conklin,
Grover H. Hubbell, Alfred Bollinger

FOLEY ADVERTISING AGENCY

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

Phone: CHerry 1-1490

President Robert B. Foley
Sec.-Treas. Helen M. Little
Director Robert B. Foley

Radio and TV Accounts: I. J. Fox, Inc. (Retail Furrier), Nokes-Findley Wallpaper & Paint Co., Cleveland.

THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.

Phone: KIngley 5-1560

AAAA-ABC

President Charles H. Eyles
V.P.-Treas. Lee E. Hood
V.P.-Gen. Mgr. A. Edward Morgan
V.P.-Media Director Wesley Winning
Copy Director Raymond Barr
Radio-TV Director Frank M. Knight, Jr.
Time Buyer Alice Mooney

Radio Accounts: Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork products), Phila; B & O Railroad (Transportation), Baltimore; Glix Dog Candy, Rochester, N. Y.; Silva Silver Polish, Rochester, N. Y.

TV Accounts: Ahbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore;

Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Philadelphia.

FOOTE, CONE & BELDING

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

Phone: MUrray Hill 8-5000

ANPA-AAAA-PPA-APA-ABP-
NOAB-ABC

Chairman of the Bd. Robert F. Carney
V.P. & Director Frank E. Delano
V.P. Chg. Finance, Secretary &
Director A. E. Rood
V.P. & Director Elwood Whitney
V.P. Chg. International
Division M. P. Franceschi
V.P.-Radio & Telev. Edmund L. Cashman
V.P. Chg. Media Harold H. Dobbteent
V.P. Chg. Research Paul E. J. Gerhold
V.P. & Mgr. Eastern Mot.

Pic. Div. Harold Holt
V.P.-Radio & Television Roger Pryor
Asst. Treas. &

Asst. Sec. Charles H. Newbrand
Dir. of Merchandising Everett F. Braden
Dir. of Prog. Devel. Thomas McDonnell
Dir. Media Joseph S. Spiegel
Mgr. Production Dept. J. A. Koehler
Office Manager Tyrell G. Rogers

Branches Offices

155 E. Superior St., Chicago 11, Ill.

Phone: SUperior 7-4800

President Fairfax M. Cone
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V.P. & Director John F. Hunt
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V.P. & Gen. Mgr. Harold H. Webber
Educational Dir. Leah Anderson
V.P. & Media Dir. Robert Hussey
V.P. Chg. Res. Richard Tully
Radio & Telev. Bus. Mgr. Harry Dieter
Radio & Telev. Time

Buyer Genevieve Lemper
Office Mgr. M. R. Loehrke
Statler Center, 900 Wilshire Blvd.,
Los Angeles 17, Cal.

Phone: MADison 9-3611

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V.P. & Art Dir. Robert Freeman
Dir. of Media George Weaver
Dir. of Research Paul Henley
Mgr. Prod. Dept. Brougham J. Morris
Radio Time Buyer Lydia R. Hatton
235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

Vice-Pres. & Mgr. Ford Sibley
Media Director Llew A. Jones
6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOliwood 9-6265

Vice-Presidents C. Burt Oliver,
Elliston Vinson



Box 4223, Houston 14, Texas
 Phone: Justin 5461
 Manager.....Stephen R. Wilhelm
 Pacific Bldg., Portland 4, Oregon
 Phone: BRoadway 3732
 Leith F. Abbott

Radio Accounts: General Foods, Liebmann Breweries, Inc., New York Central, Lever Bros. American Bakers Assn., Armour & Co., Frigidaire Division General Motors, Hall Brothers, Inc., International Cellucotton Products Co., Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Lockheed, Purex Corp. Ltd., Security-First National Bank, Sunkist Growers.

TV Accounts: General Foods, Liebmann Breweries, Inc., Intern'l Latex, Lever Brothers, Armour & Co., Frigidaire Division General Motors Corp., Hall Brothers, Inc., International Cellucotton Products Co., Beatrice Foods Company, Security-First National Bank, Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Purex Corp. Ltd., Sunkist Growers.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.
 Phone: GIlbert 2-3645
 APA

President.....M. J. Ford
 Secretary-Treasurer.....Marshall J. Ford
 Art Director.....Thomas Fong
 Media Buyer.....Hal Kranig

Radio Accounts: Pureta Sausage Co. (Sausage Products); Broili-Parks Co. (Zenith Radios), Sacramento, Calif.; Dalton Motors, Inc. (DeSoto-Plymouth Distributor), Home Milk & Ice Cream Co. (Dairy Products), General Beverages Western (Donald Duck Soft Drinks), Monterey; F. Pirrone & Sons, Inc. (Wines), Salida; Seven Up Bottling Co. (Sacramento & Stockton).

TV Accounts: Pureta Sausage Co.; General Beverages Western (Donald Duck Soft Drinks), Monterey; Broili Parks Co. (Zenith Radio-TV Dist.), Sacramento.

ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.
 Phone: COrtlandt 7-5060

ABP—ANPA—APA—NOAB—PPA—ABC

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 President.....Frank J. Reynolds
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 Exec. Vice-Pres.....Richard A. Cullinan
 Vice-Pres. & Treas.....S. A. Speake
 Vice-Pres. & Sec.....E. G. McAdie
 Vice-Presidents.....Frank D. Cruikshank,
 Howard C. Allen
 Dir. of Radio & TV.....Robert W. Day

Branch Offices

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Vice-President.....R. W. Dawson

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Phone: HANcock 6-5900

Vice-President.....Joseph R. Hamlen
 Packard Bldg., Philadelphia 2, Pa.

Phone: RIttenhouse 6-3915

Vice-President.....Milton T. Kyle
 425 Bush St., San Francisco, Calif.

Phone: YUkon 6-4641

Manager.....Lucrezia H. Kemper

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
 Phone: DEarborn 2-5745

NOAB—ABP—ANPA—APA—PPA

President.....Jones B. Frankel
 Account Executives.....Jones B. Frankel,
 A. G. Gaines, Lew Sanders

Space Buyer.....Helen Eich

Radio-TV Director.....Lew Sanders

Radio Accounts: Lion Chemical Co., Rolin Sales, Valmor Prod.

TV Account: Rosin-Starr.

FRANKLIN & GLADNEY, INC.

10 East 49th St., New York 17, N. Y.
 Phone: PLaza 9-7950
 ABP

President.....Dolph Franklin
 Media Dir.....Edith Schless

Radio-TV Time Buyer.....Lucille Master

TV Accounts: Stern Department Stores;

Mawson De Many (Furrig), Philadelphia,

Pa.; L. Fish Stores (Furniture), Chicago,

Ill.; Hecht's Department Stores (Department Stores).

THE FREDERICK-CLINTON CO., INC.

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

ABP—ANPA

President.....F. C. Burger
 V.P., Treas.....H. S. Rieff

V.P., Secretary.....R. S. Buckbinder

V.P., Art Director.....E. Gambale

Radio Accounts: Adler Shoes, New York;

Modene Paint Co. (paint products), Chelsea,

Mass.; Vim Electric Co. (RCA, Thor, Halli-

crafters), New York; Chock Full O'Nuts

(Coffee), N. Y. C.; Modene Paint Co., Chelsea, Mass.

TV Accounts: Adler Shoes for Men,

N. Y. C.; Chock Full O'Nuts (Coffee),

N. Y. C.; Vim Radio & Television (Appli-

ances), N. Y. C.

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
 Phone: ALpine 2048

AAAA—ANPA—ABP

President.....C. J. Freiburger

Secretary.....Charles A. Haskell

Treasurer.....Doris Fleischer

TV Director.....Bob Swysgood

Radio Accounts: American Beauty Maca-

roni Co. (macaroni products), Denver;

Central Bank & Trust Co. (banking), Den-

ver; Associated Grocers of Colo. (groceries),

Denver; Colorado Potato Flake Co. (potato

chips), Denver; Guardian Savings & Loan Ass'n. (savings & loan), Denver; Sears Roebuck & Co. (dept. store), Denver; Toner's, Inc. (peanut butter), Denver; Vincent Syrup Co. (syrops), Denver; Central Bank & Trust Co. (banking), Denver; Continental Tours & Travel Service (travel service), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver.

TV Accounts: Beatrice Foods (dairy products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; Denver Conv. & Visitors Bureau (travel), Denver; Also of Colorado (storm windows), Denver; Dottie's Quickie Cookies (Frozen Cookies), Denver; Grandview Builders (builders), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver; Nebraska Packing Co. (meat processor—dog food), North Platte, Nebraska; B. K. Sweeney Mfg. Co. (Distributors), Denver.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.

Phone: Elgin 1056

ANPA—NOAB—PPA—AAAN—SNPA

Owner.....J. V. Freitag
Account Executive.....M. K. McGowan
Sec.-Treas.....R. W. Wallace

Radio Accounts: Columbia Baking Co.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.

Phone: NEWstead 0037

AAAA—APP—NOAB—ANPA—PPA

Partners.....Oakleigh R. French,
Mazie G. French

Art Director.....Matthew Falk
Dir. Client Service.....Richard C. Lynch
Media Director.....C. Sewell Pangman

Radio Accounts: H P Coffee Company,
St. Louis.

AD FRIED ADVERTISING AGENCY

(See Complete Listing Under "A")

FRIEND REISS McGLONE

221 W. 57 St., New York, N. Y.

Phone: PLaza 7-8030

ABP—ANPA—PPA—APA

Partner & Gen. Mgr.....B. M. Reiss
PartnerLee Friend
Partner.....James W. McGlone
Res. & Mkt. Dir.....Henry Brenner
Production Manager.....Julius Brown
Radio-TV Director.....Edward Ratner

Radio Accounts: Moly Motor Products (Liqui-Moly), N. Y. C.; Merkin Paint Co., N. Y. C.; Sweet Orr (Workclothes), N. Y. C.; Lafayette Radio, N. Y. C.

TV Accounts: Merkin Paint Co., N. Y. C.; Levolor Lorentzen (Venetian Blinds), N. Y. C.; Aptitude Shoe Co., N. Y. C.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.

Phone: LIBerty 2-0183

ANPA—APA—PPA

President.....Karl M. Frost
Vice-President.....Harold E. Bessom
Treasurer.....Harry M. Frost
Asst. Treasurer.....Florence A. Dondero
Sec'y., Radio Dir.....Harvey P. Newcomb
Newspaper Space Buyer.....Anna V. Turner
Magazine Space Buyer & Prod. Mgr.

Harold E. Bessom

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Winslow Chip Company (Potato Chips, Products), Marblehead, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Mattapan, Mass.; Campbell-Fairbanks, Inc. (Sportsmen's Shows), Boston, Mass.; Jasper Wyman & Sons Co. (Wyman's Blueberries), Millbridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Raving Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.

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

FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.

Phone: CHerry 1-6700

AAAA—ABP—ANPA—APA—NOAB—PPA
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Exec. Vice-Pres.....E. L. Andrew
V.P. & Mgr. (Cleveland Office) W. A. Wright
Secretary-Treasurer.....C. C. Reidenbaugh
Asst. to Pres. (Cleveland).....J. C. Maddox
Media Dept. Mgr. (Clvld.)..W. G. Chalkley
Media Dept. Mgr.

(Chicago).....C. W. Billingsley
Radio, Film, TV Dept. Mgr.

(Cleveland Office).....David Adam

Branch Offices

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

Phone: MURray 6-5600

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

Phone: ANdover 3-5041

Vice-Pres. & Mgr.....E. J. Lauesen
Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope). Hercules Powder Co. (Toxaphene), Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Penzoil Gasoline & Oil), Keystone Steel & Wire Co. (Fencing), Linen Thread Co., Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Oldsmobile Dealers, Sherwin-



Williams Co. (Paint), A. E. Stoley Mfg. Co. (Feed), Sterling-Lindner-Davis Co. (Dept. Store), Webster-Chicago Corp. (Phonographs), American Greetings Corp. (Publishers), American Society of Metals, Central National Bank, Chicago & Eastern R. R., Harry Ferguson, Inc. (Farm Equipment), Jack & Heintz (Precision Equipment).

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

FURMAN, FEINER & CO., INC.

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Vice-President... Irving J. Gottlieb
Secretary... Nathan Rothenberg
Art Director... Edwin R. Swaback
Acct. Exces... Helen Grobin, Lon Shaw
Space Buyer... Laura Lustig

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.; Ganeles-Lenger Wine Corp., New York; National Health Aids, Inc., New York.

GARDNER ADVERTISING CO.

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AAAA-ABC-ABP-ANPA-APA

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Sec. & Treas... H. S. Gardner, Jr.
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Branch Office

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Phone: COLUMbus 5-2000

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Vice-President... Roland Martini
Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, Eldorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

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

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V.P. & Acct. Exec... Earl Lines
Art Director... O'Cal Hanson
Radio Accounts: Tanglefoot Co., Grand Rapids, Mich.; Gibson Refrigerator Co.

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Treasurer... Ed Marra

Radio & TV Accounts: Fairchild Engine & Airplane Corp.; All-American Engineering; Link Aviation, Inc.; J. A. Maurer, Inc.; Precision Film Laboratories, Inc.; McGraw-Hill Publishing Co.; B. G. Corporation; Fairchild Recording Equipment Corp.; G. M. Giannini & Co., Inc.; American Moninger Greenhouse Co.

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Public Relations Director... Wm. C. Faust
Radio-TV Dir... Frank C. Murphy

Branch Office

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

Phone: LEXington 2-0880

Vice-President... Charles S. O'Donnell
Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Diston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

TV Accounts: Western Saving Fund Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

GERTH-PACIFIC ADV. AGENCY

604 Mission St., San Francisco 5, Calif.

Phone: GARfield 1-1081

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Media Director... Donna Thompson
Radio Accounts: David D. Bohannon Org., Stringer Driver Moving & Storage Co.

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Radio-TV Accounts: Sealy Mattress Co. (mattresses), N. Y. C.; Lerner Co. (furniture), N. Y. C.; Ludwig Baumann & Spear's



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Time Buyers.....Elizabeth Powell,
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TV Film Supervisor.....James Manilla
TV Art Director.....Paul Martin
Radio-TV Bus. &

Traffic Super.....Don McGuinn

Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.

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931 Third National Bldg., Dayton 2, Ohio

Phone: Fulton 4-145

Vice President & Mgr.....E. G. Frost

1680 North Vine St., Hollywood 28, Calif.

Phone: Granite 7-6114

Vice President.....Wright Nodine

Radio Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; U. S. Industrial Chemical Co., U.S.I. (Super-Pyro Anti-Freeze); American Home Products (Household products), N. Y. C.; American Home Foods (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Wolcott Co. (Easy-Off oven cleaner), Hartford, Conn.; Weston Biscuit Co. (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-Diet); National Paper Co. (Tissues), N.Y.C.

TV Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; American Home Products (Household Products), N. Y. C.; American Home Foods, Inc. (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Wolcott Co. (Easy-Off Oven Cleaner), Hartford, Conn.; Kenwill Corp. (Magi Koter Paint Roller), Painesville, O.; Weston Biscuit (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-Diet); National Paper Co. (Tissues), N. Y. C.; U. S. Industrial Chemical Corp. (Anti-Freeze), N. Y. C.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.

Phone: 4-2444

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

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings, loans and investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City, Amarillo; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; John Brown University (schools and camps); Liberty Glass Co. (milk and beverage bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (Vigo Dog Food), Sand Springs, Okla.; Southwest Steel Co. (ornamental iron), Sand Springs, Okla.; Prayson Candies Co. (candy), Tulsa; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Loan & Investment Co. (loans), Ardmore; Prayson Candies Co. (candy), Tulsa; Tulsa Cabinet Shop (wooden furniture), Tulsa.

TV Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Tom P. McDermott, Inc. (tires & appliances, anti free, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings, loans, investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Tulsa Cabinet Shop (wooden furniture), Tulsa; Pedrick Laboratories, Inc. (Dog Food), Sand Springs; Southwest Steel Co. (ornamental iron), Sand Springs.

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272 Scott Block, Winnipeg, Manitoba

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Treasurer.....Clarence Schmidt
Secretary, Radio & TV Dir.....Frances Scott
Radio & TV Time Buyer.....Gloria Lubin



Rad-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.

Other Accounts: Kurt A. Baer, Inc. (Mfrs. Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boating supplies); Safety Zipper Corp. (Safety Zippers & Sliders), 350 Fifth Avenue, N. Y. C.; Bonafide Mills, Inc. (Bonny Maid Linoleum), N. Y. C.; Leonce Salon; Dean Parker, Inc.

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Space Buyer.....Esther Gook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Frit-lets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Streator Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company

(Table Queen Bread, Other Bakery Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

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Industrial Director.....James Costello
Prod. Dir.....Stewart Carlson
Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holz
Radio & TV Dir.....Gerald L. Seaman

Radio Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.; Manitowac Equip. Co. (Food Freezer), Manitowac, Wisc.

TV Accounts: Allis-Chalmers Mfg. Co. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wisc.; Manitowac Equip. Co. (Food Freezer), Manitowac, Wisc.

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301 S. Harvard Blvd., Los Angeles 5, Calif.

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Secretary-Treasurer.....Howard W. Cambrill
Art Director.....J. Gelchel Seaker

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

211 N. Lafayette Ave., Grand Rapids, Mich.

Phone: 9-4052

GOLDEN ADVERTISING AGENCY

44 Court Street, Brooklyn 2, N. Y.

Phone: MAIn 4-1375

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Account Executive.....William Goldstein

Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Nosstrand Radio Co. (TV Receivers), Brooklyn.

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919 North Michigan Ave., Chicago 11, Ill.

Phone: SUPERior 7-6746

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Secy. & Media Dir... Florence A. Neighbors
Asst. Med. Dir., Prod. Mgr.... J. Alden Joice
Vice President..... Henry Nathan
Vice President..... Joseph J. Klein

Radio Accounts: Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The Illinois Canning Co., C. H. Runciman Co., Lowell, Mich.; Humiston-Keeling & Co., Radex Corporation, Nutrition Research Laboratories.

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

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Director..... Edwin J. Ryan
Coudrey-Gotham Prop. Ltd.

5-7 Barrack St., Sydney, Australia

Director..... C. J. Coudrey
Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; L. A. V. (Venezuelan Airlines), New York, N. Y.

TV Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.

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Phone: WALnut 2-40308

ABC—ANPA

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Russell K. Carter, William B. Edwards,
William S. Harvey, Edmond G. Thomas.
Atherton Seeley, David B. Arnold, Thelma Beresin.

Radio-TV Dept. Head... Walter M. Erickson

Radio Accounts: The M. A. Hanna Company (Coal), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Associated Hospital Service of Philadelphia (Blue Cross-Blue Shield), Philadelphia; Bell Telephone Co. of Pa. (Services), Philadelphia; Chevrolet Dealers Assn. of Philadelphia, Philadelphia; Diamond State Telephone Company (Services); Delaware; Fritz & La Rue (Carpets), Philadelphia; Lee Tire

& Rubber Co. (Tires), Conshohocken; Philadelphia Zone Planning Assn. (Chevrolet Dealers), Philadelphia; Wilen Brothers, Inc. (Wines), Philadelphia.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Associated Hospital Service of Philadelphia (Blue Cross-Blue Shield), Philadelphia; The Bell Telephone Co. of Penna. (Services), Philadelphia; Chevrolet Dealers Assn. of Philadelphia; Diamond State Telephone Co. (Services), Delaware; Charles Marchand Company (Hair Rinses), N. Y. C.; Philadelphia; Zone Planning Assn. (Chevrolet Dealers), Philadelphia; Pyrene Manufacturing Company (Fire Extinguishers), Newark; Wilen Brothers, Inc. (Wines), Philadelphia.

GREEN-BRODIE

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

Phone: PLaza 9-3330

ANPA—ABP

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Space & Time Buyer..... Betty Gershon
Art Director..... Cecil Baumgarten
Production Mgr..... James West

Radio Accounts: Pieter de Witt, Inc., The Viking Press, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

MONROE GREENTHAL CO., INC.

445 Park Avenue, New York 22, N. Y.

Phone: PLaza 9-8640

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Radio & TV Dir..... Samuel G. Gallu
Media Dir., Space Buyer..... Herch Hauser

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Media & Research Dir..... Herbert A. Vitriol
V.P. & Radio-TV Dir..... Alfred L. Hollender
Media Director..... Richard Bean

Radio Accounts: Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; American Safety Razor Corp. (Gem Razors & Blades); Doughnut Corp. of America (Howdy Doodie Ice Cream); Esquire, Inc. (Coronet Magazine); Krueger Brewing Company (Quinsana Foot Powder & Mennen Baby Products); Union Pharmaceutical Corp. (Inhuston & Saraka).

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; American Safety Razor Corp. (Gem Razors & Blades); Anson, Inc. (Jewelry); Artra Cosmetics (Intra); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Doughnut Corp. of America (Howdy Doody Ice Cream); Esquire, Inc. (Coronet Magazine); Girard Perregaux (Watches); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Shwayder Bros., Inc. (Samsonite Luggage & Furniture); The Ullman Company (Process Plastics); Union Pharmaceutical (In-histon).

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Vice President.....S. A. Lewis
Vice President.....E. R. Preble
Secretary-Treas.....John F. Davis
Media Dir.....William A. Weaver
Dir. of Radio & TV.....Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland, O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mats for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.; The Halle Bros. Co. (Retail Stores), Cleveland, O.; Motorists Mutual Insurance Co., Columbus, O.; B. F. Goodrich Co. (Tire Division), Akron, O.; Cockshutt Farm Equipment Co., Bellevue, O.; Milk Producers Federation of Cleveland; First National Bank, Louisville, Ky.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.; The B. F. Goodrich Co. (Tires, Drugs, Etc.), Akron, O.; Milk Producers Federation of Cleveland; The Halle Bros.

Co. (Retail Stores), Cleveland, O.; Warner & Swasey Co. (Turret Lathes), Cleveland, O.

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Art Director.....Declan Powers
Sec., Media Dir., Radio Time
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APA

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Art Director.....Donald Layman
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TV Accounts: Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Rusco Window Company (Self-Storing Windows), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto-Plymouth), Minneapolis-St. Paul, Minn.

GUILFORD ADVERTISING AGENCY

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Phone: PENnsylvania 6-8518

ANPA

Account Executive.....Frances G. Guilford

JOHN L. HALPIN ADVERTISING

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Phone: Schenectady 2-0192

Partners: John L. Halpin, Marion G. Halpin
Copy Chief.....S. P. Levine
Radio Accounts: Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.

HANLY, HICKS & MONTGOMERY, INC.

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John M. Nixon

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TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; F. Cappellino & Sons, Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.

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Vice-PresidentsAlfred Festen,
John T. Holloway

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V.P., Radio-TV Dir.....Thomas Kivlan

Radio-TV Accounts: P. A. Starck Piano Co. (Pianos), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

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Branch Office

1405 Peel St., Montreal, Que.
Phone: HARbour 0131

Manager.....B. J. Leopold
Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Templeton's Limited (Raz-Mah & T-R-C's), Toronto, Ont.; Brading Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Canadian Cannery Limited (Soups, Baby Food), Hamilton, Ont.; Mec-cano Limited (Toys), Toronto, Ont.; Procter & Gamble (Camay Soap), Toronto; Acousticon (Hearing Aids), Toronto; Minibrix (Rubber Toys), Oshawa.

TV Accounts: Minibrix (Rubber Toys), Oshawa; Acousticon (Hearing Aids), Toronto.

HENRI, HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-9180

AAAA- ABP-ANPA-APA-ABC

Chairman of Bd. of Dir.....W. D. McDonald
President.....W. B. Henri
Exec. Vice Pres.....E. F. Hascall
Sec.-Treas.....R. H. Eaton
Media Director.....Charles Pumpian
Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....L. R. Hall
General Manager.....E. F. Hascall, Jr.

Radio Accounts: Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand; Vitality Shoe Co.), St. Louis, Mo.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Skelgas Division of Skelly Oil Co. (Skelgas Bottled Gas), Kansas City, Mo.; Skelly Oil Co. (Motor Oils, Skellysolve, etc., Petroleum Products, Gasoline), Kansas City, Mo.; A. O. Smith Corporation (Line Pipe & Casing, Pressure Vessels, Glass-Lined Tanks, Welding Electrodes and Machines, Smithway Automatic Water Heaters, Pumps, Smithway Volume Flow Water Heaters and Heating Equipment, LPG Systems Electric Motors, International Division), Milwaukee, Wis.; Ready-to-Bake-Foods, Los Angeles, Calif.

TV Accounts: Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Branch, Vitality Shoe Co.), St. Louis, Mo.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Field Entrp., Chicago, Ill.; Kitchen Arts Foods, Chicago, Ill.; Ready-to-Bake Foods, Los Angeles, Calif.; Skelly Oil Co.; A. O. Smith Corp., Thor Corp.



AL HERR ADVERTISING AGENCY

225 E. Michigan St., Milwaukee 2, Wis.
Phone: Broadway 2-8040
AAAA-ABP-ANPA

Pres., Acc't. Exec.....Al Herr
Vice-President.....John Rock
Radio and TV Dir.....Pat Kocian
Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

HEWITT, OGILVY, BENSON & MATHER, INC.

575 Madison Ave., New York, N. Y.
Phone: Murray Hill 8-6100
ANPA-APA-PPA-NOAB-ABC

President.....David Ogilvy
Vice-Presidents.....Rollin C. Smith,
David Margaretten

Treasurer.....Shelby H. Page
Dir. of Radio-TV.....Howard Connell
Radio-TV Time Buyers.....Walter J. Bowe,
Martin Kane

Art Director.....Vincent DiGiacomo
Radio & TV Accounts: Appleby & Co., Augustin & Co., Austin Motor Co., Blouse-maker, Inc., British Industries Fair, British Travel & Holidays Association, Connor Products Corp., Gorielli Inc., Hathaway Co., William Hollins & Co., Inc., Lever Bros. Co., Reed & Barton, Rubinstein Cosmetics, Schweppes Ltd., Josiah Wedgwood.

HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
Phone: Murray Hill 3-9135
ABP-ANPA-APA-PPA-NOAB

President & Secretary.....H. L. Hicks
V.P. & Treasurer.....E. H. Greist
V.P.....J. A. Drake
Media Director.....Mrs. E. M. Sheldon
Radio & TV Director.....Peter A. Krug

Branch Offices

3150 Wilshire Blvd., Los Angeles, Calif.
Phone: AR 3-2731

Executive.....Peyton Carroll
Radio Accounts: Blackstone Corp.; Dixie Paper Cup Co.; Eberhard Faber Pencil Co.; General Floorcraft, Inc.; Glamorene; Louis L. Libby Food Products; Servel, Inc.; Wolcott Company.

TV Accounts: Lewyt Corp., Brooklyn; Dixie Cup Co., Easton, Pa.; Blackstone

Corp.; Eberhard Faber Pencil Co.; General Floorcraft, Inc.; Glamorene; Louis L. Libby Food Products; Wolcott Company; Servel, Inc.; Waring Products.

HIRSHON-GARFIELD, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: MU 8-8900

NOAB-ANPA-APA-PPA

President.....Sidney Garfield
Exec. Vice-Pres.....Lewis Nemerson
Vice-President.....Judah Katz
Gen. Mgr.....Julian Braun
Radio & TV Director.....Robert F. Lewine
Radio & TV Mgr.....William Sheppard
Production Supervisor.....Eli Gutterman

Branch Offices

Park Square Bldg., Boston, Mass.
Phone: Liberty 2-0485

Executive-in-Charge.....Gabriel Stern
Radio Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Prentis Clothes (Men's & Boys' Clothing), New York, N. Y.

TV Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Jacques Kreiser Mfg. Corp. (Watchbands), North Bergen, N. J.; Prentis Clothes (Men's & Boys' Clothing), New York, N. Y.; U. S. Time Corp. (Watches), Bridgeport, Conn.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.
Phone: Hancock 6-8580

ABP-ANPA-APA-PPA-AAAA

President.....J. Paul Hoag
Vice-President.....Paul H. Provandie
Vice-President.....Langley C. Keyes
Production Mgr.....Bertha L. Aldrich

W. F. HOLLAND

2530 Auburn Ave., Cincinnati 19, Ohio
Phone: Capital 1252-34

Owner.....William F. Holland
Radio-TV Director.....Earl Holland

HONIG-COOPER COMPANY

333 Montgomery, San Francisco 4, Calif.
Phone: Exbrook 2-7004

AAAA-ABC-ABP-ANPA-APA-PPA
NOAB

President & Treasurer.....S. R. Hutton
Exec. Vice President.....Louis Honig
Secretary.....Fred Glauser
Media Director.....John W. Davis
Production Manager.....Thomas H. Nason

Branch Office

455 Skinner Bldg., Seattle 1, Wash.
Phone: Main 6435

Vice President.....Warren E. Kraft
Radio Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Pee's Soap), Berkeley, Calif.; Duart Manufacturing Co., Ltd. (Kolor-treet Shampoo), San Francisco, Calif.; National Lead Co.



(Dutch Boy Paints), San Francisco, Calif.
TV Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Colgate-Palmolive-Peet Co. (Pee's Soap), Berkeley, Calif.; National Lead Company (Dutch Boy Paints), San Francisco, Calif.; Haas Bros. (Trupak Foods), San Francisco, Calif.; A. Giurlani & Bro. (Star Olive Oil), San Francisco, Calif.

HOUCK & COMPANY, INC.— ADVERTISING

625 First St., S.W., Roanoke 16, Va.
 Phone: 2-3411

ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck
 V.P., Radio-TV Dir.....William B. Houck
 Secretary.....Kathryn H. Ferguson
 Art Director.....Edwin R. Deady
 Copy Chief.....Otto Whittaker, Jr.
 Production Manager.....Paul H. Long
 Asst. Production Mgr.....W. Leon Mitchell

Branch Office

Houck & Co. of Florida, Inc.
 (Separate Corporation)

Alfred I. duPont Bldg., Miami, Fla.
 Phone: 32-1475

President.....Karl Bishoprie
 Time Buyer.....Marguerite Brown
 V.P., Radio-TV.....Robert Venn
 Production Manager.....Richard V. Sutton

Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Miami Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Chase Federal Savings & Loan (Financial Institute), Miami Beach, Fla..

HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,

Providence 3, R. I.

Phone: Dexter 1-3316

AAAA—ABC—ABP—ANPA

Partner.....Frederick C. Noyes
 Partner.....C. Darrell Prutzman
 Partner.....Carroll H. Rickard
 Media Buyer.....Eben S. Church
 Time Buyer.....Florence S. McCarroll

Radio Accounts: Industrial Trust Company (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes, & other edge tools), Collinsville, Conn.

TV Accounts: General Ice Cream Corp. (R. I.) (Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles),

Westfield, Mass.; Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.

CHARLES W. HOYT CO., INC.

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

Phone: MUrray Hill 2-2000

Radio-TV Director.....Wm. Philip Smith

Branch Office

15 Lewis St., Hartford 3, Conn.

Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple

Radio Accounts: Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Guldén, Inc. (Guldén's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine; Rutland Fire Clay Co.; South African Rock Lobster Assn.; Switzerland Cheese Assn.; The Taylor-Reed Corp.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; American Molasses Co.; Arnold Bakers Inc.; Blueberry Cooperative Assn.; Milton-Bradley Co.; Brazil Nut Advertising Fund; Brock-Hall Dairy Co.; Frank E. Campbell Funeral Church; Flako Products Corp.; Lehn & Fink Products Corp.; Michigan Blueberry Growers Assn.; N. Y. & New England Apple Institute.

H. B. HUMPHREY, ALLEY & RICHARDS

1235 Statler Bldg., Boston 16, Mass.

Phone: LIberty 6100

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

Phone: LExington 2-3020

Ch. of Board.....H. L. Wittemore
 Vice-Pres. & Secy.....H. M. Billerbeck

HUTCHINS ADVERTISING CO., INC.

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

Phone: HAmlington 1160

APA—ANPA—PPA—ABP—NOAB

Director.....Frank A. Hutchins
 Director.....F. Irving Hutchins
 President.....Frank M. Hutchins
 Vice-Presidents.....John P. McCarthy,
 William F. Lacey, Homer C. Scheek,
 Charles S. Wilkinson

Branch Offices

3701 N. Broad St., Philadelphia 40, Pa.

Vice-Presidents.....John R. Maxwell,
 W. H. Maxwell

16-18 W. 46th St., New York, N. Y.

Vice-Presidents.....H. Pierson Mapes,
 James Burton

1244 Dufferin, St. Toronto Ont., Canada

Manager.....William Bounsall
Radio Accounts: Philco Corp., Schulers Potato Chip Co., Lincoln Rochester Trust Co., McCurdy & Co., Scrantom's; Beaucaire,



Inc., F. E. Bausch & Son Co., Hub Oil Co., Projansky, Inc.

TV Accounts: Philco Corp., Schulers Potato Chip Co., Beucaire, Inc., Lincoln Rochester Trust Co.

JACKSON & COMPANY

62 Worth St., New York 13, N. Y.

Phone: WOrth 4-7005

ABC—ABP—ANPA

Managing Partner.....Paul E. Jackson
General Manager.....John Yeargain
Radio Accounts: Pequot Mills (Sheets & Pillowcases), Salem, Mass.; Heyward Hosiery, N. Y. C.

JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio

Phone: FRanklin 6-2169

President & Treas.....M. K. Jessop
Vice-President.....Charles A. Jessop
Radio & TV Director.....R. Gilbert
Secretary.....R. D. Moss
Radio Time Buyer.....R. J. Cobak

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.

Phone: PLaza 3-4848

ABC—ABP—ANPA—AFA

Chairman of Bd. & Pres.....Duane Jones
Exec. Asst. to Pres.....E. M. Bresett
Treasurer.....Raymond Coyle
Secretary.....Vera Whelpley
Space Buyer.....Frances Kyle
Time Buyer.....Betty Nasse
Public Relations.....Mark Larkin
Radio & TV Accounts: John Andre Products, New York; Walking Doll Company, Inc.; Save-By-Mail, Inc.; Today's Hit Record Company; Mil-Hi Laboratories; Package Products Company; National Selected Products, Inc. (7-Minit Pie Crust, Lemon Pie, Coconut Pie, Chocolate Pie, Pumpkin Pie, etc., 6-O'Clock Vanilla Cream Pudding, Chocolate Tapioca Pudding), New York.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

AAAA—ABC—ABP—ANPA—AFA

Pres. & Treas.....C. M. Robertson, Jr.
V.P. & Gen. Mgr.....Stanley A. Willer
Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Maurice Oshry
Radio-TV Director.....Kathryn M. Hardig
Radio & TV Time Buyer.....Rita Kennedy
Branch Office

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

Phone: PLaza 7-4600

Manager.....W. A. Powers
Vice-President.....Theodore Freund
Radio Accounts: The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Heekin Incorporated, The Drackett Company (Charge Division), Cincinnati, O.

TV Accounts: The Kroger Company, Miami Margarine Company, Martin Rosenberger

Wallpaper Co., Cincinnati, O.; The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

314 Evening Star Bldg., Washington 4, D. C.

Phone: EXecutive 3-3700

ANPA

President.....Norman C. Kal
Exec. Vice-Pres.....Harry L. Merrick
Secretary.....Bernard R. Linkins
V.P. in Chge. of Radio-TV.....Alvin Q. Ehrlich
Copy Chief.....David P. Thomas
Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein,
Alexander Charles, Wm. B. Mullett, Forest
Entwisle, Philip Berne, Wm. Roberts.

H. W. KASTOR & SONS ADV. CO.

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

Phone: CEntral 6-5331

ABC—NOAB—ANPA—PPA—APA

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President.....Herman Kastor
V.P. & Copy Chief.....Ashley Belbin
Radio-TV Director.....James H. West
Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

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

Phone: PLaza 1-1400

ABP—ANPA—APA—NOAB—PPA

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
V.P. & Copy Director.....C. E. J. Clifford
V.P. & Media Director.....J. B. Peters
Radio & TV Dir.....Harry Walsh
Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Schnefel Bros., Newark, N. J.; Pierce's Proprietaries, New York.

TV Account: Hickok Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ COMPANY

10 W. Chase St., Baltimore 1, Md.

Phone: Lexington 1500

President.....Joseph Katz
Vice Pres.....J. T. McHugh

Branch Offices

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

Phone: MUrray Hill 8-1223

V.P. & Gen. Mgr.....Perry Schofield
Radio-TV Dir.....Richard Katz

Radio Accounts: American Oil Co., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Gunther Brewing Co., Inc., Baltimore Contractors, Inc., Motor Sales Co., S. & N. Katz, Inc.

TV Accounts: American Oil Co., Maryland Pharmaceutical Co., Baltimore Contractors, Inc., Baltimore, Md.; Madera Bonded Wine & Liquor Co., Baltimore, Md.; Gunther Brewing Co., Inc., Motor Sales Co., S. & N. Katz, Inc.

HENRY J. KAUFMAN & ASSOCIATES

1419 H St., N.W., Washington 5, D. C.
Phone: District 7-7400
ABP—ANPA—ABC

General Manager.....Henry J. Kaufman
Creative Director.....Wm. F. Sigmund
Radio Director.....Jeffrey A. Abel
TV Director.....Robert S. Mauer
Service Dir. & Asst.

Gen. Mgr.....Alfred H. Edelson
Art Director.....Eugene T. Hoover
Copy Chief.....Theodore D. Mandelstam

Radio Accounts: Capital Garage (Chrysler-Plymouth dealer); Group Health Association (medical & hospital plan); S. Kann Sons Company (department store); King's Credit Dept. Store (department store); Lacy's, Inc. (radio-TV & electric appliances); Liberal Credit Clothing Co., Inc.; Manhattan Auto & Radio Co. (retail auto accessories); Md. & Va. Milk Producers Ass'n.; Northeast Motor Company (Ford sales & service); Old Dominion Bank; Peake Motor Company (DeSoto-Plymouth dealer); Pensi-Cola Bottling Co. of Wash.; Potomac Electric Power Co.; Saks (furs); Simon Distributing Corp. (elec. appliances); State Loan & Finance Corp.; Tom's Auto Service, Inc. (Chrysler-Plymouth dealer); Trew Motor Company (Dodge-Plymouth dealer); Willys Overland Distributors.

TV Accounts: C.I.O.; First Federal Savings & Loan Assn.; Fort Lincoln Cemetery; Lacy's, Inc.; Pepsi-Cola Bottling Co. of Wash.; Simon Distributing Corporation; Trew Motor Company.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone: PL 1476

AAAA—ABP—ANPA—ABC

Pres. & Treas.....Hal R. Keeling
Exec. V.P. & Secy.....Wm. M. Hutchison
Vice-Presidents.....Ralph B. Roberts,
Lowell H. Stormont, Victor G. Varimo

Radio-TV Dept.
Time Buyer.....M. C. Dill

Radio Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Co., Indianapolis, Ind.; Marion County Milk Assn.

TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio
Phone: Parkway 1310

President.....P. R. Hume
Exec. V.P.-Treas.....J. T. Nolan, Jr.
Secretary.....H. J. Darby
Radio-TV Director... ..A. A. Radkey

THE KEILSON CO.

117 W. 46th St., New York 19, N. Y.
Phone: JUDson 2-1797

Partners...M. Keilson, J. Keilson, I. Keilson
Scripts & Commercials.....Janet Sternberg
Program Director.....Phyllis Pion

KELLY, ZAHRNDT & KELLY, INC.

2343 Hampton Ave., St. Louis 10, Mo.
Phone: HI 2684

PPA—APA—SNPA—ANPA

President.....Virgil A. Kelly
Vice-Pres. & Space Buyer...W. W. Zahndt
Secretary.....E. M. Kelly
Acct. Execs....Robert Kelly, Herb Knopp,
Wm. Thomson

Radio Accounts: Visit St. Louis Committee, St. Louis; Joseph A. Mrazek Moving & Storage, St. Louis; Newberry Radio Company, St. Louis; Sterling Pen Co.

TV Accounts: Sterling Pen Co., St. Louis, Mo.; Mrazek Moving & Storage, St. Louis, Mo.

HELEN A. KENNEDY ADVERTISING

360 - 17th St., Oakland 12, Calif.

Phone: TEmplebar 6-2562

Owner.....Helen A. Kennedy
Office Exec.....Peter Hannaford

Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; K/R Orinda Realtors.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700

AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
Sr. Vice-President.....Edwin Cox
Sect.-Treas. & Gen. Mgr....David C. Stewart
Vice Presidents.....George N. Beecher,
C. T. C. Fry, William Green, Grayson F. Latbrop, George MacGregor, Donald J. Maggini, E. W. Newson, John H. Owen, Malcolm F. Smith, T. K. Carpenter, Glen Wiggins, Garth Montgomery, Leslie Munro, Howard M. Wilson

Art Director.....Gerald Link
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV..Wickliffe W. Crider
V.P., Dir. of Research.....G. Maxwell Ule
Talent Buyer.....Sylvan Taplinger
Publicity Director.....Herb Landon
Time Buyer Director....Philip C. Kenney
Time Buyers...Mary Dwyer, Lucy Kerwin,
Thomas Viscardi

Branch Offices

345 Griswold St., Detroit

Vice Pres.....Don C. Miller
Equitable Bldg., Hollywood, Cal.

Vice Pres.....Robert D. Wolfe
620 Market St., San Francisco

Vice Pres.....Sydney G. Walton



304 Bay St., Toronto, Ont.
 Vice Pres. William J. Frost
Radio Accounts: American Maize-Products Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; General Electric Co. (Air Conditioning), Bloomfield, N. J.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; National Brewing Co. (National Premium & National Bohemian Beers), Baltimore, Md.; The Mennen Co. (Men's Toiletries), Newark, N. J.; Pepperidge Farm, Inc. (Bakery Products), Norwalk, Conn.; Wesson Oil & Snowdrift Sales Co., New Orleans, La.

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

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.

Phone: COurt 1-5100

AAAA-ABP-ANPA

President George Ketchum
 Exec. V.P. Robert E. Grove
 Radio & TV Dir. Lansing B. Lindquist
 Asst. Radio & TV Dir. Edgar J. Donaldson
 Asst. Radio & TV Dir. John D. Held
 Radio & TV Timebuyer. William B. Kroske

Branch Offices

Rm. 309, Brisbane Bldg., Buffalo 3, N. Y.
 Field Rep. David Fernow
 State Street Bldg., Harrisburg, Pa.
 Field Rep. George K. Keet
 Room 609 Mercantile Trust Bldg.,
 Baltimore, Md.
 Field Representative. W. R. Milford
 1801 Central Nat'l Bank Bldg.,
 Richmond 19, Va.

Field Rep. C. W. Crowder
Radio Accounts: Braun Baking Company; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; Dairymen's Cooperative Sales Association, Pittsburgh; Hospital Service Association, Pittsburgh; Jones & Laughlin Steel Corp.; People's First National Bank, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Rieck Dairy Co.; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.; Calgon; The Natural Gas Companies, Pittsburgh; Manufacturers Light and Heat Company, Pittsburgh; Allegheny Airlines, Washington, D. C.; The East Ohio Gas Company, Cleveland; Reymer and Brothers, Inc., Pittsburgh.

TV Accounts: Braun Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; East Ohio Gas Co., Cleveland, Ohio; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reymer & Brothers, Inc., Pittsburgh; Rieck Dairy Co., Pittsburgh; Thorofare Markets, Inc., Pittsburgh;

Westinghouse Electric Corp.; Tappan Stove Company; Allegheny Airlines, Washington, D. C.; Dairymen's Cooperative Sales Association; Colonial Trust Company, Pittsburgh; Peoples First National Bank & Trust Company, Pittsburgh; Manufacturers Light and Heat Company, Pittsburgh.

KIESEWETTER ASSOCIATES, INC.

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

Phone: LEXington 2-0023

AFA ABP-ANPA-APA-PPA

President. H. M. Kiewewetter
 Radio-TV Exec. Horace Hagedorn
 Radio-TV Exec. Samu S. Baker
 Radio-TV Time Buyer. E. Thompson
 Radio-TV Copy. Ben G. Allen
 Pub. Relations. Edward Chase
 Radio-TV Art Dir. Frederick Russell

Radio Accounts: Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products, Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Products); Sterns Garden Products, Inc.

TV Accounts: Abraham & Straus (Dept. Store); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Garden Products, Inc., Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries); S. A. Schonbrunn, Inc. (Medaglia d'Oro Coffee), N. Y. C.; Turner Hall Corp. (Men's Toiletries), N. Y. C.

ABBOTT KIMBALL CO., INC.

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

Phone: PLaza 3-9600

AAAA-ABC-ABP-APA-ANPA

NOAB-PPA-AFA

Chairman Abbott Kimball
 President. W. C. Matthews
 Comptroller. Monica Riley
 Dir. Radio-TV,

Time Buyer. Miriam Traeger

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
 Phone: MICHigan 2-0300
 Manager George Enzinger
 638 So. Van Ness Ave., Los Angeles, Calif.
 Phone: DRexel 7305
 Chairman Hugo Scheibner
 405 Montgomery St., San Francisco, Calif.
 Phone: EXbrook 5188
 President Alfred Ducato
Radio Accounts: Drake America Corp., Brondow, Inc., Norcross, Inc.
TV Accounts: Drake America Corp., Firth Carpet Company, Trifari, Krussman & Fishel, Inc., Norcross, Inc.

LEW KING ADVERTISING

149 W. McDowell, Phoenix, Arizona

Phone: 4-5548

FAAG

Owner Lew King
 Sec.-Treas. Elinore Klein
 Radio & TV Dir. Jack Beveridge

Radio-TV Accounts: Arical Co., Arizona Floor Covering, Best Cleaners, Deer-O Paints & Chemicals, Ltd., Farm Fresh Markets, The Flame Restaurant, Funk Jewelry, Garbage Service Co., Gil-Barts Dept. Store, Hepler's Combat Service Stations, Klein Motor Sales, Mor-Powr Battery Company, Photographic Supply Co., Paradise On Wheels, Virgil Vance Automotives, Weatherford Hotel, Western Village Motel.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.
Phone: FULTON 5161

AAAA-ABP-APA-PPA-NOAB

President.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley,
R. M. Collett, Watson B. Metcalfe
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....Hap Moon
Secretary.....R. L. Mills
Account Executives.....Ralf Kircher,
James M. Hadley, R. M. Collett, Watson B.
Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir.....Ralph Kaufman
Radio Accounts: Gem City Bldg. & Loan
Assoc. (Home Loans), Dayton, O.; Liberal
Market (Food Chain Store), Dayton, O.;
Zephyr Ventilated Awning Co. (Awnings),
Dayton, O.; Dayton Pump & Mfg. Co. (Water
Systems), Dayton, O.; Soft Water Indus-
tries (Institutional-Soft Water), Dayton, O.
TV Accounts: Stuart Fox Company (Food
Brokers), Dayton, O.; Gem City Build-
ing & Loan Assoc. (Home Loans), Day-
ton, O.; Liberal Market (Food Stores), Day-
ton, O.; Dayton Pump & Mfg. Co. (Water
Systems), Dayton, O.

KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.

Phone: LAMAR 3682

APA-SNPA-ANPA

Partners.....J. A. Kirkland,
Frank W. White, James B. Schell
Account Executive.....Arch Ragan

KNOLLIN ADV. AGENCY

391 Sutter St., San Francisco 8, Calif.

Phone: SUTTER 1-6110

AAAA-APA-ABP-ANPA-NOAB

President.....James C. Knollin
Asst. Gen. Mgr.....Robert H. Knollin
Art Director.....Sigurd Mortenson
Space Buyer.....Bernice Rosenthal
Act. Executive.....Richard L. Tevis
Radio Accounts: Mannings, Inc.; San Fran-
cisco Federal Savings & Loan Assoc.; Cali-
fornia Savings & Loan Assoc.; Mark Morris
Tire Co.

TV Accounts: California Savings & Loan
Company; Arthur C. Maryon Co.

KOEHL, LANDIS & LANDAN, INC.

588 5th Ave., New York 36, N. Y.

Phone: JUDSON 2-1370

ABP-ANPA-APA-NOAB-PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Space Buyer.....A. Lasity

Branch Office

National City Bank Bld., Cleveland 14, O.
Vice-Pres-in-ChgRussell Rowan

KRUPNICK & ASSOCIATES, INC.

520 North Grand Blvd., St. Louis 3, Mo.

Phone: JEFFERSON 1723

ABP-ANPA-APA-PPA

President.....Sam Krupnick
Exec. V.P.....Tom Connelly
Vice-Presidents.....Ray Armbruster,
A. Harvey Brown
Secretary-Treasurer.....Edgar Kluge
Media Director.....Harry Sager
Radio-TV Buyer.....Ray Schoenfeld
Radio, TV Accounts: Griesedieck Bros.
Brewery Co.; Magic Chef, Inc.; Mercantile
Trust Co.; The Reardon Company.

KUDNER AGENCY, INC.

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

Phone: MU 8-6700

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Vice-Presidents.....Sam D. Fuson,
Myron P. Kirk, Schuyler Kudner, E. J.
Owens, Norman Nash, Shaflo Dene, C. M.
Rohrabough, J. J. Cochran
Exec. Dir. TV & Radio.....Myron P. Kirk
Gen. Mgr., Radio-TV.....Al Reibling
Time Buyer.....John Marsich

Branch Offices

New Center Bldg., Detroit, Mich.

Phone: TRINITY 5-5315

Executive in Charge.....Martin Rice
681 Market St., San Francisco 5, Calif.

Phone: GARFIELD 1-5433

Executive in Charge.....J. H. Hornell
Radio Accounts: General Motors Corp.,
Detroit, Mich.; Sonotone Corp., N. Y. C.;
The Goodyear Tire & Rubber Co., Inc.,
Akron, Ohio; United States Tobacco Co.,
N. Y. C.; The Texas Co., N. Y. C.

TV Accounts: The Texas Co.; United
States Tobacco Co.; General Motors Corp.;
Buick, Flint, Mich.; Schick, Inc., Stamford,
Conn.; The Goodyear Tire & Rubber Co.,
Inc.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 1, 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

AAAA-ANPA

TV Director.....S. S. Korshak
TV Time Buyer.....Stanley C. Kuttner
Acct. Execs.....Harold E. Kuttner,
Chester D. Kuttner, Milton J. Klee

Branch Office

New York, N. Y.

130 W. 57th St., New York, N. Y.

Phone: JUDson 6-2358

Radio Accounts: Douglas Lumber Co., Chicago; Sampson Company (Major appliances), Chicago; Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Franks Dept. Store, Chicago; Shainberg Dept. Store, Memphis, Tenn.

TV Accounts: Community Theater (home builders), Chicago.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.

Phone: 5-1571

ABP—ANPA—APA—PPA—SNPA

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

Radio Accounts: Plough Sales Corp.; Liberty Petroleum Co., Mt. Vernon, Ill.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis.

TV Accounts: Plough Sales Corp., Memphis.

LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.

ANPA—APA—PPA—NOAB

Pres. & Treas.....James G. Lamb, Sr.
Exec. V.P. & TV Dir...Kennard G. Keen, Jr.
V.P. & Copy Chief...John O. Ellington, Jr.
V.P., Media Director.....Roy T. Lochten
V.P., Production Mgr.....Walter Mazurek
Acct. Executives.....James G. Lamb, Sr.,
K. G. Keen, Jr., John O. Ellington, Jr.,
H. H. DuBois

LAMBERT & FEASLEY, INC.

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

Phone: MURray Hill 7-8980

ANPA—APA—PPA—NOAB

Executive V.P.....Gordon K. Seagrove
Sr. V.P.....Frank W. Mace
TV-Radio Dir.....John Bates

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbis Co., Drilling Specialties Co., Harrower Laboratory Inc., Hat Corporation of America, H V Laboratories Inc., Laclede Laboratories, Inc., Lambert Pharmacal Co., Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co., Saturday Evening Post, Schenley Industries, Inc., TelePrompter Corp., J. A. Wright & Co.

LANDSHEFT & BARBER, INC.

2009 Liberty Bank Bldg., Buffalo 2, N. Y.

Phone: MO 9500

ABP—NOAB—APA—PPA—ANPA

President.....Henry L. Barber

Vice President.....E. T. Drullard

Secretary-Treas.....Vera H. Landsheft

Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; P. J. Carvey Co. (Storage), Buffalo.

TV Account: Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; Kendall Refining Co. (Gasoline & Oil), Bradford, Pa.; Pearl Polishes, Inc. (Range & Refrigerator Polish), Buffalo.

PHILIP J. LANE ADVERTISING

1 E. 42nd St., New York, N. Y.

Phone: MURray Hill 7-5417

Owner.....Philip J. Lane

Media Director.....B. Freidman

Television Accounts: Diane Beauty Salon, Ansonia DeLuxe Shops Inc. (Retail Shoe Chain).

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.

Phone: MA 1-6579

AAAA—ABP—ANPA—APA—NOAB—PPA

President.....H. Jack Lang

V.P.-Treasurer.....Fred P. Stashower

Vice-Pres. & Sec.....Alvin B. Fisher

Radio-TV Mgr.....Robert F. Gibbons

Prod. Mgr. Radio-TV.....John Cremer

Field Service Mgr.....Garry C. McKelvey

Radio Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; The Burrows Brothers Co., Inc. (office supplies), Cleveland; Cleveland Baseball Co. (Cleve. Indians baseball team), Cleveland; Cleveland Transit System, Cleveland; General Electric Co., Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland; World Publishing Co., Cleveland; Yellow Cab Co., Cleveland.

TV Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; The Kaynce Co. (boys' wear), Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland.

LANGHAMMER AND ASSOCIATES

225 Park Ave., Omaha 2, Neb.

Phone: Jackson 6190

ABP—APA—AAAN

President.....Joe H. Langhammer

Radio Accounts: Inland Manufacturing Company (Radiator Repair Equipment), Omaha, Neb.

TV Account: Blue Star Foods, Inc. (canned, frozen chicken), Council Bluffs, Iowa.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.

Phone: Superior 7-0738

ABP—APA—ANPA—PPA

President.....A. M. Salomon

Account Executives.....Wendell Walker,

M. H. Sellhorn

Production Manager.....D. L. Cuttie

Radio Account: Foley & Co., Imperial Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.

Phone: RIttenhouse 6-1500

ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Vice-Presidents.....P. Brown,
A. Parker, J. Jensen
Space Buyer.....E. V. Righter
TV & Radio Director.....A. R. Griffin

Branch Offices

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

Phone: VAnderbilt 6-4340

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts
435 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.
Radio Accounts: Phila. Electric Co. (Light & Power), Borden's Ice Cream, Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, C. Schmidt & Sons (Beer and Ale).

TV Accounts: Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York, N. Y.; Schmidt's Beer & Ale, Philadelphia, Pa.

LENNEN & NEWELL, INC.

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

Phone: MURray Hill 2-5400

ANPA—APA—PPA—AAAA—NOAB

ABC—ABP

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President.....H. W. Newell
Exec. V.P. & Gen. Mgr.....Adolph J. Toigo
Sr. V.P.....Thomas C. Butcher
Sr. V.P.....John Monsarrat
Sr. V.P.....Jackson Taylor
V.P. & Treas.....John D. Spiers
Sr. Vice President.....Walter M. Swertfuger
Sr. V.P.....Gordon D. Cates
V.P. & Asst. to Pres.....J. H. Sheldon
V.P.-Exec. Asst.....C. A. Sante
V.P. in Chg. Production..Michael J. Madar
Art Director.....Hans Sauer
V.P. in Chg. of Radio &

Television.....Nicholas E. Kecsely
V.P.—Radio & Television

Copy Chief.....Peter V. Keveson
V.P. in Chg. of Merchandising &

Research.....Daniel E. Shea
V.P. in Chg. of Media....Anthony de Pierre
V.P. & Asst. Exec. Creative

Dir.Maitland Jones
Vice Presidents.....Thomas P. Doughton,
Daniel M. Daley, Jr., Jackson Taylor,

Stephen M. Kenyon
Mgr.—Radio-TV Depts....Frank A. Daniel
Art Dir. TV.....Clark M. Agnew

Producers.....Charles T. Harrell,
George G. Tompkins, Herbert K. Horton
Time Buyer Radio-TV....William D. Smith
Traffic Mgr. Radio-TV.....George E. Caron

Branch Office

308 N. Rodeo Dr., Beverly Hills, Calif.

Phone: Crestview 1-7221

Radio-TV Dir.....Benjamin R. Potts
Radio Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products, Shampoo & Hairdressing, Lustre Color Home Hair Coloring), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars), New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Joseph Schlitz Brewing Co.; Emerson Drugs; Dorothy Gray, Ltd.

TV Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products—Shampoo & Hairdressing), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars, Headline Cigars,) New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Joseph Schlitz Brewing Co.; Emerson Drug Co.; Dorothy Gray, Ltd.; R. T. French Co.

AUSTIN C. LESCARBOURA & STAFF

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

Phone: CRoton 1-3444

Senior Partner.....Austin C. Lescarboursa
Junior Partner.....Stanley A. Lescarboursa
ProductionWinifred Phillips
SecretaryMiriam Lescarboursa

Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clorostat Mfg. Co., Inc. (Controls and Resistors), Dover, N. H.; Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Seatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.; Maryland Etching Co. (Instrument Panel) Towson, Md.; Granco Products, Inc. (UHF Converters), Long Island City, N. Y.; Technical Appliance Corp. (TV Antennas), Sherburne, N. Y.

TED LEVY ADVERTISING AGENCY

811 Cooper Bldg., Denver 2, Colo.

Phone: Main 7133

ABP—ANPA—ABC

President, Time Buyer.....Ted Levy
PartnerGertrude Levy
Copy Chief.....Barbara Aiton
Production Mgr.....William Archenhold

LEWIN, WILLIAMS & SAYLOR INCORPORATED

40 East 49th St., New York 17, N. Y.

Phone: Murray Hill 8-6200

President.....A. W. Lewin
Exec. V-P. Pres.

and Treasurer.....Sidney Matthew Weiss
Vice Pres. & Sec'y.....Max Green

Vice President.....Walter T. Pollock
V.P., Art. Dir.....Donald Waterbury,

Leslie M. Kay
Radio-TV Dir.....William Seth

Branch Office

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

Phone: MI 3-3200

Vice-President.....Leonard Newsteder
Vice-President.....Richard N. Gulick

Radio Accounts: G. N. Coughlan Co., West
Orange, N. J.; Chimney-Sweep Process 33

(soot remover, paint brush cleaner); Costa
Ice Cream Company, Woodbridge, N. J.;

Harris-Upham & Co. (stork brokers), New
York; Spandy (Taylor-Reed Corp.) (deterg-

ent-sanitizer), Glenbrook, Conn.; Dale Dance
Studios, New York, N. Y.; Carl Fischer, Inc.

(Hi Fidelity Radio-Phonographs), New
York, N. Y.; Norman M. Morris Corp.

(Omega Watch), New York, N. Y.; The
Odell Co. (Trol Hair Tonic), Newark, N. J.

TV Accounts: Costa Ice Cream Company,
Woodbridge, N. J.; G. N. Coughlan Co.

(dehumidifier, paint brush cleaner), West
Orange, N. J.; Spandy (Taylor-Reed Corp.),

(detergent-sanitizer), Glenbrook, Conn.;
Jacoby-Bender Watch Band Company, New

York; The Odell Co. (hair dressing), New-
ark, N. J.; Dale Dance Studios, New York,

N. Y.; Magla Products (Ironing Board
Cover), Newark, N. J.; Norman M. Morris

Corp. (Omega Watch), New York, N. Y.

ADDISON LEWIS & ASSOCIATES

2310 Stevens Ave., Minneapolis 4, Minn.

Phone: AT 6235

ABP-ANPA-ABC-APA-PPA-NOAB

President.....Addison Lewis
Vice Pres.....Erle B. Savage, Jr.

Treasurer.....Harvey R. Kruse
Secretary.....Wm. A. Dobson

Radio and TV Dir.....Carroll E. Crawford
Research and Media Dir.....Preston K. Covey

Prod. Manager.....Bruce E. Segerstrom
Copy Director.....Judd L. Meester

Account Execs.....J. A. Quint,
J. H. Cleland, Sherle Lowe

LILLER, NEAL & BATTLE

Walton Bldg., Atlanta 3, Ga.

Phone: Cypress 6521

AAAA-ABC-ANPA-APA-ABP-AFA

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Partner.....William W. Neal

Radio-TV Director.....Sarah Williams
Account Executives.....J. K. Outley, Jr.,

G. L. Watts, H. G. Axelberg

Branch Office

40 E. 51st St., New York 22, N. Y.

Phone: EL 5-3771

Manager.....Robert B. Kane

Radio Accounts: National NuGrape Com-
pany (NuGrape and SunCrest), Atlanta;

Colonial Stores, Inc. (groceries), Atlanta;
Brock Candy Company (candy bars), Chat-

tanooga; Puritan Mills, Inc. (My-T-Pure
flour), Atlanta; H. W. Lay & Co. (potato

chips), Atlanta; Georgia Peanut (Ravo),
Moultrie, Ga.

TV Accounts: H. W. Lay & Company (po-
tato chips), Atlanta; Colonial Stores, Inc.

(groceries), Atlanta; Puritan Mills, Inc.
(My-T-Pure flour), Atlanta; Georgia Peanut

Co. (ravo), Moultrie, Ga.; Bank of Georgia,
Atlanta; Trust Company of Georgia, Atlanta.

LLOYD, CHESTER & DILLINGHAM, INC.

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

Phone: Circle 5-8800

ANPA-PPA-NOAB-ABC

President.....Laurence M. Lloyd
Vice-Pres. & Art Dir.....M. H. Kates

Production Manager.....William T. Kaleb

DUDLEY L. LOGAN ADV.

301 S. Broadway, Los Angeles 5, Calif.

Phone: Dunkirk 2-8471

ANPA-AAAA-PPA-APA-ABP

President.....Dudley L. Logan
Art Director.....Rosemary Doermann

Copy Chief, Media Dir. &

Prod. Mgr.....Jack Waterman

THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.

Phone: RAndolph 6-4606

ABP-ANPA-NOAB

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Vice-Pres. & Advtg. Dir.....Wm. Goodman

Vice-Pres. & Dir. of Sales.....J. A. Smith
Treasurer.....A. T. Downie

Secretary.....H. G. Mergener
Dir. of Radio & TV.....Edward C. Fritz, Jr.

Radio Accounts: Amrhein's Bakery, Inc.,
Springfield, Ill.; Atlanta Baking Co., Atlanta,

Ga.; Mrs. Boehme's Bakery, San Angelo,
Tex.; Bowman Baking Co., Albuquerque,

N. M.; Borek & Stevens, Bridgeport, Conn.;
Butter Keust Baking Co., Sunbury, Pa.;

Carpenter Baking Co., Milwaukee, Wisc.; Cotton
Bros. Baking Co., Alexandria, La.; Cross

Baking Co., Montpelier, Vt.; Dietzen's Bak-
eries, Anderson, Ind.; Fisher Baking Co.,

Salt Lake City; Fluhrer Bakeries, Inc., Med-
ford, Ore.; Fuchs Baking Co., So. Miami,

Fla.; Gardner Baking Co., Madison, Wisc.;
Case Baking Co., Saginaw, Mich.; Gunzen-

hauser Bakery, Lancaster, Pa.; Haller's Eagle
Bakery, Inc., Altoona, Pa.; Holsum Baking

Co., Roswell, N. M.; Holsum Bakery,
Et. Wayne, Ind.; Holsum Bakers, Tampa,

Fla.; Holsum Baking Co., Harlingen, Tex.;
Ideal Baking Co., Tyler, Tex.; Jamestown

Baking Co., Jamestown, N. Y.; Lee Baking
Co., Victoria, Tex.; Master Baking Co., Mt.

Vernon, Ill.; McGough Bakeries Corp., Birm-
ingham, Ala.; Nickles Bakery, Navarre, Ohio.