

Publications

Advertising Age	YUkon	6-5050
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8354
Editor & Publisher	Plaza	2-7050
Film Daily	BRyant	9-7117
Printers' Ink	MURray Hill	8-7500

RADIO-TELEVISION DAILY Wisconsin 7-6336

Sales Management	LE	2-1760
Sponsor	MURray Hill	7-8080
Standard Rate & Data Service	MURray Hill	9-6620
Television Age	Circle	7-7660
Television Magazine	Plaza	3-9944
Variety	JUDson	2-2700

News Associations

Associated Press (Press Assn., Inc.)	Plaza	7-1111
Hearst Metrotone News, Inc.	Plaza	7-4120
Radio Pulsebeat News	AX	1-4320
Radio Press International	Plaza	2-0650
Reuters	BRyant	9-8558
United Press International	MURray Hill	2-0400
World Wide Info. Serv.	OREgon	9-7240

Talent Agencies

Columbia Artists Management, Inc.	Circle	7-6900
General Artists Corp.	Circle	7-7543
William McCaffrey Agency	ELdorado	5-1076
William Morris Agency, Inc.	JUDson	6-5100
MCA Artists Ltd.	Plaza	9-7500
National Artists Corp.	Plaza	9-6000
TV Artists Corp.	Plaza	3-2153

Organizations, Unions and Government Agencies

AAAA	LEXington	2-7977
Actors' Equity	Plaza	7-7660
AFTRA	COLUMbus	5-3267
American Federation of Musicians	Plaza	8-0600
ASCAP	MURray Hill	8-8800
AWRT	ELdorado	4-7281
Broadcast Clearing House	CI	5-3370
Broadcast Music, Inc.	Plaza	9-1500
Central Media Bureau	TN	7-0373
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	CORTland	7-7100
Institute of Radio Engineers	LE	5-5100
Music Publishers' Protective Association	Plaza	1-1930
NAPA	Circle	5-0200
Nat'l Educational TV & Radio Center	JU	6-0055
NATAS	LA	4-9666
RAB	MU	8-4020
SESAC, Inc.	JU	6-3450
Station Representatives Assn.	YUkon	6-9390
TvB	Plaza	7-9420
Television Affiliates, Corp.	PL	1-3110
Writer's Guild of America	Plaza	7-3317

Radio-TV Program, Record & Transcription Cos.

Basch Radio & TV Productions	MURray Hill	2-8877
V. S. Becker Productions	MURray Hill	2-0777
The Bruce Chapman Co.	WISconsin	7-9244
C. F. Productions, Inc.	MU	5-8757
Columbia Record Prod. Service	Circle	5-7300
Community Club Awards, Inc.	MU	7-4466

Decca Records, Inc.	Plaza	2-1600
Empire Broadcasting Corp.	YUkon	6-5700
Walt Framer Prodn.	OX	7-3322
General Artists Corp.	Circle	7-7543
Harry S. Goodman Productions	Plaza	5-6131
Arthur Henley Productions	Plaza	5-7145
Goodson-Todman Prodn.	PL	1-0600
Gotham Recording Corp.	JU	6-5577
Henry Jaffe Ent.	CI	5-2406
Lang-Worth Feature Programs, Inc.	IV	5-2400
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	JUDson	6-5100
Muzak Corp.	OREgon	4-7400
NBC Radio Recording Div.	Circle	7-8300
Project-O-Fex	MU	7-1881
Pyramid Productions, Inc.	PL	2-4100
Reemack Enterprises, Inc.	Circle	6-7300
Reeves Sound Studios, Inc.	OREgon	9-3550
SESAC, Inc.	JU	6-3450
Talent Associates-Paramount Ltd.	PL	3-1030
Thomas J. Valentino, Inc.	Circle	6-4675
Wolf Productions	Plaza	5-2050
Ziv-United Artists, Inc.	MURray Hill	8-4700

TV Film Producers Distributors

ABC Films, Inc.	LA	4-5050
M & A Alexander Productions	Plaza	5-5266
Allied Artists TV Corp.	PL	7-8530
Atlantic Television Corp.	JU	2-1287
Banner Films, Inc.	PL	5-4811
British Information Services	CI	6-5100
CBS Films	PL	1-2345
Commonwealth Film-TV	CI	5-6456
Economee Television Programs	MU	8-4700
Flamingo Films	PL	2-4100
Fortune Features, Inc.	LO	4-5592
Fremantle International	MU	7-4343
W. J. German, Inc.	TE	2-8500
Harry S. Goodman Productions	PL	5-6131
The Jam Handy Organization, Inc.	JU	2-4060
Independent TV Corp.	PL	5-2100
Intercontinental TV	PL	7-2593
Jayark Film Corp.	TN	7-3232
MCA-TV	PL	9-7500
MGM-TV	JU	2-2000
Charles Michelson, Inc.	PL	7-0695
Modern Teleservice, Inc.	OX	7-2753
Movietonews, Inc.	CO	5-7200
National Telefilm Associates, Inc.	JUDson	2-7300
NBC Films, Inc.	Circle	7-8300
Official Films, Inc.	PL	7-0100
Paramount Television Productions, Inc.	BR	9-8700
Reeves Sound Studios, Inc.	OR	9-3550
Hal Roach Studios	CI	5-4135
Sarra, Inc.	MU	8-0085
Walter Schummer, Inc.	EL	5-4616
Bernard L. Schubert	MU	8-0940
Screen Gems, Inc.	PL	1-4432
Seven Arts Associated Corp.	YU	6-1717
Show Corp. of America	Plaza	9-6840
Sterling Television Co., Inc.	MU	3-6300
Storer Programs, Inc.	PL	2-7525
Teledynamics Corp.	JU	6-6052
Television Industries, Inc.	PL	1-6800
Time-Life Bst., Inc.	JU	6-1212
Trans-Lux Television Corp.	Plaza	1-3110
Twentieth Century-Fox	CO	5-3320
United Artists Assoc.	MURray Hill	7-7800
Warner Bros. TV	CI	6-1000
Ziv-United Artists, Inc.	MU	8-4700
Maurice H. Zouary TV Productions	JU	2-6185

Airlines

American Airlines	LO	4-2000
British Overseas Airways Corp.	MU	7-1600
Delta Air Lines	PL	1-6600
Eastern Air Lines	YU	6-5000
National Airlines	OX	7-9000
TWA	OX	5-6000
United Airlines	MU	2-7300

Chicago Telephone Numbers

AM Radio Stations

WAAF	RAndolph	6-1932
WAI	Franklin	2-0660
WBEE	RAndolph	6-6842
WBBM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEDC	RO	2-9461
WGES	SACramento	2-1700
WGN	LA	8-2311
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	STate	2-2002
WMAQ	Superior	7-8300
WMBI	Michigan	2-1570
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	BR	3-3330
WEFM	STate	2-1357
WENR-FM	ANdover	3-0800
WFMT	STate	2-5668
WKFM	RAndolph	6-2141

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	LA	8-2311
WNBQ	Superior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	STate	2-8900
Mutual Broadcasting System	STate	2-1252
National Broadcasting Co.	Superior	7-8300

Station Representatives

ABC-TV Nat'l Station Sales	AN	3-0800
Advertising Time Sales, Inc.		782-0313
Avery-Knodel, Inc.		467-6111
John Blair & Co.	Superior	7-2300
The Bolling Co.	WHitehall	3-2040
Broadcast Time Sales	AN	3-1913
Burn-Smith Co.	CEntal	6-4437
CBS Spot Sales	WHitehall	4-6000
CBS-TV Stations Nat'l Sales	WH	4-6000
Forjoe TV, Inc.	DElaware	7-3504
Gill-Perna, Inc.	Financial	6-9393
George P. Hollingsbery	DEarborn	2-6060
H-R Representatives	Financial	6-6440
The Katz Agency	MOhawk	4-7150
Robt. S. Keller, Inc.	STate	2-5096
Keystone Bestg. System, Inc.	STate	2-8900
Daren F. McGavren Co.	FR	2-1370
Meeker Co., Inc.	CEntal	6-1742
Nat'l Sales Div., RKO General		644-2470
NBC Spot Sales	Superior	7-8300
John E. Pearson Co.	STate	2-7494
Peters, Griffin, Woodward, Inc.	FRanklin	2-6373
Edward Petry & Co., Inc.	WHitehall	4-0011
Prestige Rep. Org. (PRO)	CE	6-6269
Radio-TV Reps., Inc.	Financial	6-0982
Paul H. Raymer Co.		644-4473
Sears & Ayer, Inc.	STate	2-7493
Storer Television Sales	FRanklin	2-6498
Torbet, Allen & Crane, Inc.	ST	2-5260
Venard, Rintoul & McConnell	STate	2-5260

Walker-Rawalt Co.	ANdover	3-5771
Weed Radio Corp.		467-7070
Adam Young, Inc.	Michigan	2-6190

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson		329-1600
N. W. Ayer & Son, Inc.	ANdover	3-7111
BBD&O	Superior	7-9200
Bozell & Jacobs, Inc.	CEntal	6-0870
Leo Burnett Co., Inc.	CEntal	6-5959
Campbell-Ewald Co.	CEntal	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Compton Advertising, Inc.		427-4642
Dancer-Fitzgerald-Sample	Financial	6-4700
Doner-Harrison, Inc.	ANdover	3-7800
Doremus & Co.	CEntal	6-9132
Erwin Waszy, Ruthrauff & Ryan	Financial	6-1833
Foot, Cone & Belding	Superior	7-4800
Frank, Clinton E., Inc.	WHitehall	4-5900
Fuller & Smith & Ross	ANdover	3-5039
Grant Advertising, Inc.	Superior	7-6500
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3700
Arthur Meyerhoff & Co.	DElaware	7-7860
Needham, Louis & Brorby, Inc.	WHitehall	4-3400
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Rickard & Cleary, Inc.	RAndolph	6-9760
Tatham-Laird, Inc.	Harrison	7-3700
J. Walter Thompson Co.	MOhawk	4-6700
Edward H. Weiss & Co.	CEntal	6-7252
Young & Rubicam		329-0750

Radio-TV Program Prods.

Jewell Radio & TV Productions	MOhawk	4-5757
Jules Power Prod.	ANdover	3-1422
Les Lear Productions Corp.	RAndolph	6-0905
William Morris Agency		467-1744
MCA TV Ltd.	DElaware	7-1100
NBC Radio Recording Division	Superior	7-8300
Walter Schwimmer Co.	FRanklin	2-4392
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	ANdover	3-6520
L. S. Toogood Recording Co.	CEntal	6-5275
Ziv United Artists, Inc.	WH	4-1030

News Agencies and Assns.

Associated Press	STate	2-7700
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RADIO-TELEVISION DAILY ANdover 3-6520

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

TV Film Producers-Dist.

Walter Schwimmer, Inc.	FR	2-4392
Seven Arts Associated Corp.	ORchard	4-5105
Television Programs of America, Inc.	WH	4-4767
UPA Pictures, Inc.	WHitehall	4-0196

Airlines

American Airlines	FR	2-8000
British Overseas Airways Corp.	DE	2-7744
Delta Air Lines	FI	6-5300
Eastern Air Lines	WH	3-2900
TWA	DE	2-7600
United Airlines	FI	6-5700

Washington Telephone Numbers

Federal Departments and Agencies

American National Red Cross	REpublic	7-8300
Archives, National	WO	3-1130
Business and Defense Services Administration	STERling	3-9200
Capitol, U. S. (Senate, House)	CApitol	4-3121
Census, Bureau of The	RE	5-2000
Commerce, Department of	STERling	3-9200
Copyright Office, Library of Congress	STERling	3-0400
Court of Customs and Patent Appeals	NAtional	8-4696
Department of Defense	LiBerty	5-6700
Air Force, Department of The	LiBerty	5-6700
Army, Department of The	LiBerty	5-6700
Navy, Department of The	LiBerty	5-6700
Defense Mobilization, Office of	EXecutive	3-3300
Executive Mansion (White House)	NAtional	8-1414
Federal Communications Commission	EXecutive	3-3620
Federal Trade Commission	EXecutive	3-6800
Government Printing Office	STERling	3-6840
Interior, Department of The	REpublic	7-1820
Justice, Department of	REpublic	7-8200
Labor, Department of	EXecutive	3-2420
National Labor Relations Board	EXecutive	3-3111
National Research Council	EXecutive	3-8100
Patent Office	STERling	3-9200
Post Office Department	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	CApitol	4-3121
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
U.S.M.C., AM-TV, Info. Div.	LiBerty	5-6700

Non-Government

Clear Channel Broadcasting Service	EXecutive	3-0255
Electronic Industries Association	NAtional	8-3902
National Association of Broadcasters	DEcatur	2-9300
National Press Club	REpublic	7-2500

RADIO-TELEVISION DAILY EX 3-4808

Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	DiStrict	7-9680
Westinghouse Broadcasting Co.	STERling	3-0903

AM Radio Stations

WAVA	KEEnmore	6-9000
WEAM	JAckson	7-7100
WFAX	JEfferson	2-1220
WGMs	EXecutive	3-8676
WINX	PO	2-4357
WMAL	KEllogg	7-1100
WOL	HObart	2-3900
WOOK	TU	2-2500
WPGC	JO	8-6677
WPIK	OVerlook	3-3000
WQMR	WHitehall	6-1050
WRC	EMerson	2-4000
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUckerman	2-7600

FM Radio Stations

WASH-FM	DiStrict	7-1356
WAVA-FM	KE	6-9000
WFAN-FM	TU	2-2500
WGAY-FM	WHitehall	6-1050
WGMs-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WPGC	JO	8-6677
WRC-FM	EMerson	2-4000
WTOP-FM	EMerson	2-9300
WWDC-FM	TUckerman	2-7600

Television Stations

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

News Services

Associated Press	AD	5-4500
United Press International	EXecutive	3-3430

Networks

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

Airlines

American Airlines	EX	3-2345
British Overseas Airways Corp.		393-5300
Eastern Air Lines	EX	3-4000
National Airlines	ST	3-5454
TWA	ST	3-4200
United Airlines	ST	3-4700

Los Angeles Telephone Numbers

AM Radio Stations

KABC	NOrmandy	3-3311
KALI	HOLlywood	6-6161
KBIG	HOLlywood	3-3205
KBLA (North Hollywood)	TRiangle	7-3619
KCBH	BRadshaw	2-7105
KDAY	HOLlywood	1-9981
KEZY	HOLlywood	3-5621
KFAC	WEbster	8-0161
KFI	DUNkirk	2-2121
KFOX (Long Beach)	HEmlock	6-7281
KFSG	DUNkirk	9-1141
KFWB	HOLlywood	3-5151

KGBS	DUNkirk	8-2345
KGER (Long Beach)	NEvada	6-4774
KGFJ	HOLlywood	4-0201
KGIL (Sherman Oaks)	STate	5-8631
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	HOLlywood	2-7271
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KPOL	WEbster	8-2345
KRKD	CApitol	5-4116
KUTE	CItrus	4-1414
KWKW (Pasadena)	MURray	1-4964
KXLA (Pasadena)	MURray	1-6991

LOS ANGELES TELEPHONE NUMBERS

FM Radio Stations

KABC-FM	Normandy	3-3311
KBBI	Madison	5-1641
KBCA	OLive	3-3940
KBIQ-FM	HOLLYWOOD	3-3205
KBMS-FM (Glendale)	Citrus	4-8444
KCBH	BR	2-7105
KFAC-FM	Webster	8-0161
KFMU-FM	Dunkirk	5-6401
KFOU-FM	SPruce	5-2367
KGLA-FM	HOLLYWOOD	2-1295
KHJ-FM	HOLLYWOOD	2-2133
KHOF-FM (Glendale)	CHapman	5-7575
KMLA-FM	Dunkirk	2-8426
KNOB-FM (Long Beach)	HOLLYWOOD	7-0454
KNX-FM	HOLLYWOOD	9-1212
KPFK	HOLLYWOOD	7-7183
KRHM-FM	Dunkirk	5-7421
KRKD-FM	CApitol	5-4116
KUTE-FM	Citrus	4-1414
KWKW-FM (Pasadena)	MURray	1-4964

Television Stations

KABC-TV	Normandy	3-3311
KCOP	OLDfield	6-6050
KHJ-TV	HOLLYWOOD	2-2133
KRCA	THornwall	5-7000
KNXT	HOLLYWOOD	9-1212
KTLA	HOLLYWOOD	9-3181
KTTV	HOLLYWOOD	2-7111

National Networks

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

Station Representatives

ABC TV National Sales	Normandy	3-3311
Adv. Time Sales	OLive	1-4720
AM Radio Sales Co.	HOLLYWOOD	5-0695
Avery-Knodel, Inc.	Dunkirk	5-6394
Walter Biddick Co.	Richmond	9-8800
John Blair & Co.	Dunkirk	7-1333
Blair-TV, Inc.	Dunkirk	1-3811
Bolling Company, Inc.	HOLLYWOOD	2-6471
Broadcast Times Sales	HOLLYWOOD	5-1755
Burn-Smith	HOLLYWOOD	4-7395
CBS-Radio Spot Sales	HOLLYWOOD	9-1212
CBS-TV Stations Nat'l Sales	HOLLYWOOD	9-1212
Deveney Organization	HOLLYWOOD	2-6676
Eastman, Robert Co.	HOLLYWOOD	4-7276
Forjoe TV, Inc.	HOLLYWOOD	2-1397
Gill-Perna, Inc.	Dunkirk	8-7115
H-R Representatives, Inc.	HOLLYWOOD	2-6453
Harrington, Righter & Parsons, Inc.	HOLLYWOOD	6-4129
Hollingsbery, George P., Co.	Dunkirk	5-2071
Holman Co., Hal.	HOLLYWOOD	2-2351
Howard Co., Bernard	HOLLYWOOD	2-2351
Intercontinental Service Ltd.	HOLLYWOOD	2-2289
Katz Agency, The	Webster	3-8171
Lucas, J. A.	HOLLYWOOD	2-1460
Masla Associates	HOLLYWOOD	2-4939
Daren F. McGavren Co., Inc.	HOLLYWOOD	4-7331
Meeker Co.	HOLLYWOOD	2-6501
Tracy Moore	HOLLYWOOD	2-2351
Nat'l Sales Div. RKO General	HOLLYWOOD	2-2133
NBC-KRCA Spot Sales	THornwall	5-7000
Oakes, Harlan G., Associates	HOLLYWOOD	4-7395
Lee F. O'Connell Co.	OLeander	5-7597
Pan American Bcstg.	HOLLYWOOD	4-7395
John Pearson Co.	Hubbard	3-9671
Peters, Griffin, Woodward, Inc.	Webster	8-3585
Edward Petry Co.	Dunkirk	8-1143
Paul H. Raymer	HOLLYWOOD	2-2376
Sandberg-Gates Co.	HOLLYWOOD	2-6676
Scott, Duncan & Co.	Dunkirk	8-4151
Television Adv. Reps.	HOLLYWOOD	6-1144
Torbet, Allen & Crane	HOLLYWOOD	2-4939
Venard, Rintoul, McConnell	HOLLYWOOD	2-4939
Webb, Grant	HOLLYWOOD	6-6206
Young, Adam J., Inc.	HOLLYWOOD	2-2289

Advertising Agencies

Action in Advertising	Dunkirk	3-3114
Ad Larson	Normandie	4-6552
Adams & Keyes, Inc.	Dunkirk	7-5203
Admasters	UPton	0-2660
Advertising Council, Inc.	HOLLYWOOD	2-0988
Advertising Engineers Corp.	MAdison	8-5039
Alber, R. H., Co.	HOLLYWOOD	9-8273
Albert, Frank-Law	HOLLYWOOD	6-5363
Allen, Dorsey & Hatfield, Inc.	Normandie	3-9343
Allen & Marshall Adv., Agency	OLive	3-1770
Allen, Martin, Co.	OLive	3-2020
Allied Advertising Agencies	HOLLYWOOD	2-0837
Anderson-McConnell Adv. Agency	HOLLYWOOD	3-4154
U. S. Anderson Co.	OLDfield	4-0250
Arkwright Advertising Co. Inc.	HOLLYWOOD	4-3129
Arnold, Rupert Advertising	Dunkirk	2-0896
Asch, A., Inc.	Dunkirk	7-7600
Associated Advertising Agency	GRanite	8-2221
Associated Broadcast Adv. Co.	Webster	6-5564
Atherton Mogge, Privett, Inc.	OLive	3-9870
Ayer, N. W., & Son, Inc.	HOLLYWOOD	3-4181
Barnes Chase Co.	HOLLYWOOD	3-1773
Bates, Ted., & Co.	OLympia	5-9081
BBDO	Webster	8-3188
Baus & Ross Co.	Dunkirk	8-1107
Becker, Max, Advertising	GArfield	3-5484
Bejach, Leo, Adv.	GRanite	2-2245
Belford, Ed., Agency	State	4-1174
Bennett, Walter F., & Co.	HOLLYWOOD	4-8291
Benton & Bowles, Inc.	HOLLYWOOD	4-9151
Berghoff Associates, Inc.	OLympia	2-2850
Bishop & Associates, Inc.	OLive	1-2560
Bloch's Advertising	HOLLYWOOD	3-0647
Blum's Direct Advertising	Richmond	8-6181
Bogerts, The	HOLLYWOOD	3-6871
Bowes, Chas. Adv. Co.	Richmond	7-0543
Boylhart, Lovett & Deane	Huntly	2-0740
Bozell & Jacobs, Inc.	Dunkirk	9-1277
Brehme Ad Service (Glendale)	CHapman	5-1539
Broadcasting Advertising	BRadshaw	2-4840
Brother, D. P., & Co.	Dunkirk	5-8288
Bull, Frank, & Co.	HOLLYWOOD	5-4195
Burnett, Leo, Co., Inc.	HOLLYWOOD	4-7374
Buss, Bear & Associates	Dunkirk	5-4385
Buxton Adv. Agency	MURray	1-4993
Campbell-Ewald Co.	HOLLYWOOD	9-2931
Campbell-Mithun, Inc.	HOLLYWOOD	2-0715
Carlson, Milton Co.	Dunkirk	8-9464
Carson-Roberts Inc.	BRadshaw	2-8366
Castor & Assoc.	OLeander	2-1315
Chamberlin & Associates	Dunkirk	7-6444
Citizen Advertising Agency, Inc.	MAdison	2-2463
Cloward Velma Advertising	Dunkirk	4-2558
Coast Advertising Associates	Dunkirk	7-7373
Cole, Fischer & Rogow	BRadshaw	2-3351
Coleman-Parr Advertising	ORchard	7-2770
Collard, Clark, Adv. Agency	Dunkirk	7-3388
Compton Advertising, Inc.	OL	3-0100
Consolidated Adv. Directors	OLive	5-6434
Copy Cat Advertising	TRiangle	7-4348
Cowell, Leslie B., Advertising	TRiangle	7-5329
Craig & Reid, Inc.	HOLLYWOOD	4-8218
Creative Advertising	Webster	1-3255
Crist, Ken, Inc.	Normandie	1-1287
Culbertson Advertising	OLympia	5-6790
Culp, Earl R., Co.	Dunkirk	2-8406
Cunningham & Walsh, Inc.	Dunkirk	8-0591
Curtis Advertising Co.	HOLLYWOOD	3-2377
Dancer-Fitzgerald-Sample, Inc.	HOLLYWOOD	2-3256
D'Arcy Adv. Co.	Dunkirk	5-3171
Davidson, David, & Co.	HOLLYWOOD	2-7753
Davis & Blackwell, Inc.	Victoria	9-2964
Davis, Charlie, Advertising	AXminster	3-5508
Delman, Allen & Assoc.	OLive	3-2110
Dibble, Gordon H.	CHapman	5-2495
Doherty, Clifford, Steers & Shenfield	OLeander	8-9590
Dolson Advertising Agency	LORaine	9-5111
Donahue & Coe	Dunkirk	1-2221
Donald, Dick, Advertising	POplar	1-0575
Doyle, Dane, Bernbach	OLive	3-8080
Dozier, Eastman & Co.	Dunkirk	5-6071
Dunas, E. C. Advertising	OLive	6-4100
Ebberts, Dan, Adv. Serv.	LUDlow	7-9161
Edelstein, Irwin L., & Assoc.	Dunkirk	5-8221
Ehlert, Grace	MAdison	6-2222
Eisaman-Johns, Advertising	HOLLYWOOD	4-7265

LOS ANGELES TELEPHONE NUMBERS

Elliott, Neil M., Advertising.....REpublic 5-1091
 Enyart & Rose Advertising.....HOLLYWOOD 6-1176
 Erwin Wasey, Ruthrauff & Ryan, Inc. Webster 1-1211
 Essig Co.Poplar 3-4365
 Esty, William Co.HOLLYWOOD 2-6301
 Fagan, O. K. Advertising Agcy.MAdison 2-2192
 Falkenhainer, Carl.....BRAdshaw 2-0136
 Fallon, Brangham, Moon, Inc.HOLLYWOOD 4-0171
 Farrar Advertising.....GRAnite 8-3011
 Fellows, John C., Co.Capitol 5-7746
 Flax-Braston Co.Richmond 9-4497
 Fletcher Richards, Calkins & Holden HOLLYWOOD 6-1311
 Foldare, Maury & Assoc.HOLLYWOOD 9-8135
 Forestal, R. J. Co.Webster 5-1211
 Frank, Albert-Guenther Law.....Webster 3-7595
 Frank, Don Advertising (Anaheim) KEystone 5-6093
 Frazier Adv. Agency.....MAdison 5-8392
 Fuller, Smith & Ross, Inc.DUnkirk 5-2211
 Gage, Booth & West, Inc.Olive 3-1770
 Gard, Dalbert & Associates.....DUnkirk 8-8422
 Gardner Advertising Co.HOLLYWOOD 9-2719
 Gaynor, Lucas, Inc.OL 5-8191
 Geissinger, W. B., & Co.Olive 1-3510
 General Advertising Agency, Inc. HOLLYWOOD 3-5128
 Gerth, Brown Clark & Elkus.....Olive 2-2320
 Geyer, Morey, Madden & Ballard DUnkirk 7-4255
 Gilbert & Benton.....TRiangle 7-3105
 Gill Clifford Agency.....Olive 5-8388
 Glasser-Gailey, Inc.MAdison 9-3501
 Glenn Advertising, Inc.OL 3-9030
 Goodman Organization.....HO 6-5221
 Graham, Clyde D.DUnkirk 3-1266
 Grant, Will.....DUnkirk 7-3361
 Grant Advertising Agency.....HOLLYWOOD 1-9231
 Gregory, Willard G., & Co.MAdison 7-0531
 Grey Advertising.....BRAdshaw 2-9821
 Guerin-Johnstone-Gage, Inc.DUnkirk 5-7451
 Guild, Bascom & Bonfigli.....HOLLYWOOD 9-8217
 Hadlock & Associates.....HOLLYWOOD 2-6731
 Harrington, Richter & Parsons HOLLYWOOD 6-4129
 Heintz & Co., Inc.MAdison 9-3181
 Hill, Don.....MAdison 4-9936
 Hixson & Jorgenson, Inc.DUnkirk 8-1121
 Hoel, John D., Adv. Agency.....MUrray 1-7131
 Hollander, Welsh Advertising.....DUnkirk 9-1171
 Honig-Cooper Co.DUnkirk 8-3301
 House of Leads.....NEvada 6-4471
 Houston Advertising Service Co. NORMandie 5-5886
 Hunter & Wilhite Advertising.....Webster 3-7353
 Hutchinson Advertising.....HOLLYWOOD 2-4500
 Irwin, Howard, & Assoc.DUnkirk 8-1219
 Jaycraft Co.THornwall 2-5310
 Jenner, Don, Advertising.....DUnkirk 8-1489
 Jett Advertising.....HOLLYWOOD 2-6635
 Johnson & Lewis.....HOLLYWOOD 5-7105
 Jones, Paul, & Associates.....DUnkirk 1-3003
 Kaplan, Sara Jane, Advertising.....Olive 3-6057
 Kaufman, Lon, Co.DUnkirk 8-4138
 Kaufman, Hans E., & Co.HOLLYWOOD 3-3800
 Key-Christopher Advertising.....Webster 9-3147
 Keane, Raymond, Advertising.....Olive 3-8650
 Keene & Associates.....Webster 7-2270
 Kellogg, Edw. S.DUnkirk 7-5213
 Kelso, M. H., & Co.HOLLYWOOD 3-8566
 Kenyon & Eckhardt.....HO 3-2102
 Kennedy, Walker & Cox, Inc.OLympia 2-0555
 Keyes, Madden & Jones.....HOLLYWOOD 9-3974
 LaRoche, C. J., Advertising.....HOLLYWOOD 9-3656
 Lawrence Co.BRAdshaw 2-5820
 Lee & Associates.....Olive 1-2090
 Lee, J. Richard.....HOLLYWOOD 6-1188
 Lee, Robert E., & Associates.....HOLLYWOOD 6-1188
 Leni Advertising.....HOLLYWOOD 9-7388
 Lennon & Newell.....CRestview 1-7221
 Lewin, Howard, Advertising.....DUnkirk 8-7156
 Little & Co.DUnkirk 9-1267
 Logan, Dudley L.DUnkirk 2-8471
 Mack Agency.....HOLLYWOOD 2-6377
 MacManus, John, & Adams.....Webster 7-1000
 Mann Advertising Co.DUnkirk 2-1179
 Mannis, Samuel A.HOLLYWOOD 4-7501
 Marsha's Adv. Service.....MAdison 6-4897
 Mathison & Associates.....HU 2-1870
 Mayne, Charles H., Co.DUnkirk 5-0138
 McCann-Erickson.....DUnkirk 5-3301
 McCarty Co., The.....DUnkirk 5-4011
 McElligott, Ford C., & Associates. MAdison 2-4653

McElroy Adv. Agcy.DUnkirk 1-3045
 McKee, Burns Adv.HOLLYWOOD 7-4218
 McLain, W. R., & Associates.....NORMandie 3-8209
 McNeill & McCleery.....HOLLYWOOD 6-4256
 M-E Productions.....DUnkirk 5-3302
 Meany, Phillip J., Co., Adv.DUnkirk 5-4181
 Meltzler, Richard, Adv.Webster 8-2993
 Morgan Company, The.....State 6-5696
 Mowinkel, E. K., Advertising.....Richmond 7-0529
 Nargi Advertising.....MAdison 2-1647
 National Advertising Associates.....DUnkirk 8-7115
 National Federation of Advertising. OL 3-2320
 Neale & Associates.....OL 6-0500
 Needham, Louis, & Brorby.....CRestwood 3-2330
 Nelson Adv. Service.....BRAdshaw 2-0261
 Newman, Ben Allah, Advertising.....DUnkirk 9-6649
 Newmark, Nelson, Advertising.....MAdison 4-1568
 North Advertising.....HOLLYWOOD 7-2151
 Ogilvy, Benson & Mather.....CRestview 5-6154
 Olen, David, Adv.Olive 5-5000
 Pacific Advertising Service.....Richmond 9-5803
 Packard, Jack Advertising.....CHApman 5-5591
 Pardee Co., The.....HOLLYWOOD 2-7306
 Patton, George Adv.HOLLYWOOD 2-0841
 Paul & Baum.....OL 3-2110
 Pell, Ben, Advertising.....MAdison 2-1557
 Perrett Co., The.....HUbbard 2-8303
 Porter & Associates.....Webster 6-5564
 Porter, Wesley H., Adv.AXminster 3-0400
 Productive Advertising.....AXminster 1-1322
 Ramsey, Brown & Co.HOLLYWOOD 3-6851
 Raymond, J. W., Advertising.....MAdison 4-2244
 Raymond, Larry, Co.Webster 6-8125
 Reach, McClinton & Co., Inc.Olive 3-9610
 Robin, Lee & Arnold.....CRestview 4-5853
 Robins, Jerome, Agency.....DUnkirk 8-0661
 Robinson & Haynes.....HUnTley 2-2050
 Roche-Eckhoff & Lee.....Olive 5-7670
 Rockett-Lauritzen.....REpublic 4-2106
 Ross, Charles, Adv. Agency.....OLdfield 6-5220
 Saussy, Walker Advertising.....HOLLYWOOD 3-5161
 Sawdon, Frank.....HOLLYWOOD 4-7579
 Schurrer, Lou, Adv.Olive 3-4440
 Scott, M. B., Advertising.....OL 3-5330
 Sebrell, J. B., Adv. Agcy.MAdison 6-9397
 Seros, George J., Advertising.....CRestview 6-4723
 Shane, Leonard, Agency.....HOLLYWOOD 9-2258
 Shaw, John W., Advertising.....Webster 8-2675
 Shay Advertising.....HOLLYWOOD 4-1158
 Sheldon, Lisle Adv.HOLLYWOOD 3-2366
 Simmons, Dean.....Webster 1-1311
 Smalley & Smith.....HOLLYWOOD 6-2404
 Speer Advertising Agency.....HUbbard 3-8300
 Spees Advertising Agency.....DUnkirk 9-6933
 Stahl & Lewis Adv. Agency.....HOLLYWOOD 2-7344
 Stebbins, Barton A., Adv.DUnkirk 8-8131
 Stebbins, Hal, Inc.CR 3-0750
 Steinlauf, Malcolm, & Co.Webster 3-7564
 Steller, Miller & Lester, Inc.DUnkirk 7-5377
 Stiller, Hunt Advertising.....BRAdshaw 2-0204
 Stodel Advertising.....MAdison 2-1193
 Straus, J. M., & Co.OLympia 2-6613
 Sudler Co.BRAdshaw 2-3438
 Sullivan Stauffer Colwell & Bayles HOLLYWOOD 4-2119
 Swafford & Co.BRAdshaw 2-9421
 Taggart & Young.....Webster 3-8108
 Tatham-Laird, Inc.HOLLYWOOD 1-9228
 Taylor Host, Inc.Capitol 5-3208
 Thompson, J. Walter, Co.OL 3-0300
 Tilds & Cantz Advertising.....OLEander 5-9270
 Todd, Michael, Advertising.....HOLLYWOOD 5-8036
 Tullis Co., Inc., The.....HOLLYWOOD 2-6333
 Tyler-Smith, T., Advertising.....DUnkirk 7-5519
 United Bench Advertising.....AXminster 2-8107
 Universal Advertising Agency, Inc. HOLLYWOOD 4-8218
 Van der Boom, Hunt, McNaughton. Webster 8-2001
 Vanderhurst Adv.HOLLYWOOD 7-9191
 Van-Scott, Inc.DUnkirk 9-2300
 Victor, A. J., Company.....AXminster 1-9975
 Voorhees, P. W., Inc.HOLLYWOOD 6-1181
 Wade, Adv. Agency.....HOLLYWOOD 6-1631
 Walsh, Nellie L., Advertising.....MA 2-9853
 Weatherwax-Spurgeon & Associates. MA 7-2633
 Webster, R. W., Adv.MAdison 9-2283
 Weinberg, Milton, Adv. Co.OLive 3-2300
 Weiss, Edward H., & Co.OLive 3-8360
 Welsh, Hollander & Coleman Adv. DUnkirk 9-1171

LOS ANGELES TELEPHONE NUMBERS

Whiteman, Richard	Dunkirk	5-2054
Wilder, Alvin	Republic	4-2186
Williams, Dallas & Sons	Hollywood	2-6396
Willis, Harry G. & Assoc.	Chapman	5-5533
Winan & Co., Paul	Richmond	7-5189
Wolfer-Douglass-Bennington, Inc.	Cumberland	3-6242
Woolf, Len, Co.	Dunkirk	8-2361
World Advertising (Long Beach)	Hemlock	5-6094
World Wide Want Ad Service	Madison	7-9983
Wynne-Alexander Advertising	Murray	2-2319
Young & Rubicam	HO	2-7181

Radio-TV Program Prods.

Aladdin Enterprises	Hollywood	2-6686
Allend'or Productions	Webster	8-2191
Burrud, Bill, Productions	Hollywood	3-8181
Commodore Productions	Hollywood	9-7502
Crosby, Bing, Productions	BRadshaw	2-2771
Girard-Lewis Productions	OLympia	2-2810
Gomallo, Inc.	State	3-0070
Goodson-Todman Productions	CRestview	4-7357
Harte-Lion International Corp.	Hollywood	4-6121
MacGregor, C. P.	Dunkirk	4-4191
MCA-TV	BRadshaw	2-3211
Ross-Danzig TV, Inc.	Hollywood	2-6464
Signal Productions, Inc.	Hollywood	3-4173
Stark, Wilbur, Productions	Upton	0-3311
Ziv-United Artists	Oldfield	4-2800

TV Film Producers-Dist.

ABC Films	Hollywood	9-5911
M & A Alexander Productions	HO	4-3414
Allied Artists TV Corporation	NO	2-9181
George Bagnall & Associates	OL	2-8050
Banner Productions	POplar	6-5171
Bonded TV Film Service, Inc.	Old	4-7575
Chertok Television	Upton	0-3311
Cavalcade TV Programs	OLive	4-4144
Frank Cooper Associates	CR	4-5971
Corradine, Tom J.	Hollywood	2-4448
Jack Denove Productions, Inc.	HO	4-8331
Desilu Productions, Inc.	HO	9-5911
Walt Disney Productions	VI	9-3411
Dougfair Corporation	HO	5-6164
Jerry Fairbanks Production	HO	2-1101
Family Theater, Inc.	HO	2-1317
Don Feddersen Productions	HO	9-5911
Filmaster, Inc.	HO	6-1681
Filmcraft Productions	OL	3-2430
Flying A Prod.	HO	9-1425
Four Star Films, Inc.	PO	6-4151
Guedel, John, Prods.	OLive	3-8000
Hollywood Television Service, Inc.	PO	3-8411
Independent Television Corp.	HO	2-6525
J & M Productions	CRestview	3-1230
Mark VII, Ltd.	TR	7-0621
Medallion TV Enterprises, Inc.	HO	2-6635
NBC Films	TH	5-7000
Paramount Television Productions, Inc.	HO	9-3181
Revue Productions, Inc.	TR	7-1211
Reynolds, Stuart, Prods.	CRestview	4-7863
Hal Roach Studios	TE	0-9151
Screen Gems, Inc.	HO	2-3111
Seven Arts Associated Corp.	GRonite	6-1564
Stage Five Productions, Inc.	HO	9-9011
Toroto Enterprises	CRestview	4-6023
Trans-Artists Prods.	Webster	1-1639
Twentieth Century Fox Television	HO	2-6231
TV Marketeers	Hollywood	6-3111
Universal Pictures Co., Inc., Television	TR	7-1211
Warner Bros. Pictures, Inc. TV Division	HO	9-1251
Wolper Productions Inc.	OLympia	2-7075

Artists Agencies

Alexander, Alex Agency	CRestview	1-6101
Allied Casting	Hollywood	3-7124
Alvarado, Carlos	OL	2-0272
American Federation of TV-Radio	Hollywood	4-5123
Armstrong-Deuser-McHugh, Jr.	CRestview	4-0881
Ashley-Steiner Corporation	CRestview	4-8511
Artigue, Louis	CRestview	6-2488
Associated Booking Corp.	OLive	2-9940

Auer, Miles Bohm	Hollywood	2-6416
Barnes, William, Agency	CRestview	3-0205
Barr, Rickey, Agency	Oldfield	4-0738
Barskin Agency, The	OL	6-8530
Bell, Marcella Agency	CRestview	6-0012
Bender, David	HO	2-0723
Bernie, Herman	CRestview	5-0117
Bonham, C. Herschel	HO	4-3060
Brandies, Bob, Agency	POplar	2-4872
Brewis, Alex	OL	2-1521
Carson-Stempel	CRestview	4-8343
Cinema Artists Agency	OLive	2-7074
Cloutman-Barskin-Short	CRestview	4-6833
Columbia Artists Management	Hollywood	2-6623
Condit Agency	HO	4-9233
Connor, Allen	Hollywood	5-0834
Cooper, Frank, Associates	CRestview	4-5971
Cooper, Ray	CRestview	6-9769
Cumber, Lil Attractions Agency	AXminster	3-6159
Darrow Agency	CRestview	4-7253
Davis, Mary Webb	OL	5-6747
Donaldson Agency	OL	2-0355
Famous Artists	CRestview	4-7433
Flaire Agency, The	OL	6-3060
Frings, Kurt	CRestview	4-8881
Garfield, Milton	CRestview	4-8631
Gefsky, Harold L.	CRestview	4-7801
General Artists Corporation	BR	2-0973
Gertz, Mitchell	CRestview	4-5491
Gold, Herb	CRestview	4-8171
Gold, Sid	CRestview	4-7247
Goldstone, Tobias	CRestview	6-1071
Gould, Billy	HO	7-7666
Green, Ivan	OL	2-4010
Greshler, Abner	Oldfield	4-5960
Griffith, Byron	Hollywood	7-2600
Grossman, Milton M.	CRestview	4-8631
Halliburton, Jeanne	POplar	9-2947
Halsey, Reece Agency	OLive	2-2409
Hamillburg, Mitchell	CRestview	4-9311
Herdan-Sherrell	CRestview	1-5236
Herzbrun, Walter	OL	2-7210
Howard, Sam, Agency	Oldfield	2-3872
Ingersoll, George, Agency	Hollywood	7-0862
Irwin, Lou	CRestview	1-7131
Jackson, Edith	Hollywood	7-0155
Jaffee Agency	OLympia	7-2710
Kaufman, Milton	CR	5-5028
Kingston, Al, Enterprises	CRestview	6-8538
Kohner, Paul	CRestview	1-5165
Kumin-Olenick Agency	CRestview	4-7281
Lance, Leon O.	OL	7-1060
Lauren, J. W., Agency	OL	6-4070
Lazar, Irving	CRestview	5-6153
Levee, Sid	CRestview	4-8631
Longenecker, Robt.	OLive	3-3770
MacQuarrie, Earl	CRestview	4-8919
Marion, Paul Agency	OL	2-9540
Morx, Bert	CRestview	4-8555
McMillan, Hazel, Agency	CR	6-3603
Medford, Ben	CRestview	1-7021
Meyers, Walter	OL	6-1950
Middleton, Wallace, Agency	Oldfield	6-4460
Mishkin Agency	OLive	2-0944
Montgomery, Jack, Agency	OL	6-4460
Moore, Lola	CRestview	6-5401
Morris, William	BRadshaw	2-4111
MCA Artists	CRestview	4-7711
Ochs, Al	Hollywood	9-6470
Oliver, Maurine	OL	7-1250
Omega Artists, Inc.	OLympia	5-9660
Payton, Bob	OL	6-1880
Pearson, Ben	CRestview	4-5488
Pomeroy, Jack	Hollywood	9-6366
Raison-Finger Agency	Oldfield	2-2446
Rose-Nagar Agency	CRestview	4-5459
Rosen, Jerry, Agency	BRadshaw	2-2345
Ryan, Frank	OL	2-8904
Saphier, James L., Agency	CRestview	1-7231
Schuller, William Agency	CRestview	4-6949
Schwartz Agency	OLive	3-0400
Screen Children's Guild Agency	Hollywood	9-6231
Shauer, M. A.	CRestview	1-1103
Shaw, Glenn	OLive	5-6956
Sheldon Agency	ST	5-6666
Shiffrin-Hyland Agency	CR	4-7643

LOS ANGELES TELEPHONE NUMBERS

Shipley-Ishimoto	CRestview	6-6251
Shurr, Louis	CRestview	4-8111
Sindell Agency	CRestview	4-8181
Small, Lillian Schary, Associates	BRadshaw	2-0496
Snitzer, Lou-Fritschi, Al, Inc.	HOLlywood	9-6271
Stempel, Frank	CRestview	4-8343
Swanson, H. N.	OL	2-5385
Swoverland, Harold	OLive	6-0900
Talent Inc.	HOLlywood	2-0913
Thompson, Lionel B.	CRestview	1-2188
Ullman, George	CRestview	4-5238
Wadsworth, J. B.	CRestview	6-0698
Weiner, Jack	OLympia	2-1140
Weintraub, Murry	OLive	2-3971
White, Al, Agency	ST	9-8681
Wilkins, Paul	CRestview	1-6188
Wilson, Henry	OLdfield	2-7452
World Artists Management Agency	CRestview	1-7294
Wormser, Jack, Agency	HOLlywood	4-8138
Zimmerman, Herman Agency	CRestview	6-0266

Publications

Billboard, The	HOLlywood	9-5831
Broadcasting Magazine	HOLlywood	3-3148
Film Daily, The	HOLlywood	9-5358
Hollywood Reporter	HOLlywood	4-7411
Media Agencies Clients	OL	7-1440

RADIO-TELEVISION DAILY **HOLlywood 9-3951**

Sponsor	HOLlywood	4-8089
TV Guide	HOLlywood	5-2103
TV-Radio Mirror	EXmont	7-8640
Variety	HOLlywood	9-1141

Radio-TV Audience Surveys

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

Airlines

American Airlines	MA	6-3811
British Overseas Airways Corp. (BOAC)	BR	2-8866
Delta Air Lines	MA	7-9669
Pan American World Airways	MA	4-0192
TWA	MA	4-8141
United Airlines	HU	2-2000
Western Airlines	MA	6-4242

**FOR LOCAL ADDRESSES AND
PERSONNEL OF ABOVE FIRMS
SEE
EDITORIAL INDEX, PAGE 7
UNDER CATEGORIES OF
AM STATIONS, FM STATIONS,
TV STATIONS, NETWORKS,
STATION REPS, ADVERTISING
AGENCIES, PUBLICATIONS
NEWS ASSOCIATIONS, TALENT
AGENCIES, ORGANIZATIONS
UNIONS & GOVT. AGENCIES,
RADIO-TV PROGRAM, RECORD
& TRANSCRIPTION CO'S., TV
FILM PRODUCERS-DISTRIBUTORS**

SINCE 1898...THE AGENCY OF THE SHOW WORLD



WILLIAM MORRIS AGENCY, INC.

RADIO

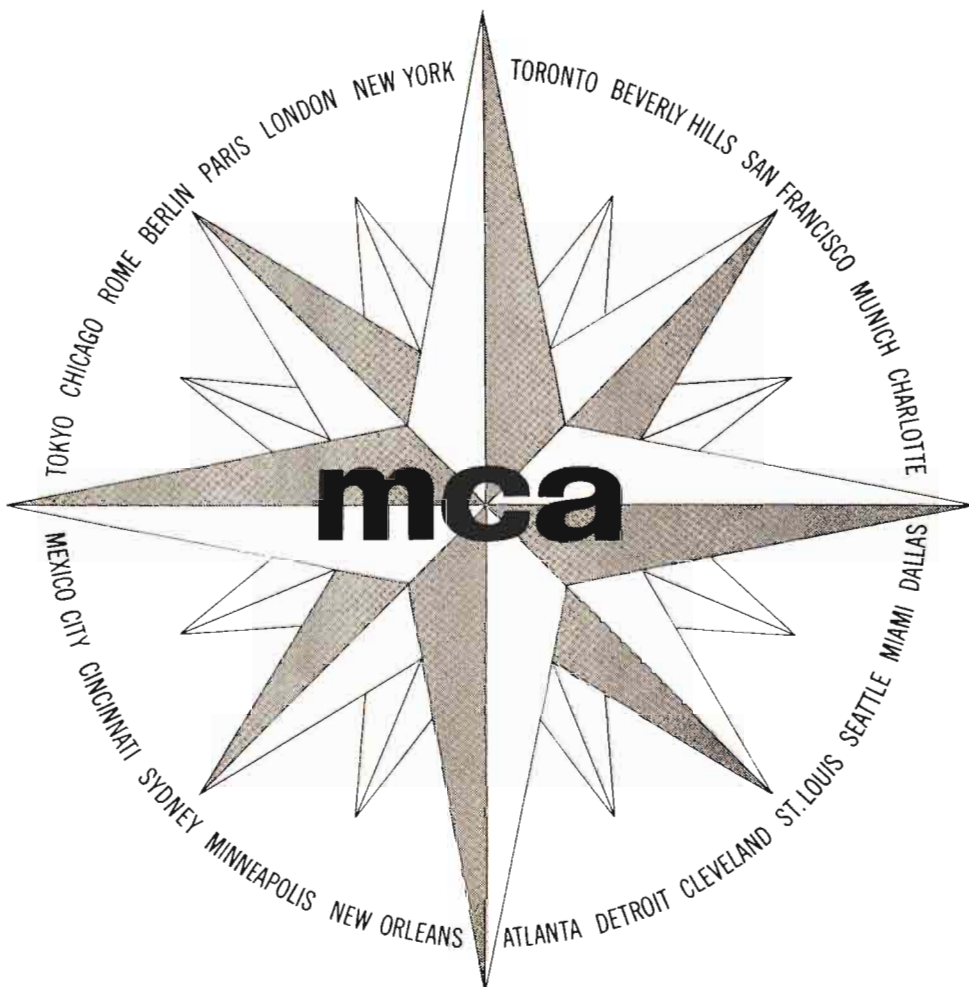
**ADVERTISING
AGENCIES**

.....
**EXECUTIVE PERSONNEL
ACCOUNT EXECUTIVES
BRANCH OFFICES
CANADIAN AGENCIES
TIME BUYER BIOGRAPHIES**

ANNUAL

1962

Silver Anniversary



Total Number Employees For 4 AM Networks Their O & O Stations and 3,451 Other Stations

As of December 31, 1960

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
4 Nationwide Networks	1,175	26	1,201
19 Network Owned and Operated stations.....	1,237	36	1,273
3,451 Other Stations.....	39,293	9,956	49,249
Total	41,705	10,018	51,723

Note: Excludes 218 independently operated FM stations.

Total Number Employees for TV Networks Their O & O Stations, and 530 TV Stations

	<i>Full Time</i>	<i>Part Time</i>	<i>Total</i>
3 Networks and 15 owned and operated stations	10,808	1,395	12,203
93 Pre-Freeze TV stations.....	8,849	935	9,784
346 Post-Freeze VHF TV stations.....	14,103	2,176	16,279
76 Post-Freeze UHF TV stations.....	1,961	385	2,346
Total 3 networks and 530 TV stations	35,721	4,891	40,612

Total Employment—Full Time and Part Time

	<i>1960</i>	<i>1959</i>	<i>1958</i>
3 TV Networks.....	9,610	10,127	10,054
All TV Stations	31,002	30,143	29,328
Total	40,612	40,270	39,382

Note: 1960, 1959 and 1958 data are for 530, 519 and 514 TV stations, respectively.
Source: FCC

GATHERING PLACE OF
THE AD AGENCY,
TV AND RADIO
PROFESSIONS

Rattazzi

RESTAURANT

9 EAST 48th STREET

PLaza 3-5852

NEW YORK CITY

LUNCHEON, COCKTAILS, DINNER

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

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

TELEVISION'S HOT WAR

It's Time to Fight Back with the Facts

By WILLIAM B. LEWIS, Chairman
Kenyon & Eckhardt, Inc.

THE television industry and advertising business share one big problem in common.

For a number of years now both industries have been under incessant attack on a bewildering number of fronts — from critics, educators, parent groups, politicians, intelligentsia, the government, and from the bootblack down on the corner. Talk about a cold war; we are in a hot one!

And what have the two industries done to fight back? Not much; certainly not enough; at best a series of delaying actions and orderly withdrawals to none-too-well prepared positions.

Is this the best we can do? Is our case so black that it is futile to defend it? Have we no leaders wise enough or bold enough to regroup our considerable forces and mount a strong counter-offensive? Hasn't the time come to fish or cut Minow?

When you examine the facts, television has not done a bad job: it has done an almost miraculous job with the time and resources at its command. And I believe it is time for television leaders to start saying so, to talk back loudly, clearly, and with conviction to their many and vociferous critics.

It costs roughly 100 times as much to fill an hour of TV time as it did to fill an hour of radio time 25 years ago. When you multiply the single program cost by the number of programs the networks telecast weekly, and add the additional programming costs of the affiliated and independent stations, the total program bill (as



nearly as TvB can estimate) becomes a staggering half a billion dollars per year.

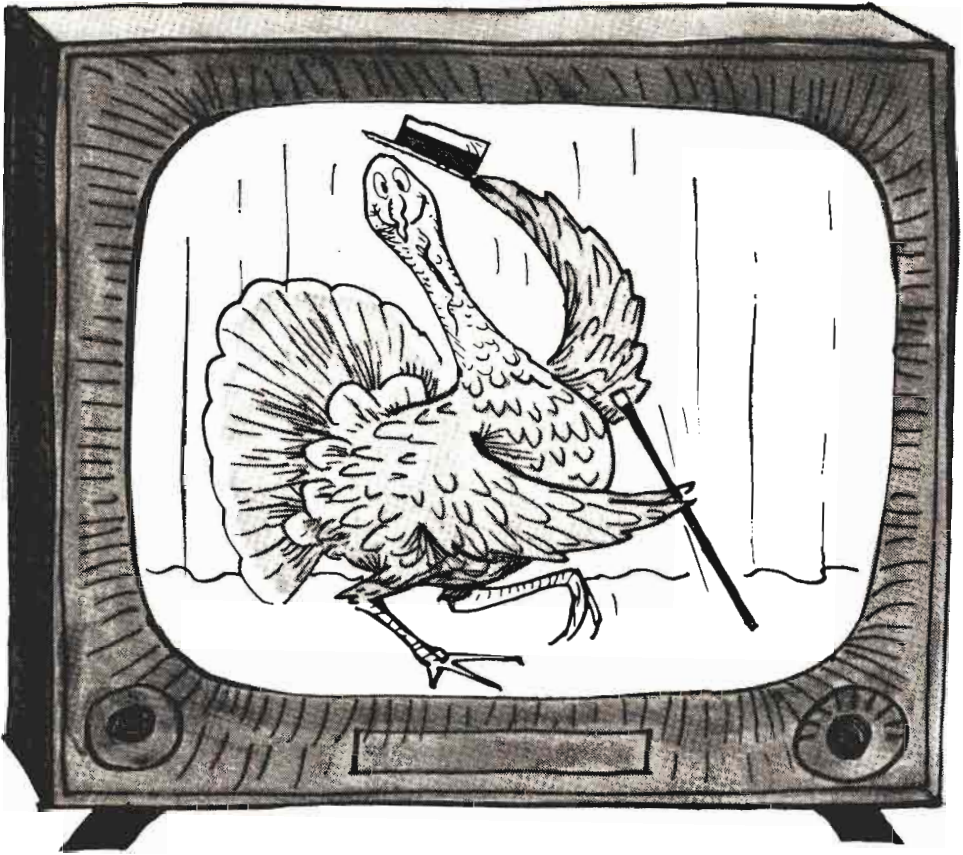
And television must fill all those hours or lose its franchise. What other medium of information, education, or entertainment is required by law to meet such stringent and costly requirements?

The average TV station must telecast approximately 250 programs each week. Yet, despite the staggering magnitude of the task, TV gets more vocal brickbats for its shortcomings than praise for the almost unbelievable fact that it fills over 380 hours a week.

It is totally unrealistic to expect the creative talent pool available to us at this point in history to fill 380 hours a week with strictly first-rate, top-grade television programming. Even if pay TV one day adds the quarters, halves and dollars of the listening audience to the present enormous pool of money contributed by advertisers, there will be no nirvana in TV, anymore than there has been in motion pictures, the stage, or publishing.

TV serves too many masters. Yet it must be all things to all people.

TV also must serve the mass audience and this is a matter of economics! Advertising pays the bill for all the good things on TV, as well as those considered bad; advertisers, to survive and build the economy, must have mass audiences to build mass markets. Without the nearly two billions advertisers now spend annually in TV, where would the money come from for the programs that even the critics and special interest groups like?



These days, the price of a turkey is too darned high

You know that overrating ratings can lead to a hit show that reaches a costly quantity of non-prospects. And the cash register will ring up a turkey.

Also you know that even if you reach the right prospects—but with the wrong commercials—it's another kind of turkey. Equally costly.

You know, too, that the advertiser who does not move swiftly to get the right show, at the right time, may see

his competition get the business. And he gets the bird. In these days of spiraling costs, choosy consumers and speedy competitors—who can afford a turkey?

Don't you want a combination of smart programming, swift daring, and creative selling commercials?

Don't you need an agency which is best equipped, on all fronts, to bring down your cost per sale—and bring up your profits from television?

YOUNG & RUBICAM, *Advertising*

www.americanradiohistory.com

Advertising Agencies

— AGENCY RECOGNITION SYMBOLS —

AAAA—AMERICAN ASSOCIATION OF ADVERTISING AGENCIES
 ABC—AUDIT BUREAU OF CIRCULATION
 ABP—ASSOCIATED BUSINESS PAPERS
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 Time Buyer.....Madge Brubaker

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 Senior V.P..A. A. Anthony, Thomas Dixey,
 James Freeman
 Production Manager.....Elmer Anderson

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Radio-TV Dir.....Allen Gray

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Time BuyersThomas E. Steele,
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Estimated Radio Billings: \$175,000.

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Glick, Ted Bernstein
Production Mgrs.....Don Williams, Arthur
Abravanel
Gen. Mgr., Media Dir...Sylvester J. Bernstein

AUBREY, FINLAY, MARLEY & HODGSON, INC.

One E. Wacker Dr., Chicago 1, Ill.
Phone: 329-1600

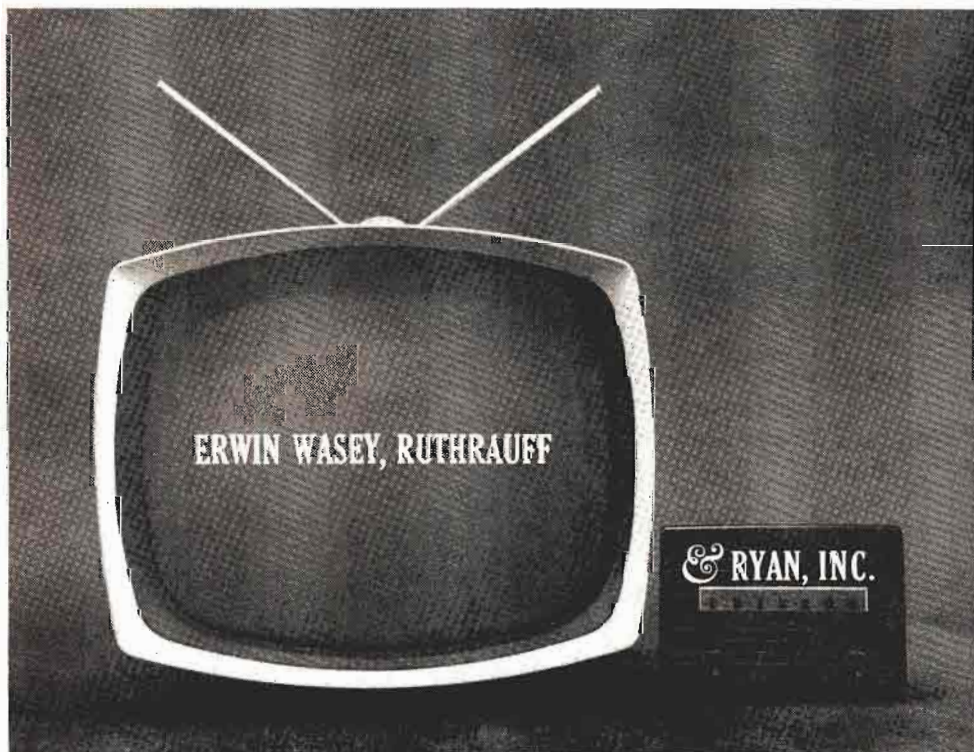
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Products Co., Butler Mfg. Co., Illinois
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Estimated Radio Billings: \$810,000.

Estimated TV Billings: \$50,000.



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Estimated TV Billings: \$41,000,000.

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Pres., Dir.....W. H. Reid
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Estimated Radio Billings: \$5,000,000.

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

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Bellaire, Larry Berger

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Sports.....Tom Villante

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Ed Koehler, Ed Papazian (Head of Media
Analysis)

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Marting, Jim North, George Nuccio, Bud
Keane, Stan Rosenfeld, Ed Tashjian, Phil
Tocantins

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Martinez, Mal Murray, John Neilan, Betty
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Anne Slattery, Jack Smith, Bob Syers, Ted
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Phone: FEderal 8-8401

Manager.....H. See
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Montreal 2, Que., Canada

Phone: UNiversity 8-2655

Manager.....P. Pelletier
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Phone: GRant 1-9900

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V.P. in Chg.....J. G. Motheral
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Seattle 1, Wash.

Phone: MAIn 3-5500

Manager.....W. G. Fitzsimons
2 Carlton St., Toronto 2, Ont.

Phone: EMpire 3-9461

V.P. in Chg.....M. Hicks
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Estimated TV Billings: \$84,000,000.

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Public Rel. Dir.....Leonard L. Davis, Jr.
Media Director.....H. Edward Lehman
Space Buyer.....Herbert W. Thorne
Production Mgr.....Vincent Polito
Traffic Manager.....Harry Goldenberg

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Phone: KEnsington 1444

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France

Phone: ELYsees 92-75

Jacques Hirsh

7 Avenue de l'Astronomie, Brussels, Belgium
Phone: 18.50.00

Geo. Beaumont

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

Estimated TV Billings: \$80,000,000.

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Calif.

Phone: OLympia 2-2850

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Production Mgr.....Robt. Schiller

BOONE & CUMMINGS

3003 Louisiana, Houston 6, Tex.

Phone: JACkson 8-5577

Partners.....Malcolm Cummings,
Graham Boone, Jr.

Radio-TV Director.....Pat Braudrick
Art Dir., Prod. Mgr.....Woods Robinson

BOTSFORD, CONSTANTINE & GARDNER, INC.

400 S.W. 6th Ave., Portland 4, Ore.

Phone: CApital 6-6921

AAAA—ANPA—ABP

Bd. Chairman.....David Botsford, Jr.
President.....Joe Maguire
Exec. Vice Pres.....Jack Buker
Sr. VP's.....C. P. Constantine,
Stanley Swanberg

V.P.'s...John Ashbaugh, Doug Murray, Tom
Hallman, Bill Orthman, Paul Kamman,
Bob Root, Hal Walker, Jerry Huff, Nat
Bender, Peter Day, Thomas Bloss, Edward
Walthers

Sec.-Treas.....Karl Bender
Radio-TV Dir., Seattle.....Tom Bloss
Radio-TV Dir., Portland.....Marilyn Lees
Radio-TV Dir., San Fran.....Eddie Curtiss
Time Buyers & Accounts: Marilyn Lees;
Blue Cross of Ore., Pacific Trailways, Kubla
Khan Chinese Foods; Eddie Curtiss; Filice &
Perrelli Canning Co., Japan Air Lines, Nulaid
Farmers Assn., Sego Milk; Tom Bloss;
Olympia Brewing Co., Pacific Northern Air-
lines.

Branch Offices

1400 Tower Bldg., Seattle 1, Wash.

Phone: MAin 3-2384

President.....Joseph Maguire
V.P. & Office Mgr.....Robert Root
417 Market St., San Francisco 5, Calif.
Phone: EXbrook 2-7565

Ch. of Bd.....David Botsford, Jr.
V.P.....Harold M. Walker
24 East 38th St., New York 16, N. Y.

Phone: MUrray Hill 5-8645

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

BOWMAN, BLOCK & FATIN, INC.

Rand Bldg., Buffalo 3, N. Y.

Phone: TL 4-0137

President.....Albert A. Bowman
Vice Pres.....N. V. Fatin
Treasurer.....Nathaniel J. Block
Radio-TV Dir.....Richard Mabry

BOZELL & JACOBS, INC.

Kiewit Plaza, Omaha, Neb.

Phone: 342-8030

AAAA—ABP—ANPA—APA—NOAB—NBP
Pres.....Morris E. Jacobs
Exec. V.-P., Gen. Mgr.....F. C. Miller
V.P., Radio-TV Dir.....Clair Gross
Bcst. Prod. Mgr.....Dudley Sauve
Production Manager.....Sands F. Woodbridge

Branch Offices

205 N. LaSalle St., Chicago 1, Ill.

Phone: CEntral 6-0870

Pres. & Manager.....Nathan E. Jacobs
V.P., Radio-TV Dir.....P. Rouda
1308 Tower Building, Seattle 1, Wash.

Phone: MUtual 2-6027

V.-P. & Manager.....R. H. Wensberg
230 Park Ave., New York 17, N. Y.

Phone: MUrray Hill 6-4700

President.....Donald D. Hoover
V.P., Radio-TV.....H. Fair
333 Weco Bldg., Minneapolis 2, Minn.

Phone: FEderal 9-8621

V.-P. & Manager.....Sam Kaufman
Radio-TV Dir., Time Buyer.....M. Spicer
402 Fairfield Bldg., Shreveport, La.

Phone: 42-36124

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

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

V.P. & Mgr.....James A. Morrissey
15 Lewis St., Hartford, Conn.
Phone: JA 2-1245

V.P., Manager.....Herb Obermeyer
1016 Baltimore Building, Kansas City 5, Mo.
Phone: BALtimore 1-4997

V.P., Manager.....Bert Bremson
3921 Wilshire Blvd., Los Angeles, Calif.
Phone: DUmkirk 9-1277

V.P., Manager.....Vincent R. Fowler
1803 N. Meridian, Indianapolis, Ind.
Phone: WALnut 3-4524

V.P., Manager.....Chas. A. Gallup
Radio-TV Dir.....Barbara Lalén
307 Benson Bldg., Sioux City, Iowa
Phone: 5-8968

V.P. & Mgr.....M. Bolstein

ARTHUR BRAITSCH ADV.

15 Westminster St., Providence 3, R. I.

Phone: DE 1-4115

ABP—ANPA

Pres., Radio-TV Dir.....Arthur Braitsch
Treas., Time Buyer.....John A. Lorimer
Secretary.....Elaine A. Colardo
Estimated Radio Billings: \$100,000.
Estimated TV Billings: \$24,000.

J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.

Phone: 900

Pres.-Radio Dir.....J. Carson Brantley
Treasurer.....A. R. Monroe

A. R. BRASCH & SONS, ADV.

14301 W. McNichols Rd., Detroit, Mich.

Phone: VE 5-5490

Partners.....David & Miles Brasch

BRESSEE ADVERTISING, LTD.

501 S. Hudson Ave., Los Angeles 5, Calif.

Phone: WEBster 9-5555

Board Chairman.....Frank Breesee
President.....E. H. Breesee
Vice Pres.....H. H. Breesee
Production Mgr.....Pat Carter

R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.

Phone: HEMlock 2-4650

ABP—APA—ANPA

President.....R. C. Breth
Vice-President.....Victor G. Geisel
Secretary.....A. W. August

BRINLEY ADVERTISING AGENCY

4602 Cedar Street, Bellaire 101, Texas

Phone: MADison 3-8686

ABP—SNPA—APA—NBP

General Manager.....J. F. Brinley
Sec., Treas.....V. H. Brinley

D. P. BROTHER & CO.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-8250

AAAA—ANPA—ABP

ABC—NOAB—APA

Board Chairman.....D. P. Brother
President.....Kenneth G. Manuel
Sr. V.P.'s.....V. W. Canever, V. Corradi,
S. Moyer, F. E. Egan
V.P., Radio & TV Dir.....R. F. Reynolds
Vice Presidents...A. C. Cochrane, Jr., L. R.
Mange, D. W. Walton, S. C. Brown, R. H.
Iliff, David Wines, R. E. Riordan, R. L.
Wolfe, L. E. Dean, C. Watts Wacker
Secretary-Treas.....C. J. Rudesill
Account Executives.....I. W. Beaton, T. R.
Boyd, J. C. Martin, V. Corradi, J. C. Barl
busack, R. H. Iliff, D. W. Walton, W. N.
Lewton, T. H. Reid, H. P. Richardson,
A. C. Cochrane, R. E. Guerrier, J. R. Hen-
drickson, J. Roper
V.P., Media Director.....C. Watts Wacker
V.P., Art Director.....L. R. Mange
Public Relations Dir.....G. H. Cushing
Mdse. Dir.J. R. Hendrickson

Branch Offices

3540 Wilshire, Los Angeles, Cal.

Phone: DUmkirk 5-8288

West Coast V.P. & Mgr...A. C. Cochrane, Jr.
720 Fifth Ave., New York, N. Y.

Phone: COlumbus 5-1004

Manager.....F. E. Egan

BROWN, E. H. ADV. AGENCY

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

Phone: FRanklin 2-9494

ABP—ANPA—APA—NBP—NOAB

Owner.....E. H. Brown
Consultant.....Irving R. Allen
Production Mgr.....D. E. Meintzer
Media Buyer.....Eleanore Noble

THE CHARLES BRUNELLE CO.

37 Lewis Street, Hartford 3, Conn.

Phone: JACkson 7-0726

ABP—AFA

President.....Charles Brunelle
Vice-Presidents.....H. W. Knettell
Joseph L. Baum
Secy.....Madeline McLaughlin
Time Buyer.....Robert L. Gurrier

THE BRUNS ADVERTISING AGENCY, INC.

630 Third Ave., New York, N. Y.

Phone: MU 7-6171

President.....Frederick Bruns
Vice President.....Donald Bruns
Media Director.....Nina Flinn

Branch Office

205 Whitney Ave., New Haven, Conn.

Phone: LO 2-6171

Manager.....Mary Ellen Hogan

BUNTIN & ASSOC., INC.

Penthouse, James Robertson Hotel

Nashville 3, Tenn.

Phone: ALPine 4-8737

SNPA—APA

President.....Sinclair Butin
V.P., Dir. Pub. Rel.....William A. Buntin
V.P.'s, Thomas C. Buntin, James Noel Brown
Gen. Mgr., Sec.-Treas...Miss Olean Holloway

LEO BURNETT COMPANY, INC.

Prudential Plaza, Chicago 1, Ill.

Phone: CEntal 6-5959

AAAA—ABP—ANPA—NOAB

Chairman of Board.....Leo Burnett
Chmn. Exec. Comm.....Draper Daniels
President.....Edw. M. Thiele
Ch. Finance Comm.....Philip Schnaff
Senior V.P.....DeWitt O'Kieffe
Exec. V.P.'s.....Leonard Matthews,
James Weber
V.P., Sr. Prog. Spvsr.....Lee Bland
V.P., Bestg. Business Div.....David Dole
V.P., Chg. TV. Comm.....Don Tennant
V.P., Network Rel.....Gene Accas
Mgr., Comm. Service.....Jack Phelps

Branch Offices

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

Phone: PL 9-5959

V.P., Mgr. Prog. Dept.....W. McIlvain
1680 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 4-7374

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

Phone: WOODward 1-5959

Manager.....W. Zippler
Estimated Radio Billings: \$6,000,000.
Estimated TV Billings: \$17,000,000.

AD BUSCH, INC.

425 Franklin St., Buffalo 2, N. Y.

Phone: GARfield 3504

Pres.....Addison F. Busch
V.P.....Edmund J. Felt
Sec.-Treas.....Florence O. Gandillot
TV Dir.....David N. Getman
Time Buyers.....Robert W. Calhoun,
June W. Kreutzner

ADVERTISING AGENCIES

BYER & BOWMAN ADVERTISING AGENCY, INC.

66 So. 6th St., Columbus 15, O.

Phone: CA 1-7751

ABP—ANPA—APA—NBP—NOAB—AAAA
Bd. Chairman.....Herbert Byer
Pres.....Gus K. Bowman
Exec. VP.....Joel M. Burghalter
Treas.....Joseph P. Hughes
Sec.....Gus K. Bowman, Jr.
VP, Creat. Dir.....William Arter
VP, TV Dir.....S. Neal Hallock
VP's.....Herbert Wise, Leo A. McPherson
VP, Pub. Rel. Dir.....Nicholas Popa
Prod. Mgr. & Art Dir.....Harold Graham
Time Buyer.....John Metzger

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.

Phone: HAncock 6-7609

AAAA—ANPA

Board Chairman.....Harold Cabot
President.....Edward F. Chase
Sr. V.P.....William H. Ganick
Exec. V.P.....James I. Summers
V.P.'s.....Joseph R. Wallace,
Harold Cabot, Jr.

CALDWELL, LARKIN & SIDENER-VAN RIPER, INC.

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

APB—ANPA—APA—NBP

Bd. Chmn., President...Howard C. Caldwell
Exec. V.P.....Storey M. Larkin
Radio-TV Dir.....Chas. Golling

J. M. CAMP & COMPANY

222 E. Willow, Wheaton, Ill.

Phone: MOntrorse 8-3000

ANPA—AFA

President.....John M. Camp
Acct. Exec.....Con L. Robinson
Media Director.....Lillian Worness
Secretary.....Ruth S. Camp
Time Buyer.....Joyce Johnson

Branch Offices

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

Phone: MUrray Hill 6-6188

Exec-in-Chg.....Margaret Swan

CAMPBELL, EMERY, HAUGHEY & LUTKINS

9 Newbury St., Boston, Mass.

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

CAMPBELL-EWALD COMPANY

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-6200

AAAA—ANPA—NOAB—APA—ABP

Chairman of Board.....Henry G. Little
President.....Thomas B. Adams
Vice-Chmn. Bd., Sr. V.P.....J. I. Hartigan
Chmn. of Exec. Comm., Sr. V.P.....L. R. Nelson
Exec. V.P.'s.....Colin Campbell,

Clarence Hatch, Jr.

Sr. V.P.'s.....Edward A. Schirmer, John H. Forslew, K. Jones

Treasurer.....H. P. Cook

Secy. & Personnel Dir.....S. J. Rozema

Comptroller & Asst. Treas.....E. M. Talbert

Vice-Presidents.....Reginald G. Carey

George W. Davis, W. P. Stewart, W. H.

Gage, Jr., W. W. Selover, J. L. Thornhill,

C. C. Bennett, Jr., Arthur Boyd, John W.

Clason, Francis L. Congdon, John V. Doyle,

Harold N. Duda, Harold J. Hubert, O. W.

Klose, Jr., Hugh L. Lucas, Charles F. Mc-

Laughlin, Thomas D. Murray, Elmer A.

Schroeder, Eugene A. Trombley, Halsey

Davidson

V.P., Radio & TV Dir.....P. L. McHugh

V.P., Media Dir.....Carl Georgi, Jr.

V.P., Copy Director.....Walter B. Booth

V.P., Assoc. Creat. Dir.....James N. Hastings

Branch Offices

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

Phone: MUrray Hill 8-3400

V.P. and Mgr.....Frank W. Townshend

Radio & TV Dept.....A. J. Miranda III

230 N. Michigan Avenue, Chicago 1, Ill.

Phone: CEntral 6-1946

V.P. and Mgr.....V. R. Bliss

1717 N. Highland Ave., Hollywood 28, Cal.

Phone: HOlywood 9-2931

V.P., West Coast Mgr.....Richard C. Francis

V.P., Radio-TV.....Richard L. Eastland

315 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 2-0145

V.P. and Mgr.....T. Milburn Johnston

11 Pryor St., S.W., Atlanta 3, Ga.

Phone: JACkson 4-3858

Manager.....Arthur T. Duhaime

1625 Eye St., N.W., Washington 6, D. C.

Phone: REpublic 7-0015

Manager.....L. Amos

Bryan & Bullington Sts., Dallas 1, Texas

Phone: RIverside 2-6889

Manager.....Lorne T. Denton

4010 Washington Ave., Kansas City 11, Mo.

Phone: JEFFerson 1-5601

Manager.....Kent B. Kennedy

441 Vine St., Cincinnati 2, Ohio

Phone: MAIn 1-0500

Manager.....D. A. LaFerte

1700 Broadway, Denver 2, Colo.

Phone: KEystone 4-4281

Manager.....Richard H. Katerndahl

Estimated Radio Billings: \$6,000,000

Estimated TV Billings: \$26,000,000

CAMPBELL-MITHUN, INC.

1300 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: FEderal 9-7383

AAAA—ABP—ANPA—APA—NBP—NOAB

Board Chairman.....Ray O. Mithun

President.....Albert R. Whitman

Asst. to President.....Richard H. Iverson

Exec. V.P.....Norman F. Best

Vice-Presidents.....Kenneth D. Ruble

B. E. Howard, R. L. Forrest, Arnold C.

Aslakson, E. W. Burke, B. Leonard Avery,
A. H. Lund, Charles R. Srotz, W. H. Case,
K. R. Oelschlager, William C. Barber,
Harry J. Deines, Peter R. Edmonds, Donald
H. Cawert, Joseph H. Hoffman, Harry M.
Johnson, Robert J. Nevin, Robert B. Pile,
Ralph F. Wittgraf

Media Director.....Harry M. Johnson
Production Dept. Mgr.....Glenn Adair
Radio-TV Bus. Mgr.....Richard L. Stevens
Radio-TV Adm. Svc. Mgr.....Russell Lipton
Secretary.....E. Brugette Flynn
Treasurer.....Beatrice N. Sandquist
TV Creative Supervisors.....G. F. Park,
J. Roddy, G. Zimbelman, Cyrille DeCosse,
Larry LaBelle
Best. Producers.....R. F. Berg, G. M. Hill
Time Buyers...B. G. Leighton, R. O. Marti,
F. P. Rolles, M. Paul, J. Wilson

Branch Offices

913 Palmolive Bldg., Chicago 11, Ill.

Phone: DElaware 7-7553

Exec. V.P.....Lee A. Terrill
1213 Hollywood Taft Bldg.

Los Angeles 28, Cal.

Phone: HOllywood 2-0715

V.P., Gen. Mgr.....Paul E. Morgan
517 Munsey Bldg., Baltimore, Md.

Phone: MU 5-0158

Acc't. Exes....Dave Guthridge, Fred Katter

Estimated Radio Billings: \$6,000,000

Estimated TV Billings: \$13,000,000

CASMR ADVERTISING CO., INC.

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

Phone: MUrray Hill 2-2014

ABP—APA

Pres., Treas.....Marvin Casmir

Radio Director.....Jack Partington

Art Dir.....William E. Burgess

CAYTON, INC.

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

Phone: LExington 2-1711

ABP—ANPA—APA—NBP

President.....William D'Arcy Cayton

Secretary.....D. R. Roberts

Art Director.....Raymond Avoine

Media Dir.....Hy Crandall

Creative Director.....Fred Ladd

Publicity Director.....Alan Holmer

CHAMBERS, WISWELL & MOORE, INC.

1700 Summer St., Stamford, Conn.

Phone: FI 8-5351, N.Y.C.—LU 5-5680

Sr. V.P., Marketing.....Charles Woram

Vice President.....William E. Bolster

Art Director.....John Inglehart

Production Manager.....Richard Hansen

Copy Chief.....Edmond Troide

Media Director.....Beatrice Miles

Public Relations Dir.....Joan Churchill

NELSON CHESMAN ADVERTISING

240 East 11th Street, Chattanooga 2, Tenn.

Phone: AMherst 6-0021

ABP—SNPA

Pres.....Richard H. Leiper

Secy.-Treas.John Goss

Time Buyers.....Robert White, R. Leiper,

Guy L. Smith III, Ted Brosseau

Branch Offices

710 Walnut St., Knoxville, Tenn.

Phone: 523-6188

Chief Exec.....Guy L. Smith III

CHIRURG & CAIRNS, INC.

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

Phone: MUrray Hill 8-5800

AAAA—ANPA—ABP—PPA—NBP—APA

Bd. Chairman.....John A. Cairns

President.....Wallace L. Shepardson

Exec. V.P.....Thomas R. Vohs

Asst. Treas.....Harold E. Lester

Radio & TV Dir.....Channing M. Hadlock

V.P., Media Dir.....Murray Thomas

Time Buyer.....Norma Strassman

Branch Offices

824 Bolyston St., Chestnut Hill (Boston)

67, Mass.

Phone: REgent 4-1055

Vice Chmn. of Bd.....James T. Chirurg

V.P., Gen. Mgr.....T. Scott Costello

Time Buyer.....Ruth Gaeta

CLEMENTS COMPANY, INC.

1405 Locust St., Philadelphia, Pa.

Phone: PE 5-5712

ANPA

President.....Alice V. Clements

V.P. & Copy Chief.....Elizabeth M. Zindel

V.P. & Acct. Exec.....Robert H. Smith

V.P., Art Dir.....Stanley F. Squire

Treas., Dir. of TV.....David S. Roberts

Secy. & Space Buyer.....Katherine E. King

Time Buyer.....Alvin L. King

COHON, HERBERT W., CO., INC.

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

Phone: OXford 7-9277

APA—ABP—ANPA

Pres., Media Dir.....Herbert W. Cohon

V.P., Art Dir.....Irving M. Cohon

Acct. Exes.....H. W. Cohon, I. M. Cohon,

W. A. Schmitt

COLE, FISCHER & ROGOW, INC.

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

Phone: PLaza 1-1780

Chairman of the Board.....M. R. Cole

President.....L. Esmond

Ch. Exec. Comm.....Arthur A. Fischer

Vice-Presidents.....A. Moss, John Cody

Branch Office

9033 Wilshire Blvd., Bev. Hills, Calif.

Phone: CR 5-0135

Chief Exec.....Marvin Cole

Estimated Radio Billings: \$2,000,000

Estimated TV Billings: \$2,500,000

COMPTON ADVERTISING, INC.

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

Phone: PLaza 4-1100

AAAA—ABC—ANPA—ABP

Bd. Chrmn., Dir.....Robert D. Holbrook

President, Director....Barton A. Cummings

ADVERTISING AGENCIES

Exec. V. Pres., Dir.....Allen F. Flouton
 Exec. V. Pres., Dir.....Jack P. Rees
 Exec. V. Pres., Dir.....Wilson A. Shelton
 Sr. V.P.'s, Dir.....Henry R. Bankart, Bruce
 A. Baker, Williard J. Heggen, Anderson F.
 Hewitt, E. Dean Landis, John A. Hise, T.
 Carter Gleysteen, John H. Owen
 Sr. V.P., Treas., Dir.....Henry A. Haines
 Sec., Asst. Treas.....Charles J. Gizerian
 Sr. V.P., Dir., Research Dir.....Edward Battey
 V.P., TV Commercials.....Frank Braundt
 Head Time Buyer.....Graham Hay
 Radio-TV Traffic Mgr.....Maria Sutherland
 Sr. V.P., Dir., & Dir. Radio-TV
 Programming.....Lewis H. Titterton
 Sr. V.P., Dir. & Dir. of Media.....Frank B.
 Kemp

Branch Offices

111 W. Jackson Blvd., Chicago 4, Ill.
 Phone: 427-1642

Sr. V.P., Mgr.....E. Dean Landis
 6505 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-0100
 V.P., Manager.....Alvin Kabaker
 703 Market St., San Francisco, Calif.
 Phone: GARfield 1-4854
 V.P., Manager.....Harold J. Grainger
Estimated Radio Billings: \$1,700,000.
Estimated TV Billings: \$47,500,000.

COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.
 Phone: TT 5-6187

Partners.....Henry W. Comstock,
 H. Earl Close
 Exec. Dir. Radio-TV...Everett L. Thompson
 Ass't. Dir., TV-Radio....H. C. Schellenberg

ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.
 Phone: MUrray Hill 2-5645

President.....Robert S. Conahay
 Exec. V.P.....Edward J. Gardner
 Secretary.....Irene Sala
 Production Mgr.....John S. Wassmer
 Media Dir., Space &
 Time Buyer.....Marie Hughes
 Art Director.....Achille Pelizzari

CONROY ADVERTISING, INC.

519 Bushy Drive., San Antonio 9, Tex.
 Phone: TAYlor 4-7211

AAAA-ABP-ANPA-NPA-SNPA
 President.....Thomas F. Conroy
 Exec. Vice Pres.....Mrs. Thomas F. Conroy
 Vice Pres.....Barnett J. Jones
 Art Director.....Bob Colman

CO-ORDINATED MARKETING AGENCY, INC.

575 Lexington Ave., N. Y. C. 22
 Phone: MU 2-1700

ABP

Bd. Chmn., Pres., TV Prod...Lester L. Wolff
 Exec. V.P., Prod., Time Byr....Irving Herz
 Assoc. Prod.....Walter Reed

COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.

Phone: LOcust 3-7502

Owner.....Eugene R. Tanz
 TV Director.....J. Kirk Connell
 Continuity Director.....Paul Stern
 Art Director.....R. Rivers
 Prod. Mgr., Media Dir.....R. D. DiCarlo

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.

Phone: OLYmpia 5-6185

ABP-ANPA-APA-NBP

President.....J. Gorman Walsh
 Sec.-Treas.....Kathleen A. Walsh
 Vice Pres.....Ruth Craig
 Account Executives.....J. Gorman Walsh,
 Kathleen A. Walsh
 Media Buyers.....Ralph R. Swann, B. Bell

THE CRAMER-KRASSELL CO.

733 North Van Buren St., Milwaukee 2, Wis.
 Phone: BRoadway 6-3500

AAAA-ABC-ABP-ANPA-AFA

Bd. Chmn., President.....A. W. Seiler
 Exec. Vice-President.....H. N. Pasteur
 Exec. Vice-Pres.-Treas.....C. W. Faude
 Vice-Pres., Sec.....L. H. Ness
 Vice-Presidents....H. Dyson, C. H. Brehm,
 R. F. Timm, R. L. Christiansen, M. A. Lem-
 kuhl, D. V. Malec, D. G. Mitchem, R. B.
 Skeen, G. Soldatos, Hil Swenson, Walter
 Mackey, T. J. Wing
 V.P., Radio-TV Dir.....Ken Hegard
 Radio Time Buyer.....Loretta Mahar
 TV Acct. Exec.....Jim Lewis
 Time Buyers.....Lorreta Mahan,
 Ken Hegard, Jim Lewis

CUNNINGHAM & WALSH, INC.

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

Phone: MUrray Hill 3-4900

AAAA-ANPA-ABP-AFA-ANA

Chmn. Exec. Comm.....J. P. Cunningham
 Board Chmn.....Robert R. Newell
 President.....C. W. Nichols, Jr.
 Sr. V.P., Chmn. Plans Bd....C. R. Giegerich
 Senior V.P.'s.....Jack E. Rice, Jr.
 Shelton Weeks, J. D. Nelson, Jr., Conklin
 Mann, Newman F. McEvoy, E. H. Calhoun,
 Herbert Thwaite, A. C. Chevins
 Sr. V.P., Secy.....Edward G. Comstock
 Sr. V.P., Treas.....George A. McMoran

Branch Offices

3424 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DU 8-0591

Manager.....Ben Norman
 1660 Bush St., San Francisco 9, Calif.
 Phone: PRospect 6-2600

Exec. V.P.....Robert Dailey
 Senior V.P.....Robert Brisacher
 Braniff Bldg., Exchange Pk., Dallas, Tex.
 Phone: FI 7-9900

Manager.....David Porter
Estimated Radio Billings: \$7,000,000
Estimated TV Billings: \$20,000,000

CURTIS ADVERTISING COMPANY

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

Phone: LE 2-3544

APA

President.....Lawrence R. Curtis
Vice-President.....R. D. Nathan
Secy.-Treas.....Rose Berg
Art Director.....Leo Lobell
Publicity Director.....S. Maizel
Radio-TV Dir.....Dave Nathan

DANCER-FITZGERALD-SAMPLE, INC.

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

Phone: ORegon 9-0600

AAAA—ANPA—ABP—AFA

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

Branch Offices

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

Sr. Vice-Pres.....F. Sewall Gardner
1680 N. Vine St., Hollywood 28, Cal.

Phone: HOLLYWOOD 2-3256

V.P., Gen. Mgr.....Betty O'Hara
343 Sansome St., San Francisco 4, Cal.
Phone: YU 1-2010

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

V.P. & Mgr.....Gilbert Nunns
333 W. 1st St., Dayton 2, O.
Phone: Baldwin 4-1001

Admin. Mgr.....Thomas Pritchard
Estimated Radio Billings: \$7,500,000
Estimated TV Billings: \$67,000,000

DANIEL & CHARLES, INC.

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

Phone: MURray Hill 6-7288

ANPA—APA—PPA

Ch. of Bd.....Charles Goldschmidt
President.....Daniel S. Karsch
V.P., Radio-TV Prod.....Lincoln Diamant
Asst. TV Dir.....Kermit Berger
Time Buyers.....Tory Jacobs, Bernice Gutmann, Doris Gould, Isabelle Stannard
Estimated Radio Billings: \$1,000,000
Estimated TV Billings: \$5,500,000

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.

Phone: CEntral 1-6700

AFA—AAAA—ABP—ANPA—ABC

President.....Harry W. Chesley, Jr.
Vice Pres.....Marvin D. McQueen
V.P., Mgr. Radio-TV.....Harry K. Renfro
V.P., Mgr. Radio-TV Prod.....R. E. Johnson
V.P., Treas.....E. D. Cronk

Branch Offices

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

Phone: PLaza 8-2600

Chm. of Bd.....Robt. M. Ganger
V.P., Mgr.....M. Peter Franceschi
V.P., Radio-TV Prod.....Allen Durovny
55 Public Sq., Cleveland 13, O.
Phone: TOWer 1-3911

Vice President, Mgr.....Norbert Stammer
75 Bloor St. W., Toronto, Ontario, Can.
Phone: WALnut 1-3135

Vice-President, Mgr.....J. Payne
75 Eighth St. N.E., Atlanta 9, Ga.
Phone: TR 5-0611

Vice-President, Mgr.....M. L. Boyd, Jr.
3540 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 5-3171

Vice President, Mgr.....Merriut Willey
Prudential Plaza, Chicago, Ill.
Phone: MICHigan 2-5332

Vice President, Mgr.....W. C. Edwards
Mgr., Radio-TV Dept.....R. Young
Texas Nat'l Bank Bldg., Houston 2, Texas
Phone: CAPitol 4-9751

Vice-President.....J. Bob Wilson
2772 4th Ave., San Diego 3, Calif.

V.P. & Mgr.....G. E. Vinson
Time Buyer.....Robt. Steres
Estimated Radio Billings: \$7,500,000
Estimated TV Billings: \$30,000,000

DAVIS-HARRISON-SIMMONDS

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

President.....Don L. Davis
V.P.'s.....M. S. Davis, R. Vaughn,
S. Sloane, C. A. Clements, R. Hodgson
Radio-TV Dir.....Dawnelle M. Davis

THE IRVING DAVIS ADV. AGENCY

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

Phone: CIREle 7-1870

APA—ABP

Owner.....Irving Davis
DEUTSCH & SHEA, INC.

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

Phone: LONGacre 4-5900

ABP—AAAA—ANPA

President.....A. R. Deutsch
V.P.....V. M. Evans

DITTMAN & KANE, INC. ADV.

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

Phone: PE 5-1546

Pres. & Treas.....Jessie Kane Gimbel
Secretary.....Barbara Kevitch
Radio-TV Dir.....Phoebe J. Dorfman

DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.

Phone: JUNiper 2-1347

ANPA—ABP

President, Treas.....W. Anderson
V.P.....Larry Barker
Sec., Media Buyer.....Miss G. P. Wagner
Time Buyer & Accounts: Miss G. P. Wagner
Federal Chemical Co., Pratt Labs, Commonwealth Life Ins., Hannah Motors Co.

Estimated Radio Billings: \$41,000,

Estimated TV Billings: \$52,000.

ADVERTISING AGENCIES

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

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

Phone: YUkon 6-6500

AAAA—ABC—ABP—ANPA

Chr. of the Bd. Donald K. Clifford
Pres. William E. Steers
Treasurer. Robert P. Clark
Sr. V.P.'s. James F. Egan, Harry M. Ireland
V.P. Chg. Bcst. Opera. C. A. Winchester
V.P., Sr. Comm. Producer. Russell Ford
V.P.'s. Harry Ross, Thaine A. Youst,
Michael Barnett, Jack Benoze, Samuel B.
Vitt, William Wall, Alfred J. Carter,
Robert M. Curtis, Robert C. Doherty,
Robert Dolobowsky, Francis X. Dowd,
Richard Fehr, Robert C. Finnie, Howard S.
Foley, Harold P. Gerhardt, Lawrence J.
Hubbard, Eugene Hulshizer, Henry L.
Musser, Donald H. Quinn, John R. Rock-
well, Sheldon Sosna, William Stollowitz,
Robert E. Timmerman, Dean G. Van Nest
Bcst. Media Spvrs. Robert Widholm

Branch Office

8734 Sunset Blvd., Hollywood 46, Calif.

Phone: OLeander 5-8950

Mgr. Ernest Ricca

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

Estimated TV Billings: \$11,000,000

RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., 11 E. Franklin St.

Richmond 19, Va.

Phone: Milton 3-1113

Pres.-Treas. Ralph L. Dombrower, Sr.
V.P. Ralph L. Dombrower, Jr.
V.P., Sec'y. Malcolm B. Dombrower
Art Director. Hobart Britton
Radio, TV Dir., Talent

Buyer. T. Michaux Moody

Media Dir., Time Buyer. Janet Hanson

Branch Office

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

Washington, D. C.

Phone: REpublic 7-1420

Manager Philip Rosenfeld

DONAHUE & COE, INC.

1271 Ave. of Amer., New York 20, N. Y.

Phone: CIRCLE 5-1000

ABP—ANPA

Chm. of Board. Edward J. Churchill
President Donald E. West
Ch. Exec. Comm. Walter Weir
V.P. Chg. Media. Gerald T. Arthur
V.P. TV-Radio Dept. Carl Rigrod
Bus. Mgr. TV-Radio. Evelyn Lee Jones
Radio-TV Prod. Joseph Lamneck
Media Dept. Mgr. Gordon Vanderwarker
Time Buyers. Marie Coleman, Harry Dur-
ando, Peter Dalton, Stuart Kaufman, Cliff
Greenspan.

Branch Offices

3243 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKirk 1-2221

V.P., Gen. Mgr. Dow Gehring
258 Hurt Bldg., Atlanta, Ga.

Phone: MA 8-2039

Manager. Harry Morrill, Jr.
1010 St. Catherine St., W. Montreal 2, Que.

Phone: UN 6-8851

Managing Dir. Wilfred J. LaVigne

Estimated Radio Billings: \$1,250,000

Estimated TV Billings: \$8,500,000

DONALL & HARMAN INC.

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

Phone: PLaza 5-9860

ABP—ANPA

Pres., Treas. Elihu E. Harris
Secy., Media Director. Florence Schwartz
Promotion Dir. F. Gagliano

DONER-HARRISON, INC.

Washington Blvd. Bldg., Detroit 26, Mich.

Phone: WOODward 5-7400

AAAA—ANPA—ANA

Chairman. Lester Harrison

President. Sanford Hirschberg

V.P., Dir. Radio-TV. Charles F. Rosen

V.P.'s. Felix Hower, Herbert Fried

Treasurer. Julian A. Grace

Secretary. Ben Goldstein

Radio-TV Dir's. Milford Kostman, Edward

Trahan, Murray Firestone

Time Buyers. Ellen Dryer, Robert Smith,

Emanuel Klein, Michael Fabian, Freida

Weiss, Bonnie Rogers

Branch Offices

35 E. Wacker Dr., Chicago, Ill.

Phone: ANdover 3-7800

President. Marvin H. Frank

2225 N. Charles St., Baltimore 18, Md.

Phone: BElmont 5-1212

Vice Pres. Herb Fried

Lewis Tower Bldg., Philadelphia 2, Pa.

Phone: PENnypacker 5-6804

Exec. V.P. Murray Firestone

210 East 50th St., New York, N. Y.

Phone: PLaza 1-2820

President. Sanford L. Hirschberg

Estimated Radio Billings: \$5,100,000

Estimated TV Billings: \$8,500,000

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

ABP—ANPA

Chairman of Board. Wm. H. Long, Jr.

Vice-Board Chairman. Walter H. Burnham

President. Louis W. Munro

V.P., Secy., Treas. Richard E. Williams

V.P., Prod. Mgr. Dewey B. Holland

Branch Offices

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

Phone: CEntral 6-9132

V.P. & Res. Mgr. Chas. C. Greene

60 Battery March St., Boston 10, Mass.

Phone: HUbbard 2-5665

Vice Pres. in Chg. W. J. Sheehan

231 Sansome St., San Francisco, Calif.

Phone: YUkon 1-4020

V.P., Pacific Coast Mgr. Ronald Brindley

1616 Walnut St., Philadelphia 3, Pa.

Phone: KI 5-0700

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

ADVERTISING AGENCIES

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

ANPA—NBP

President.....John C. Dowd
Exec., Asst. to Pres.....Linus Travers
Exec. V.P., Secy.....Edward D. Parent
V.P.'s.....Robert Stephens,
J. F. Neary, J. N. McKenzie
Radio & TV Dir.....Joseph L. Tully
Space Radio Time Buyer,
Media Dir.....Wm. Monaghan

DOYLE DANE BERNBACH, INC.

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

Phone: LONgacre 4-1234

AAAA—ABC—ABP—ANPA—AFA

President.....William Bernbach
Exec. Vice Pres.....Ned Doyle
V.P., Gen. Mgr.....Maxwell Dane
V.P.....Ted H. Factor
V.P., Art Director.....Robert Gage
V.P.'s.....Edward Russell, Joseph R. Daly
Plans, Director, V.P.....Marvin Corwin
Media Director.....Albert Petcavage
Radio-TV Director.....Don Trevor
TV Producers.....E. Hartman, J. Walker
TV Producer & Prod. Mgr.....D. Feldman
Radio-TV Bus. Mgr.....Gerard Gilard
Dir., Radio-TV Pgms.....J. Egan
Time Buyers...Charlotte Corbett, Nat Rind,
Jeane Jaffe

Branch Offices

6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLIVE 3-8080

Vice President.....T. H. Factor
Media Dir., Space,
Time Buyer.....J. Sachs
Radio-TV Prod.....Bob Gips
20 N. Wacker Dr., Chicago, Ill.
Phone: FI 6-8860

Manager.....Daniel Sullivan
255 Calif. St., San Francisco 11, Calif.

Phone: YU 1-8080

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

Estimated TV Billings: \$9,500,000.

DURAND ADVERTISING, INC.

19 West 44th St., New York 16, N. Y.

Phone: YU 6-2777

President.....Louis C. Goldman
Secretary.....Vincent Russo Jr.
Time Buyers.....Vince Zito, Lou Goldman

EDELSTEIN-NELSON ADV. AGENCY, INC.

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

Phone: DEarborn 2-5976

ABP—APA

President.....Edward Edelstein
Secretary.....Laura Edelstein
Art Dir.....Leonard Jewell
Prod. Mgr., Radio.....Mary Brown
Copy Chief.....Henry Hyett

ELLINGTON & CO., INC.

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

Phone: MURray Hill 7-4300

ANPA—APA—NOAB—PPA—ABC

Chairman.....Jesse T. Ellington
Co-Chairman.....Chauncey L. Landon
President.....William A. Bartel
Admin. V.P.....J. C. Hochreiter
V.P., Radio-TV Dir.....A. Burke Crotty
Vice Presidents.....Charles
Marshall, Hugh Lewis, Howard Rigby,
Terence McGrath, Ernest Byfield, Jr., Henry
Covington, Franklyn Dyson, Davis Snow,
E. H. Tiffany, John M. Lupton, E. Reilly
Treas.Edward Lloyd
Radio-TV Time Buyer.....Daniel Kane

ELLIS ADVERTISING CO.

Hotel Statler-Hilton, Buffalo 2, N. Y.

Phone: CL 6780

ABP—APA—ANPA—NOAB—NBP

Partners.....Michael F. Ellis,
Jerome R. Ellis, Michael F. Ellis, Jr., Max-
well E. Ellis
Acct. Execs.....K. C. Utley, Joan Ellis,
Seymour Goodman, Karl Manhardt
Radio Director.....Richard Paluh
TV Director.....Beatrice Hanford
Art Dir.....James Howes
Prod. Mgr.....Richard Joseph
Controller.....Sanford Satuloff

Branch Offices

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

Phone: PLaza 1-2323

President.....Curt J. Mann

EMBRY, TALLY, INC.

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

Phone: FRanklin 1-3621

ANPA—SNPA

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

EMERY ADVERTISING CORP.

1123 N. Eutaw St., Baltimore 1, Md.

Phone: PLaza 2-2393

ANPA—APA—NBP

President.....Herbert C. Schuckle
Exec. V.P.....M. E. Busch
V.P. Radio-TV.....Marshall Hawks

ERWIN WASEY, RUTHRAUFF & RYAN, INC.

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

Phone: OXford 7-4500

AAAA—ABP—ANPA

President.....David B. Williams
Chmn. Fin. Comm.....Howard D. Williams
Exec. V.P.....James B. Briggs
V.P. & Treas.....K. J. Worland
Controller.....R. J. Passanant
Secretary.....Norman Lewis
Exec. V.P. & Gen. Mgr.,
Eastern Div.....G. Worrell
V.P., Int. Dept. Dir.....John D. Hayes
V.P. & Radio-TV Dir.....Rollo W. Hunter
V.P. & Research Dir.....Robert Aledort
V.P., Exec. Art. Dir.....Louis R. DiJoseph
V.P., Sales Prom. Dir.....Richard M. Fishel, Jr.

ADVERTISING AGENCIES

Pub. Rel., Pub. Dir.....Phillips Fewsmith
 Asst. Radio-TV Dir.....Havis Medwick
 Media Grp. Super.....William M. Hunter
 Head Time Buyer.....Richard Bunbury
 LibrarianMary Wilson
 Account Supervisors.....Russell E. Branch,
 Phillips B. van Dusen, John F. Hogan,
 V.P., Basil W. Matthews, V.P., Albert Tilt,
 III, V.P.

Account Executives.....Joseph H. Buchanan,
 Frederick J. Burghard, William Campbell,
 Anthony L. Carrafiello, James J. Ebzery,
 Paul W. Grover, Jerry Juliano, Arthur H.
 Laurence, Edwin J. Mills, Joseph W. Nash,
 J. Preston Selva, Jr., William C. Staken-
 burg, William S. Stockdale, Albert Wilson

Branch Offices

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

Phone: FInancial 6-1833

Exec. V.P., Gen. Mgr.,

Central Div.....F. R. Etchen, Jr.
 Exec. V.P., Ch. Exec. Comm.....R. W. Metzger
 Exec. V.P.'s.....Wm. D. Watson, B. Groseth
 Vice President.....Lorry R. Northrup
 V.P., Radio-TV Dir.....George B. Anderson
 V.P., Media.....John L. Gwynn
 V.P., Ch. Time Buyer.....Holly Shively
 5045 Wilshire Blvd., Los Angeles 36, Calif.

Phone: WEBster 1-1211

Exec. V.P., W. Div. Gen.

Mgr.....Emmett C. McGaughey
 Chmn. Fin. Comm.....H. D. Williams
 Radio-TV Dir.....Robert L. Redd
 Media Dir.....George E. Weaver
 3329 Richmond Ave., Houston 6, Tex.

Phone: JAcson 4-7531

V.P., Mgr.....T. F. Keady
 3 Penn Center, Philadelphia 2, Pa.

Phone: LOcust 4-3551

V.P., Mgr.....Horace D. Nalle
 Oliver Building, Pittsburgh 22, Pa.

Phone: GRant 1-1900

Exec. V.P., Gen. Mgr.,

Central Div.....F. R. Etchen, Jr.
 Radio-TV Dir.....W. L. Thunhurst
 IBM Bldg., 690 N. Robert St.
 St. Paul 1, Minn.

Phone: CAPital 7-7501

Sr. V.P., Mgr.....James A. Walker
 140 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 2-4616

V.P., Mgr.....Frank A. Helton

International Offices:

30 Eastbourne Terrace, London W 2., Eng.
 Man. Dir.....Walter Graebner
 4 Archhold Terrace, Jesmond,
 Newcastle-on-Tyne, England

Man.Charles Fullerton
 90 Sveavagen, Stockholm, Sweden

PresidentWilhelm Danielson
 610 Church St., Toronto 5, Ont., Canada

V.P.Edward Karthaus
 Ashfield House, 402 Sauchiehall St.,
 Glasgow C2, Scotland

Man.....J. H. Weir

Estimated Radio Billings: \$5,400,000.

Estimated TV Billings: \$14,500,000.

WILLIAM ESTY COMPANY, INC.

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

Phone: OXford 7-1600

AAAA—ANPA—APA

Board Chairman.....James J. Houlahan
 PresidentJ. Peace
 Vice Bd. Chmn.....Dr. Wallace H. Wulfeck
 Treasurer.....E. H. Cummings
 V.P., TV Dir.....Mitchell Johnson
 V.P. Chg. TV, Radio

CommercialJoseph Forest
 V.P., Media Dir.....Mark F. Byrne
 Time Buyers.....R. Grahl, H. Simpson

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-6301

V.P., W. Cst. Mgr.....Arnold J. Webster

Estimated Radio Billings: \$16,500,000.

Estimated TV Billings: \$42,000,000.

ETTINGER ADVERTISING AGENCY INC.

16 E. 41st St., N. Y.

Phone: LE 2-0750

ABP—NBP

President.....Joel H. Ettinger
 Vice-Pres.Audrey Ettinger
 Prod. Mgr.....C. MacDonald
 Television Dir.....Michael Lippert

EVANS, WORK & COSTA ADV. AGENCY, INC.

518 East Spruce, Springfield, Ill.

Phone: LAkeside 2-8868

Pres., Time Buyer, TV Dir..Clarence R. Evans

Secy.-Treas.John Robert Work

V.P., Art Dir.....Thomas M. Costa

FARQUHAR AND COMPANY, INC.

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

Phone: 2-6109

ABP

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

W. E. FEATHERSTONE ADV. AGENCY

504 Beneficial Life Bldg.

Salt Lake City 1, Utah

Phone: EMpire 3-2655

Owner, Mgr.....W. E. Featherstone

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,

Washington, D. C.

Phone: NATional 8-7713

President.....Courtland D. Ferguson

Secty.-Treas.....Lucille Pierce Ferguson

Art Director.....Gilbert Meekins

Time Buyer.....Mrs. Nan Hannum

ADVERTISING AGENCIES

LAWRENCE FERTIG & CO., INC.

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

Phone: MUrray Hill 9-7100

ABP—ANPA—APA—NBP

Chairman-TreasurerLawrence Fertig
PresidentPhilip Lukin
V.P.'s.....Henry Bretzfield, Robert E. Wolfe
Media Director.....Miss Selma Grosswirth
Art Director.....Fred Widlicka
Production Manager.....Geo. Barrett

ROBERT G. FIELDS & CO.

715 Sudekum Bldg., Nashville 3, Tenn.

Phone: AL 6-1977

ABP

President.....Robert L. Fields
Treasurer.....Robert G. Fields

WM. F. FINN & ASSOC.

2028 Loop 23, Tyler, Texas

Phone: LYric 2-0876

AAAA—ABP

Owner.....William F. Finn
Treas., Prod. Mgr.....Jean C. Boucher

FIORE & FIORE

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

Phone: HEnderson 2-8200

ANPA

Pres., Radio Dir.....Michael A. Fiore
V.P., TV Dir.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Media Director.....John Critelli

M. M. FISHER ASSOCIATES

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

Phone: CEntral 6-6226

President, Treas.....Jack L. Fisher, Jr.
Vice. Pres., Sec.....Ben R. Migdow
V.P., Mdsq. Dir.....E. J. Lewinski
Time Buyer.....Donna Stuart

FLADELL, HARRIS & BREITNER ADV. CO., INC.

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

Phone: PLaza 3-1515

ANPA

PresidentHarold Breitner
V.P. Radio-TV Dept.....Leslie A. Harris
Vice Pres.....Ernest Fladell
Estimated Radio Billings: \$75,000.
Estimated TV Billings: \$150,000.

JAMES R. FLANAGAN ADV.

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

Phone: MUrray Hill 3-1882

President.....James R. Flanagan
Vice Pres.....Robert Flanagan

HAROLD E. FLINT & ASSOCIATES

69 Broadway, Fargo, N. Dak.

Phone AD 5-5333

ABP—NBP—APA

President.....Harold E. Flint
Secretary, V.P.....Richard Rosenthal
Treasurer, V.P.....Lee A. Holland
Art Dir., V.P.....Donald R. Nelson

RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-6302

AAAA—ABC—ABP—ANPA—NOAB

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

FOOTE, CONE & BELDING

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

Phone: YUkon 6-8000

ANPA—AAAA—ABP

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Ch. Exec. Comm.....Fairfax M. Cone
Sr. V.P.'s.....Fred Ludekens,
F. E. Delano, Elwood Whitney
V.P., Natl. Best. Dir.....John B. Simpson
V.P. Natl. Best. Bus. Mgr.....C. B. Oliver
V.P., Best. Dir., N. Y.....Roger Pryor
V.P., Dir. Media & Time Buyer.....Frank Gromer

Branch Offices

155 E. Superior Street, Chicago 11, Ill.

Phone: SUperior 7-4800

Sr. V.P., Mgr.....Charles S. Winston, Jr.
V.P., Dir. Media & Time Buyer..Edward M. Stern
V.P., Dir. Bestg.....Homer Heck
Best. Bus. Mgr.....Harry Dieter
Mgr. Best. Svcs.....Myron Clark
Dir. Best. Prod.....John Libberton
Spvsr. Best. Facilities...Robert Daubenspeck
900 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MADison 9-3611

V.P., Mgr.....Louis E. Scott
V.P., Dir. of Media & Time Buyers....Gene Duckwall

V.P., Dir. of Bestg.....Sherman McQueen
235 Montgomery St., San Francisco 4, Calif.
Phone: SUtter 1-2355

V.P., Gen. Mgr.....W. C. Matthews
Time Buyer.....Helen Stenson
806 Main St., Houston 2, Texas
Phone: CApitol 8-0395

V.P. Mgr.....Ed. H. Badger
10 St. Mary St., Toronto 5, Ont., Can.
Phone: WALnut 5-5961

Managing Dir.....Richard B. Bradshaw
Dir. Radio-TV.....Robert Simpson
1255 Phillips Sq., Montreal 2, Can.
Phone: VICTor 2-8781

ManagerM. Chicoine
Avenida Insurgentes, Sur 102, Mexico City 6,
Mexico

Phone: 11-97-13

Pres., Gen. Mgr., Latin Div...P. Martin Kiek
82 Baker St., London W. 1, England
Phone: WEIbeck 4426

Chmn. & Mng. Dir.....Brian F. MacCabe
Mgr., Radio-TV.....Ian Latimer

ADVERTISING AGENCIES

Kleiner Hirschgraben 16, Frankfurt am Main,
Germany
Phone: 28-241

ManagerDon Cunningham
Estimated Radio Billings: \$5,000,000.
Estimated TV Billings: \$46,500,000.

FORD & CO.

1839 Line Ave., Shreveport 24, La.
Phone: 423-7101

APA—ABP

Pres., Owner.....Oliver J. Ford, Jr.
Radio-TV Dir.....Jack Hodges III

ALBERT FRANK-GUENTHER LAW INC.

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

ABP—ANPA—APA—NOAB—NBP—ABC
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Vice Bd. Chmn.....Howard C. Allen
President.....John V. McAdams
Sr. Vice-Pres.....Victor J. Cevalco
Vice-Pres. & Treas.....S. A. Speake
Vice-Pres. & Sec.....E. G. McAdie
Vice-President.....Frank D. Cruikshank
V.P., Radio & TV.....Robert W. Day
Manager, Radio-TV.....Lawrence Butner
Radio-TV Prod.....Brooks Clift
Radio-TV Traffic.....Robert Gordon

FRANK, CLINTON E., INC.

2400 Merchandise Mart, Chicago 54, Ill.
Phone: WHitehall 4-5900

AAAA—ABP—ANPA—NBP—NOAB

President.....Clinton E. Frank
Sr. V.P., Radio-TV Dir....Buckingham Gunn
Treas.....Carroll Cheverie
Comptroller.....Walter C. Linden
Sr. V.P.'s.....Philip E. Bash,
Hill Blackett, Jr., Wayne Grinstead, Bow-
man Kreer
V.P.'s.....Herbert K. Butz,
Keenth B. Karcher, Richard K. Montgom-
ery, Jaye S. Niefeld, Leonard S. Ruben-
stein, Louis E. Schueler, Eugene B. Shields
V.P., Media Dir.....A. S. Trude, Jr.
Radio-TV Bus. Mgr.....Helen Lydon
TV Prod. Spvsrs.....Donald H. Wallace,
Budd Weeding, Don Keesler
TV Art Dirs.....Douglas Graves,
Jarvis Fiedler
Prod. Mgrs.....Neil McGreavey,
Doris Johnson, Bernard Nagel
Time Supervisor.....Ruth Bahick
Time Buyers.....Paul R. Hansen,
Camille Hanson, Mary Crisafulli, Patricia
Burke

Branch Offices

1680 N. Vine St., Hollywood 28, Calif.
Manager.....R. Davis
285 Madison Ave., New York 16, N. Y.
Phone: MU 5-3141

ManagerJack Miller

FRANKEL, JONES, CO.

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

ABP—ANPA

President.....Jones B. Frankel
Prod. Mgr.....Richard A. Tajbl

FREDERICK-CLINTON CO., INC.

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

ABP—ANPA—APA—PPA

Pres., Treas., Radio-TV Dir,
Time Buyer.....H. S. Rieff
V.P., Art Director.....Edward Gambole

CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.
Phone: ALPine 5-2048

AAAA—ANPA—ABP—PPA—NBP—APA
President.....C. J. Freiburger
Vice President.....Anne Freiburger
Robertson
Sec'y & Treas.....Fern Oakley
Prod. Mgr.....Leon E. Simpson

FRIEND-REISS ADVERTISING, INC.

167 E. 56th St., New York, N. Y.
Phone: PLaza 2-2600

Chmn., Treasurer.....B. M. Reiss
Vice-Chmn., Secy.....Harold Reiss
Pres., Dir., Radio-TV.....Lee Friend
Sr. Vice Pres.....Norman Waters

L. W. FROHLICH & CO., INC.

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

President.....L. W. Frohlich
Exec. V.P.....Julian Farren
Sr. V.P.'s.....Charles E. Lewis,
V. E. Dent
V.P. & Chrmn Plans Bd.....A. Greenberg
V.P.'s.....Austin Schoen,
Robert Hitchins, William Praetorius
Treasurer.....Elizabeth Frazier
Secretary.....I. L. Burns
Radio & TV Film Dir.....Edwin Rooney, Jr.

HARRY M. FROST CO., INC.

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

ANPA—APA—ABP—NBP

President, Treasurer.....Karl M. Frost
Vice Presidents.....Florence A. Dondoro,
Raymond E. McLaughlin, H. E. Bessom,
H. P. Newcomb
Radio-TV Time Buyer....V. M. Fairweather

FULLER & SMITH & ROSS, INC.

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

AAAA—ABP—ANPA

President.....R. E. Allen
V.P. & Mgr.....William Holden
Sr. V.P. Radio-TV.....A. E. Duram
Sr. V.P. Admin.....C. M. Skade
V.P., West Coast Network Prog.....David
Mathews
V.P., Mgr., Radio-TV Dept....E. H. Mahoney
Branch Offices
55 Public Square, Cleveland 13, O.

ADVERTISING AGENCIES

Phone: CHerry 1-6700
 V.P., Mgr.....K. C. Tuttle
 105 W. Adams St., Chicago 3, Ill.
 Phone: ANdover 3-5039

V.P. & Mgr.....D. H. Echols
 244 Pine St., San Francisco, Calif.
 Phone: YUkon 6-5955

V.P. & Mgr.....John Leahy
 211 Oliver Ave., Pittsburgh 22, Pa.
 Phone: GRant 1-9565

V.P. & Mgr.....P. A. Cleland
 3325 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNKirk 5-2211

V.P. & Mgr.....C. N. La Vene
 909 Dan Waggoner Bldg., Ft. Worth, Tex.
 Phone: EDison 2-2201

V.P. & Mgr.....S. Schlenther
 68 Knightsbridge, London S.W. 1, Eng.
 Phone: Kensington 8111

Mgr.Sidney Hornblow
Estimated Radio Billings: \$1,000,000.
Estimated TV Billings: \$12,500,000.

FURMAN, FEINER & CO., INC.

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

Pres., Radio Time Buyer....Norman Furman
 Vice-President.....Irving J. Gottlieb

GALLAND ADVERTISING

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

President.....Harry J. Galland
 V.P., Media Dir.....Marilyn Arko

GARDNER ADV. CO.

915 Olive St., St. Louis 1, Mo.
 Phone: CE 1-3200
 ABP—ANPA—APA

Chairman & Pres.....Charles E. Claggett
 Vice Chairman.....John A. H. Rehm
 Exec. Vice-Pres.....C. C. Humphrey
 V.P. Radio-TV Pgm. Dir.....William Fisher
 Branch Office

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

V.P., Chmn. Exec. Comm....William F. James
 V.P., Exec. Dir., Radio-TV...Roland Martini
 Chief Time Buyer.....Ruth Clinton
 1717 N. Highland Ave., Hollywood 28, Calif.
 Phone: HO 9-2719

GAYNOR & DUCAS, INC.

850 Third Ave., New York 22, N. Y.
 Phone: PLaza 5-2200
 ANPA—ABP—NBP

PresidentPaul Gaynor
 Exec. Vice Pres.....John J. Ducas
 Senior V.P.....R. Wooldridge
 Production Manager.....R. W. Nelsen
 Radio-TV Dir.....Robert Neuzer

Branch Office

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

Senior V.P.....A. V. Cline
 V.P., Adv.....Norm Church
 Media Buyer.....J. Giddings

CHAS. A. GEIGER & ASSOC., INC.

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

Chairman.....D. G. Bash
 V.P., Radio-TV Dir.....Robert Lack

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

1722 J St., Sacramento, Calif.
 Phone: GILbert 2-2956
 ABC

President.....Fred Elkus, Jr.
 V.P., TV Dir.....Albert Hellenthal

THE GETSCHAL CO., INC.

342 Madison Ave., New York, N. Y.
 Phone: MU 7-2200

PresidentBudd Getschal
 Production Manager.....Gerry Gilbert
 Art Director.....Leonard Steinberg

GEYER, MOREY, MADDEN & BALLARD, INC.

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

Board Chairman.....Sylvester M. Morey
 President.....Sam M. Ballard
 Chmn. Exec. Comm.....B. B. Geyer
 Exec. V.P.....Richard J. Farricker
 Admin. V.P.....John T. McHugh
 V.P. & Radio-TV Prod.

Mgr.....LeRoy Emmerich
 Radio TV Bus. Mgr.....D. P. McGuinn
 Secretary.....William G. Carmody
 Treasurer.....John R. Kunz
 Assoc. Dir., Bestg.

Media.....Roeland J. van Emmerik
Time Buyers & Accounts: Werner R. Kutsche (N.Y.); Babbitt, Sinclair, Richfield, Irish Internl. Airlines, Lehn & Fink, Kelvinator; Roeland J. van Emmerik; American Motors; Ann M. Records (Los Angeles); Union Pacific R.R.; Ed Hughes (Portland); Union Pacific R.R.

Branch Offices

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

Vice Pres.....E. G. Frost
 14250 Plymouth Rd., Detroit 32, Mich.
 Phone: WEBster 3-5520

V.P.'s..Daniel A. Packard, John F. Henry, Jr.
 301 E. Kingsley Dr., Los Angeles, Calif.
 Phone: DUNKirk 7-4255

Vice Pres.....M. E. Welborn
 2130 S. W. Fifth Ave., Portland 1, Ore.
 Phone: CAPITol 6-2981

Vice Pres.....R. J. Livingston

WESTERN DIVISION

645 N. Michigan Ave., Chicago 11, Ill.
 Phone: MOhawk 4-8400

Bd. Chairman.....B. B. Geyer
 Vice Chmn. of the Bd.....George Oswald
 Chmn. Exec. Comm.....D. J. Powers
 President.....L. H. Hammett
 Exec. V.P.....R. N. Hartsing
 Radio-TV Dir.....Lloyd Burlingham

ADVERTISING AGENCIES

Time Buyers & Accounts: Roger Edwards (Chicago); Allied Mills; Wendell Unfer (Chicago); DeKalb Agricultural Assoc.; M. A. Mirda (Chicago); Aarbern Pharmacal Co., Illinois State Toll Highway Comm.; Robert J. Livingston (Omaha); Union Pacific R.R.; R. H. Galley (Omaha); Nebraska Savings & Loan, Nebraska Consolidated Mills, Avis-Rent-A-Car; Tom Gilhooley (Racine); West Bend Co.; Charles Might (Racine); J. I. Case Co., Western Publishing Co.

Branch Offices

1504 Dodge St., Omaha 2, Neb.
Phone: 342-7795

Vice Pres.....R. J. Livingston
610 Wisconsin Ave., Racine, Wisc.
Phone: MElrose 4-6605

Vice Pres.....Edward F. Krein
Estimated Radio Billings: \$5,000,000.
Estimated TV Billings: \$7,000,000.

GIBRALTAR ADV. AGENCY, INC.

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

President.....Charles J. Basch, III
Vice-President.....Leo Berman
Treasurer.....Clarence Schmidt
Sec'y., Radio-TV Dir.,

Time Buyer.....Frances Scott
Radio-TV Div.....Ronald Dawson

GILL, CLIFFORD AGENCY

8701 Wilshire Blvd., Beverly Hills, Calif.
Phone: Oleander 5-8388

President, Copy Ch.....Clifford Gill
V.P. Media Dir.....Dorothy R. Gill

GILLHAM ADVERTISING AGENCY, INC.

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

Phone: DAVis 8-0281
ABP—ANPA—ANA

President.....M. C. Nelson
Exec. Vice Pres.....Lon Richardson, Sr.
Vice-President.....Robert F. Rohlfing
Vice-President.....Wendell J. Ashton
Vice President.....J. Y. Tipton
V.P., Dir. Radio-TV.....Heber C. Wolsey
Secretary.....Richard H. Ogaard
Radio-TV Acct. Exec.....Arthur W. Attack

Time Buyers & Accounts: Robert F. Rohlfing; Hotel Utah & Utah Motor Lodge, Union Pacific R.R., Heber C. Wolsey; Utah Oil Refining Co., Pet Dairy (Eego Milk), Utah Power & Light Co., Glazier Const., Mountain Fuel, West. Colo. Power; Arthur W. Attack; Cloverleaf Dairy, First Security Bank, Ogden First Fed., Petty Ford Co., 1st Federal Savings & Loan, Amer. Dairy Assn., GE, Lucky Lager.

BERT S. GITTINS ADVERTISING, INC.

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

ABP—ANPA—NOAB—NBP—APA
President.....Bert S. Gittins

Prod. Dir.....Stewart Carlson
Bcst. Media.....Esther Block
Copy Dir.....Harold Nelson

GLENN ADVERTISING INC.

3410 Republic Nat'l Bank, Dallas, Tex.
Phone: RI 8-9851

ANPA—ABP—AAAA

Ch. of Board.....Ward M. Wilcox
President.....John H. Stewart
V.P.'s.....Duke Burgess, Liener Temerlin
Comptroller.....Edward O. Pollard

Branch Offices

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

Vice President.....Merle Bell
1101 Majestic Bldg., San Antonio, Tex.

Phone: CApitol 7-2369

Vice President.....J. Schlichenmaier
2625 Richmond Ave., Houston, Texas
Phone: JA 3-4714

Manager.....Robert S. Heller
6399 Wilshire Blvd., Los Angeles, Calif.
Phone: WE 3-9369

Manager.....Ed Johnson
Suite B, Southwest Natl. Bldg., El Paso, Tex.
Phone: KE 2-3606

Manager.....I. E. Carson
651 Skirbin Tower, Okla. City, Okla.
Phone: CEntral 6-8582

Mgr.....J. S. Bell
Estimated Radio Billings: \$420,000.
Estimated TV Billings: \$750,000.

MAX GOLDBERG ADV. AGENCY

613 E & C Bldg., Denver 2, Colorado
Phone: CHerry 4-5533

ANPA—APA

President.....Max Goldberg
Pub. Rel. Dir.....Alberta Pike
Acct. Execs.....Connie Gordon, Guy Calleo

GOODMAN ORGANIZATION

7165 W. Sunset Blvd., Los Angeles 46, Calif.
Phone: HO 6-5221

President.....Mort Goodman
Radio-TV Dir.....David Horowitz
Asst. Media Buyer.....Shirley Ross

GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.
Phone: OXford 7-4300

ABP—AFA—ANPA—AAAA

Chairman of Bd.....Irwin A. Vladimir
Vice-Chmn. of Bd.....G. Ellsworth Harris
President, Dir.....Arthur A. Kron
Vice-Presidents.....Robert F. Kendall,
Daniel C. Kaufherr, Richard H. Hobbs,
C. G. Rourke, Frank Birdsall, Evelyn Ringrose, William V. Ricglane, Rufus Choate,
A. L. Beyea

Media Dir.....Robert J. Ricglane
Secretary.....Chester A. Priest
Dir. Radio & Television.....Sally Allen
Dir. Pub. Relations.....Kay Long
Dir. Research.....Margaret E. Stark

Branch Offices

1 No. LaSalle St., Chicago 2, Ill.

ADVERTISING AGENCIES

Phone: ANdover 3-2890
 Vice-President.....Richard H. Hobbs
 251 Kearny St., San Francisco 8, Calif.
 Phone: YUkon 6-0920

Vice-President.....Frank Birdsall
 1556 Ponce De Leon Ave., Santurce, P. R.
 V.P., Mgr.....Tom Clark

GRANT ADVERTISING, INC.

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

ANPA—APA—ABP—SNPA—NOB
 Board Chairman.....Will C. Grant
 Exec. V.P.....Greg Sherry
 Secretary.....Mary Waller Grant
 V.P., Research Dir.....George Bauder
 V.P., Comptroller.....R. Runtz
 V.P., Media Dir.....Reginald L. Dellow
 Radio & TV Dir. (Chicago).....Gail Light
 Production Mgr.....Don V. Seyfried

Branch Offices

711 Third Ave., New York 17, N. Y.
 Phone: OXford 7-5800

President.....E. W. Plowe
 V.P. Media.....G. La Brecht
 1600 Vaughn Bldg., Dallas 2, Tex.

Phone: RI 1-3251

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

V.P., Gen. Manager.....Francis Martin, Jr.
 801 2nd Ave., Seattle, Wash.
 Phone: MAIn 4-3232

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

V.P. Chg. Caribbean Oper.....John A. Dey
 1680 N. Vine, Los Angeles, Calif.
 Phone: HO 1-9231

V.P., Gen. Mgr.....R. L. Dellinger
Estimated Radio Billings: \$3,000,000.
Estimated TV Billings: \$12,500,000.

GRAY & ROGERS

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

ANPA—ABP—ABC—AAAA

Partner.....Jerome B. Gray
 Partner - Copy Chief....Robert W. Graham
 Partners.....Sherman G. Landers,
 Russell K. Carter, William B. Edwards,
 Atherton Seeley, Daiv B. Arnold, Granville
 Worrell, Albert R. Bochoch, William Kin-
 ney, Henry R. Hallowell

Radio-TV Prod. Dir....Chester R. Cooper
 Prog. & Mgmt. Dir.....Walter M. Erickson
 Radio-TV Spvsr.....Emund H. Rogers
 Media Director.....Edward Papazian
 Asst. Media Dir.....Charlotte Baumann
 744 Broad St., Newark, N. J.

Phone: MARket 3-7345

Manager.....Richard N. Gulick
Estimated Radio Billings: \$900,000.
Estimated TV Billings: \$1,100,000.

MONROE GREENTHAL CO., INC.

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

President.....Monroe W. Greenthal

V.P., Creative Dir.....David E. Diener
 Radio & TV Dir.....Harry Bargamian
 Media Dir.....Harry Schulman
 Copy Chief.....Dave Dember
 Prod. Mgr.....Joseph Bogiano
 Art Director.....Otto Luther
 Assoc. Art Dirs.....Ed Brodtkin,
 Lew Clayman, Robert Cohen

GREGORY-GIEZENDANNER COMPANY

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

Partners.....Lloyd Gregory,
 Chas. J. Giezendanner, Jr.

Production Manager.....L. Chesnar
 TV Time Buyer.....Annette Kercheval
 Publicity Director.....Maureen Marks

GREY ADVERTISING, INC.

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

AAAA—ABC—AFA—NOAB

Ch. of Board.....Arthur C. Fatt
 President.....Herbert D. Strauss
 Ch. Exec. Comm.....Lawrence Valenstein
 Exec. V.P., Chg.

Radio-TV Dept.....Alfred L. Hollender
 V.P., Chg. Comm. Prod.....Jack Davis
 V.P., Media Dir.....E. L. Deckinger
 V.P. Assoc. Media Dir.....Harold Miller
 Spot Best. Media Spvsr.....Joan G. Stark
 Network Media Spvsr.....Helen Wilbur

Time Buyers & Accounts: (Spot Broadcast Group) M. L. Benjamin: Block Drugs, Esquire, McCall's, Norex Labs, Palm Beach Co., Park & Tilford, RCA, Ward Baking, Westinghouse Bestg. Co.; J. Rettig: Canadian Converter Co., Canadian Ind., Dominion Textile Co., Hoffman Beverage, Hygrade Foods, Ideal Toys, Lionel, Phillips-Van Heusen, Renault of Canada; I. Levy: Fed. of Jewish Philanthropies, GE, Hat Corp., Lily-Tulip, Shwayder Bros., Wallace Silversmiths, Warner Lambert, Westinghouse, Catalina, Dan River Mills; J. Fields: Greyhound, P & G; B. Nasse: Hudson Paper, P. Lorillard, Martinson's Coffee, Mennen, Revlon; H. Tom: H. D. Lee Co., Macy's; D. Houghy: P & G; (Network Broadcast Group) R. Burton: Block Drug, Canadian Converter, Dominion Textile, Kayser-Roth, I. B. Kleinert Rubber, H. D. Lee Co., McCall's, Palm Beach Co., P & G; K. Kearns: Canadian Ind., Greyhound, Mennen, P & G, Revlon, Ward Baking, Westinghouse Bestg., Westinghouse Electric; S. Slorance: Catalina, GE, Hudson Paper, Ideal Toy, Lionel, P. Lorillard, Norex Labs, Union Underwear.

Branch Offices

25 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CRestview 4-8401

Vice-Pres.....Robert D. Wolfe
 1908 Sherbrooke St., Montreal, P.Q., Can.
 Phone: WELLington 7-9521

Vice. Pres.Peter Golick
Estimated Radio Billings: \$7,700,000
Estimated TV Billings: \$26,200,000

ADVERTISING AGENCIES

GRISWOLD-ESHLEMAN CO.

55 Public Sq., Cleveland 13, O.

Phone: TOWer 1-3232

AAAA-ABP-ANPA

Board Chairman.....John F. Davis
President.....Charles Farran
V.P.'s.....Robert L. Baumgardner,
L. R. Canfield, V. C. Kenney, E. M. Marker,
E. C. Powers
TV, Radio, Films Dir.....Ralph A. Borzi
Production Manager.....Frank J. Stastny
Media Buyers.....H. Lott, R. Augustine,
M. Rueter

CHARLES ANTHONY GROSS ADV. AGENCY INC.

901 N.E. Second Ave., Miami 32, Fla.

Phone: FRanklin 1-8571

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

JULIAN GROSS & ASSOCIATES, INC.

709 Main St., Hartford 3, Conn.

Phone: CHapel 9-8491

Pres., Treas.....Julian Gross
Prod. Mgr.....B. K. Hensey
Secretary.....G. Ray
Time Buyers.....J. Gross, J. J. Long,
B. J. Kreft

GRUBB ADVERTISING, INC.

111 N. Market St., Champaign, Ill.

Phone: FLEetwood 6-3766

ABC-ABP-ANPA-AFA

President.....Robert F. Grubb
V.P., Best. Act.....Dale R. Arvidson
Radio-TV Sprrs.....Robert E. Smith
Secretary.....F. E. Wilder
Asst. Treasurer.....Virginia P. Weinman
Media Dir.....J. J. Dombrowske
Time Buyer.....Mrs. Jan Douglas

Branch Offices

3231 N. Meridian, Indianapolis, Ind.

Phone: WA 3-2385

Manager.....J. C. Crosbie
Estimated Radio Billings: \$125,000.
Estimated TV Billings: \$800,000.

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis 6, Minn.

Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
V.P., Time Buyer.....Norman Vinitsky

GUILD, BASCOM & BONFIGLI, INC.

222 Columbus Ave., San Francisco 11, Calif.

Phone: YUkon 2-8400

AAAA-ABP-ANPA

President.....Walter Guild
Bd. Chrmn.....David Bascom
Exec. V.P.....Dante Bonfigli

General Manager.....Ben Franklin
V.P., Best. Prod. Head.....Alexander Anderson
V.P.'s.....Maxwell Arnold, Ernest J. Hodges,
Rod MacDonald, Walter Lawrence

TV Creative Dir.....David Fulmer
TV Opera. & Radio Prod. Dir.....Curt Baldwin
Sec.-Treasurer.....John H. Rolfs

Time Buyers.....Rod MacDonald,
Lyn Gross, Peg Harris, Kathie Dellaven

Branch Offices

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

Phone: PLaza 1-3979

V.P., Office Mgr.....Hank Buccello
V.P., Dir. Network Rel.....Reggie Schuebel
1750 N. Vine St., Hollywood 28, Calif.

Phone: HO 9-8217

Office Mgr., TV Bus. Mgr.....George Allen
TV Comm. Prod.....Dan Lindquist
Dir. of TV Pngg.....Sam Pierce
1609 Tower Bldg., Seattle 1, Wash.

Phone: MAIN 4-8790

Office Mgr.....Angus Woodbury

GULF STATE ADVERTISING AGENCY, INC.

2714 S.W. Freeway, Houston 5, Texas

Phone: JACKson 6-2111

President, Time Buyer.....Adie Marks
V.P., Treas.....Seymour Cohen
Production Manager.....Jo Mackenzie
Radio-TV Dir., Time

Buyer.....Paula Reece

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

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

Phone: TEmpleton 8-1717

ABP-ANPA-ABC

Chairman.....Lawrence C. Gumbinner
President.....Milton Goodman
V.P., Radio-TV Dir.....Paul G. Gumbinner
Exec. V.P.....Morton Freund
VP in Chg Prod.....Herman Kornblum
V.P. in Chg. Art.....Hershel Bramson
Vice President.....Sumner Wyman
TV Prod.....Edgar Kenner
TV Creat. Dir.....M. Sasanoff
Time Buyers.....Dorothy Barnett,
J. Murphy, A. Wasserman, George Blinn,
Paul Fitzgerald

GUTMAN ADVERTISING CO.

Peoples Federal Bldg., Wheeling, W. Va.

Phone: CEDar 3-4700

ANPA

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

JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y.

Phone: FRanklin 2-0492

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

ADVERTISING AGENCIES

HANSON, CLEM T., CO.

1411 - 15th St., Moline, Ill.

Phone: 762-3022

ABP

Owner, Acct. Exec. Clem T. Hanson
TV Coordinator. W. R. Lievens
Time Buyer & Accounts: James C. Han-
son: Hammond Organ Studios; Warsaw
Brewing Corp.; Uptown National Bank;
Baker's Dairy.

HART-CONWAY ADV. CO., INC.

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

Phone: LOcust 2-3520

ANPA-ABP-AAAA-ABC-AFA

Pres., Treas. H. Lyman Hart
Sr. Vice-President. Harold E. Kennedy
Exec. Vice-President. John P. Street
Vice-Presidents. E. Ward Phillips,
John M. Nixon
Sec., Prod. Mgr. James V. Mannhardt
Comptroller Mrs. A. L. Kearns

GEORGE H. HARTMAN CO.

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

Phone: ANdover 3-0130

ABP-ANPA

President. George H. Hartman
Exec. V. P. Rowland Laughlin
V. P., Gen. Mgr. John T. Holloway
Vice Pres. David R. Coey,
William H. Aaron, Robert S. Cole
V.P., Art Dir. Alfred Festen
Secretary George H. Hartman, Jr.
Production Mgr. Philip Navigato
V.P., Radio & TV Director. John D. Berg
Radio & TV Dir.-Prod. Jack Leonard
Time Buyers Gloria McNamee,
Audrey Thorelius

Branch Office

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

Phone: MURray Hill 9-8637

Branch Office Mgr. John Berg

HATHAWAY & ASSOCIATES, INC.

200 Rookery Bldg., Evansville 5, Ind.

Phone: HA 4-2494

ABP

President. Marvin J. Lockyear
V.P., Sec.-Treas. Logan H. Miller

THE F. H. HAYHURST CO. LIMITED

58 Eglinton Ave., E., Toronto 12, Ont., Can.

Phone: HU 7-4371

Chmn. of the Board. G. F. Hayhurst
President. W. P. Hayhurst
Exec. V.P. E. C. Daniher
Chmn. Plans Bd. D. J. Leonard
Radio-TV Director, V.P. R. D. Amos

Branch Office

1420 Sherbrooke St. W., Montreal, Que.

Phone: VI 5-0251

V.P., Manager. R. W. Matthews

HEINTZ & COMPANY, INC.

824 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 9-3181

AAAA-ANPA-ABP

President. Robert P. Heintz

Exec. V.P. Herbert Dickow

Radio-TV Dir. Kenneth Higgins

HERALD ADVERTISING AGENCY, INC.

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

Phone: MURray Hill 7-2280

Pres., Radio Dir. M. J. Middleman

V.P. & Art Dir. Jack Warren

V.P. & Sec'y. H. M. Weiss

AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.

Phone: Broadway 1-2710

ABP-ANPA-AAAA

President, Chmn. Al J. Herr
Vice-President. John Rock
V.P., Radio-TV. Pat Kocian
Production. Gene M. Wrobel
Media Research. Howard Klatt

HICKS & GREIST, INC.

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

Phone: MURray Hill 7-5600

ABP-ANPA-ANA

Ch. of Board. E. Harold Greist
President. Charles V. Skoog, Jr.
Ch. Exec. Comm. Thomas J. Maloney
Exec. Vice Pres. Harry L. Hicks, Jr.
Sr. V.P. Theodore J. Grunewald
V.P., Radio-TV Dir. Vincent J. Daraio
V.P., Treasurer. K. A. Hamilton
Exec. Producer. John Donnelly

Broadcast Media Supervisors: Mort Reiner:
Endicott-Johnson, Taylor-Reed Corp., Stahl-
Meyer, Inc., General Time; Walter L. John-
son Candy Co., Williams Furniture, Jos.
Dixon Crucible Co.; Leonard Soglio; V. La
Rosa & Sons, Inc., Sandura Co., Dixie Cup,
Fedders Corp., Metal Textiles Corp., Regina
Corp.

Branch Offices

420 Boylston St., Boston 16, Mass.

Phone: KENmore 6-1207

President. Robert F. O'Brien

Estimated Radio Billings: \$700,000

Estimated TV Billings: \$6,500,000

HILL & KNOWLTON, INC.

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

Phone: OXFord 7-5600

ANPA

Chairman. John W. Hill

President. Bert C. Goss

Vice President. Harry S. Cooper

Branch Office

1000 16th St., N. W., Washington 6, D. C.

Phone: STerling 3-0270

Vice President. Avery McBeo

THE HILL ASSOCIATES, INC.

Society Hill Bldg., Philadelphia 6, Pa.

Phone: MARket 7-0800

President. Benjamin J. Katz

Time Buyer. Philip B. Winson

HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.

Phone: COMmonwealth 6-7515

ADVERTISING AGENCIES

ABP—ANPA

President..... Paul Provandie
 Treasurer..... Myron L. Eastwood
 Exec. Vice-President..... Langley C. Keyes
 Senior Vice President..... Thomas J. Bowen
 Vice Presidents..... W. Quinn, R. F. Barbour
 V.P., Creat. Dir..... Leo A. Harrington
 Production Mgr..... John Patterson
 Comptroller..... Lincoln D. Wright
 Art Dir..... George F. Wilson
 Radio-TV Dir..... Richard Lombardi
 Media Dir..... Rosemary Rohmer
 Account Execs..... Paul H. Provandie,
 Myron L. Eastwood, Thomas J. Bowen,
 Langley C. Keyes, Edward W. Quinn,
 Rulleff E. Barbour, John P. Hoag, Jr.,
 William B. Lowther

HONIG-COOPER & HARRINGTON

1275 Columbus Ave., San Francisco 11, Calif.
 Phone: OR 3-4469
 AAAA—ABC—ABP

President..... Louis Honig
 Bd. Chmn..... Eugene I. Harrington
 V.P.'s..... Eric Bellingall,
 Robert Haumesser, Sherman Slade
 Secy.-Treas..... John W. Davis
 Dir., Best. Media..... Clarice McCreary
 Asst. Media Dir..... C. M. Robinson
 Radio-TV Prod. Dir..... George Watson
Time Buyer & Accounts: Clarice McCreary; United Vintners, Bank of Calif., Interstate Bakeries, Denalan, Levi Straus, Western Pacific R.R., C & H Sugar, Clorax Co.

Branch Offices

304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUnkirk 8-3301
 Exec. V.P., Mgr..... Sherman R. Slade
Estimated Radio Billings: \$2,300,000.
Estimated TV Billings: \$1,900,000.

HOUCK & COMPANY, INC.

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

ABP—ANPA—APA—SNPA—AFA

President..... C. B. Houck
 Vice President..... William B. Houck
 Vice President..... William F. Downs
 Production Mgr..... Herb Weaver
 Radio-TV Director..... John R. Clement

CHARLES W. HOYT CO., INC.

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

ANPA—APA—NBP—ABC—NOAB—AAAA

President..... Everett W. Hoyt
 Chairman of Bd..... Winthrop Hoyt
 Vice Presidents..... A. W. Fargo,
 R. H. Dingwall, Raymond Arnig, Richard
 G. Pratt, William A. Baumert, H. L. Roth,
 H. J. Stiefel, T. S. Watson, Jr., Jack R.
 McCormack

Treasurer..... F. J. Becker
 Dir. Radio-TV..... Thomas A. Lee, Jr.
 Asst. to Bd. Chmn..... Charles B. H. Parker
 V.P., Media Rel..... C. B. Donovan
 V.P., Prod. Mgr..... N. S. Lampert
 Radio-TV Time Buyer..... D. H. Humm

HUME, SMITH, MICKELBERRY, INC.

126 S.E. Second St., Miami, Florida
 Phone: FRanklin 9-8453

ANPA

President..... David Hume
 Vice President..... Wm. Mickelberry
 Radio-TV Dir., Time Buyer... Gail Compton

HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.
 Phone: CEntral 6-5429

AAAA—APA—ANPA—SNPA

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

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

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
 Phone: HAmlton 6-1160

President, Treas..... Frank M. Hutchins
 V.P.'s..... William F. Lacey, John P.
 McCarthy, A. R. Tomkinson, B.J. Peters
 Time Buyers & Acct. Execs.... Robert Burns,
 Margaret H. Carl, John Doud, James L.
 Gould, Frank M. Hutchins, William F.
 Lacey, Margaret Nugent, Wm. D. O'Toole,
 Wilson Royer, William Batchellor, Ray
 M. Small, A. Russell Tomkinson, Jack
 Rafield, Bob A. Wolf, William Wygant

Branch Office

33-35 Hayden St., Toronto, Ont., Canada
 Phone: WA 4-3753

Manager..... William Bounsall

INTERPUBLIC INCORPORATED

750 Third Ave., New York 17, N. Y.
 Phone: TN 7-1122

AAAA—ABP—APA—ANPA—NPB—NOAB SAAA—CAA—CAB—CPAA

Chmn. Bd. & Pres..... Marion Harper, Jr.
 Vice Chmn. Bd..... Robert E. Healy
 Exec. Vice Pres..... Frank A. Sherer
 Gen. Corp. Exec..... Matthew J. Culligan
 Treasurer..... William S. Taggart
 Ser. & Gen. Counsel... J. Donald McNamara

McCANN-ERICKSON, INC.

President..... Emerson Foote
 Admin. Vice Pres..... T. Jack Henry

Eastern Region

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

Exec. V.P. Chg. Eastern
 Operations..... Paul E. Foley
 Sr. V.P.'s..... John P. Beresford,
 J. L. Deane, Neal Gilliatt, Farish A. Jen-
 kins, Russ Johnston, Thomas J. King,
 Daniel D. Kinley, Thomas P. Losee, Robert
 P. Mountain, William W. Mulvey, George
 B. Park, Roger A. Purdon
 V.P. & Mgr. Media Svcs.
 Div..... H. Nevin Gehman
 V.P. & Mgr. Media Dept.... Kelso M. Taeger

ADVERTISING AGENCIES

Eastern Branches

615 Peachtree St., N.E., Atlanta, Ga.

Phone: 875-0221

200 Berkeley St., Boston, Mass.

Phone: LIBerty 2-7382

Manager.....Gerald A. Higgins

1060 National Bank Bldg., Detroit, Mich.

Phone: WOODward 5-7550

Sr. V.P. & Mgr.....T. J. King

900 Lovett Blvd., Houston, Tex.

Phone: JACKson 9-4991

V.P. & Manager.....J. B. Wilkinson

Western Region

114 Sansome St., San Francisco, Calif.

Phone: YUKon 1-2262

Exec. V.P. Chg. Western

Operations.....Phipps L. Rasmussen

Adm. V.P. & Asst. Treas.....Joseph R. Fox

V.P. & Mgr.....Frederick H. McCrea

Western Branches

318 S. Michigan Ave., Chicago, Ill.

Phone: WEBster 9-3700

Sr. V.P. & Manager.....Chester L. Posey

3325 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKirk 5-3302

V.P. & Manager.....David J. Hopkins

Public Service Bldg., Portland, Ore.

Phone: CAPItal 6-4844

Manager.....Robert A. Brown

1508 Northern Life Tower, Seattle, Wash.

Phone: MAIn 3-1572

V.P. & Manager.....F. G. Mullins

McCANN-MARSHALK CO., INC.

Pres. & Gen. Mgr.....Stuart D. Watson

Vice Chmn. Bd.....Samuel L. Meulendyke

Time-Life Bldg., Rockefeller Center,

New York, N. Y.

Phone: OXFord 7-4250

Exec. Vice Pres.....Ralph B. Koser

Sr. V.P.'s.....Robert Cole,

Charles A. Mittelstadt, Harlan C. Parks, G.

Lester Williams, Jr.

Branch Offices

335 Euclid Ave., Cleveland, Ohio

Phone: CHerry 1-6850

V.P. & Manager.....Bill M. Sansing

795 Peachtree St., N.E., Atlanta, Ga.

Phone: TRinity 5-0221

V.P. & Manager.....Charles A. Richardson

100 Biscayne Blvd., S., Miami, Fla.

Phone: FRanklin 9-2821

V.P. & Manager.....James H. Cobb

Sr. Vice Pres.....George H. Giese

HOLST & MALE, INC.

(Sub. of McCann-Erickson, Inc.)

1370 Kapiolani Blvd., Honolulu, Hawaii

Phone: 9-5291

President.....M. O. Holst

Sr. V.P.'s.....J. Carson Magill,

Zaida Male

M-E PRODUCTIONS

(Television & Radio)

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

Phone: OXFord 7-6000

President.....Sylvester L. Weaver, Jr.

Exec. Vice Pres.....Harold J. Graham, Jr.

Admin. Vice Pres....Benjamin F. Holme, Jr.

3325 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKirk 5-3301

Vice Pres.....Thomas F. Greenhow

JACK TINKER & PARTNERS

30 West 54th St., New York, N. Y.

Phone: OXFord 7-6000

Managing Partner.....John H. Tinker, Jr.

Other Partners.....Donald G. Calhoun,

Herta M. Herzog, Myron C. McDonald

COMMUNICATIONS AFFILIATES INC.

750 Third Ave., New York, N. Y.

Phone: OXFord 7-6484

Ch. & Gen. Mgr....Donald B. Armstrong, Jr.

Pres. & Asst. Gen. Mgr...Frank A. Armstrong

Exec. Vice Pres.....Sydney Morrell

Pres. Marplan Div.....F. Russell Schneider

Pres. CCI Div.....Chester Burger

Pres., SCI Div.....James C. Wickersham

McCANN-ERICKSON CORP.

(INTERNATIONAL)

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

Phone: OXFord 7-6000

Chm. & Gen. Mgr....Sylvester L. Weaver, Jr.

Pres. & Asst. Gen.

Mgr.....Armando M. Sarmento

Estimated Radio Billings: \$24,000,000.

Estimated TV Billings: \$68,000,000

JOHNSTON, FRANK B. ADV., INC.

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

Phone: BARclay 7-3337

APA-ANPA

PresidentF. B. Johnston

Secy.-Treas.....Connie Mast

JONES & HANGER, INC.

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

Phone: JE 1-2365

ANPA-APA-ABP

President.....M. Frank Jones

V.P., Treas.....R. C. Hanger

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 1-2300

AAAA-ABP-ANPA

Ch. of Board.....Stanley A. Willer

Pres., Treas.....C. M. Robertson, Jr.

Exec. V.P.....Paul D. Myers

V.P., Creat. Dir.....Stuart M. Canon

V.P., Art Dir.....Romert T. Hayes

Secretary.....Edward C. Elfers

Radio TV Head.....Eula Reggin

Time Buyers & Accounts: Lyle Allen:

Strietmann; Eula Reggin: Miami Margarine

Co., Provident Bank, Ashland Oil, Cincinnati

Enquirer, Heekin, GE, Pease Woodwork,

Hanna Paint, Nationwide Ins.

Branch Office

1500 W. 3rd St., Suite 31, Columbus 12, O.

Phone: 486-0293

ManagerRobert Schroer

ROSS JOURNEY & ASSOCIATES

178 Social Hall Ave., Salt Lake City, Utah

Phone: EM 3-6758

APA

ADVERTISING AGENCIES

Partner, Gen. Mgr. Miss Ross Journey
 Partner, Sr. Acct. Ex. A. H. Garrigues
 Account Exec. William J. Brennan
 Radio-TV Dir. John D. Rose
Time Buyers & Accounts: Ross Journey;
 Meadow Gold Dairies; A. H. Garrigues;
 Fisher Baking Co., American Savings & Loan,
 Peoples Finance & Thrift, Pelton's Spudnuts;
 Wm. J. Brennan: Beehive State Bank, Blue
 Cross-Blue Shield, Roman Meal Cereal, Capital
 Chevrolet, S. East Furniture.

Estimated Radio Billings: \$152,000.

Estimated TV Billings: \$115,000.

KAL, EHRLICH & MERRICK, INC.

2141 Wisconsin Ave. N.W. Wash. 7, D. C.
 Phone: FEderal 7-5500

Chmn. of Board. Norman C. Kal
 President. Harry L. Merrick
 Exec. V. P. Alvin Q. Ehrlich
 Sr. V.P. William B. Mullett
 V.P., Secretary. Bernard R. Linkins
 V.P.'s. Philip Berne, Frederick M. Harris,
 R. Edward Hotze, William G. Roberts,
 Joseph Weinstein

Radio-TV Dir. David P. Thomas
 Public Rel. Dir. Florenz Hinz
 Radio-TV Time Buyer. Nella Manes

KAMENY ASSOCIATES, INC.

35 West 45th St., New York 36, N. Y.
 Phone: CO 5-8060

APA—ANPA—ABP

Ch., Creative Dir. Seymour Kameny
 President, Acct. Supvr. Nat Kameny
 Exec. V.P., Mdse. Dir. Ray Solomon
 Sales Prom. Dir. William Ruben
 Research, Media Dir. Joe Lesly
 Radio-TV Director. Vernon Delston
 V.P., Art Director. Gil Laufman
 Production Manager. William Egan
 Film Prod. Dir. Allen Schneider

LAWRENCE KANE & ARTLEY, INC.

405 Park Ave., New York 22, N. Y.
 Phone: PLaza 1-4120

ANPA—ABP

President. Lawrence Kane
 V.P., Mdsg. Dir. Eugene J. Cohn
 V.P., Copy Dir. Marvin D. Richwald
 Art Director. Murray Stein
 Media Director. Judith Bausch
 Pub. Rel. Dir. Herbert Kaufman

THE KAPLAN AGENCY, INC.

2 Park Ave., New York, N. Y.
 Phone: MU 5-9210

President. Alvin Kaplan
 Exec. V.P. Sidney M. Weiss
 Vice Pres. Mrs. Beti S. Kaplan

KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON, INC.

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

ABP—ANPA

Chairman. H. Kastor Kahn
 Chmn. Exec. Comm. W. S. Chesley
 President. Peter Hilton

Chmn. Plans Bd. J. William Atherton
 Exec. Vice Pres. Robert Haag
 V.P., Media Dir. Jack B. Peters
 Radio-TV Producer. Richard King
 Radio-TV Time Buyer. Dorothy Glasser

THE BENJAMIN KATZ AGENCY

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

Owner. Benjamin J. Katz

HENRY J. KAUFMAN & ASSOCIATES

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

ABP—ANPA

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

KEELOR & STITES CO.

318 Broadway, Cincinnati 2, Ohio
 Phone: 721-1310

ABP—ANPA—ABC—AFA

Pres., Treas. J. T. Nolan, Jr.
 V.P.'s. H. J. Darby, A. A. Radkey
 Secretary. John R. Helmsderfer
 Radio-TV Dir. A. A. Radkey
 Asst. Radio-TV Dir. David J. Clarke

KELLER-CRESCENT CO.

16 Riverside Dr., Evansville 8, Ind.
 Phone: HArrison 5-5146

ABP

Bd. Chmn. A. A. Brentano
 President. I. Weil
 Mgr. Lee Edmiston
 Radio-TV Dir. G. L. Freeman

DON KEMPER COMPANY, INC.

608 S. Main St., Dayton 2, Ohio
 Phone: BAldwin 3-6216

AAAA—ABP—ANPA—ABC

President. Don H. Kemper
 Exec. V.P. Robert A. Hilton
 Vice President. James D. Parker
 Media Director. Mary A. Whittington
 Art Director. John H. Bach
 Production Manager. Carl Deibel
 Med. Research Dir. Mary Alice Whittington

Branch Offices

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

President. Don H. Kemper
 Exec. V.P. Robert A. Hilton
 Vice Pres. Phelps Johnson
 Vice Pres. A. E. Staley
 Media Director. Gerald Saperstein
 655 Madison Ave., New York 21, N. Y.
 Phone: TEmpleton 2-7755

President. Don H. Kemper
 Exec. V.P. Robert A. Hilton
 Vice Pres. Betty McGonigle
 Media, Radio-TV Dir. Susan Hallberg

KENNEDY-HANNAFORD, INC.

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

ABP

President.....Helen A. Kennedy
V.P.....Peter D. Hannaford
Media Dir., Time Buyer.....H. Derdivanis
Branch Office
Pier 33, Embarcadero (San Fran.) 11, Calif.
Phone: EX 7-5417
PresidentHelen A. Kennedy

KENYON & ECKHARDT, INC.

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

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

Chrmn. of Bd.....William B. Lewis
PresidentDavid C. Stewart
Sr. V.P.'s.....Robert Burton, Victor
Armstrong, W. Stephens Dietz, Howard
Wilson, C. T. C. Fry
V.P., Dir. Radio-TV.....James S. Bealle
V.P.'s.....H. Wasserman, Joseph B. Braun,
Jerome Cowen, Frederick Hauser, Milton
Margolis, Brendan J. Baldwin, Norman
H. Bertels, Harry Stoddart, Leonard Carl-
ton, Frank Fucito, Frederick Flanagan,
Budd Hemmick, Stanley Tannenbaum,
Edward Harbert, C. F. Korten, Edward C.
Mante, Lee Abbott, Seymour Lieberman,
Paul Baur, Bud Sherak, Frank Lionette,
Carroll Pfeifer, Alfred A. Lawton, John
Shannon, James A. Dearborn, F. Hennessy,
L. Dickson Griffith, John W. Keeshan,
Richard M. Kelly, Kevin Kennedy, Robert
Ellis, E. W. Newsom, Louis J. Nicholas,
Sidney B. Silieck, John Gardner, William
Rienecke, Alvin N. Sarasohn

Branch Offices

645 Griswold St., Detroit 26, Mich.
Phone: WOODward 5-0300
Sr. Vice Pres. & Mgr.....Robert Dearth
620 Market St., San Francisco
Phone: EXbrook 7-0900
Mgr.Robert Welsh
Wash. Bldg., 15th St. & N. Y. Ave.,
Washington 5, D. C.
Phone: ST 3-1191
Equitable Bldg., Los Angeles 28, Calif.
Phone: HO 3-2102
V.P., Mgr.....Burt S. Avedon
334 Boylston St., Boston, Mass.
Phone: COpley 7-8550
V.P., Mgr.....Frank S. Christian
221 N. LaSalle St., Chicago, Ill.
Finacial 6-4020
V.P.,Robert B. Shirey
321 Bloor St., E., Toronto, Ont.
Phone: WALnut 5-8931
V.P.....Edgar B. Ferree
550 Sherbrooke W., Mont., Que.
Phone: VICTor 2-2534
Kenyon & Eckhardt De Mexico, S. A.
Avenida Insurgentes Sur
102 Mexico, D. F.
Phone: 11-81-73

V.P.William Miller
Estimated Radio Billings: \$4,000,000.
Estimated TV Billings: \$40,000,000.

J. M. KESSLINGER & ASSOCIATES

65 E. 55th St., New York 22, N. Y.
Phone: PLaza 2-2310

ANPA-APA-NBP-PPA

Owner, Pres.....J. M. Kesslinger
Mgr., New York.....Irving Berk
Media Director.....H. C. R. Kesslinger
Research Director.....Mitchell Krauss
Account Executives.....Morton Howard
Roth, Paul Weisman

KETCHUM, MacLEOD & GROVE, INC.

Four Gateway Center, Pittsburgh 22, Pa.
Phone: COurt 1-5100

AAAA-ABP-ANPA

PresidentGeorge Ketchum
Exec. V.P., Administration...W. S. Redpath
Exec. V.P., Service.....E. T. Parrack
V.P.Emil Hofsoos
V.P., P. R. Dir.....Howard B. Anderson
V.P.'s.....Robert C. Alberts,
Robert M. Brown
Vice Pres., Secy.....William R. Parker
V.P., Creative Dir.....W. E. Pensyl
Treasurer.....B. B. Jones
Radio-TV Mgr.....Warren C. Rossell
Time Buyer.....Peter Turk

Branch Offices

733 Third Ave., New York 17, N. Y.
Phone: MUrray Hill 7-5640
V.P., Manager.....James Cochran
V.P., Radio-TV Dir.....E. J. Donaldson
1000 Conn. Ave. N.W., Washington, D. C.
Phone: STerling 3-6554
Manager.....G. T. Urquhart
1205 Hohman Ave., Houston 4, Tex.
Phone: JACkson 6-1834
Adv. Spvsr.....Don A. Colvin

KEYES, MADDEN & JONES, INC.

(Div. of Russel M. Seeds Co., Inc.)

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

Phone: WHItchall 3-2133

ANPA-APA-NBP

Chrmn. of Bd.....Freeman Keyes
President.....Howard A. Jones
Exec. Vice Pres.....Lee J. Marshall
V.P., Gen. Mgr.....Robert W. Allrich
Sec.-Treas.Harry H. Maus
Mgr., Radio-TV Dept.....Janet Conger
V.P.'sFred Wilson,
Charles Chappell, Leslie C. Green, Jay P.
Herbert, Dale Mehrhoff
Comptroller.....Richard R. Davis
Time Buyers...Merle Myers, Virginia Russett

Branch Offices

1270 Ave. of Americas, New York 20, N. Y.
Phone: COlumbus 5-5814
V.P., Manager.....Jack Baihle
1680 Vine St., Hollywood 28, Calif.
Phone: HOllywood 9-3974
ManagerTalcott Jones
Ainsley Bldg., N.E. 1st Ave., Miami 32, Fla.

ADVERTISING AGENCIES.....

Phone: Franklin 1-2507
 Vice President, Mgr.....Jack Wood
Estimated Radio Billings: \$1,400,000.
Estimated TV Billings: \$6,500,000.

LEW KING ADVERTISING, INC.

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

President.....Lew King
 V.P.....E. G. King
 Radio-TV Dir.....B. Milton

KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 19, Ohio
 Phone: 293-3191
 AAAA-ABP

Pres., Creative Dir.....Ralf C. Kircher
 V.P.'s.....Norman Van Zant,
 Jack J. Westerman

Exec. V.P.....Watson B. Metcalf
 Secretary.....R. L. Mills
 Radio & TV Dir.....Donald R. Lyons

KIRKLAND, WHITE & SCHELL ADV.

1252 W. Peachtree St., N.E., Atlanta 9, Ga.
 Phone: 875-0021
 ABP-ANPA

Chmn. of Board, V.P.....Frank W. White
 Pres., Treas.....J. A. Kirkland
 V.P., Sec.....James B. Schell
 Vice Pres.....Gene Sample
 Time Buyer.....Mrs. Emily C. Wood

PHILIP KLEIN ADV., INC.

1424 Walnut St., Philadelphia, Pa.
 Phone: PE 5-1260
 ANPA-ABP-APA

President.....Morton A. Koshland
 Sec'y, Treas.....Herbert Ringold
 V.P., Radio Dir.....Allan Kalish

WALTER J. KLEIN CO.

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

President.....Walter J. Klein
 Time Buyer.....Dorothy Goldfarb

KOEHL, LANDIS & LANDAN, INC.

41 East 42nd St., New York 17, N. Y.
 Phone: Murray Hill 2-6600

ABP-ANPA-APA-NOAB-NBP

Pres. & Treas.....Albert E. Koehl
 Vice-Pres. & Sec.....A. A. Landis
 Vice-Presidents.....John R. Landan,
 Russell C. Rowan
 Prod. Mgr.....Herb Harfenist

KRUPNICK & ASSOCIATES, INC.

508 North Grand Ave., St. Louis 3, Mo.
 Phone: JEFFerson 3-1723
 ABP-ANPA-APA

President.....Sam Krupnick
 Exec. V.P.....Tom Connelly
 V.P., Creat. & TV Dir.....Raymond Armbruster
 Vice Pres.....A. Harvey Brown
 Secretary-Treasurer.....Edgar Kluge
 Media Mgr.....Charles W. Haines, Jr.
 Time Buyers.....Margaret Pautler, Natalie
 Schneiderman, Jacqueline Wille

KUDNER AGENCY, INC.

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

ANPA-APA-NBP-AAAA

Bd. Chairman.....C. M. Rohrabach
 Pres., Ch. Exec. Comm.....Charles R. Hook, Jr.
 Exec. V.P.....Robert M. Watson
 Sr. Vice Pres.....Robert B. Betts
 Vice Presidents.....William A. McDonough,
 James F. Black, Robert W. Bode, Sr., John
 H. Sheldon
 Secy., Treas.....Carl Phares, Jr.
 Asst. Sec.-Treas.....Emily A. Whitehill
 Pub. Dir.....J. L. Nanovic
 Radio-TV Prod.....Edgar C. Kahn
 Best. Media Spvsr.....John P. Marsich
 Radio-TV Dept. Mgr.....Charles C. Allen

KUTTNER & KUTTNER, INC.

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

President.....Harold E. Kuttner
 Vice Pres.....F. S. Kuttner
 Exec. V.P., Sec., Treas.....C. D. Kuttner
 V.P., Media Dir.....S. C. Kuttner
 Vice Pres.....S. S. Korshak

LAKE-SPIRO-SHURMAN, INC.

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

President.....Avron Spiro
 Secy-Treas.....M. M. Shurman
 Production Manager.....Mrs. M. Ross
 Publicity Director.....Al R. Capley
 Art Director.....Leonard Crook
 Assoc. Art Dirs....J. A. Ruggiero, John Scott
 Dir. Creative Work.....Jane Zussman
 Radio-TV Time Buyers...Mrs. L. Simmons,
 Jack Callicott

LAMBERT & FEASLEY, INC.

850 Third Ave., New York 22, N. Y.
 Phone: PLaza 2-7800
 ANPA

President.....Frank W. Mace
 Exec. V.P.....William R. Hillenbrand
 V.P., Gen. Mgr.....J. L. Johnston, Jr.
 Sr. V.P., Acct. Spvsr.....Merrell Boyce
 V.P., Radio & TV.....William A. Wylie
 V.P.'s, Account Supvsr....Gerald Blake II,
 Mark Reardon
 Treasurer.....A. J. Mahoney
 V.P., Marketing Dir.....H. A. Voshurg
 Copy Chiefs, V.P.'s....Richard S. Bridgman,
 John F. McKay
 Media Director.....William B. Hinman
 Supvr., Traffic Prod.....Edmund A. Zito
 Time Buyers.....William H. Millar, Jr.,
 Frank D. Sweeney, James D. Watterson

LANDI, ERBERTO, ADV. CO.

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

Owner.....Erberto Landi
 Media Dir.....Rose Peters Gatto

ADVERTISING AGENCIES

LANDO ADVERTISING AGENCY, INC.

725 Liberty Ave., Pittsburgh 22, Pa.
Phone: ATlantic 1-5887

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

Branch Office

G. Daniel Baldwin Bldg., Erie, Pa.
Phone: 5-7009

Manager.....John Clark

PHILIP J. LANE ADVERTISING

667 Madison Ave., New York 22, N.Y.
Phone: PLaza 3-9327

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

Branch Office

105 S. Western Ave., Los Angeles, Calif.
Phone: DU 8-9666

West Coast Mgr.....H. Shaw

LANG, FISHER & STASHOWER, INC.

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

AAAA

President.....H. Jack Lang
V.P.-Treasurer.....Fred P. Stashower
Vice-Pres., Radio-TV.....Alvin B. Fisher
Vice Pres.....Martin J. Cohn
Asst. Mgr., Radio-TV Exec.

Prod.....John L. Rose
Prod. Mgr., Radio-TV.....Edward T. Noll
Coord. & Creat. Dir.....Wayne M. Schakel
Asst. Mgrs.....Joe Mills, Jim Reilly

Time Buyers & Accounts: G. C. McKelvey:
Carling Brewery; Tom Rice: Cleveland
Trust, Richman Bros., Stein Stores, Sugardale
Provision Co., Union Saving & Loan, GE,
Cleveland Transit System, Ohio Mattress,
Fisher Bros.

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

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

ANPA—AAAA—NBP—APA—NOAB—ABP
Chairman.....Chester J. LaRoche
President.....William H. Howard
V.P., Gen. Mgr.....C. R. La Roche
Sr. V.P. Radio-TV.....Tom Lewis
V.P., Sta. Rel.....H. Greig
V.P., Mgr. TV Prod.....Jay Bottomley
TV Art Dir.....P. Tomlinson

Branch Office

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

Vice Pres.....William Zeitung

LAVIDGE, DAVIS & NEWMAN, INC.

Fidelity Bankers Bldg., Knoxville, Tenn.
Phone: 525-6173

ANPA—ABP

President.....Arthur W. Lavidge
Ch. Exec. Comm.....Charles B. Davis
Sr. Vice Pres.....Sam B. Newman
V.P., Radio-TV & Time Buyer.....John Ward
Secretary.....Miss Pat Flowers
Dir. of Photography.....Paul Fogarty

Branch Office

Professional Bldg., High Point, N. C.
V.P. & Mgr.....Erl Tronnes
Estimated Radio Billings: \$140,000.
Estimated TV Billings: \$300,000.

LEECH ADVERTISING CO.

664 Hanna Bldg., Cleveland 15, Ohio
Phone: TOWer 1-2065

Pres., Treas.....Edward P. Leech

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: LOcust 3-5600

President.....Al Paul Lefton
Exec. V.P.....Paul Brown
V.P., Radio-TV.....Irwin W. Solomon
V.P., Secy.....Al Paul Lefton, Jr.
Mgr., Radio-TV Dept.....J. P. Creamer

Branch Offices

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

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts
Hollywood-Taft Bldg., Hollywood 28, Calif.
Phone: HO 6-4347

President.....Al Paul Lefton
V.P., Mgr.....Robert J. Fenton

LENNEN & NEWELL, INC.

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

ANPA—APA—NBP—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
Sr. V.P., Secy-Treas.....John D. Speirs
Exec. V.P., Creative Contact.....Guild Copeland
Sr. V.P.'s & Mgmt. Acct. Supvrs.....Thos. H.
Lane, Jackson Taylor, Gordon Cates, John
Schneider, Phillip P. Hoffman, Wm. Dash-
eff, Elkin Kaufman, T. Butcher, F. M.
Canbria, H. Tibbets, George Beyer, Jr.,
Leo A. Kelmenson

Sr. V.P., Dir. Comm. Prod.....A. J. Pan
Sr. V.P., Creative Coord.....Richard Mancini
Sr. V.P., Radio-TV Dir.....Nicholas E. Keesely
Sr. V.P., Mdse. Dir.....Clifford W. Davis
Sr. V.P., Mgr. Prod. Dept.....Michael J. Madar
Sr. V.P., Dir. of

Research.....Christopher A. Sante
V.P., Radio-TV Business

Mgr.....Francis C. Barton
Sr. V.P., Dir. of Copy.....E. L. Frisard
V.P., Media Dir.....H. Zeltner
V.P., Dir. of Music & Lyrics.....Edward F. Flynn
V.P., Head of Serv. Dept.....Myles E. Baker
V.P., Controller.....G. J. Muller

Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.
Phone: CR 1-7221

V.P., Mgr.....T. Huston
V.P., Mgr. TV.....Elizabeth M. Williams
248 Battery St., San Francisco, Calif.

Phone: YU 2-7878

Sr. V.P., Mgr. W. Coast

Oper.....Marshall J. Weigel
Estimated Radio Billings: \$2,500,000.
Estimated TV Billings: \$48,000,000.

ADVERTISING AGENCIES

LESCARBOURA ADVERTISING, INC.

139 Main St., Ossining, N. Y.

Phone: WILson 1-1443

President.....Stanley A. Lescarbours
Art Director.....John Berryman
Secretary.....Winifred Phillips
Publicity Dir.....Frances Howe

LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.

Phone: TR 3-3381

AAAA—ABC—ANPA—ABP—AFA

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

Branch Offices

8 N. Eighth St., Richmond 19, Va.

Phone: MILton 4-3065

V.P., Mgr.....Dan W. Lindsey, Jr.

10 Rockefeller Plaza, New York, N. Y.

Phone: CI 5-2380

Manager.....Beverly Jensen

W. E. LONG ADVERTISING AGENCY

188 W. Randolph St., Chicago 1, Ill.

Phone: RANdolph 6-4606

Director.....F. B. Leonard
Radio-TV Dir.....John Pesich
Asst. Radio-TV Dir.....D. D. Brito
Prod. Mgr.....K. Kines
Media, Research Dir.....Russell A. Gilbertz

LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.

Phone: TRinity 2-9694

AAAA—ABP—ANPA—APA—NBP

Partners.....Robert C. Lowe, Jr., John H. Stevens

Vice President.....Jules Clyde Gerding

Art Director.....J. D. Hawkins

Production Mgr.....O. L. Shelley

Media Director.....Audrey Jones

LUCKOFF & WAYBURN PRODUCTIONS

320 W. Lafayette Blvd., Detroit 26, Mich.

Phone: WOODward 2-0707

President.....Louis H. Luckoff
V.P., Gen. Mgr.....Robert Goldfarb
Sec., Radio-TV Dir.....Alan E. Luckoff
Production Mgr.....M. Mortier
Time Buyer.....Edith M. Rose

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.

Phone: ANDover 3-1888

AAAA—ABP—ANPA—ABC—ANA

Bd. Chairman.....Earle Ludgin

President.....J. H. Willmarth

V.P., Ch. Exec. Comm.....David G. Watrous

V.P., Gen. Mgr.....George Rink
V.P., Creat. Dir.....V. Hugh Wells, Jr.
V.P., Copy Dir.....J. E. Chapman
Secy., Prod. Mgr.....Edward Earnstein
Bdcast. Prod. Mgr.....Don Hockstein
Treasur., Media Mgr.....Earl E. Kraft

Time Buyer & Accounts: Esther N. Anderson: Chicago Daily News, Jewel Food Stores, Rath Packing Co. Reuben H. Donnelly, Chicago Sun Times.

Estimated Radio-TV Billings: \$1,750,000.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.

Phone: VALley 2-7182

ABP—ANPA—APA—NBP—NOAB

President.....S. C. B. Lynn
Radio-TV Dir.....Donald A. Smith
Radio-TV & Media

Dir., Time Buyer.....W. P. McLaughlin
Copy Chief, Acct. Exec.....John L. Lewis
Vice Pres.....Matt W. Fields

W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa

Phone: EMpire 4-9141

AAAA—ABP—ANPA

Chairman.....W. D. Lyon
President.....R. B. Creswell
Research, Media Dir.....Dr. Robert Ames
Radio-TV Time Buyer.....Eileen Burns
Radio-TV Director.....Sue Callaway
Prod. Mgr.....J. A. Rasley, Jr.
Creative Dir.....Lester Jacobs

MacFARLAND, AVEYARD & CO.

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

Phone: RANdolph 6-9360

ANPA—ABP—AAAA—NBP

Chairman.....Hays MacFarland
President.....David Guarrant
Exec. V.P., Gen. Mgr.....Walter C. Power
Sr. Vice-President.....David W. Stotter
V.P.....Norman A. Fox
V.P., Art Dir.....Walter Solarz
V.P., Radio-TV Dir.....H. G. Atkinson
Radio-TV Time Buyer.....Esther Andersen
V.P., Media Director.....G. H. Hendry
Treasurer.....J. Terry
Production Mgr.....Arthur L. Smith

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario

Phone: EMpire 3-2244

President & Dir.....E. V. Rechnitzer
Exec. V.P., Gen. Mgr.....C. E. Brown
Treas. & Dir.....M. D. MacMahon
V.P. & Dir.....G. C. Sinclair
V.P. & Dir.....W. H. Graham
V.P. & Dir., Radio-TV.....F. H. Horler
V.P. Creat. Svcs.....G. M. Elliott
Media Dir.....D. C. Linton
Group Creative Dir's.....D. H. Murray, Ross Ballard, A. Ness
Mgr., Radio-TV Service.....H. E. Hough
Time Buyer.....F. K. Campbell

Branch Offices

550 Sherbrooke St., W. Montreal, Quebec

ADVERTISING AGENCIES

Phone: VI 5-1222

Vice Pres.....H. M. Snell
911 Electric Railway Chambers
Winnipeg, Manitoba
Phone: WHitehall 2-6321

Manager.....E. P. Thomson
1240 West Pender St., Vancouver, B. C.
Phone: MUtual 5-6268

Manager.....W. D. M. Patterson
635 Ouellette Ave., Windsor, Ont.

Manager.....J. R. Robb
MacMANUS, JOHN & ADAMS, INC.

Woodward Ave. & Long Lake Rd.,
Bloomfield Hills, Mich.
Phone: MIdwest 6-1000

Pres., Ch. Exec. Comm.....Ernest A. Jones
Exec. V.P.....Charles F. Adams
Sr. V.P., Dir., Best.

Div.....Henry G. Fownes, Jr.
Sr. V.P.'s.....William B. Bachman,
Jr., Robert E. Britton, Robert L. Garrison,
Fred J. Hatch, John R. MacManus, Robert
S. Marker

Sec.-Treas.....Leo A. Hillebrand
Spvsr., Best. Activity.....Lee C. Hanson
Best. Media Spvsr.....Richard Sheppard
Best. Prod. & Traffic Mgr...R. A. Forsyth, Sr.
Time Buyers & Accounts: Richard Shep-
pard: American Oil, Dow Chemical, MMM,
Ex-Cell-O; David Balnaves: Cadillac Motor
Car Div., Dow Chemical, S. S. Kresge, Mich.
Consolidated Gas, Packer Pontiac, Wolverine
Shoe.

Branch Offices

444 Madison Ave., New York, N. Y.
Phone: PLaza 9-5600

Sr. V.P., Mgr.....Robert L. Garrison
5455 Wilshire Blvd., Los Angeles 36, Calif.
Phone: WE 7-1000

V.P., Manager.....D. E. Jones
1750 Hennepin Ave., Minneapolis, Minn.
Phone: FEderal 9-0441

V.P. Acct. Svs.....Wm. B. Everson
V.P. Admin.....John T. Foley
600 University Ave., Toronto 2, Ont., Can.
Phone: EM 4-0204

V.P., General Mgr.....Les McMahon

MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.
Phone: ANdover 3-0022

ABP-ANPA

Owner.....Arthur M. Holland
Radio-TV Dept.....Edward Drucker,
Bernard Berman, Fran Weiss
Art Director.....Arthur Anderle
Radio Time Buyer.....Maxine Ziv

MANCHESTER ORGANIZATIONS, INC.

1000 Connecticut Ave., N.W.,
Washington 6, D. C.
Phone: ME 8-0060

President.....J. Gordon Manchester
Exec. Vice President.....Richard P. Eht
V.P., Radio-TV Dir.....Joseph W. Browne
V.P., Time Buyer.....Theodore P. Noyes, Jr.

ROBERT M. MARKS & COMPANY, INC.

32 East 57th St., New York 22, N. Y.
Phone: PLaza 3-5924
ABP-ANPA-NBP

Pres. & Secy.....Robert M. Marks
Media Dir.....T. H. Parker
Art Dir.....Don Bearard
Radio-TV Dir.....Walter McGraw
Pub. Dir.....Vic Dallaire

HAROLD MARSHALL ADVERTISING INC.

171 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 6-5652

President.....Harold Marshall
Production Mgr.....A. Kohn
Media Dir.....Jane Cooper

MARWEL ADVERTISING, INC.

34 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-4270
ABP-ANPA-NBP-PPA

President.....William W. Weltman
Exec. V.P.....Bruce Marchin
V.P., Art Dir.....Charles Jefferson
Media Dir.....Geri Propeack

J. M. MATHES, INC.

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

President & Dir.....W. T. Okie
Exec. V.P. & Dir.....Wilfred S. King
V.P., Dir. Radio-TV.....Roy Passman
V.P., Sec. & Dir.....Donald Halstead
V.P., Treas. & Dir.....A. E. Cox
V.P., Dir.....Jan Meyer
V.P.'s.....Edward J. Garvey, Leonard
Marshall, Thomas McCauley, R. Peterson,
J. McClure, Miss Eve Thiel
V.P., Radio-TV Media Dir...Edna S. Cathcart
Assoc. Dir.....Albert Morrison
Prod. Spvsr.....Frank Huber
Time Buyers...Edna S. Cathcart, Pat Hart-
nett, Olga Hoffman

MATHISSON & ASSOCIATES, INC.

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

President.....C. A. Mathisson
Exec. Adm.....Walt E. Krueger
V.P., Treas.....Ralph W. Henkel
Radio-TV Dir.....Robert Geary
Time Buyers.....Louis K. Fuller, R. Geary

Branch Offices

1127 Wilshire Blvd., Los Angeles 17, Calif.
Box 1031, Darien, Conn.
Phone: OLiver 5-1269

Manager.....Edgar E. Hinkle

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone: LOrain 7-5710
ANPA-ABC

President.....Lou R. Maxon

ADVERTISING AGENCIES:

V.P., Treasurer.....John W. Bray
 Secretary.....Ralph Dennis
 V.P., Radio-TV.....V. Kenyon
 V.P.'s.....Hunter Hendee,
 Arthur Wible, W. D. Laurie, Sr., W. G.
 Eversman

Branch Offices

12 E. 53rd St., New York 22, N. Y.

Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahony
 V.P., Dir. Radio-TV.....Al Hodshire
 919 N. Michigan Ave., Chicago 11, Ill.

Phone: WHitehall 4-1676

Vice President.....Raymond C. Stricker
 83 S. Seventh St., Minneapolis, Minn.

Phone: FEderal 9-8859

Mgr.....Charles C. Hawkins
Estimated Radio Billings: \$2,500,000.
Estimated TV Billings: \$17,500,000.

McCANN-ERICKSON, INC.

(See Interpublic, Inc.)

McCANN-MARSCHALK CO.

(See Interpublic, Inc.)

THE McCARTY COMPANY

3600 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUmkirk 5-4011

AAAA-ABP-ANPA-APA-NBP-NOAB
 President.....H. E. Cassidy
 Exec. Vice President.....C. G. Davenport
 V.P., Dir. Client Rel.....Walker Y. Brooks
 V.P., Dir. Radio-TV.....Herbert C. Brown
 V.P., Dir. Acct. Plng.....Arnold D. Duncan
 Media Dir.....C. W. Fisher
 Art Director.....Harry Franz
 Time Buyer.....Mrs. Sharon West

Branch Offices

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

Phone: MUrray Hill 8-7165

Exec. V.P.....Robert Holley
 V.P.....Gene Thomas
 116 New Montgomery St., San Francisco 5
 Sr. V.P.....W. H. Wilde
 520 N. Michigan Ave., Chicago 11, Ill.
 V.P., Gen. Mgr.....Harry L. Bauer
 1500 Jackson St., Dallas 1, Texas
 V.P.....Russell Jurgens
 531 Medical Arts Bldg., Seattle, Wash.
 V.P., Gen. Mgr.....Harry S. Pearson

McCUTCHEON ADV.

918 N. Second St., Phoenix, Ariz.

Phone: AL 8-8374

AAAA-ABP-ANPA-APA-NBP

Pres., Treas.....David McCutcheon
 Prod. Mgr.....Peggy Melton
 Creative Dir.....Hal Ackerman
 Media Dir.....Adelle Davis
 Copy.....Helen Grant
 Acct. Exec's.....David McCutcheon,
 Ed Lane

M-E PRODUCTIONS

(See Interpublic, Inc.)

MELDRUM & FEWSMITH, INC.

Carnegie Hall, 1220 Huron Rd.

Cleveland 15, Ohio

Phone: CHerry 1-2141

ABP-ANPA-APA-NBP-AAAA-NAOB
 President.....H. W. Cooper
 Sr. Vice-Pres.....A. B. Meldrum
 V.P., Radio-TV, Film.....B.F. Stauderman
 V.P., Media.....H. G. Selby
 Radio-TV Time Buyer.....Carol Ann Brosmer

FLOYD F. MELLEN ADVERTISING

1111 W.O.W.E. Bldg., Omaha, Neb.

Phone: 341-1025

AAAA-ANPA

Owner.....Floyd F. Mellen

RICHARD N. MELTZER ADV., INC.

165 Post St., San Francisco 8, Calif.

Phone: YUkon 2-5877

AAAA-ABC-ABP

President.....Richard N. Meltzer
 Exec. V.P.....Wallace X. Aron
 Vice Pres., Art Dir.....Richard Lemien
 Media Dir.....Barbara Cochran
 Sec.....Bertram S. Silver
 Treas.....Harold Shein
 Copy Dept.....Jack DeCelle,
 Stephen Manhard, John Mercer

Branch Offices

7461 Beverly Blvd., Los Angeles, Calif.

Phone: WEbster 8-2993

Mgr.....R. Berggren
 230 Park Ave., New York 17, N. Y.

Phone: MU 9-3474

Acct. Exec.....Jeremy Barkann
 2372 First National Bldg., Detroit 26, Mich.
 Phone: WOodward 1-4810

President.....Richard Meltzer
Estimated Radio Billings: \$200,000.
Estimated TV Billings: \$100,000.

GEORGE T. METCALF, COMPANY

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

Phone: UN 1-2634

ABP-NBP

Chairman.....George T. Metcalf
 President.....Walter Hyland
 V.P.'s.....Sheldon Spencer, E. L. Wanner
 Prod. Mgrs.....Allan Campbell, J. Butler
 Media Dir.....John S. Kossak

THE METLIS & LEBOW CORP.

200 West 57th St., N. Y. C. 19

Phone: JUdson 2-3474

President.....Stanley E. Lebow
 Exec. V.P., Radio Dir.....Sanford H. Metlis
 Sr. V.P., TV Dir.....Stevens P. Jackson
 General Manager.....Walter Blum
 Radio-TV Prod. Dir.....Harry Allevara
 Time Buyer.....Diane Rima

ARTHUR MEYERHOFF ASSOC.

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

Phone: DElaware 7-7860

ANPA-AAAA

President.....Arthur E. Meyerhoff

ADVERTISING AGENCIES

V.P.'sGeorge Taylor,
Myron E. Chon, Benjamin Green
Radio-TV Dir.....Stuart Novy
Media Dir., Radio-TV....Francine Goldfine
Time Buyers...Evelyn Adell, Patricia Gray,
Donna Zapata, Ed. Kaser, Thos. Sposari,
Carol Spring

Branch Offices

550 Sherbrooke W., Montreal, Canada
Phone: Victor 9-9141
Mgr.....Claire LeBlanc
100 University Ave., Toronto Ont., Can.
Phone: EMpire 3-3128
ManagerJohn Ketter

HARRY M. MILLER, INC.

595 E. Broad St., Columbus 15, Ohio
Phone: CA 4-7243
ANPA—APA—NOAB

Bd. Chmn.....Harry M. Miller
Pres., Gen. Mgr.....J. W. Miller
Radio-TV Dir.....J. B. Summers

BEN MOCHAN ASSOCIATES

665 Orange Center Rd., Orange, Conn.
PresidentB. Mochan

MOGUL, WILLIAMS & SAYLOR, INC.

625 Madison Ave., New York 22, N. Y.
Phone: TEmpleton 8-7100
AAAA—ABC—ABP—ANPA

Ch. of Bd., President.....Emil Mogul
Exec. V.P.....Sidney M. Weiss
V.P., Radio-TV Dir.....Leslie L. Dunier
V.P.'sRichard Lockman, Seth D. Tobias,
Milton Gutterman, William Jacoby, Jules
Lennard, Nat C. Wildman, Charles L.
Rothschild, Alan Green, Lawrence V. Sta-
pleton, Edward Klein, Alfred P. Berger,
Leona Bowman, Leslie L. Dunier, Gerald
Gould, Wray Kennedy, Bernard Kramer
SecretaryNorman Cohen
TreasurerH. Mogul
Assoc. Creative Dir.....Emerson Cole
Time Buyers & Accounts: Lynn Diamond;
Rootes, Rayco, Esquire Shoe Polishes, How-
ard Clothes; Joyce Peters: Gold Medal
Candy, Transogram, National Shoes, Ronzoni

Branch Office

2301 West 3rd St., Los Angeles 57, Calif.
PresidentHenry Mayers
Estimated Radio Billings: \$2,000,000.
Estimated TV Billings: \$7,300,000.

THE CHESTER C. MORELAND CO.

800 Broadway, Cincinnati 2, O.
Phone: PArkway 1-1178
AFA—ABP—ANPA
President, Treas.....Chester C. Moreland
Vice President.....Carl Press

MORSE INTERNATIONAL, INC.

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

ChairmanJ. Patterson
Exec. Vice Pres.....Paul Elliott-Smith

V.P., Art.....J. Skolnik
Media Dir.....O. E. Christy, Jr.
Export Media Mgr.....Aurora Blando
Dir. of Radio-TV Prod.....C. Buffington
Prod. Mgr.....Don Wheatley

MOSS ASSOCIATES, INC.

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

APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss
Exec. V.P.....Richard Behrman
TV Director.....B. Math
Art Director.....Sidney Fischer
Prod. Mgr.....Carl Radom
Copy Chief.....Raphael Malagold
Media Director.....Frances Marotta

NAHAS-BLUMBERG CORP.

605 McGowen St., Houston 6, Tex.
Phone: JACKson 6-1181
ANPA—NBP

PresidentFred Nahas
Vice Pres., Media Dir.....B. L. Blumberg
V.P. Radio-TV Time Buyer..N. A. Zelikow
TV Director.....Diana Muth
Radio Director.....Jean Arnold

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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

President.....Thomas W. Hughes
Vice-Presidents.....Joseph W. Madden,
Walter Kelly, Gerard Viola
Secy., Treas.....John D. Barone
Prod. Mgr.....D. Simmons
Art Director.....William Murphy
Radio & TV Director.....Jerome Kates

NEEDHAM & GROHMANN, INC.

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

ANPA—AAAA—NOAB—APA—NBP

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

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.

Phone: WHitehall 4-3400

AAAA—ANPA—ABP—NOAB

Chairman.....Maurice H. Needham
President.....Paul C. Harper, Jr.
Sen. Vice President.....Melvin Brorby
V.P., Dir. Best. Facil.....Arnold E. Johnson
V.P. in Chg. Radio-TV...James G. Cominos
V.P., Dir. Radio-TV Pgs.....J. Scott Keck
V.P. Radio-TV Creat. Dir...Kenneth Snyder
Assoc. Radio-TV Creat. Dir...John J. Calman

Branch Offices

9130 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 3-2330

V.P., Mgr.....K. C. T. Snyder

ADVERTISING AGENCIES

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

Phone: PLaza 7-0333

V.P. & Mgr. R. F. Steinhoff
Radio-TV Prod. Morris E. Kinnan, Jr.

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

Estimated TV Billings: \$23,500,000.

GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.

Phone: FRanklin 4-4135

Pres., TV Dir.,

Time Buyer. Robert S. Cragin

Radio Director. Robert B. Stone

NEWHOFF-BLUMBERG ADV.

AGENCY, INC.

407-15 Court Square Bldg., Baltimore 2, Md.

Phone: LExington 9-7155

Partners. T. A. Newhoff, F. L. Blumberg

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 7, Fla.

Phone: EX 8-9721

ABP—ANPA—APA—PPA

Bd. Chmn. Hunter Lynde

President. W. E. Scheu

V.P., Gen. Mgr. Ned Hubbard

V.P.'s. David E. Robeson, John A. Bunker

Radio-TV Dir., Time Buyer. John Hopkins

NORMAN, CRAIG & KUMMEL, INC.

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

Phone: PLaza 1-0900

AAAA—ANPA

President. Norman B. Norman

Exec. V.P., Secretary. Eugene Kummel

Exec. V.P., Treasurer. B. David Kaplan

V.P., Broadcast Op. Exec. Walter Craig

V.P., Acct. Gp. Head. Richard Bowman

V.P. Best. Media. Fredric Horton

V.P., Supvrs. G. Shapiro, R. Mullins

V.P., Copy Chief. Herbert Gunter

V.P., Dir., Print Media. Eugene C. Stamler

Fashion Coordinator. Catherine D'Alessio

V.P., Controller. Miss Rosalou Flanagan

Asst. V.P. & Mgr. Best. &

Print. Bus. Affairs. Leonard Koch

Asst. V.P. TV Prod. William Moseley

Asst. V.P., Print Media. George Coleman

Asst. V.P., Mgr. Art Dept. J. Woodward

V.P., Best. Oper. Walter Tibbals

Branch Office

8701 Wilshire Blvd., Beverly Hills, Calif.

Phone: OL 7-1530

W. Coast Pgm. Coord. John M. White

Bd. of Trade Bldg., Chicago 4, Ill.

Phone: WAbash 2-8701

Manager. G. Paneff

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

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

NORTH ADVERTISING, INC.

2100 Merchandise Mart, Chicago 54, Ill.

Phone: WHitehall 4-5030

ANPA—ABC—AAAA—ABP

President. Donald P. Nathanson

Ch. of Board. Bert Goldsmith

Exec. Vice Pres. Bruce M. Dodge

V.P.'s. Fred Klein, Lester A. Delano,

Richard F. Fechlheimer, George H. Gruen-

wald, James W. Green, N. T. Garrabrant,

Alice M. Westbrook

V.P., Sec. & Treas. Harold Rosenzweig

Radio-TV Prod. Mgr. Len Levy

Time Buyers. Betty Lavaty,

Barbara Swedeen, Marge Flotron, Sarah

Hoyer, Marianne Lixie

Branch Offices

770 Lexington Ave., New York 21, N. Y.

Phone: TEmpleton 8-8700

Exec. V.P. Bruce Dodge

Radio-TV Prod. Mgr. Herb Straus

846 N. Cahuenga Blvd., Hollywood, Calif.

Phone: HO 7-2151

Exec. in Charge. Edward Feldman

Estimated Radio Billings: \$500,000.

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

NOYES & COMPANY

1800 Industrial Bank Bldg.

Providence 3, R. I.

Phone: GASpee 1-2087

AAAA—ABP—ANPA

President, Treas. Frederick C. Noyes

Sr. Vice Pres., Secy. Carroll H. Rickard

V.P.'s. E. George Cloutier, A. E. Van

Wagner, Richard M. Compton

Spvsr., Radio-TV, Time

Buyer. Henry C. Hart, Jr.

R. T. O'CONNELL COMPANY

50 East 42nd St., New York, N. Y.

Phone: MU 7-3673

President. R. T. O'Connell

Exec. V.P., Creat. Dir. Ethel Merklen

Prod. Mgr. Vincent Larkin

V.P., Art Director. Jack Chatham

O.D.I., INC.

136 William St., New York, N. Y.

Phone: WOorth 2-6635

President. Bob Harris

Sec. Treas. William Harris

Copy Dir. Phil Kaplan

Art Director. Dick Brightfield

OGILVY, BENSON & MATHER INC.

2 East 48th St., New York 17, N. Y.

Phone: MU 8-6100

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James J. McCaffrey, John Elliott, James

Heekin

Sr. V.P., Secy. Treas. Shelby H. Page

V.P., Best. Dir. John Hoagland

V.P., Dir. Comm. Prod. Newt Mitzman

V.P., Media Dir. Sam Frey

Bus. Mgr., Best. Dept. Phillip L. Tomalin

Best. Spvsrs. Dong Cramer, Radford Stone

Media Spvsrs. Peter Triolo,

Clifford Botway, Ann Janowicz, Peter

Berla

Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.

ADVERTISING AGENCIES

Phone: CR 5-6154

Chief Exec.....Oliver Barbour
624 S. Michigan Ave., Chicago, Ill.
Phone 922-0035

Chief Exec.....Robert Powell
235 Montgomery St., San Francisco, Calif.
Phone: YU 2-9598

Chief Executive.....T. William White
88 University Ave., Toronto 1, Ont., Can.
Phone: EM 8-4694

Chief Exec.....Andrew Kershaw
Estimated Radio Billings: \$1,500,000.
Estimated TV Billings: \$14,000,000.

JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.

Phone: Copley 7-7430

President.....Jerome M. O'Leary
Exec. V.P.....R. Wm. Gorman, Jr.
Radio-TV Time Buyer.....Sandra Newsam
Media Director.....Louise Doherty
Prod. Mgr.....Thomas Elliott
Public Relations Dir.....Nancy Young

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.

Phone: Kingsley 6-4140

President.....W. Wallace Orr
V.P.....Bosh Pritchard
Sec'y & Treas.....Willard W. Hughes
Art Dir.....William Enderle, Jr.
Time Buyer.....Robert Dunkel

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,

Kansas City 1, Kans.

Phone: DR 1-7250

ABP—ANPA—APA

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Vice Pres.....Frank Lisec
Art Dir., Prod. Mgr.....Rufus Hill
Account Execs...Merritt Owens, Frank Lisec
Copy Chief.....Alden Hays

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.

Phone: Murray Hill 7-4090

ABP

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V.P.'s.....Peter Frenkel, Milton Bagley,
S. I. Altman
Radio-TV Dir.....Sidney Kallner
Sec'y & Treas.....Max Weintraub

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.

Phone: MAin 3-1401

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Prod. Co-ord.....Monte Solkover
Vice President.....Frederick D. Sprague
Treasurer.....Calvin W. Franklin
Media Dir., Time Buyer.Certrude M. Nyman

Branch Offices

1115 West Broadway, Spokane, Wash.

Phone: FAirfax 7-9585

Manager.....Ken Degerness
829 N.W. 19th Ave., Portland 9, Ore.

Phone: CApitol 2-1021

V.P., Manager.....G. P. Griffis

PARKSON ADVERTISING AGENCY, INC.

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

Phone: PLaza 1-6400

Ch. Bd., President.....Edward Kletter
V.P., Dir. Radio-TV.....Don Blauhut
V.P.'s.....Philip Agisim, Alfred Eichler
Radio-TV Media Dir.....Herbert Gruber
TV Opera. Mgr.....Helen Lawin
TV Art Director.....Rodlow Willard
Time Buyers & Accounts: Herbert Gruber;
J. B. Williams Co.; Ruth Bayer; J. B. Williams Co.; Pearl Sheridan; Liggett-Rexall Drug Stores

Estimated TV Billings: \$13,500,000.

DONALD L. PAUS ADVERTISING

8 South Michigan Ave., Chicago 3, Ill.

Phone: RA 6-5050

ANPA—ABP

President.....Donald L. Paus

PEARSON ADV. AGENCY, INC.

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

Phone: YUkon 6-7795

ANPA

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V.P.....Byrnes Pearson
V.P., Secy.....Cecilia H. Pearson

PERRIN & ASSOCIATES

8 South Michigan Ave., Chicago 3, Ill.

Phone: RA 6-7923

ABP—ANPA—APA—NBP

President.....Earl R. Perrin
TV Director.....Paul Robinson

PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.

Phone: BElmont 4-6401

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R. F. Lewis, R. L. Phillips, R. Page Jones
Radio-TV Dir.,
Sec.-Treas.....Mrs. Orva W. Huff
Art Dir.....L. T. Shackelford
Time Buyer.....Marion B. Ward

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123 Auditorium Circle, San Antonio 5, Texas

Phone: CApitol 3-6131

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V.P., Acct. Exec.....Jack N. Pitluk, Jr.
Vice Pres.....Louis H. Pitluk
P. R. Dir.....J. M. Battersby
Copy Chief.....Harvey Christiansen
Radio Director.....Margaret Morrison
TV Director.....Don Zimmer

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 Phone: WEbster 6-5564
 Owner, Sales Mgr. Irwin T. Porter
 Partner, Prog. Mgr. Gertrude T. Porter
 Script Dept. Jean Norab

POST & MORR, INC.

919 No. Michigan Ave., Chicago 11, Ill.
 Phone: WHitehall 3-2880
 ABP—ANPA—APA—NBP—NOAB
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 Exec. V.P., Sec'y. Frank F. Morr
 V.P., Chrmn. Plans
 Board Donald S. Manchester
 V.P., Media Director. Edwin A. Trizil
 Treasurer. Alan W. Bergstedt
 Radio-TV Media Mgr. Helen Wood
 Radio-TV Prod. Mgr. John C. Clark

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 C. L. Robinson, Al Coleman, G. F. McGill,
 C. Lahey, R. R. Sanford, R. M. Robinson,
 J. M. Gaughan, Clarence H. Russell, Jack
 Macdonald
 Radio-TV Dir. A. Christy
 Admin. V.P., Sec.-Treas. C. C. McMillan
 Prod. Mgr. Charles W. Wilson
 Radio-TV Prod. William J. Brewer
 Research Director. Willard Young
 Chief Time Buyer. Bill Smith
 Asst. Time Buyers. F. Calandro,
 L. Carhart

Branch Offices

1700 Broadway, Denver 2, Colo.
 1270 Ave. of the Americas, New York, N. Y.

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
 Phone: YUkon 6-7725
 President. J. G. Proctor
 V.P. & Acct. Exec. Ray Hanna
 Secretary. M. S. Proctor
 Art Dir. & Prod. Mgr. M. Sholle

PRODUCT SERVICES

17 E. 45th St., New York City
 Phone: MUrray Hill 7-0204
 President. Les L. Persky
 V.P. Harold L. Tuers
 TV Dir. Richard DeMaio
 Art. Dir. Milt Kimmel
 Copy Dir. D. Young
 Time Buyer. B. P. Pettick

L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-8155
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 Vice President. Richmond M. Lloyd
 Secy. G. E. Bischoff
 Vice-President. N. B. Langworthy

Treasurer. W. J. Henderson
 Art Director. E. J. McCabe

Branch Office

111 East 3rd St., Davenport, Iowa
 Phone: 326-0157
 Media Director. Glenn Mayo

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
 Phone: JAckson 7-1179
 President. Wilbur W. Randall
 Art Director. Robert N. Berger
 Radio & TV Director. Jack Reynolds

REACH, McCLINTON & CO., INC.

505 Park Ave., New York, N. Y.
 Phone: PLaza 1-7300
 69 Washington St., Newark, N. J.
 Phone: MAcket 3-5100
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 V.P., Controller. J. Allentuck
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 V.P., Copy Dir. Herman Raucher
 V.P., Mgr. Newark. Donald Mayer
 V.P., Radio-TV Dir. Werner Michel
 V.P., Assoc. Art Dir. Marce Mayhew
 V.P. & Research Dir. Paul Keller
 V.P. Media Dir. Philip C. Kennedy
 N. Y. Prodn. Mgr. S. A. Holdampf, Jr.
 Pub. Dir. Phil Wasserman
 Assoc. Dir., Radio-TV. James K. Graham
 Radio-TV Prod. Merl Bloom
 Time Buyers. Robert Bruno, Margot Telcki

Branch Offices

Prudential Bldg., Chicago 1, Ill.
 Phone: SUperior 7-9722
 V.P., Mgr. Lester A. Weinrott
 6434 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: OLive 3-9610
 V.P., Manager. Harry W. Witt
 706 Second Ave., Minneapolis 2, Minn.
 Phone: FEderal 9-8041
 V.P., Manager. George O. Ludke, Jr.
 1235 Statler Bldg., Boston, Mass.
 Phone: LIberty 2-6100
 Pres. John M. McCullough

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
 Phone: VIctor 5269
 APA—ABP—ANPA

Owner. James R. Reese

KNOX REEVES ADVERTISING, INC.

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

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 Ch. Exec. Comm., V.P. Oper. P. R. Phillips
 V.P., Media Dir. Ralph W. Klapperich
 V.P., Best. Mgr. John Connor
 V.P., Radio-TV Dir. Russ Neff
 Secy.-Treas. L. J. Beltrand

ADVERTISING AGENCIES

Ast. Radio-TV Dir.....Ron Oakland,
Bill Shepherd
TV Art Directors.....Vernon Steffen,
Bill Mankske
Ast. Media Dir.....John Hackett
Media Supervisors.....Phillip Archer,
William Doyle, Abbott Davis
Time Buyer.....Paul Ewing

Branch Office

Lee Circle Bldg., New Orleans 13, La.
V.P., Office Mgr.....Roy Schwarz

REGAL ADVERTISING ASSOCIATES CORP.

385 Fifth Ave., New York 16, N. Y.
Phone: MUrray Hill 5-5270

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Exec. V.P., Gen. Mgr.....S. Grayson
Controller.....Marcia Beckman
Time Buyer.....Sandy Aronowitz

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-7440

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President.....Charles A. Reincke
V.P.'sJoseph J. Finn, Charles Fleming,
S. W. Jewell, George E. Taylor
Sec.-Treas.....Arthur L. Reincke
Radio-TV Director.....Lew Green
Media Director.....John Priebe

REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.
Phone: TEmplebar 2-2408

ABP—ANPA

PresidentEmil Reinhardt
Time Buyer.....A. Leo Bowman
TV & Radio Dir.....Henry E. Freitas

RICH-LEE ADVERTISING INC.

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

President.....Sigmund C. Aiken
Branch Office

700 Equitable Bldg., Baltimore, Md.
Phone: LE 9-0136

Exec.-in-Chg.Ramon P. Steinberg
Media Dir., Time Buyer.....Jo Anne Kaplan

FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

730 Fifth Ave., New York 19, N. Y.
Phone: JU 6-5400

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Board Chairman.....Bradley A. Walker
PresidentBryan Houston
V.P., Dir. Radio-TV.....Seymour J. Frolick
TreasurerDorothy Steitz
SecretaryEvelyn King
V.P.'sRobert Boulware,
Richard A. Stevens, Sanford C. Smith,
Alexander Coan, Sylvia Harris, Raymond
P. Durrell, Warren Rebell, E. A. Gray,
Norton Leo, Laurel Cutler, Bernard Eck-
stein, Joseph Schneideler, John A. Hamm,
Sanders Maxwell, John M. Van Horson

V.P. Dir. of Media.....John J. Ennis
V.P. Pub. Rel.....Frank Hefter

Branch Offices

400 N. Michigan Ave., Chicago 1, Ill.
Phone: 467-5970

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

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

Vice President.....James O. Thompson
Joseph Vance Bldg., Seattle 1, Wash.
Phone: MAIn 2-1555

Vice Pres.....Frank Caspers
20 Carlton Ave., Toronto 2, Ont., Can.
Phone: EMpire 3-6361

Bd. Chmn.....John P. Hamilton
Pres.Warren H. Wilkes
550 Sherbrooke St., W., Montreal 2, Can.
Phone: VICTor 4-8821

Gen. Mgr.....Cletus Lunny

DAN RIVKIN AGENCY

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

Owner, Time Buyer.....Dan Rivkin

ROBERTS & REIMERS, INC.

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

President.....Robert Power Reimers
Exec. Vice Pres.....M. W. Nichols
V.P., Media Dir.....John K. Lucken
Secretary.....Jac M. Wolff
Prod. Mgr.....James West
Art Director.....Hugh Ryan

ROBERTSON ADV., INC.

108 North State St., Chicago 2, Ill.
Phone: STate 2-0268

ABC—ABP—ANPA—AFA

Pres., Treas.....Scott Robertson
V.P., Secy.....John H. Swan
Time Buyer.....Shirley Waterloo

MARSHALL ROBERTSON ADVERTISING AGENCY

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

Chmn. & Pres.....Marshall G. Robertson
V.P., Acct. Exec.....John Eby
Radio Dir.....Betty Wagner
TV Manager.....Jack Helling
Art Director.....Lavern Everson

ROBINSON & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: HUntley 2-2050
ABP—ANPA—APA—PPA

President.....Elwood J. Robinson
Secretary.....Eola E. Cass
Exec. V.P.....John W. Haynes

ADVERTISING AGENCIES

V.P., Merchandising.....Charles P. Culbert
V.P., Radio-TV Dir.....Lee Laufer
V.P., Media Dir., Treas...Robert C. Neuman
Prod. Mgr.....James Kroll
Time Buyer & Accounts: Robert C. Neuman; Loma Linda Food Co., Leo's Quality Foods, Packard-Bell Co., Dried Fig Advisory Bd., Los Angeles Dept. of Water & Power, Western Federal Savings & Loan Assn.

ROCHE, RICKERD & CLEARY, INC.

135 South LaSalle St., Chicago 3, Ill.

Phone: RAndolph 6-9760

ABP—ANPA—APA—NBP—NOAB

Chmn. of the Bd.....J. L. Proebsting
President.....C. E. Rickerd
Exec. V.P.....K. C. August
Sr. V.P.....J. E. Schwenck
V.P., Asst. to Pres.....Al Bonk
V.P. Chg. of Media.....Frank Hakewill
V.P. Chg. of Copy.....R. A. L. Herweg
V.P., Creative Dir.....J. W. Harpham
Vice Presidents.....A. J. Cason,
William H. Savin, Stewart Weston, M. F.
Williamson, J. Walker, Frank Duggan,
W. P. McWilliams, Frank O'Beirne, J. J.
Odell, M. T. Singer

Sec.-Treas.....C. W. Anderson
Dir., Radio-TV.....K. Knight
Dir., Pub. Rel.....H. Burnett

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32 W. Randolph St., Chicago 1, Ill.

Phone: RAndolph 6-2324

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Secy.-Treas.....Leah Rocklin
Talent Dir.....Trine Shuchat
Account Exec.....Edward Lovinger
Research Dir.....Geraldine Zwerling
Time Buyers.....Irving Rocklin,
Edward Lovinger, Jerrold Rocklin

ROGERS & SMITH ADVERTISING INC.

505 North Ervay, Dallas 1, Tex.

Phone: RI 6044

ABP—ANPA

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V.P.'s.....Randalle Brooks,
J. D. McConnell
Secy.-Treas.....Geo. C. Hupperty
Radio-TV Dir.....Sheldon L. Kaplan

RONALDS-REYNOLDS & CO.

154 University Ave., Toronto 1, Ont.

Phone: EM 2-2381

CAAA—CAB—ABP—ANPA

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Exec. V.P.....Frank deB. Walker
Sec.-Treas.....F. J. Banks
V.P., Radio-TV Dir.....H. E. Karpus
Radio-TV Mgr.....F. Robinson
Time Buyer.....Vera Hopkins

Branch Office

1440 St. Catherine St. W., Montreal 25, Que.

Phone: UN 6-9471

Mgr.H. J. Reynolds

ROSE-MARTIN, INC.

3 West 57th St., New York 19, N. Y.

Phone: PLaza 2-4040

ABP—ANPA

President.....Irl W. Rose, II
Exec. V.P.....John A. Boule
V.P., Media Director.....G. M. Rundbaken
Vice Pres.....Allen A. Brinker
Production Manager.....Noel Tyler

IRVING ROSEN ADVERTISING

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

Phone: AXtel 7-7741

Owner, Time Buyer.....Irving Rosen

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.

Phone: JAckson 7-4566

APA—ABP

President.....Norton Rosengarten
Exec. Vice Pres.....Jay Scott
Radio-TV Dir.....Bill Kurtz

ROSS ROY-B.S.F. & D., INC.

2751 East Jefferson Ave., Detroit 7, Mich.

Phone: LOrain 7-3900

ABP—ANPA—PPA—NOAB—NPB

Bd. Chmn.....Ross Roy
President.....Walter Ayers
Sr. V.P.....Robert R. Roy
Exec. V.P.....J. S. Pingel
Sr. V.P., Creative Dir.....W. W. Shaul
V.P. Pub. Rel.....Hubert F. Roy
V.P.'s.....L. C. Barlow,
O. A. Brady, R. Lyon, R. D. Gaul, C.
Hicks, F. H. Larson, D. R. Lena, D. C.
Longyear, L. P. Morse, J. R. Neall, R. E.
Reins

Media Dir.....Ronald A. Post
V.P., Controller.....Harry W. Mellen
V.P., Media.....H. E. Runble
V.P., Dir. Prod. Analysis.....Kenneth S. Loring

Branch Offices

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

Phone: MU 6-1800

President.....W. C. Ayers
Ross Roy of Canada, Ltd.
Canada Trust Bldg., Windsor, Ont.
Phone: Clearwater 6-2371

RUDER & FINN, INC.

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

Phone: PLaza 9-1800

ABP—ANPA

Bd. Chmn., President.....David Finn
Chmn., Exec. Comm.....Paul Zucker
Sr. V.P.'s.....Charles Lipton, Richard Weiner,
Norman Weissman, Stanley Thea
V.P.'s.....Joseph Field, Robert Fleisher,
Alfred G. Paulson, Frank Saunders, Harold
Wolfson
Time Buyer.....Seymour Thompson

Branch Office

438 S. Vicente Blvd., Los Angeles, Calif.

Dir. West Coast Opera.....J. S. Nathanson

ADVERTISING AGENCIES

THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.

Phone: BRowning 1-2150

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Troskosky, F. F. Harned, F. B. Lynch,
J. L. Helfron, J. R. Van Arsdale, D. B.
Miller, R. D. Dunning, Lois McLaughlin,
E. F. Novak
Secy., Treas.....H. R. Hanson
Prod. Mgr.....R. H. Peters

Branch Offices

10 Lafayette Sq., Buffalo, N. Y.

Phone: TL 3-6020

V.P., Manager.....D. J. Atkinson
Vice Pres.....H. R. Keating
1512 Genesee St., Utica, N. Y.

Phone: SWift 7-2850

V.P. & Manager.....L. B. Riegler
V.P.....H. T. Duffy
1 Rockefeller Plaza, New York, N. Y.

Phone: PLaza 7-8022

V.P., Gen. Mgr.....B. Jones

LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.

Phone: CEntral 6-3521

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Exec. V.P.....Howard Neumann
Vice-Presidents.....Roger Pishny,
Vernon Morelock, Monty Mann, Oscar
Heuser
Treasurer.....George A. Mitten
Radio, TV Director.....Mack Fuller

SACKEL-JACKSON CO., INC.

131 Arlington St., Boston 16, Mass.

Phone: HUbbard 2-5910

President.....Sol Sackel
Exec. Vice Pres.....Ralph M. Schiff
V.P. & TV Prod.....Andrew Halway
V.P.'s.....Donald Heath,
Leonard Tarcher, Irv Eison, Thomas Healy
Dir. Best. Media.....Rene Reyes
TV Traffic.....Benjamin Carroll
Publicity Dir.....Frank P. Model

BEN SACKHEIM, INC.

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

Phone: PLaza 1-2200

AAAA—ABC—ABP—ANPA

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Exec. Vice-Pres.....George B. Pampel
V.P., Radio-TV.....William Pitts
TV Coordinator.....J. Battaglia, Jr.
Time Buyer.....Robert Goldsmith
Copy Chief.....Anne Green
Media Director.....William Galker
Acct. Execs.....Glenda Sullivan, Theodore
Herrmann, George Miller, James Fickei-
sen, Harold T. Graves, Austin P. Kelley,
Milton Mensch, Lewis Nemerson, William
Pitts, Donald Temple

WALKER SAUSSY ADVERTISING, INC.

1820 St. Charles Ave., New Orleans, La.

Phone: 524-3282

ANPA—ABP—ABC

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V.P., Gen. Mgr.....P. J. Stakelum, Jr.
Vice Presidents.....D. W. Ziegelsch,
Edward Curtis
Acct. Execs.....Boatner Reily, P. J. Stakelum,
Jr., J. H. Epstein, Dwight W. Ziegelsch,
Harold R. Huffman, Dorothea Schles-
inger, John Browne, Peter A. Mayer, Don-
ald H. Halsey

Secretary.....Dorothea Schlesinger
Treasurer.....Alvin C. Camus
Radio-TV Dir.....Peter A. Mayer
Time Buyers & Accounts: Mrs. Marie B.
O'Meara; American Brewing Co.; Elmer
Candy Co.; Henderson Sugar Refinery;
Hibernia Homestead & Svgs. Ass'n; Wm. B.
Reily Co.

ALLEN SAVAGE AGENCY

1 E. 57th St., New York, N. Y.

Phone: EL 5-1434

Owner.....Allen Savage

SAVAGE-DOW, INC.

5010 Underwood Ave., Omaha 32, Neb.

Phone: 553-6793

ANPA—APA—ABP—NBP

President.....Robert E. Savage
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V.P., Secretary.....Jack P. Hutlgren
V.P., Mds. Dir.....Harvey A. Hoffman
Prod. Mgr.....Marjorie E. Seaburg
V.P., Art Director.....John D. Andrews
Media Dept. Head.....Dolores Hanley

FRANK B. SAWDON, INC.

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

Phone: PLaza 1-6660

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Exec. V.P., Media Dir.....Ardien B. Rodner
V.P.'s.....Allan Moll, Edward Tabibian
Secretary.....Dorothy Prentice
Radio-TV Dir.-Prod.....John Paul Jones
Time Buyer.....Jean Hickson

Branch Office

6115 Selma Ave., Hollywood, Calif.

Phone: HOllwood 4-7579

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

A. A. SCHECHTER ASSOC.

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

Phone: MUrray Hill 7-1150

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

Branch Offices

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

Phone: FIancial 6-9511

Manager.....Charles Vance
1540 N. Highland Ave., Hollywood 28, Calif.
Manager.....Dorothy Furman

ADVERTISING AGENCIES

SHECK ADV. AGENCY, INC.

(Affil. with Lewis Adv. Agency)

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

Phone: Market 2-0480

ANPA—APA—NBP—SNPA

President.....Julius Scheck
V.P., Media Dir.....E. Grant Scheck
Secy. & Treas.....Morris Scheck
Prod. Mgr., Art Dir.....Marc Santiago
Copy Chief.....E. Bimberg

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.

Phone: MURray Hill 7-8294

President.....Joseph P. Schneider
Exec. V.P., Art Dir.....Alfreda Walsh
Media Dir.....M. B. Schneider

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.

Phone: GASpee 1-4813-45

ABP—ANPA—APA—NBP—NOAB

President.....Gordon Schonfarber, Jr.
V.P., Prod. Mgr.....Russell C. Edwards
Vice-Pres., Copy Chief.....John B. Swift
Secy. & Media Dir.....Amanda C. J. Olsson

SCHWAB, BEATTY, & PORTER, INC.

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

Phone: TEMpleton 8-5911

ABP—ANPA—NBP

President.....Victor O. Schwab
Exec. V.P.....Richard Porter
Dir. Radio-TV, Time

Buyer.....George F. Perkins

SCOPE ADVERTISING, INC.

12 East 41st St., New York 17, N. Y.

President.....Herman Zuckerman
Vice President.....Frederick L. Hyman
Account Executive.....William P. Brown

ED SHAPIRO INC.

1831 Chestnut St., Philadelphia 3, Pa.

Phone: LO 4-2877

ANPA—ABP—NBP

President.....Edward Shapiro
Treas.-Sec.....H. Hyman Shapiro

JOHN W. SHAW ADVERTISING, INC.

200 E. Ohio St., Chicago 11, Ill.

Phone: MO 4-3300

Bd. Chairman, Pres.....John W. Shaw
Exec. V.P.'s.....H. L. Brand, Charles Allen
V.P.'s.....Norman Anderson,
E. L. Renno, G. A. Wilcox, Joyce Turvlin,
Ralph Stewart, William Ries, William
Pullman

V.P., Sec.....Sigmund Seaman
V.P., Creative Dir.....George E. Filippetti
Radio-TV Prod. Mgr.....Stuart Berg
Time Buyers.....Marie Lehan, June Kemper,
Isabell McCaulay

Branch Office

5225 Wilshire Blvd., Los Angeles 36, Calif.

Phone: WE 8-2675

Mgr.Jack R. Schuler

SILTON BROS., CALLAWAY INC.

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—NBP

Board Chairman.....Jason N. Silton
President.....Myron L. Silton
Exec. V.P.....Ramon N. Silton
Senior V.P.....Earle W. Hoffman
Treasurer.....Morris Susman
Media Director.....Marie Kachinski

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.

Phone: FA 7-1691

SNPA—ANPA—APA—NOAB—ABP

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

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.

Phone: Woodward 3-3000

AAAA—ANPA—ABP—APA—NBP

Partners.....Leonard N. Simons,
Lawrence J. Michelson
Prod. Mgr.....Arthur H. Copland
Radio-TV Dir.....Morton Zieve

SMITH/GREENLAND COMPANY

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

Phone: Circle 6-6161

President.....Leo Greenland
V.P.'s.....Peter G. Weinberg,
Murray Platte, Douglas Warren
Sec.-Treas.....Martin L. Smith
Media Director.....Beryl Seidenberg
Time Buyers.....William Graham,
Sharon Tillman

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.

Phone: ATLantic 1-9312

ABP—ANPA

President, Treas.....Ronald P. Taylor
Exec. Vice Pres.....J. A. Petrenes
Radio-TV Director.....W. D. Morrissey

SON DE REGGER ADV. AGENCY

2930 Ingersoll Ave., Des Moines 12, Ia.

Phone: CH 4-9718

ANPA—APA—ABP—NBP

President.....T. Peterson
Secretary.....Thelma Billings
Prod. Mgr.....Tom Huddleston

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.

Phone: PLeasant 3-4789

Pres., Treas. & Radio Time Buyer

C. Jerry Spaulding

Vice President.....R. F. Hayward
Prod. Mgr.....Emile Gaucher
Media Dir.....J. L. Spaulding

RAYMOND SPECTOR CO., INC.

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

Phone: MURray Hill 8-4407

ABP—ANPA—APA—NBP

President, Treas.....Raymond Spector
Art Director.....Irving Trabich

ADVERTISING AGENCIES

SPITZ ADVERTISING AGENCY, INC.

530 Oak St., Syracuse 3, N. Y.

Phone: 9-5581

ABP—ANPA

Owner, Acct. Exec.....William Spitz
Art Director.....Alex Benthin
Copy Chief.....P. Pehizotto
Radio-TV Dir.....Gay Praml

SPITZER, MILLS & BATES LTD.

790 Bay St., Toronto 2, Ont.

Phone: EMpire 6-2811

ABC

Board Chairman.....G. F. Mills
Vice Chmn. of Bd.....J. W. Spitzer
President.....W. H. Reid
V.P.'s.....G. E. Cross, J. C. Bramm,
W. F. Nugent, L. F. McCartney, W. G.
Wallace
Radio-TV Dir.....R. A. Stevenson
Media Dir.....P. Judson

Branch Office

3405 Addington Ave., Montreal, Quebec

Phone: HU 1-0344

V.P.'s.....J. H. Randle, D. McCrimmon

STEBBINS, BARTON ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8131

ABP—ANPA—AAAA

President.....Barton A. Stebbins
Secy., Treas.....Dorothy M. Elliott
Copy Chief.....S. Elstad
Art Dir.....F. C. Williams
Media Dir.....A. W. Gudelman

HAL STEBBINS, INC.

9229 Sunset Blvd., Los Angeles, Calif.

Phone: CR 3-0750

ANPA—APA—AAAA—ABC—NBP

President.....Hal Stebbins
Sr. Vice Pres.....K. J. Mau
Treas.....Ruth Winberg

Branch Office

962 W. El Camino Rd., Sunnyvale, Calif.

Phone: REgent 9-4160

V.P., Mgr.....R. Citron

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.

Phone: Dunbar 1-5600

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

STORM ADVERTISING CO., INC.

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

Phone: BAKER 5-9140

Bd. Chmn., President.....Morris Storm
V.P., Sec.....Barbara B. Herman
V.P.'s.....Gerald P. Deppe,

Vincent Marccone, Glen S. Jennings
Time Buyers & Accounts: Barbara B. Her-
man, Punchinello 7-Fruit Drink, Tobin Pack-
ing Co.

Branch Office

71 Maryland Plaza, St. Louis 8, Mo.

Phone: FOrrest 1-8750

Exec. V.P., Gen. Mgr.....G. P. Deppe
Professional Bldg., 180 Old London Rd.,
Latham, N. Y.
Phone: ST 5-5888

Gen. Mgr.....Thomas J. Morton

SUDLER & HENNESSEY, INC.

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

Phone: PLaza 1-1250

President, Chmn.....A. E. Sudler
Exec. Vice President.....M. J. Hennessey
Radio-TV Director.....Hal Davis

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.

Phone: HANcock 6-7643

AAAA—ABP—ANPA—AFA—ANA

President.....Daniel F. Sullivan
Vice Pres.....Robert N. Sullivan
Treasurer.....William H. Sullivan
Operations Mgr.....James G. Hajjar
Copy Dir.....Henry A. Reeves
Prod. Mgr.....Herman Piquette

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

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

Phone: MUrray Hill 8-1600

ANPA—APA—NOAB—NBP—AAAA

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President.....Alfred J. Seaman
Ch. Exec. Comm.....Raymond F. Sullivan
Vice Ch. of Bd.....Brown Bolte,
Clifford Spiller
Sr. V.P.'s.....J. W. Cantwell,
Douglas J. Coyle, Herbert A. Vitriol, Bar-
rett Welch

Sr. V.P., TV Pgmng.....Harry Ommerle
Sr. V.P. & Creative Dir.....Richard W. Wyll
V.P., Dir. Radio-TV Dept.....Philip H. Cohen
Dir. of Sta. Rel.....Frank J. Reed
V.P., Radio-TV.....Rodney Albright,
John Cole, James Hayes

V.P., Media Dir.....Francis Minehan
V.P., Media Dept. Mgr.....Lloyd Harris
V.P., Admin.....T. Newton Weatherby
Treasurer.....Nelson Argueso
Assoc. Media Dirs.....Walter Bowe,
Edward Fonte, Ira Gonsier, Bertrand
Wagner

Broadcast Spvsr.....Vera Brennan
Time Buyers.....Michael Cambridge,
Robert Carmody, Peter Holland, Nicholas
Imbornone, Donald Ross, Wayne Silber-
sack, Jeanne Sullivan, Charles Woodruff

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 4-2119

Vice Pres.....Robert W. Ballin
Estimated Radio Billings: \$5,800,000.
Estimated TV Billings: \$35,300,000.

ADVERTISING AGENCIES

SWAN & MASON ADVERTISING, INC.

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

Pres., Treas. Willard W. Mason
Exec. V.P. George Crandall
Vice Pres. Anthony Azzato
Secretary Marguerite Cunningham
Branch Office
1720 S. Boulder St., Tulsa 19, Okla.
Phone: LUther 4-6115

TAGGART & YOUNG, INC.

7466 Beverly Blvd., Los Angeles 36, Calif.
Phone: WEbster 3-8108
APA—NBP

President. Douglas R. Young
Sec.-Treas. Ruth Hazen
Copy Chief. Kenneth Raetz
Art Dir., Prod. Mgr. Robert E. Angell
Radio-TV Dir. & Timcuyer. Ray Lewis

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-3700
AAAA—ABP—ANPA

Bd. Chairman. Arthur E. Tatham
President. J. Kenneth Laird
Treasurer. Harold C. Jensen
Asst. Treas. Fred Winter
Secretary Mary Kyak
Market Res. Dir. Arthur A. Simon
V.P., Media Director. George A. Bolas
Media Supervisors Jack Ragel
Roy A. Boyer, T. Lauer
Broadcast Media Mgrs. Joan Dressel,
James Spero, George Stanton, James Warner A. Malpede, M. Rodger
Production Manager. Eldon Rohrsen
Creative Research Director. Dr. Don Kanter

Branch Offices

444 Madison Ave., New York 17, N. Y.
Phone: PLaza 2-1111

V.P. in Chg. H. Frazee
Dir. Radio-TV. W. H. Thomas
1680 Vine, Hollywood 38, Calif.
Phone: HOLlywood 1-9228

Exec.-in-Charge Vic Hunter
Estimated Radio Billings: \$2,000,000.
Estimated TV Billings: \$16,000,000.

TELESALES, INC.

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

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

TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5860 N. Lincoln Ave., Chicago, Ill.
Phone: SUnnyside 4-3800

Pres., Exec. Prod., Radio-TV. Ron Terry
V.P., Radio & Elec. Trans. Dir. Al Richman
V.P.'s Peter Fleishmann,
Filmore E. Mandl
TV Dir., Secretary-Treas. Gloria Lynn
Production Mgr. Sanford Sorkin

Press Dept. Mgr. Ben W. Glassman
Time Buyers. Ron Terry, Gloria Lynn,
Ben W. Glassman, Peter Fleischmann, Filmore E. Mandl

THOMPSON & ASSOCIATES, INC.

Suite 509, Empire Bldg., Pittsburgh 22, Pa.
Phone: COurt 1-6519

President. L. Cook Thompson
Vice Pres. Robert N. Thompson
Radio-TV Dir. Alvin L. Roth
Media Dir. William R. Wsch

J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.
Phone: MUrray Hill 6-7000
AAAA—ABC—AFA—ANA

President. Norman H. Strouse
Exec. Vice Pres., Dir. Wallace Elton
Exec. V.P., Sec. Howard Kohl
Exec. V.P., Dir. William D. Laurie, Jr.
Exec. V.P., Dir. George Reeves
Sr. V.P., Dir. Arthur C. Farlow
Directors. Henry C. Flower, Jr.,
Samuel W. Meek
Sr. V.P.'s. Kennett W. Hinks,
Edward G. Wilson, Dan Seymour
V.P.'s. P. R. Albright,
S. Aubrey, R. C. Barker, W. F. Benoit,
A. T. Blomquist, J. E. Boyle, R. E. Buchanan,
W. H. Buckley, A. I. Cameron, R. C. Carmen,
A. J. Cole, R. T. Colwell, L. D'Aloise,
R. E. Dennison, R. D. Karp,
E. Gordon, H. R. Herrmann, R. F. Hurd,
A. H. Johnson, H. Klintrup, G. A. Lyderker,
R. C. McKee, R. E. Mead, S. A. Olson,
C. A. Rheinstrom, W. A. Seibert, Jr.
V.P., Radio-TV Pgmng. Thomas McAvity
Admn., Radio-TV. John F. Devine
Time Buyers. D. Charnas,
T. Glynn, J. Green, Ruth Jones, A. Wright,
R. Welty

Branch Offices

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

Exec. Vice Pres., Mgr. George C. Reeves
535 Griswold St., Detroit, Mich.
Phone: WO 2-8890

Exec. V.P., Mgr. W. D. Laurie, Jr.
6505 Wilshire Blvd., Los Angeles, Calif.
Phone: OL 3-0300

V.P.'s, Mgrs. H. R. Haldeman, W. Wilgus
2 Gateway Center, Pittsburgh 22, Pa.
Phone: AT 1-8616

Manager. Walter Prior
299 Alhambra Circle, Coral Gables, Fla.
Phone: HIGHLand 5-1391

Manager. Joseph J. Kellerher
320 California St., San Francisco, Calif.
Phone: GA 1-3510

V.P., Mgr. Harry A. Lee
700 Hartford Bldg., Dallas, Tex.
Phone: RIVerside 1-4584

Mgr. J. William Braver
621 17th St., Denver 2, Colo.
Phone: AMherst 6-3861

Mgr. Stephen Hull

ADVERTISING AGENCIES

311 Palmer Bldg., Atlanta 3, Ga.

Phone: Jackson 3-1744

Mgr. Ben Blauser
234 Loyala Ave., New Orleans 12, La.

Phone: 524-7654

Mgr. Floyd Brown
3620 Carew Tower Bldg., Cincinnati, O.

Phone: Du 1-1825

Manager Peter Paddock
425 Nichols Rd., Kansas City, Mo.

Phone: WE 1-4452

Manager Thomas J. McAskin
1737 De Salles St. N.W., Washington, D. C.

Phone: National 8-6140

Mgr. John J. Barnhill

Estimated Radio Billings: \$10,000,000.

Estimated TV Billings: \$115,000,000.

TRACY, KENT & CO., INC.

147 E. 50th St., N. Y. 22

Phone: ELdorado 5-4404

ABP—ANPA—APA—NBP

Chairman of Board. Wm. Irwin Tracy

Pres. Frank S. Kent

Treas., Secy. George M. Pease

Prod. Mgr. H. V. Kelly

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas

Phone: RI 8-4741

AAAA—ABP—ANPA—ABC—AFA

President Morris Hite

V.P., Treas. John H. Wellenkamp

V.P.'s F. E. Rowe, G. G. Addington

V.P., Radio TV. Lawrence E. DuPont

Media Dir. Ernestine Parker

Radio-TV Director. Howard Fisher

Time Buyers. Paul Girard,

Glenna Tinkler

Branch Office

900 N. E. Military Dr., San Antonio 9, Tex.

Phone: TA 6-3251

Exec V.P. & Mgr. William J. James

JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.

Phone: MArket 3-8487

N. Y. Phone: BA 7-6474

ABP—ANPA

President Jay Victor

Ch. Exec. Comm. Harold Markowitz

V.P., Radio-TV. Krine Laffler

Vice Pres. Harvey Victor

V.P., Public Rel. E. W. Thomson

Secretary Eli Scolnick

Treasurer. Henry L. Metger

Prod. Mgr. Barbara Barry

Traffic Mgr. Frederica Weigner

WABE, INCORPORATED

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

Phone: CI 6-7242

President Charles Bernard

Asst. to Pres. Rita Scarfone

Art Dir. Leonard Kessler

WADE ADVERTISING INC.

20 N. Wacker Drive, Chicago 6, Ill.

Phone: FI nancial 6-2100

ANPA—ABP—NOAB

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Sr. V.P.'s. M. Harms, L. J. Nelson

Exec. Art Director. Bruce Collins

Prod. Mgr. E. Beane, Jr.

Dir. Best. Richard Dunn

Bus. Mgr., Broadcasting. Edward Carey

Prog. Prod. G. Allen

Film Prod. R. Alcott

Radio-TV Prod. J. West

Branch Offices

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

Phone: Circle 5-1990

Mgr. Henry J. Opperman

1717 N. Highland Ave., Los Angeles, Calif.

Phone: HOLlywood 6-1631

Exec. Vice Pres., Mgr. P. McCluer

Radio-TV Dir. E. Pierce

Estimated TV Billings: \$21,000,000.

WARWICK & LEGLER, INC.

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

Phone: PLaza 1-4700

President. H. Paul Warwick

Exec. Vice Pres. John P. Warwick

V.P., Exec. TV Prod. Andrew V. Christian

TV Pgnng., Prod. Peter Krug

TV Producer. Benjamin Colarossi

V.P., Media. R. S. Bean

V.P., Copy Chief. Robert L. Edens

V.P., Dir. of Art. N. Leslie Silvas

NORMAN D. WATERS & ASSOCIATES, INC.

(Div. of Friend-Reiss Adv. Inc.)

167 East 56th St., New York 22, N. Y.

Phone: PLaza 2-2600

ANPA—NBP—ABP

President. Norman D. Waters

Exec. Vice Pres. Bliss Woodward

Production Mgr. J. Brown

WATTS, PAYNE—ADV., INC.

311 West 7th-Denver Blvd., Tulsa 19, Okla.

Phone: LU 3-7571

AAAA—ABP—ANPA—AFA

Pres., Treas. Oscar E. Payne

Vice Presidents. Leslie S. Hauger,

Don Dyer, Donald S. Mitchell

Production Mgr. Steve Snyder

Radio-TV Dir. Don S. Mitchell

Secretary. Jack W. Tubb

Estimated Radio Billings: \$275,000.

Estimated TV Billings: \$100,000.

WEBB ASSOCIATES, INC.

8 West 40th St., New York 18, N. Y.

Phone: LO 5-6462

President Bernard Schiff

Controller Lillian Habib

Production Mgr. Lee Kriss

TV Dir. Elaine B. Hudson

WEIL, LEVY & KING, INC.

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

Phone: MA 6755

ADVERTISING AGENCIES

ANPA

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Sec.-Treas.....Stephen Gottheif
V.P., Creative Dir.....David I. Levy
V.P., Radio-TV Dir.....Peter King

MILTON WEINBERG ADVERTISING CO.

6523 Wilshire Blvd., Los Angeles 48, Calif.
Phone: OLive 3-2300
ABC—ANPA—APA

President.....Bernard Weinberg
General Manager.....William Krauch
Media Dir.....Joel Stearns
Art Dir.....Sam Diamond
Prod. Mgr.....Harry Krauch

EDWARD H. WEISS & CO.

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

President.....Edward H. Weiss
Exec. V.P.....Bernard Gross
Vice Chmn.....Irving D. Auspitz
V.P., Creat. Dir.....N. Lee King
V.P., Dir. Mkt. Svc.....Jack Bard
V.P., Research Dir.....John Tarini
V.P., Copy Chief.....Robert Wanemaker
V.P.'s.....Byron Bonnhelm, Jerome L. Joss,
Robert J. Fierst, Paul Greenfield, Jerome
Reshkin, Joel Martin, Ernest Stern, Harold
W. Shepard, Sam Silberman, Kenneth A.
Murison

V.P., Radio-TV Dir.....Rolf Brandis
V.P., Media Dir.....Nathan Pinsol
Time Buyers & Accounts: Harry Pick:
Perk Foods Co., H. W. Gossard Co., Jose Es-
calante, Amity Leather, Joan Mandel: Car-
ling Brewing Co., Purex, Golden Mix, Little
Crow Milling, Sealy Mattress. Philip Kaplan:
Midas, Mogen David Wine, Crush Int. Ar-
mella Selsor: Helene Curtis, Thomas J. Lip-
ton, Inc.

Branch Offices

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

Phone: JUDson 6-8313

V.P., Manager.....Peggy Schilling
6363 Wilshire Blvd., Los Angeles, Calif.

Phone: OLive 3-8360

Vice Pres.....David R. Fenwick
Radio Director.....Les Goldsmith

WEISS & GELLER

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

Phone: PLaza 3-4070

ANPA—NOAB—APA

President.....Max A. Geller
Exec. V.P., Media Dir.....Max Tendrich
Sr. V.P., Creative Dir.....Lawrence Wisser
V.P. Art Dir.....Arthur Gordon
V.P., Art Dir.....John Sanchez
Bst. Traffic Mgr.....G. DeVito
Time Buyer.....Jack Geller
Prod. Mgr.....Sally Green

WERMEN & SCHORR, INC.

1616 Walnut St., Philadelphia 3, Pa.

Phone: Pennypacker 5-1688

APB—APA—NOAB—ANPA

President.....David Wernman

Exec. V.P.....J. Leonard Schorr
Dir. Plans & Mktg.....Jay Beneman
Print Media Dir.....Helen Carroll
Space Buyer.....Grace Mathias
Radio-TV Time Buyers.....Liz Vosberg,
Rochelle Segal, Terry Falgiatore

Dir. Radio & TV.....Jerry Samuelsohn
Admin. Mgr. & Talent Dir.....Jean M. Borrelli
TV-Radio Traffic.....Elaine Golland
Copy Chief.....Paul Dietz
Art Director.....Edward Schorr
Graphic Arts Mgr.....Allan Greenfield
Acct. Execs.....David Wernien,
J. Leonard Schorr, Jay Beneman, Lester J.
Harmon, Joseph R. Rollins, Jr.

Assoc. Acct. Execs.....Phyllis Lee,
Betty Silberman

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.

Phone: MUrray Hill 4-7545

Owner, Media Dir.....E. Taylor Wertheim
Art Dir.....Jose Ramos

THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.

Phone: JUDson 2-8050

ABP—ANPA—NBP—NOAB

Chmn. Exec. Comm.....Leland G. Wesley
President.....C. J. McCarthy, Jr.
Vice President.....LeGrand L. Redfield
Creative Art Dir.....G. Heller
Prod. Mgr.....Ed Fitzgerald
Creative Dir. R-TV.....C. Amory
Radio-TV Prod. Spvsr.....R. Rehbock
Art Dir.....A. Kennedy

WEXTON COMPANY, INC.

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

Phone: MU 8-4050

Chairman.....Larry Schwartz
President.....Martin Solow
Exec. Vice Pres.....Adrian Price
Vice Pres.....George Gilbert
V.P., Radio-TV Dir.....John Eckstein
Secy.-Treas.....Howard Wechsler
Time Buyer.....Jeff Fine

WILLIS & BORG ADV. AGENCY

954 Midland Bank Bldg., Minneapolis, Minn.

Phone: FEderal 9-3025

President.....Herbert Willis
Radio Time Buyer.....M. Furlong
Production Mgr.....J. Southwick

WILLIS/CASE/HARWOOD, INC.

Talbott Bldg., Dayton 2, Ohio

Phone: 222-5542

APA—ANPA—AAAA—ABP—CAAN

President.....Paul B. Willis
V.P., Creative Director.....Harley Case
V.P., Radio Director.....F. R. Harwood

WINFIELD ADV. AGENCY, INC.

8012 Bonhomme, St. Louis 5, Mo.

Phone: VO 3-4524

President, Treas.....Robert O. Scott
V.P., Radio-TV Dir.....Barbara Block
Secretary.....Dorothy Frese

WINIUS-BRANDON COMPANY

1015 Locust St., St. Louis 1, Mo.

Phone: CHestnut 1-6375

AAAA

Chairman.....Enno D. Winius
President.....W. L. Sanborn
Sr. Vice-Pres.....C. A. Brandon
V.P., Creative Dir.....James D. Nevins
Media Dir.....Paul E. Jones
Radio-TV Dir., Time
Buyer.....R. E. Fischer

Branch Office

1016 Central, Kansas City, Mo.

Phone: HA 1-7383

V.P.....James H. Barickman

WINN-McLANE ASSOCIATES

1004 International Life Bldg., Austin 1, Texas

Phone: GR 6-6388

President.....B. McLane

Vice-Pres.....R. Winn

G. WINSTON & COMPANY

32 W. 46th St., New York 36, N. Y.

Phone: CIRCLE 5-4880

President.....George V. Bleier
V.P., Gen. Mgr.....Dave Carson
Art Dir.....H. B. Kornheiser
Research Dir.....Albert Tedaldi

DEL WOOD ASSOCIATES

1271 Ave. of the Americas, N.Y. 20, N.Y.

Phone: PLaza 7-9292

President.....Peter Frank
Exec. V.P.....Charles J. Weigert
Vice President.....Sidney J. Barbet
Time Buyers & Accounts: Eugene Sutorius: Drugs United, Barbasol Co.; Nita Nagler: Monarch Wine Co.; Roland Lesser: Cook Chemical, Beauty-Quick Spray Starch; Jason Darol: Spoolie Hair Curler Co., Lu Wane Co.; Luisa Robinson: Lucky Tiger Mfg. Co.

Branch Office

5420 Melrose Ave., Hollywood 38, Calif.

Phone: HOLLYWOOD 2-6027

Estimated Radio Billings: \$1,200,000.

Estimated TV Billings: \$1,110,000.

WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas

Phone: CA 6-2226

SNPA

Owner.....William I. Wyatt

MARVIN YOUNG ASSOCIATES

4432 Farndale Ave., No. Hollywood, Calif.

Phone: POplar 3-5347

Head Associate.....Marvin Young
Associates.....Joel Corbett, Neil Petry,
Maruska Petrask, Lee Hanson

YOUNG & RUBICAM, INC.

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

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V.P.-in-Chg.....Jack W. Smock

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

Estimated TV Billings: \$86,000,000.

THE ZAKIN COMPANY

27 East 37th St., New York 16, N.Y.

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Leading Advertising Agencies of Canada

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Ardiel Advertising Agency, Ltd.	4 Lawton Ave.	Toronto	HU 5-6541-5	B. Glen Gill	B. Glen Gill
Ardiel Advertising Agency, Ltd.	180 Parkdale Ave. N	Hamilton	LI 9-2419	J. N. Elliott	
Backman Advertising Ltd.	Sovereign Bldg.	Halifax, N.S.	423-8164	Ann Archibald	
Baker Advertising Agency Ltd.	1670 Bayview Ave.	Toronto	487-1511	N. Pahlen	Miss G. Rudolphe
Baker Advertising Agency Ltd.	1420 Sherbrooke St. W.	Montreal	Victor 5-2191	G. St. Denis	Miss Clara Quinn
Batten, Barton & Durstine & Osborne Inc.	2 Carlton St.	Toronto	EM 3-9461	Frederick Thorne	Mrs. Mildred MacLeod
Batten, Barton & Durstine & Osborne Inc.	1010 St. Catherine St. W.	Montreal	UNiversity 8-2655	Philippe Garcia Pierre Pelletier (French)	
Beedham & Beecroft Adv. Ltd.	217 St. Clair Ave., W.	Toronto	924-8431	Miss D. Lamb	
Bingham, John McMenney Ltd.	32 Front St., W.	Toronto	EM 2-2641	Wm. S. Whitehead	
Bingham, John McMenney Ltd.	4645 Cavendish Blvd.	Montreal	HU 1-5032	J. Cooper	
Bingham, John McMenney Ltd.	1083 King E.	Kitchener, Ont.	SH 5-1601	S. Lorrman	
Bingham, John McMenney Ltd.	257 Osborne St.	Winnipeg, Man.	GL 2-2564	E. Gordon Lowen	
Bleasdale Advertising Ltd.	208 Kresge Bldg.	Victoria, B.C.	EV 2-6741	Harry S. Bleasdale	Violet Perry
Breithaupt, Milson, & Benson	120 Eglinton Ave. E.	Toronto	HU 3-3531		J. E. Palmer
Brooks Advertising, Ltd.	21 Dundas Sq.	Toronto	368-2396	Herbert Brooks	Esther Henning
Brooks Advertising, Ltd.	132 Roy Bldg.	Halifax	3-7142-3	Frank Wallace	
Brooks Advertising, Ltd.	326 Pender St.	Vancouver	MU 3-8558	Peter Ross	John G. Service
Brown, Mitchell & Wright, Ltd.	Davie St. 1033	Vancouver	MU 4-7277	Alex D. Wood	John P. Moore
Brown, Mitchell & Wright, Ltd.	537 8th Ave., SW.	Calgary	AM 2-4767	James B. McRae	
Burnett Leo Co. of Canada, Ltd.	133 Richmond St., W.	Toronto	EM 6-5801	Aliette Dufour	
Burnett Leo Co. of Canada, Ltd.	550 Sherbrooke St., W.	Montreal	VI 4-3939	L. St. Amand	
Burns Advertising Agency, Ltd.	1980 Sherbrooke St., W.	Montreal	WE 5-5257	A. G. Thompson	
Burns Advertising Agency, Ltd.	181 Bay St.	Toronto	368-2377	M. Fontaine	
Canadian Advertising Agency	1454 Mountain St.	Montreal	VI 2-8061		

Canadian Advertising Agency.....	790 Bay St.	Toronto	358-7646	Irwin Teitel	E. W. Box
Canadian Advertising Agency.....	1131 Richards St.	Vancouver	MU 4-4151	K. L. Johnson	
Cardon, Rose, Ltd.....	1411 Crescent St., W.	Montreal	VI 2-9581	Norman Cardon	
Cater, Garry J. of Canada, Ltd.....	59 Avenue Road	Toronto	924-2505	Garry J. Carter	
Cockfield, Brown & Co., Ltd.....	Canada Cement Bldg.	Montreal	UN 1-1771	R. W. Harwood	
Cockfield, Brown & Co., Ltd.....	185 Bloor St., E.	Toronto	924-5492	P. C. Dolan	
Cockfield, Brown & Co., Ltd.....	804 Electric Railway Chambers	Winnipeg	WH 2-0811	H. J. Gibson	J. R. Cameron
Cockfield, Brown & Co., Ltd.....	1200 Burrard Bldg.	Vancouver	MU 1-1111	Miss Madigan	
Collyer Advertising, Ltd.....	2100 Drummond St.	Montreal	VI 2-8672	K. Chase	Nan Fraser
Collyer Advertising, Ltd.....	20 Carlton St.	Toronto	EM 3-2647	M. L. Graves	
Cooper Advertising Co., Ltd.....	105-7 Marigold Bldg.	Saskatoon, Sask.	CH 4-4696	Mrs. Grace Atkinson	
Cooper Advertising Co., Ltd.....		Regina, Sask.	LA 7-3855	William Frederick	
Copeland, Don., H., Advertising Ltd.....	442 Sherbourne St.	Toronto	WA 2-5969	Mrs. V. M. Copeland	
Crombie Advertising Co., Ltd.....	391 St. James St., West	Montreal	VI 9-5246	V. P. Gray	
Crombie Advertising Co., Ltd.....	100 Adelaide St., W.	Toronto	924-7204	Mrs. J. Watson	
Dancer-Fitzgerald-Sample Adv. Can. Ltd.....	200 St. Clair Ave., W.	Toronto	WA 4-8425	Mrs. Ruth Pedley	
Desbarats Rayment Advertising Ltd.....	485 McGill St.	Montreal	UN 6-4835	D. Tasker	
Dominion Advertising Inc.....	480 Mount Royal St., E.	Montreal	VI 5-8916	A. Desautels	
Dreher Monroe F., Ltd.....	Dominion Square Bldg.	Montreal	UN 6-4715	Mrs. W. F. Byrd	
Erwin Wasey, Ruthrauff & Ryan, Ltd.....	610 Church St.	Toronto	WA 1-5187	Edward W. Karthaus	
Ferres Advertising, Ltd.....	63 Duke St.	Hamilton, Ont.	JA 9-1116	C. T. Dickson	R. L. Simpson
Foote, Cone & Belding, Canada, Ltd.....	10 St. Mary St.	Toronto	WA 5-5961	Mona Harper	
Foster Advertising, Ltd.....	149 Alcorn Ave.	Toronto	924-4681	Miss M. Newton	Pierre Petel
Foster Advertising, Ltd.....	550 Sherbrooke St., West	Montreal	VI 9-5343	Miss C. Toupin	
Foster Advertising, Ltd.....	140 St. Portage Ave.	Winnipeg	WH 2-0776	Laurie A. Mainster	
Foster Advertising, Ltd.....	77 Metcalfe St.	Ottawa	CE 6-5909	J. R. Foster	
Gibbons, J. J., Ltd.....	46 St. Clair Ave., E.	Toronto	924-8391	Dorothy Marshall	
Gibbons, J. J., Ltd.....	1440 St. Catherine St., W.	Montreal	UN 6-7482	Rupert Burdick	
Gibbons, J. J., Ltd.....	Scott Bldg.	Winnipeg	WH 2-7373	A. Bruce Johnston	
Gibbons, J. J., Ltd.....	2070 Albert St.	Regina, Sask.	LA 7-6688	Harold Ellis	
Gibbons, J. J., Ltd.....	513 8th Ave.	Calgary	AM 2-5437	W. A. Bell	
Gibbons, J. J., Ltd.....	1533 W. Pender St.	Vancouver	MU 1-0157	Mrs. Hazel Bakes	
Goodis, Goldberg Dair, Ltd.....	288 Lawrence Ave., W.	Toronto	RU 9-1101	Barbara Kirkpatrick	R. Blazer
Goodis, Goldberg Dair, Ltd.....	Birks Bldg.	Montreal	UN 6-6181		

Leading Advertising Agencies of Canada

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Goodis, Goldberg Dair, Ltd.	818 8th Ave., S.W.	Calgary	AM 2-7474	Jay L. Joffe	
Goodwin, Ellis Advertising, Ltd.	1161 Melville St.	Vancouver	MU 1-3474	W. E. Ellis	
Goodwin, Ellis Advertising, Ltd.	630 8th Ave., S.W.	Calgary	AM 2-4262	G. Stewart Menzies	
Grant Advertising of Canada, Ltd.	170 University Ave.	Toronto	EM 3-2144	K. R. MacDougall	
Grant Advertising of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-7828	W. B. Wilbraham	
Grosberg, Pollock & Gwartzman, Ltd.	78 Charles St., W.	Toronto	924-9211	Chas. A. Grosberg	
Hayhurst, F. H. Co. Ltd.	55 Eglinton Ave., E.	Toronto	HU 7-4377	R. D. Amos	E. Brown
Hayhurst, F. H. Co. Ltd.	1420 Sherbrooke St., W.	Montreal	VI 5-0251	G. Gendron	Mrs. V. McLean
Heggie Advertising Co., Ltd.	97 Eglinton Ave., E.	Toronto	HU 1-5125	John E. Chilman	
Huot, J. E., Publicitee, Ltee.	353 St. Nicholas St.	Montreal	VI 2-9011	Paul Vermette	
Hutchins Advertising of Canada, Ltd.	33 Hayden St.	Toronto	924-3753	P. J. Hennessy	
Imperial Advertising, Ltd.	38 Blower St.	Halifax, N.S.		G. E. MacDonald	
Industrial Advertising Agency, Ltd.	385 Madison Ave.	Toronto	924-6671	Mrs. V. Percival	
Industrial Advertising Agency, Ltd.	1500 Stanley St.	Montreal	VI 2-5281	A. G. Temple	
Industrial Advertising Agency, Ltd.	177 Russell Ave.	St. Catharines, Ont.	MU 2-9443	D. C. Williamson	
Jarvis, Albert, Ltd.	1000 Yonge St.	Toronto	WA 5-3815	Godfrey Jarvis	
Jarvis, Albert, Ltd.	1466 Crescent St.		AV 8-9234	George Turner	
Kelley, Russell T. Co., Ltd.	627 Main St., E.	Hamilton, Ont.	JA 2-1155	J. D. McNie	Mrs. Dorothy Gilliller
Kenyon, & Eckhardt, Ltd.	321 Bloor St., E.	Toronto	WA 5-8931	J. A. Winter	
Kenyon, & Eckhardt, Ltd.	550 Sherbrooke St., W.	Montreal	VI 2-2534	Lucien Roy	
Lovick, James & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221	Mrs. A. Bothamley	
Lovick, James & Co., Ltd.	800 Bay St.	Toronto	WA 1-1121	R. Freiman	Olive Jennings
Lovick, James & Co., Ltd.	200 Queens Ave.	London, Ont.	GE 8-6141	W. M. Page	
Lovick, James & Co., Ltd.	428 Portage Ave.	Winnipeg	WH 3-0623	A. B. Jenkins	

Lovick, James & Co., Ltd.	629 7th Ave., S.W.	Calgary	AM 2-6161	C. N. York
Lovick, James & Co., Ltd.	401 Kerr Block	Regina, Sask.	LA 3-7570	Mrs. Helen Martenson
Lovick, James & Co., Ltd.	105 Marigold Bldg.	Saskatoon Sask.	CH 4-4696	Mrs. G. Atkinson
Lovick, James & Co., Ltd.	10014 107th St.	Edmonton, Alta.	GA 4-2181	J. M. Younie
Lovick, James & Co., Ltd.	623 Dominion Square Bldg.	Montreal	UN 6-8391	Mrs. Stella Slattery
MacLaren Advertising Co., Ltd.	111 Richmond St., W.	Toronto	EM 3-2244	F. K. Campbell
MacLaren Advertising Co., Ltd.	550 Sherbrooke St., W.	Toronto	VI 5-1222	R. A. Kirkwood
MacLaren Advertising Co., Ltd.	635 Ouellette Ave.	Windsor, Ont.	CL 3-1414	Jas. A. Robb
MacLaren Advertising Co., Ltd.	911 Electric Ry. Chambers	Winnipeg	WH 2-6321	E. P. Thompson
MacLaren Advertising Co., Ltd.	1240 W. Pender St.	Vancouver	MU 5-6268	J. A. Ferry
McCann-Erickson (Canada) Ltd.	200 Bloor St., E.	Toronto	WA 5-3231	S. D. Bennett Mary McGowan
McCann-Erickson (Canada) Ltd.	2055 Peel St.	Montreal	VI 9-8341	Yves Bourassa
McCann-Erickson (Canada) Ltd.	1030 W. Georgia St.	Vancouver	MU 3-5608	Miss F. Asson
McConnell, Eastman & Co., Ltd.	291 Dundas St.	London, Ont.	GE 4-4528	R. A. McCall
McConnell, Eastman & Co., Ltd.	234 Eglinton Ave., E.	Toronto	HU 7-4601	Mrs. Q. J. Sinclair
McConnell, Eastman & Co., Ltd.	Dominion Square Bldg.	Montreal	UN 6-6771	Miss A. Gnesko
McConnell, Eastman & Co., Ltd.	Royal Bank Bldg., 382 Portage Ave.	Winnipeg	WH 3-7406	Miss Helen Basiuk Miss G. Ulinder
McConnell, Eastman & Co., Ltd.	337 8th Ave., W.	Calgary	AM 3-7040	Mrs. L. Curtis
McConnell, Eastman & Co., Ltd.	10020 109th St.	Edmonton, Alta.	GA 2-5107	Mrs. J. Ferguson
McConnell, Eastman & Co., Ltd.	1198 W. Pender St.	Vancouver	MU 3-2161	Clarke Wallace
McCracken, W. A., Ltd.	153 St. Clair Ave., W.	Toronto	924-0721	Mrs. Marjorie Graves
McGregor Deaville Advertising	1175 Bay St.	Toronto	WA 2-4864	Arthur E. McGregor
McKim Advertising, Ltd.	2100 Drummond St.	Montreal	VI 9-4152	Peel Stevan Jean Monte
McKim Advertising, Ltd.	1407 Yonge St.	Toronto	924-0981	G. W. Leech
McKim Advertising, Ltd.	401 National Trust Bldg.	Winnipeg	WH 2-3491	R. I. Morton
McKim Advertising, Ltd.	1030 West Georgia St.	Vancouver	MU 4-8121	Miss E. Fox
Muter, Culiner, Frankfurter & Gould, Ltd.	89 Avenue Rd.	Toronto	924-5738	E. Gould
Nattall & Maloney, Ltd.	108 12th Ave., S.W.	Calgary, Alta.	AM 9-3054	Mrs. P. McVean
Nattall & Maloney, Ltd.	10666 103rd St.	Edmonton, Alta.	GA 4-4910	Edward Maloney
Needham, Louis & Brorby of Canada, Ltd.	121 Richmond St., W.	Toronto	EM 4-1492	Ray Arsenault
O'Brien Advertising, Ltd.	1455 W. Georgia St.	Vancouver	MU 1-9174	Mrs. M. Albrecht
				G. Rafelman
				Denise Curran
				Mrs. Rotha Webb Clark Lewis

Leading Advertising Agencies of Canada

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
O'Brien Advertising, Ltd.	117 LaFleche Bldg.	Edmonton	GA 2-5450	A. E. Nightingale	
O'Brien Advertising, Ltd.	2034 Alta Vista Drive	Ottawa	CE 2-5657	R. A. Hay	
Ort, William R., Ltd.	240 Eglinton Ave., E.	Toronto	HU 5-9367	Ann Chaicraft	
Ort, Robt. & Co. (Canada) Ltd.	1670 Bayview	Toronto	477-1511	W. R. Baker	
Paul, Phelan & Perry, Ltd.	6 Crescent Rd.	Toronto	WA 5-3436	G. P. Vale	
Paul, Phelan & Perry, Ltd.	1500 Stanley	Montreal	VI 9-8061	Miss A. Lemieux	
Payeur Publicite, Inc.	6398th Ave.	Quebec City	529-3322	J. P. Vogel	
Pemberton, Freeman, Mathes & Milne	550 Church	Toronto	924-6243	Peter F. W. Percival	
Pemberton, Freeman, Mathes & Milne	1980 Sherbrooke St. W.	Montreal	WE 5-5287	Miss M. Henault	T. Reid & G. Forsyth
Pennell Advertising	145 Yonge St.	Toronto	EM 4-2079	Miss M. Barrer	
Plant, Elton M., Advertising, Ltd.	586 Ouellette Ave.	Windsor, Ont.	CL 4-1159	Elton M. Plant	
Purkis, Thornton Ltd.	330 Bay St.	Toronto	EM 4-3762	Miss G. Race	
Reimer C., Advertising, Ltd.	407 Graham Ave.	Winnipeg	WH 2-1868	C. L. Reimer	M. D. Reimer
Ronalds-Reynolds & Co.	154 University Ave.	Toronto	EM 2-2381	Vera Hopkins	
Ronalds-Reynolds & Co.	1440 St. Catherine St. W.	Montreal	UN 6-9471	W. Burrill	A. Weintall
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-2371	R. A. Post	
Sauviat, G. R. & Associates	1500 Stanley	Montreal	AV 8-1471	G. R. Sauviat	J. P. Champagne
Schneider Cardon, Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	H. M. Schneider	
Smith, R. C. & Son, Ltd.	140 Merton St.	Toronto	HU 1-2253		G. Alex Phare
Spitzer & Mills & Bates, Ltd.	790 Bay St.	Toronto	EM 6-2811	R. A. Stevenson	
Spitzer & Mills & Bates, Ltd.	3405 Addington Ave.	Montreal	HU 1-0344	D. McCrimmon	
Stanfield, Johnson & Hill, Ltd.	1200 Dominion Sq., Bldg.	Montreal	UN 6-8741	R. H. Geary	
Stanfield, Johnson & Hill, Ltd.	255 Davenport Rd.	Toronto	924-8481	W. C. Bopp	
Stevenson & Scott, Ltd.	1260 University St.	Montreal	UN 6-9361	Miss Jean Sweeney	

Stevenson & Scott, Ltd.....	100 Adelaide St. W.	Toronto	EM 3-5773	S. C. Young
Stevenson & Scott, Ltd.....	402 Pender St., W.	Vancouver	MU 3-5696	Miss Sherill Adair
Stevenson & Scott, Ltd.....	95 Dresden Row	Halifax, N.S.		Alan Forster
Tames Advertising Agency, Ltd.....	1395 Bayview	Toronto	HU 1-2291	John G. Tames
Tandy Richards Advertising, Ltd.....	20 Carlton St.	Toronto	EM 2-6362	A. C. Haight
Tandy Richards Advertising, Ltd.....	550 Sherbrooke St., W.	Toronto	VI 4-8821	C. Lunny
Thompson Co., Ltd., J. Walter.....	1600 Dorchester Blvd., W.	Montreal	WE 4-1331	R. Humphries
				E. Hay
Thompson Co., Ltd., J. Walter.....	600 University Ave.	Toronto	EM 2-3471	Frank Flint
Thompson-Petersen Adv. Agency, Ltd.....	215 Victoria St.	Toronto	368-8091	Allen L. Thompson
Thompson-Petersen Adv. Agency, Ltd.....	1121 St. Catherine St., W.	Montreal	VI 2-1881	A. R. MacPherson
Torbin Advertising, Ltd.....	4429 St. Catherine St. W.	Montreal	HU 9-5331	S. Torbin
Vamplew Colby Advertising, Ltd.....	57 Bloor W.	Toronto	923-8491	T. F. I. Vamplew
Vickers & Benson, Ltd.....	Keefer Bldg.	Montreal	UN 6-7701	Marcel Provost
				Gerard Delage
Vickers & Benson, Ltd.....	110 Church St.	Toronto	368-3421	Mrs. J. Guerin
Wallace Advertising Ltd.....	132-6 Roy Bldg.	Halifax, N.S.	423-7142	D. T. Hardman
Wallace Advertising Ltd.....	1224 St. Catherine St., W.	Montreal	UN 1-4764	C. E. Howard
Wallace Advertising Ltd.....	21 Dundas St.	Toronto	368-2396	
Wallace Advertising Ltd.....	174 Lombard St.	Winnipeg	WH 3-7102	
Wallace Advertising Ltd.....	326 W. Pender St.	Vancouver	MU 3-8558	
Walsh Advertising Co., Ltd.....	Canada Bldg.	Windsor, Ont.	CL 6-2671	T. S. Lawrence
Walsh Advertising Co., Ltd.....	2 Carlton St.	Toronto	EM 3-3053	R. A. Norman
				Mrs. June Frost
				Mrs. Muriel Murray
Walsh Advertising Co., Ltd.....	1980 Sherbrooke St. W.	Montreal	WE 3-6756	H. Dumont
Willis Advertising, Ltd.....	165 Bloor St. W.	Toronto	WA 5-3804	W. A. Willis
Yanef, Chris, Ltd.....	119 Isabella	Toronto	924-6678	Chris Yanef
Young & Rubicam.....	1255 University St.	Montreal	UN 6-8941	G. Lalande
Young & Rubicam.....	250 University Ave.	Toronto	EM 2-3921	D. C. Dunlop
				P. N. MacKenzie
				M. Fogel
				J. D. Pare

**When You Can Have
The Best,
Why Be Satisfied
With Less?**

THE ASSOCIATED PRESS

RADIO

**TIME
BUYERS**

.....
**BIOGRAPHICAL SKETCHES
OF TIME BUYERS AT LEADING
ADVERTISING AGENCIES**

ANNUAL

1962

Silver Anniversary

TIME BUYERS AT LEADING ADVERTISING AGENCIES

ADELSBERG, IRVING

of Benton and Bowles, was born Dec. 29, 1928. He is a graduate of CCNY (BBA), 1956, entered advertising with Federal Advertising in 1943 as research assistant, and held posts with Norman, Craig and Kummel. Married to the former Phyllis Nouget, he has two children. His hobby is electronics. Accounts: Pepperell, Tecnique and Desert Dri, Association of American Railroads, Philip Morris International.

★ ★ ★

ALLEN, POLLY

of J. Walter Thompson Co., is a graduate of Endicott Jr. College, and entered advertising with J. Walter Thompson in 1950, as estimator. Her hobbies are theatre and reading. She handles the Eastman Kodak Co. account.

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ANDERSON, ROBERT F.

Assistant Associate Media Director at Sullivan Stauffer, Colwell & Bayles, Inc., was born Dec. 20, 1926. He graduated from Georgetown (BS) in 1949, and that year entered advertising with RCA as public relations rep. He has held posts with CBS, Benton & Bowles, McCann-Erickson, and Reidl & Freede. He handles the following accounts: Lipton Tea, American Tobacco Co., Riviera, Best Foods, Bulova Watch, Sterling Drug, This Week.

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BACZEWSKI, EDWARD T.

V.P., Associate Media Director at Cunningham & Walsh, Inc., was born Oct. 12, 1921. He is a graduate of Fordham (BA) 1943, Harvard Bus. School (MBA) 1947, and entered advertising with Kenyon Research in 1946, as research reporter. He is married and has eight children. His hobby is politics. He is mayor of Harrington Park, N. J.

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BALDWIN, BRENDAN J.

of Kenyon & Eckhardt, Inc., was born June 9, 1927. He attended Cornell and Columbia, entered advertising with Donahue & Coe in 1946, and held posts with Paris & Peart, Maxon, Inc., and Benton & Bowles. He is married to Margaret O'Shea and has four children. His hobby is sports. He handles the following accounts: National Biscuit, Beecham Prods.

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BALLMAN, HAL

of BBD & O, Inc. was born July 21, 1931. Graduated from U. of Mich. (B.J.), 1957, entered advertising with BBD & O, Los Angeles, in 1957 as media trainee. He is married and has two children; belongs to the ADS and Milline Club; his hobbies are bridge, woodworking, and reading. Accounts: Rexall Drug & Chemical Co., Western Airlines, Pepsi-Cola.

BALNAVES, DAVID W.

of MacManus, John & Adams, Inc., was born Feb. 8, 1930. He attended Wayne U., entered advertising with McCann-Erickson in 1953, as media buyer, and held posts with Grand Advertising. He is married to Shirley Casey and has two children. His hobbies are bowling, golf and handball. He handles the following accounts: Pontiac Motor Corp., Dow Chemical, MMM, Briggs Manuf. Co., Bull Dog Electric Co., Fairmont Railway Motor, Vaurhall Motor, Lyon, Inc.

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BARDACH, PETER M.

Associate Media Director at Foote, Cone & Belding, Inc., was born in 1929. He is a graduate of Hobart (BA), and entered advertising with Dancer-Fitzgerald-Sample in 1952, as time buyer. He handles the General Foods account.

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BEAN, RICHARD S.

V.P., Director of Media at Warwick & Legler, Inc., was born in 1915. He entered advertising with Ruthrauff & Ryan in 1934, and held posts with Pedlar & Ryan, and Grey Advertising Agency. He is married to Ethel Jokumsen and has four children. He handles all accounts.

★ ★ ★

BECKER, NOEL

of Compton Advertising, Inc., was born March 13, 1931. He is a graduate of NYU (MBA), and entered advertising with NBC in 1954. He handles the following accounts: Ivory Soap, Proctor and Gamble Canadian Prods.

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BENDER, JUDITH

of McCann-Erickson, Inc., is a graduate of Michigan (BA). She entered advertising with Huber Hoge & Sons in 1954, as asst. time buyer, and held posts with the Biaw Co. Her hobbies are reading, painting and skiing. She handles the following accounts: Best Foods, Savings and Loan Foundation, Tyrex, Dorothy Gray.

★ ★ ★

BENJAMIN, MARY LOU

of Grey Advertising Agency, Inc., was born Feb. 5, 1932. She attended the New School, entered advertising with NBC in 1950, as secretary, and held posts with WPIX, Peck Advertising, and L. H. Hartman Co. Her hobbies are bridge and golf. She handles the following accounts: Farm House Frozen Foods, Tintex, Block Drug Co., Amitown, Ward Baking Co.

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BERSHON, LAWRENCE C.

Broadcast Supervisor of McCann-Erickson, Inc., was born July 21, 1933. Graduated from Princeton (BA), 1955; entered advertising with Benton and Bowles in 1955 as a trainee. He handles the following accounts: Humble Oil, Nabisco, Nestle.

BESTE, WILLIAM E.

of Batten, Barton, Durstine & Osborn, Inc., was born May 31, 1928. He is a graduate of Hofstra (BS) 1951, and entered advertising with Benton & Bowles in 1951 as a trainee. He is married and has four children. His hobbies are golf and swimming. He handles the following accounts: General Mills, Curtis Circulation & Publishing, Dow Jones.

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BIRKBECK, WILLIAM D.

Media Supervisor at Cunningham & Walsh, Inc., was born June 13, 1928. He attended Culford College, England, entered advertising with Foote, Cone & Belding in 1951, and held posts with Compton Advertising. His hobbies are record collecting, theatre, and travel. He handles the Andrew Jergens Co., Western Electric Co., and AT&T accounts.

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BODLE, RALPH W.

of Kenyon & Eckhardt, Inc., was born March 19, 1928. He is a graduate of Syracuse (BS) 1959, and entered advertising with William Esty in 1951 as estimator. His hobby is golf. He handles the American Chicle account.

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BRANCH, PHIL

Supervisor of media planning at Grey Advertising Agency, Inc., was born Dec. 17, 1924. He is a graduate of Seton Hall (BS), entered advertising with Al Paul Lefton in 1949, and held posts with Ruthrauff & Ryan. He is married to Frances Friedlander. His hobbies are fishing, home movies, and cards. He handles the following accounts: Procter & Gamble and The Mennen Co.

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BRAUMULLER, HERMAN A., JR.

of Cunningham & Walsh, Inc., was born Jan. 23, 1917. He attended Lehigh, entered advertising with Blackett-Sample in 1941, as clerk, and held posts with Schuyler Hopper Co., James Thomas Chirurg, Inc. He is married to Grace O. Grivicich and has two children. He handles the following accounts: American Machine & Foundry, Brooklyn Union Gas, Chase Brass & Copper, Conn. General Life Inc., Andrew Jergens, Kennebec Copper, Kidde Manuf., Walter Kidde & Co., Mosler Safe Co., St. Regis Paper, Wheeling Steel Corp.

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BRAUN, JOSEPH P.

vice president, media director of Kenyon & Eckhardt, Inc., attended Fordham. He entered advertising with K&E in 1933. He is married to Sally Martin and has one child. He is a member of the AAAA, NOAB, Wee Burn Country Club, Friends of the Rowayton Library, and his hobbies are hi-fi and motoring.

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BRECKENBRIDGE W. THOMAS

of Batten, Barton, Durstine & Osborn, Inc., was born Oct. 29, 1931. He attended Kansas University, BS, 1953, and entered advertising with Kudner Agency in 1957 as research assistant. He handles the following accounts: United Fruit, Ocean Spray Cranberries, Bristol Myers—Trig.

BROOKS, JACK

Account Executive at Compton Advertising, Inc., was born Dec. 31, 1931. He is a graduate of Oklahoma (BA) 1954, and entered advertising with Compton in 1956, in media research. He handles the Premium Duz Detergent account.

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BOUWER, PATRICIA J.

of Campbell-Mithun, Inc., Minneapolis, attended Syracuse U. She entered advertising with Grant Advertising in 1949, as secretary-assistant, and held posts with Young & Rubicam, Needham, Louis & Brorby. She handles the Pillsbury and Gold Seal accounts.

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BROWN, RICHARD

of Compton Advertising, Inc., was born Sept. 26, 1933. He attended Syracuse U., BS 1955. First entered advertising with Compton in 1960. Married. His hobbies are skiing and his stereo-hi fi set. Accounts: Comet, Duz Detergent, Duncan-Hines, Instantine.

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BROWN, STUART

Media Buyer at Cunningham & Walsh, Inc., was born Feb. 27, 1930. He is a graduate of Tufts (BS) 1952, and entered advertising with C & W in 1956, as statistical clerk. He is married and has two children. His hobbies are bridge, music, softball and football. His accounts are Broniff International Airways and Salada Foods.

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BULLIS, MURIEL

supervisor of broadcast media for Erwin Wasey, Ruthrauff & Ryan, Los Angeles, was educated at Los Angeles City College. She entered the advertising business with Foote Cone & Belding. Her hobbies are bridge, bowling and music. She handles the following accounts: Wynn Oil Co., Carnation Co., California Bank.

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BULLOCK, LOU

of Doherty, Clifford, Steers & Shenfield, Inc., was born Oct. 17, 1932. He is a graduate of Drew (BA) 1955, and entered advertising with DCS&S in 1957. His hobby is acting. He handles the following accounts: Bristol-Myers, Grove Labs., Standard Triumph.

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BUMSTEAD, ROGER C.

eastern division media director, of MacManus, John & Adams, Inc., attended Syracuse. He entered advertising with Kotz Agency in 1948, in sales data, and held posts with Maxon, Campbell-Mithun, Inc., and David J. Mahoney, Inc. He is married to Lila McFadden. He is a member of RTES. Accounts: Good Humor, MMM Scotch Tape, White River Beverages, Heinekens Beer.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

BUNBURY, RICHARD S.

head timebuyer at Erwin Wasey, Ruthrauff and Ryan, Inc. Graduating from Columbia U. (BS), 1931, he entered advertising with N. W. Ayer & Son in 1936 in contract and accounts dept. He also held posts in Dept. of Political Science at Columbia U. and with the National Bureau of Economic Research.

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BURBECK, JOSEPH G.

of Compton Advertising, Inc., was born April 3, 1931. He is a graduate of Dartmouth (BA) 1953, and entered advertising with Compton in 1955, as trainee. He handles the following accounts: Comet, Ivory Liquid, Cunard Steamship Co.

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BURGERT, HELEN R.

of McCann-Erickson, Inc., was born Feb. 20, 1920. She attended U. of N.M., entered advertising with H. B. LeQuatte, Inc. in 1949 as head of checking and forwarding. Also held posts with Dancer, Fitzgerald & Sample, Cunningham & Walsh, and the Meeker Co. Her hobbies are painting and camping. She handles the following accounts: Magnavox Co., National Broadcasting Co., Tyrex, Inc.

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BUTNER, LAWRENCE

of Albert, Frank-Guenther Law, Inc., was born April 17, 1931. He graduated from C.C.N.Y. (BBA), and Brooklyn Law School (LLB), and entered advertising with Katz Agency in their accounting dept., and has also held posts with Maxon Inc. and National Export Adv. He is married to Eleanor Schwartz, and has two children.

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CAIN, MARY KAY

of McCann-Erickson, Inc., Los Angeles, graduated from U.S.C. (AB). She entered advertising with Emil Brisacher as secretary and has held posts with Dan B. Miner Co.; Batten, Barton, Durstine & Osborne, Inc. Married to Marlow Stewart. She belongs to Radio-TV Women of Southern Calif. Her hobby is amateur radio. Accounts: Adolphs, Ltd.; Bell Brand Foods, Inc.; Gordon Bread Co.; Coca-Cola; So. Calif. and So. Counties Gas Co.; Broadway Dept. Stores, Inc.

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CAMBRIDGE, MICHAEL

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born March 26, 1934. He entered advertising with SSC&B in 1959, and has held posts with William Esty. He is married. He handles the following accounts: Pall Malls, Vick Chemical.

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CAMERIK, GENE

of Young & Rubicam was born Feb. 5, 1930. He attended William & Mary and Cornell Universities, BS in 1952, MBA in 1958. First entered advertising with Young & Rubicam in 1958, as Outdoor Fieldman. He is married and enjoys reading, fishing and golf. His accounts are: Borden Co., General Cigar, Franklin Foods, Dictaphone.

CAMPBELL, C. N.

head time buyer, Detroit office, of MacManus, John & Adams, Inc., was born in 1928. He attended Michigan, and entered advertising with Campbell-Ewald in 1950, as outdoor field rep. He is married to Joanne Hartwick and has two children. He handles the following accounts: Pontiac Motor Div., Cadillac Motor Div., Dow Chemical, Minnesota Mining & Mfg., S. S. Kresge Co.

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CARVELL, FRANK

media supervisor of N. W. Ayer & Son, Philadelphia, has previously held posts with Benton & Bowles, Biow Co., and Pedlar & Ryan. He is married and has two children.

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CASPER, STEPHEN J.

of B.B.D.&O., was born June 25, 1936. He attended William & Mary College. First entered advertising with BBDO in 1959, as a trainee. He is a member of the Pelham Country Club. His hobbies are boating and golf. Accounts: Pepsi-Cola, Rexall, GE, Ocean Spray, United Fruit Co.

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CATHCART, EDNA S.

of J. M. Mathes, Inc., first entered advertising with Young & Rubicam in 1934 as secretary. She is a widow with one child and belongs to the Radio and Television Executive's Society. She handles all accounts.

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COHN, ENID K.

of McCann-Erickson, Inc., was born June 21, 1930. She is a graduate of Syracuse (BS), entered advertising with Good Housekeeping Magazine in 1950, as secretary, and held posts with J. Walter Thompson, Cunningham & Walsh, Edward Petry & Co. Her hobby is collecting antique Wedgewood pottery. She handles the Nestle Co. account.

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CLAYPOOL, LAWRENCE C.

of J. Walter Thompson, Chicago, was born Oct. 10, 1930. Graduated from U. of Ill (BS), 1952, and first entered advertising with Tatham-Laird in 1956 as account service manager. Married to Lois G. He is affiliated with Chi Psi and the Kenyon Club. His hobbies are travel, books, and sports. He handles the following accounts: Kraft Foods, Oscar Mayer & Co., and Trailways Bus.

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COLEMAN, MARIE V.

of Donahue & Coe, Inc., was born May 30, 1916. She attended N. Y. U., entered advertising with Charles M. Starn in 1947, as media asst., and held posts with Kelly-Nason and Dancer-Fitzgerald-Sample. She handles the following accounts: River Brand Rice, New York Theaters, Irish Linen Guild, Dr. Scholl Products, Carolina Rice.

***** TIME BUYERS AT LEADING ADVERTISING AGENCIES

COLEN, LARRY

of Benton & Bowles, Inc., was born May 12, 1932. Graduating from NYU (BBS), 1954, he first entered advertising with Burke Dowling Adams in 1957 as media assistant and has held posts with Al Paul Lefton. He is married and has one child. His hobbies are oil painting and photography. Accounts: Prell Concentrate, Charmin Toilet Tissues, Stardust Bleach.

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CONWAY, VIRGINIA M.

of McCann-Erickson, Inc., was born in 1929. She entered advertising in 1947, and has held posts with Ted Bates, Kenyon & Eckhardt, Bryan Houston. She handles the Minute Maid and Coca-Cola accounts.

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CORBETT, CHARLOTTE M.

of Doyle Dane Bernbach attended Columbia U., MA. First entered advertising with Cecil & Presbrey in 1950 as a time buyer. Accounts: American B/C, Chemstrand Corp., Coffee Growers of Colombia, Dreyfus Fund, French Gov. Tourist, Thom McAn and Volkswagen.

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COULTER, FRANK, Jr.

of Young & Rubicam, Inc., was born Jan. 20, 1905. First entered advertising with N. W. Ayer & Son, Inc., in 1926 as production assistant. He is married and has one child. He is a member of the Bonnie Briar Country Club and the Skytop Club. He enjoys sports of all kinds. Accounts: Goodyear Tire and Rubber Co., Singer Sewing Machine Co., Beechnut-Life Savers Inc., Bristol Myers Co., and Sanforized Div., of Cluett Peabody & Co., Inc.

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COVERLEY-SMITH, JOHN F.

of N. W. Ayer & Son, Inc., was born Jan. 1, 1918. He graduated from U. of Penna. (BS) in 1938, entered advertising with Young & Rubicam in 1939, as a trainee, and has held posts with Geare-Marston, McKee, & Albright, and The Borden Co. He is married to Margaret Emhardt and has two children. His hobbies are golf and sailing.

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CRANDALL, JOHN B.

Media Planning Director at McCann-Erickson, Inc., has held posts with Benton & Bowles and Kudner Agency. He handles the following accounts: Nestle Co., Simmons, Coca-Cola, McGregor, Mead Paper, Atlas Supply Co.

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CROOKER, ROBERT H., JR.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Michigan, and entered advertising with C-E in 1938, in the outdoor dept. He is married to Jean Scholl. He handles the following accounts: Chevrolet Motors, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison.

CURRAN, JOHN P.

of Interpublic, Inc., was born June 15, 1935. He attended CCNY and first entered advertising with Kenyon and Eckhardt in 1954 as estimator, and has held posts with Reach-McClintock, MGT Assoc., and Kenyon and Eckhardt. Married to the former Eileen Farrell. His hobbies are music and handball. Accounts: Westinghouse, Minute Maid, John Hancock.

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DAIGH, DONALD M.

director of Radio & TV for Henderson Advertising Agency, entered the advertising field with Pedlar & Ryan. He is married and has five children.

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DALTON, PETER J.

of Donahue & Coe, Inc., was born Oct. 10, 1929. He is a graduate of U. of Pa., and entered advertising with Benton & Bowles, Inc. in 1952, as broadcast buyer. He is married to Joan Potter. His hobbies are sailing, bridge, painting and literature. He handles the Arnold Bokers, Burlington Hosiery Co., Foster Grant, Kasco Dog Food, and U.S. Tobacco Co. accounts.

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DAVIDSON, JOHN M.

of Gardner Advertising Co., was born in 1929. He is a graduate of U. of California (BA), and entered advertising in 1955 with National Outdoor Advertising as a field service rep.

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DAVIS, HAROLD A.

of Batten, Barton, Durstine & Osborn, Inc., was born July 17, 1925. He is a graduate of Marietta (BA), entered advertising with Benton & Bowles in 1949, in budget control, and held posts with Compton, and Erwin Wasey. He is married and has two children. His hobby is wood working. He handles the Campbell Soup Co. and Warner Lambert accounts.

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DELANO, LESTER A.

vice president in charge of marketing service at North Advertising Agency, attended Amherst, Brown, and Chicago (MBA). He entered advertising with Gauld, Gleiss & Benn Marketing Consultants. He handles the following accounts: Toni, Calumbia Foods, Jewel Tea, Gillette Labs.

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DE VITO, GEORGE

of Weiss & Geller, Inc., was born August 13, 1933. He attended St. John's and Rutgers, and entered advertising in 1959, with Weiss & Geller as time buyer. He is married to Veronica Kramer, and has two children. He handles the following accounts: Doeskin, Proctor Silex, American Pharmaceutical, Trunz Stores, Yoo-Hoo Beverages, Davega Stores.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

DIAMOND, LYNN

of Mogul, Williams & Saylor, Inc., is a graduate of Michigan State Normal College. She first entered advertising with Cecil & Presbrey in 1950, as executive secretary, and held posts with Emil Mogul Co. Her hobbies are theatre, double-crests and bridge. She handles the following accounts: Rayco Manufacturing Co., Lite Diet Bread, Esquire Shoe Polish, Adams Hats, Roots Motors.

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DOLLARD, WILLIAM P.

of Young & Rubicam first entered advertising with BBD&O in 1928 as junior account exec. He also held posts with Dancer, Fitzgerald & Sample. He received the Silver Nail Award in 1959, naming him Time Buyer of the Year. Married and has three sons. His hobby is gardening. Accounts: Beechnut, Pine Brothers cough drops, Singer Sewing Machine.

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DRANTCH, SEYMOUR

of Young & Rubicam was born Oct. 18, 1925. Attended City College of N. Y., BBA, 1951. First entered advertising with Y&R in 1950. He is married and has two children. Club affiliations include Hewlett Woods Civic Assoc. His hobby is photography. Accounts: Bristol-Myers and Singer Sewing Machine Co.

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DRYER, ELLEN K.

media director of W. B. Daner and Co., was born July 21, 1916. She attended Wayne State U. and Valparaiso, first entered advertising with Century Adv. in 1947 as comptroller. Married to Edward T. Dryer. She is affiliated with Women's Advertising Club, the Women's City Club and the Letitians. Her hobbies are reading, spectator sports, and china collections. She handles all agency accounts.

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DUCHIN, HAROLD

Supervisor at BBD&O was born January 27, 1930. Attended City College, BBA in 1952. First entered advertising with Harry B. Cohen in 1952, as print advertising checker. Also held posts with Lawrence C. Gumbinner, Doherty, Clifford, Steers & Shenfield and Doyle Dane Bernbach. He is married and has one child. He is vice president of Alpha Delta Sigma and enjoys photography and stamp collecting. Accounts: Campbell Soup Co., and Broma Seltzer.

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DUFFY, JOHN J.

of BBD&O was born Feb. 21, 1937. First entered advertising with Wm. Esty Co., Inc., in 1955. He is married and has one son. Accounts are: MMM, Smith Corona, Chrysler, Pan American Coffee, Cream of Wheat, Tupperware.

DUNIER, LESLIE L.

vice president in charge of Radio & TV, at Mogul, William & Saylor, Inc., was born Sept. 1, 1924. He is a graduate of N. Y. U. (BS) 1946, entered advertising with Reiss Advertising in 1946, and held posts with Sterling Adv., L. L. Dunier Agency, Emil Mogul. He is married to Norma Rich and has one child. His hobby is golf and he is a member of RTES.

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DUNLAVEY, MARY E.

of N. W. Ayer & Son, Inc., attended Columbia and N. Y. U., entered advertising with Ruthrauff & Ryan as time buyer, and held posts with Pedlar & Ryan, Harry B. Cohen, and Aitkin Kynett. Her club affiliations are TV Radio Adv. Club of Phila., Phila. Club of Adv. Women, Plays & Players, Phila. Art Alliance. Her hobbies are theatre, music, horseback riding, swimming, & cooking. She handles the following accounts: National Dairy (Sealtest) Products Corp., First Penna. Co.

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DURANDO, HARRY J.

of Donahue & Coe was born Mar. 27, 1932. He attended Long Island U., B.S. in 1958. First entered advertising with Lennen & Newell in 1958 as assistant buyer. His hobbies are golfing, tennis, Hoo Model Trains. He is married. Accounts: E. R. Squibbs, Kasco, International Latex, Bankers Trust, Foster Grant, Arnold Bakers and Burlington Hosiery.

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DWYER, MARY

of Kenyon & Eckhardt Inc., attended Hunter College, and entered advertising with Pedlar & Ryan in 1940 as estimator. Her hobbies are theatre, movies, reading, opera and concerts.

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ECKERT, STUART

of Doherty, Clifford, Steers & Shenfield, Inc., was born Dec. 3, 1932. He is a graduate of N. Y. U. (BS) 1953, and entered advertising with Lennen & Newell in 1955. He is married. His hobbies are sports, photography and traveling. He handles the following accounts: Vitalis, Muller Macaroni; Mum Deoderant.

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EGAN, TONY

of Young & Rubicam was born Aug. 3, 1936. He attended Dartmouth and first entered advertising with Y&R in 1958, as a trainee. He has also held posts with ABC. He enjoys skiing. Accounts are: General Foods, Bakers Chocolate, Bakers Coconut, Sanka.

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ENGLISH, JAMES R., JR.

of J. Walter Thompson was born May 1, 1919. He is a graduate of Harvard (BA) 1939, entered advertising with Young & Rubicam in 1953, as media research director, and held posts with A. C. Neilson & Co. He is married to Caryl Hadsell and has two children. His hobbies are skiing, squash, golf and aviation. He handles Lever Bros. account.

***** TIME BUYERS AT LEADING ADVERTISING AGENCIES

EWING, PAUL J.

of Knox Reeves Adv., Inc., was born Aug. 5, 1928. Graduating from U. of Minn. (ALA), 1950, he first entered advertising with Campbell-Mithun in 1951 as assistant time buyer and has held posts with A. C. Nielsen Co. and McCulloch Corp. He is affiliated with the Maples Ad Club and the Legion of Decency, and his hobbies are golf, traveling, and reading. Accounts: General Mills Refrigerated Foods Div., Cudahy Packing Co., Minn. Brewing Co., Minn. Gas Co., Brownberry Ovens, Inc., Pearson Candy Co., F & M Bank, McGarvey-Atwood Coffee Co., NAMSB.

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FABIAN, MICHAEL R.

of W. B. Doner, was born Dec. 7, 1932. Graduating from Wesleyan U. (BA), 1954, he first entered advertising with Grey Adv. in 1956 as trainee and has held posts with Hudson Pulp & Paper Corp. He is married and has one child. His hobby is photography. He handles the following accounts: Stella D'oro, R. M. Hollingshead, Penn Fruit, Hood Chemical Co., Wilen Wines.

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FENNELL, CLARANCE JOHN

of William Esty Co., was born Jan. 31, 1932. Graduating from St. Peters (BS), 1953, he first entered advertising with William Esty in 1953 as mail boy. He is married and has five children. A member of the Ancient Order of Hibernian, his hobbies are woodcraft and painting. He handles the following accounts: R. J. Reynolds, Prestone, Thomas Leeming.

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FIELDS, JUDITH

of Grey Advertising, was born Oct. 31, 1934. Graduating from NYU (BA), 1954, she first entered advertising with Mendelsohn Adv. in 1954 as girl Friday and has held posts with Sterling Advertising. She is married to Norman C. Fields. Her hobby is bridge. She handles the Greyhound Corp. account.

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FINN, FRANK

of McCann-Marschalk, was born July 21, 1921. He is a graduate of N. Y. U. (BS) 1948, entered advertising with Compton Advertising in 1949, as Radio & TV biller, and held posts with Kudner Agency. He is married and has one child. His hobby is bowling. He handles the following accounts: Coca-Cola, International Nickel Co., National Lead Co.

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FIRESTONE, JERRY

of Grey Advertising Agency, Inc., was born April 9, 1930. He is a graduate of C.C.N.Y. (BBA), entered advertising with Dancer-Fitzgerald-Sample in 1950, as media researcher, and held posts with Television Magazine. He is married and has two children. His hobbies are reading, writing, and music. He handles the following accounts: GE, Westinghouse, Phillips-Van Heusen, Mennen Baby Powder.

FITZGERALD, PAUL

of L. C. Gumbinner, was born Dec. 20, 1930. He attended NYU, entered advertising with Erwin Wasey in 1948 as checker, and has held posts with BBD&O, Kenyon and Eckhardt, and NBC. Married to the former Barbara Shara, he has two children. He is on the Board of Dirs. of the Local Civic Assn., and his hobbies are photography and model railroads. Accounts: Block Drug, Browne-Vintners, Whitehall Products, Bercut-Richards, Red Book.

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FLEISCHER, IRWIN

of Ted Bates and Co., was born June 25, 1931. Graduating from U. of Ala. (BA), 1953, he entered advertising with D.F.S. in 1956. He is married to the former Idamae Cohen and has one child. His hobby is photography. He handles the Carter Products and Mobil Oil accounts.

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FLERI, EDWARD C., JR.

media supervisor-spot broadcasting, Batten, Barton, Durstine & Osborn, Inc., was born May 22, 1925. He is a graduate of Hofstra (BA) 1949, and entered advertising with Benton & Bowles in 1949. He is married and has three children. His hobbies are gardening and drawing. Accounts: Pepsi-Cola, Gallo Wine, Schaeffer Beer.

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FOX, LOUIS C., Jr.

of Young & Rubicam, Inc., was born May 22, 1933. He attended Adelphi College, BA, 1956. First entered advertising with Y&R in 1959, as a trainee. He also held posts with WGBB, Freeport, L. I., as staff announcer and assistant program dir. Married and a member of Adelphi College Alumni Assoc. His hobby is photography. Account: Gulf Oil.

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FREY, PAT

of Erwin Wasey, Ruthrauff & Ryan, Inc., Los Angeles, was born March 17, 1934. She attended Denver U. and first entered advertising with Erwin Wasey, Ruthrauff & Ryan, Inc. in 1955 as estimator. She is married to Joel L. Frey. She handles the Los Angeles Soap Co. and Carnation Co. accounts.

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FRICKE, WILLIAM A.

associate media director at McCann-Erickson, Inc., attended Colgate. He entered advertising with National Outdoor Advertising Bureau in 1927, as field man. He handles the following accounts: Westinghouse Electric, Canada Nat'l Railway's, Hilton Hotels, TransCanada Airline, Look Magazine.

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GANS, JOSEPH C.

President of Joe Gans & Co., entered the advertising agency field with Thwing & Altman in 1947, as vice president and Radio TV director, and formed his own agency in 1958. He is married and has two children. He handles the following accounts: Time Magazine, American Heritage, Norkon Pharmaceutical, Inc., Harpers Magazine, Culligan Inc.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

GARRABRANT, N. T.

media department head at North Advertising Agency, attended Northwestern. He entered advertising with Toni. He is married and has one daughter. He handles the following accounts: Englander Co., Gillette Labs, Jewel Tea, Phaezler Bros.

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GIEBEL, JOHN C.

of Grey Advertising Agency, Inc., was born Oct. 31, 1925. He is a graduate of N. Y. U. (BS), entered advertising with Young & Rubicam in 1949, in market research, and held posts with Dancer-Fitzgerald-Sample, Cunningham & Walsh, Benton & Bowles. He is married to Estelle McCarron and has one daughter. His hobbies are tennis and gardening. He handles the following accounts: The Greyhound Corp., GE, Ward Baking Co., Prince Gardner, Martinson Coffee.

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GLASSER, DOROTHY H.

of Kastor Hilton Chesley Clifford & Atherton was born July 28, 1931. She attended NYU, BA, 1952. First entered advertising with Marschalk & Pratt in 1953, as research assistant. Also held posts with Herschel Z. Deutsch & Co., Inc. Hobbies are the theatre and ballet. Accounts: Pharmaco, Inc., Roosevelt Raceway, Shulton Inc., Smith Bros. and The Lander Co.

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GOLDEN, GERARD F.

of Doyle, Dane Bernbach, Inc., was born Sept. 15, 1936. He attended the U. of Mississippi, BA, 1958. First entered advertising with Benton & Bowles in 1958, as an estimator. He is a member of Alpha Delta Sigma Alumni Club. Hobbies are golf and reading. His accounts are: American Airlines, Clairol, Olin Mathieson Corp.

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GOLDIS, SEYMOUR

Broadcast Supervisor at McCann-Erickson, Inc., was born Oct. 14, 1928. He is a graduate of N. Y. U. (BS), 1951, entered advertising with National Screen Service Corp. as production asst., and held posts with Lennen & Newell and J. Walter Thompson. Accounts: Nestle, John Hancock, Look Magazine, Westinghouse Electric.

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GORDON, ROSANNE

of K.H.C.C.&A was born Dec. 19, 1929. Attended NYU. First entered advertising with Headley-Reed in 1950, as office manager. She has held posts with Street & Finney, Product Services, TAA, Inc., and Kelnfeld, Heineman, Shaw & Joseph. Her hobbies are horseback riding and reading. Accounts: Grand Union Co., Triple-S Blue Stamps, Vic Tanney and Autocrat Coffee.

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GRADY, FRANK

of Young & Rubicam was born Aug. 9, 1919. Attended St. John's U., BA, 1941. First entered advertising with Y&R in 1941. He is married to Jan Johnson and has 4 children. Hobbies are fishing and woodworking. His accounts are Gulf Oil and Life Magazine.

GRANDA, JOSEPH E.

of McCann-Erickson, was born April 8, 1933. He graduated from Pace College (BBA), 1956, and entered advertising with Thompson Koch in 1955 as assistant buyer. He is married and has three children. His hobby is modern jazz. He handles the Humble Oil and Refining Co. and Esso accounts.

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GRAY, JOHN L.

of J. Walter Thompson Co., was born April 9, 1931. He is a graduate of Yale (BS), and entered advertising with J. Walter Thompson in 1957, as asst. time buyer. He is married to Cynthia A. Hunt and has two children. His hobbies are reading, photography, foreign affairs, tennis. He handles the L&M Cigarette account.

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GREALISH, EUGENE J.

of Young & Rubicam, Inc., was born Jan. 17, 1931. Attended Queens College, AB. First entered advertising with Nat'l Brod. Co., in 1954, as media buyer. Also held posts with Hockaday Associates, Inc., and Bryon Houston, Inc. He is married and has two children. He is a member of the Knights of Columbus and enjoys golf and bowling. Accounts are: American Home Foods, Dictaphone, General Cigar Co., National Sugar Co.

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GREDELL, GORDON LEE

of D'Arcy Advertising Co., Chicago, was born May 9, 1929. Graduating from Knox College (BS), 1952, he entered advertising with Needham, Louis & Brorby in 1954 as media trainee and has held posts with Airguide Instrument Co. He is married and has two children. Affiliated with Phi Delta Theta, Park Forest Tennis Club, and American Contract Bridge League, his hobbies are tennis, bridge, and golf. He handles the American Oil Co. (Standard Oil Div.) account.

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GREY, EDWARD A.

director and senior vice president in charge of media operations at Ted Bates & Co., Inc., entered advertising in 1936. He has held posts with the Biow Co.

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GREENBERG, GERALD

of Young & Rubicam was born Sept. 15, 1929. Attended Sampson College and Columbia U. First entered advertising with Y&R in 1956, as Radio-TV commercial coordinator. He has held posts with WABC-TV as assistant production manager. He is married to Carol Heller and has two sons. His hobbies are flying, painting and the stock market. He handles the Johnson & Johnson account.

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GREENSPAN, CLIFFORD K.

of Donahue & Cae was born June 22, 1927. He attended NYU, B.S. 1951. First entered advertising with Reiss Advertising in 1951 as production biller. Also held posts with Joseph Reiss Associates and Cunningham & Walsh. Married to June Elizabeth Homan and has two children. He is a member of the Lincoln Republican Club. His hobbies are history and music. Accounts: Holland-American Lir, Gorham Silver, Schieffelin & Co.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

GROSS, LYNDON W.

of Guild, Bascom & Bonfigli, Inc., San Francisco, was born Jan. 28, 1921. Graduating from U. of Mo. (BJ), 1942, he entered advertising with Botsford, Constantine & Gardner in 1946 as a trainee and has held posts with Compton Advertising, The Biow Co., and George C. McNutt Advertising. Married to the former Ruth Lieber, he has three children. Affiliated with the Milline Club and Alpha Delta Sigma, his hobbies are fishing, golf, and photography. Accounts: Foremost Dairies, Inc., Morton House, Mary Ellen's, Mother's Cakes and Cookies, Harry and David.

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GRUBER, HERBERT

media director of Parkson Advertising, was born October 24, 1919. He graduated from C.C.N.Y. (BBA) in 1942, and entered advertising with The Biow Co. in media research. He is married and has two children. His hobbies are bridge, gardening. He handles the Universal Electrical Appliances.

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HANSON, LEE C.

broadcast supervisor of MacManus, John & Adams, Inc., Bloomfield Hills, Mich., office, was born April 20, 1931. He is a graduate of Michigan State (BA) 1953, entered advertising with M. J. & A. in 1959, as time buyer, and held posts with stations WKMH, WLS, WLS-TV. He is married to Janet Good. His hobbies are sports and music.

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HARABADIAN, LARRY N.

of Campbell-Ewald Co., is a graduate of the U. of Detroit (BS). He entered advertising with C-E in 1952, in the office service dept. He handles the following accounts: Chevrolet Motor Div. of General Motors, Kroger Co., Detroit Edison.

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HARPER, JOY

of Doyle Dane Bernbach, Inc., Los Angeles, was born March 5, 1925. She attended East Texas State, (BA). She has held posts with Erwin Wasey, Ruthrauff & Ryan. Her hobbies are the theatre and painting. Accounts: Crown-Zellerbach, S&W Fine Foods, Rainier Beer.

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HAUPTMAN, LENORE

of Grey Advertising, was born Sept. 6, 1934. She attended Brooklyn College, entered advertising with Grey Advertising in 1959 as estimator, and has held posts with Geyer, Morey, Madden & Ballard, WOR Radio, and TV Guide. Her hobbies are art appreciation and literature. She handles the following accounts: Procter and Gamble, Revlon, Mennen, Westinghouse.

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HAY, GRAHAM D.

broadcast media supervisor at Compton Advertising, Inc., was born Sept. 10, 1926. He is a graduate of Missouri (BA) 1948, (BJ) 1949, and entered advertising with Biow Advertising in 1950, in media research. He is married and has one child. His hobbies are music and furniture making.

HELLER, DONALD K.

of N. W. Ayer & Son, Inc., was born April 29, 1931. He graduated from Dickinson (BA) in 1953, entered advertising with Warwick & Legler in 1953, as a clerk, and held posts with Al Paul Lefton. He is married to Barbara Lamb and has one child. His hobbies are sports, photography, reading. He handles the following accounts: Armour, John H. Breck, Inc., Hamilton Watch Co.

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HOBICORN, GENE

of BBD&O, was born Feb. 6, 1939. Graduating from CCNY (BBA), 1960, he entered advertising with BBD&O in 1960 as media analyst. He is married. His hobby is 35 mm photography. He handles the E. I. Du Pont De Nemours, Inc. (Household Products) account.

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HOOKER, MURIEL

director of broadcast media at Erwin Wasey, Ruthrauff & Ryan, Inc., Los Angeles, was born July 30. She attended Los Angeles State College, entered advertising with Dan B. Miner & Co. in 1948 as assistant to print media director, and has held posts with Foote, Cone and Belding and Sunkist. She is married to John M. Hooker. Her hobbies are bridge and music. Accounts: Carnation Co., Chicken of the Sea, Inc., Wynn Oil Co., Frito-Lay, Inc., Albers Milling Co.

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HOUGHEY, DOROTHY T.

of Grey Advertising Agency, Inc., entered advertising with Biow Co. in 1945, in media research. Her hobbies are music and books. She handles the Procter & Gamble account.

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HUDSON, HENRY

of Grey Advertising, was born May 6, 1930. Graduating from Georgetown U. (BSFS), 1959, he entered advertising with Grey Advertising in 1961 as research analyst. His hobbies are skiing and swimming. He handles the Procter & Gamble and Greyhound Corp. accounts.

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HUELSE, GEORGE W.

of Doyle Dane Bernbach was born June 9, 1925. Attended Duke University, AB, 1947. Also held posts with ABC and Maxon, Inc. He is married to Mary Brantuas and has two children. He is a member of the Mandalay Civic Assoc., N.Y. Media Planners and RTES. Hobbies are hunting, fishing and field trials. Accounts: 5-Day Labs., Goodman & Sons, Polaroid Corp., Puriton and West End Brewing.

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HURLEY, GENEVIEVE

of Young & Rubicam first entered advertising with Y&R in 1948 as media assistant. Her accounts are: Tek Hughes, Permacel-Bondex, and Chivas Regal Whiskey, Tussey.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

HUTCHINS, OTIS P.

of McCann-Marschalk Co., Inc., was born July 5, 1932. Graduating from Colgate U. (BA), 1954, he entered advertising with Doyle Dane Bernbach in 1956 as a trainee. Affiliated with Down Town Glee Club, his hobbies are photography and music. He handles the following accounts: Tidy House Div. of Pillsbury, Speidel, Scripto, Fram.

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JACKMAN, NORMAN G.

of Campbell-Ewald Co., was born in 1926. He attended Wayne U., and entered advertising in 1947. He is married to Helen Van Den Brouck and has four children. He handles the following accounts: United Motors Service, General Motors, Detroit Edison, National Bank of Detroit.

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JACKNOWITZ, ANN

of Young & Rubicam was born March 11, 1932. Attended Hunter College, AB, 1952. First entered Advertising with Harry Cohen in 1953. Hobbies: Travel and philately. She handles the General Foods account.

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JAFFE, JEANE

of Doyle Dane Bernbach, Inc., entered advertising with Joseph Katz Co. in 1950, as media clerk, and held posts with J. Walter Thompson and Lennen & Newell. Her hobbies are writing and music. She handles the following accounts: American Airlines, Ohrbachs, Lane Co., Bantons, Glendale, Clairol, Wear Right, McCall's, El Al Airlines, Olin Mathe-son.

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JANCO, BETTY

of Doyle Dane Bernbach attended the U. of Okla. First entered advertising with Compton Advt. in 1955, as a TV estimator. She is married and her hobby is coin collecting. Accounts: West End Brewing, Polaroid, Puritron and 5 Day Deoderant.

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JOHNSON, ALLENE L.

media buyer of Kenyon & Eckhardt, Inc., was born Feb. 8, 1936. She entered advertising with Calif. Transit Adv. in 1956, as bookkeeper. Her hobbies are water skiing and hunting. She handles the following accounts: L. A. District Lincoln-Mercury Dealers Adv. Assn., Eastside Beer, Shell Oil Co.

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JONES, ARTHUR E., Jr.

of Young & Rubicam, Inc., was born May 17, 1915. He attended Hampden Sydney College. First entered advertising with Y&R in 1943, as an outdoor field rep. He also held posts with Skouras Theater Corp. He is married to Jacqueline Cathelin and has four children. His hobby is stamps. Accounts: Ethyl, Filbert, Piels Beer, Remington, Seagrams, Sports Illustrated.

JONES, EVELYN LEE

Business manager, Radio-TV at Donahue & Coe, Inc., was born August 4, 1910. She attended Rochester and Columbia, entered advertising with Donahue & Coe, Inc., in 1943, as copy writer, and held posts with various motion picture companies. She is married. Her hobbies are theatre and reading. She handles the accounts of MGM, Columbia Pictures, Allied Artists, Loew's Theatre, and other local N. Y. theatres.

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JONES, MARION A.

of Lennen & Newell, Inc., graduated from Elmira College (BA), and entered advertising with Compton Advertising in 1946, as an estimator and typist, and has held posts with Kastor, Farrell, Chesley & Clifford, Benton & Bowles, and Grey Advertising. Her hobbies are golf, reading, and sewing. She handles the following accounts: Armstrong Rubber Co., Reynolds Metals, American Gas Association, Paramount Pictures.

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JONES, RAYMOND E., Jr.

of Young & Rubicam, Inc., was born June 22, 1915. First entered advertising with Compton in 1937, as a trainee. Also held posts with Foote, Cone & Belding, CBS-TV and KHOU-TV, Houston.

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KAHN, EDWARD D.

vice president of Victor A. Bennett Co., attended Northwestern. He entered advertising with a Boston agency. He is married and has two daughters. His hobby is golf. He handles the following accounts: Harvey's Wines and Sherries, Burlap Council, Harbley's Orange Marmelade, BOAC.

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KARLAN, ARTHUR E.

of J. Wolter Thompson Co., was born June 11, 1925. He is a graduate of Illinois (BS), entered advertising with DCSS in 1951, as space buyer, and has held posts with Benton & Bowles and Allied Stores. He is married to Elizabeth Cohen and has one child. His hobbies are song composing, record collecting, and bowling. He handles the following accounts: Eastman Kodak, Custom Farms.

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KAUFMAN, STUART

of Donahue & Coe, Inc., was born Oct. 30, 1931. He attended NYU, BA, 1954. First entered advertising with Donahue & Coe, Inc., in 1956. He is married and has two children. His hobbies are tropical fish, swimming and fishing. He handles the Bosco Syrup account.

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KEARNS, JAMES

of Warwick & Legler, Inc., was born December 29, 1931. He attended N. Y. U., and entered advertising with Kenyon & Eckhardt in 1956, as estimator, and has also held posts with Dancer-Fitzgerald-Sample. He is married and has two children.

***** TIME BUYERS AT LEADING ADVERTISING AGENCIES

KEARNS, KEN

of Grey Advertising Agency, was born March 11, 1922. He is a graduate of the U. of California (BA), entered advertising with Compton Advertising, and held posts with Biow Adv. He is chief broadcast buyer.

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KELLY, THADDEUS S.

of McCann-Erickson, Inc., was born Jan. 23, 1924. He entered advertising with BBDO in 1940, and held posts with Cecil & Presbrey. He is married to Anne Fisher and has two children. He handles the following accounts: National Biscuit Co., Avis, Allied Plastic & Caal Chemical Div., Best Foods, Dorothy Gray.

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KENNEDY, LOUIS J.

of Kenyon & Eckhardt, Inc., was born Nov. 20, 1925. He attended the U. of Pa., and entered advertising with A. E. Aldridge Assoc. in 1951 as advertising trainee. He handles the following accounts: Nabisco, Beecham Products.

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KERWIN, LUCY

of Kenyon & Eckhardt, Inc., is a graduate of St. John's and Columbia, and entered advertising with K&E in 1941, as secretary. Her hobbies are swimming and reading. She handles the following accounts: Quaker State, Mead-Johnson.

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KIZENBERGER, PAUL F.

of N. W. Ayer & Son, Inc., was born Aug. 10, 1907. He entered advertising with H. K. McCann Co. in 1926 as a clerk, and held posts with Badger Browning & Hersey. He is married to Julianna Wenzel and has one daughter. His hobbies are gardening, fishing, hunting. He handles the following accounts: Hills Bros., Pharmaco, International Corres. Schools, Armco Steel, Moore Bus. Forms, Container Corp.

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KLEIN, MANNY

media director at W. B. Doner & Co., was born Jan. 24, 1926. Graduating from Long Island U. (BS), 1950, he entered advertising with Al Paul Lefton in 1951 as radio-TV assistant and has held posts with Dancer-Fitzgerald-Sample, Cunningham & Walsh, and Lennen & Newell. Married to the former Beverly Kampf, he has two children. His hobby is golf. Accounts: National Brewing, Wilkins Coffee, Coastal Foods.

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KOBZA, EDWARD A.

of Kenyon & Eckhardt, Inc., was born Nov. 18, 1927. He is a graduate of N. Y. U. (BS) 1953, and that year entered advertising with K&E as a clerk. He is married and has two children. His hobby is golf.

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KOHLER, ARNOLD M.

of BBD&O, was born Nov. 12, 1936. Graduating from CCNY (BA), 1957, he entered advertising with Harry B. Cohen in 1957 as estimator. He is married. His hobby is photography. He handles the following accounts: Ocean Spray Cranberries, Smith-Corona Marchant, Bristol Meyers.

KUTSCHE, ROBERT

of Geyer, Morey, Madden & Ballard, was born April 22, 1927. Graduating from NYU (BA), 1948, he entered advertising with Donahue & Coe in 1950 as biller and has held posts with Benton and Bowles, and Lennen & Newell. He is married to the former Edna Kaumann. His hobby is photography. Accounts: Sinclair Refining, Lehn & Fink, B. T. Babbitt, Irish International Airlines.

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LAMARCA, JIM

of Ted Bates & Co., was born April 30, 1936. Graduating from St. John's U. (BA), he entered advertising with Dancer-Fitzgerald-Sample in 1957 as estimator. He is married and has one child. Affiliated with the Classic Car Club of America, his hobby is free lance writing. He handles the Food Manufacturers (M & M's Candies and Uncle Ben's Rice) account.

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LANGBORT, POLLY

of Young & Rubicam was born June 29, 1933. She attended Adelphi, AB, 1954. First entered advertising with Y&R in 1956, and also held posts with Dumont TV. Accounts: Jell-O Gelatin, Jell-O Pudding & Pie Filling, Jell-O Instant Pudding, Dream Wipp, Jell-O Tapioca.

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LEACH, RUTH S.

of McCann-Erickson, Inc., Chicago, was born June 1, 1923. Graduating from U. of Wisc. (BA), 1941, she entered advertising with Young and Rubicam in 1947 as secretary and has held posts with Edward Petry & Co. and Young & Rubicam. Affiliated with the Women's Advertising Club and the American College of Radio Crafts, Arts and Sciences, her hobbies are golf, theatre, and traveling. Accounts: Helene Curtis, Heileman Brewery, Coca Cola, Marshall Field, Lewis-Howe (Tums).

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LEIGHTON, BEN

of Campbell-Mithun, Inc., was born Feb. 8, 1917. He is a graduate of Hamline (BA) 1939, entered advertising with C-M in 1955, as production coordinator, and held posts with stations WEBC, WHLB, and KSTP. He is married to Verna L. Sundquist and has two children. His hobbies are hunting, sailing and landscaping. He handles the following accounts: Northwest Orient Airlines, Top Value Stamps, Scott Outboard, Northern States Power Co., Land O'Lakes, Montgomery Ward.

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LEONARD, DONALD E.

director of media at Fuller & Smith & Ross, Inc., was born Nov. 29, 1926. He is a graduate of Columbia (BS) 1950, entered advertising with Marchalk & Pratt in 1946, as Radio-TV field rep., and held posts with McCann-Erickson and W. B. Doner. He is married to Jane Grey and has three children. His hobbies are gardening, music, and reading. He handles all accounts.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

LEVITAS, BERNICE

chief time buyer, Foote, Cone & Belding, Los Angeles, was born Sept. 26, 1921. She attended Northwestern, entered advertising with Vick Knight in 1950, as secretary, and held posts with Doyle, Dan Bernbach, L. A. She handles the following accounts: Tidewater Oil Co., Sunkist Growers, Inc., Purex Corp., Seaboard Finance Co.

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LINTON, DONALD LOWRY

of BBD&O was born March 6, 1934. He attended Amherst College, BA, 1959. First entered advertising with BBDO in 1959, as a trainee. His hobby is painting. He handles the Campbell Soup account.

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LIPTACK, WILLIAM E.

of Young & Rubicam was born June 22, 1933. He attended Fordham U., BS, 1956. First entered advertising with Y&R in 1960, as media trainee. He is married and has one child. His hobbies are golf, tennis, and painting. He handles the following accounts: Royal McBee, Manufacturers Hanover Bank, Johnson & Johnson Products.

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LYNCH, THOMAS J.

of Young & Rubicam was born Sept. 9, 1917. He first entered advertising with Newell Emmett Co., in 1933. He also held posts with Cunningham & Walsh. He is married and has four children and is a member of the Forest City Community Assoc. His hobbies are bowling and do-it-yourself projects. Accounts: American Home Foods, Borden Co., General Cigar, Drackett Co., Esterbrook Pen, Dictaphone Corp., Drake Bakeries and National Sugar.

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MacMULLAN, DOUGLAS T.

of Compton Advertising, Inc., was born Jan. 29, 1932. He is a graduate of Georgetown (BS), and entered advertising with Compton in 1957, as media trainee. He handles the Duncan Hines Layer Cake mixes account.

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MAEDING, FRED

of Leo Burnett Co., Chicago, was born Aug. 21, 1930. Graduating from Free U. of Berlin (Ger.), 1952, he entered advertising with Leo Burnett in 1958 as research analyst. He is married and has two children. Affiliated with the Friends of Berlin, his hobbies are photography and music. He handles the Kellogg account.

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MANELOVEG, HERBERT D.

v.p., media director of Batten, Barton, Durstine & Osborne, Inc., was born Jan. 25, 1925. He is a graduate of Pittsburgh (BA) 1948, entered advertising with WOR in 1949, as a researcher, and held posts with Parade Magazine and Benton & Bowles. He is married and has two children.

MARS, JANE

media buyer of Kenyon & Eckhardt, Inc., was born Aug. 8, 1927. She is a graduate of UCLA (BA) 1948, and entered advertising with Fortnight Magazine in 1953, as production mgr. She handles the following accounts: Max Factor & Co., Reddi-Wip.

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MARSHALL, FRANK F.

of J. Walter Thompson Co., was born Sept. 2, 1924. He graduated from Holy Cross (BS) in 1948, Harvard Bus. School (MBA) in 1950, entered advertising with J. Walter Thompson in 1951, and held posts with Stern Bros. Dept. Store. He is married to Lois J. Metcalf and has three children. His hobbies are gardening, sports, bridge. He handles the Liggett & Meyers account.

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MARSICH, JOHN PAUL

of Kudner Agency, Inc., was born Oct. 14, 1916. He is a graduate of N. Y. U. (BS) 1939, and entered advertising with NBC in 1940, as research asst. He is married to Gaye Reed. He is a member of the Plandome Country Club, and his hobbies are music, golf, and automobiles. He handles the following accounts: Genbel, Colorforms, Fisher Body Div. of GM, Sylvania.

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MARTI, RUDOLPH O.

of Campbell-Mithun, Inc., was born Dec. 15, 1926. He entered advertising with Radio KPON, Pampa, Tex., in 1946, as announcer, and held posts with KMMT-TV, Austin, Minn. He is married to Eva Lamere and has four children. His hobbies are bowling, bridge, fishing and hunting. He handles the following accounts: Malt-O-Meal, Top Value Stamps, Nash Coffee, Allied Van Lines, N. W. Bank.

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MARTINEZ, HOPE

of Batten, Barton, Durstine & Osborn, Inc., first entered advertising with BBDO in 1945, in the accounting dept. She is married to John Anzolin and has one child. She handles the following accounts: American Tobacco Co., Armstrong, First Nat'l. Bank.

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MATTHEWS, WILLIAM E.

vice president and director of media relations at Young & Rubicam, attended Baylor and Missouri. He entered advertising with Y&R in 1944.

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MATZ, STANLEY

research director at North Advertising Agency, entered advertising with General Paint & Varnish Co., as advertising mgr. He handles the following accounts: Toni, Columbia Foods, Jewel Tea, Gillette Labs.

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MAYON, RUTH

of Fletcher Richards, Calkins & Holden Inc., was educated at Los Angeles City College entered advertising with Robert J. Black Advertising and then went to Hicks & Greist Advertising. Her hobbies are dancing, golf and ceramics. She handles the following accounts: Litton Industries, Republic Supply Co., U. S. Rubber and Golden West Broadcasters.

***** TIME BUYERS AT LEADING ADVERTISING AGENCIES

McAULAY, PEG

of J. Walter Thompson Co., was born Aug. 2, 1932. She attended N. Y. U., entered advertising with Compton Advertising in 1950, as media research asst., and held posts with Dancer-Fitzgerald-Sample. She is married to Stephen F. Byrd. Her hobbies are sculpturing and reading. Accounts: Standard Brands, Inc., R.C.A., Prince Matchabelli.

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McGRATH, DANIEL J.

of McCann-Erickson, Inc., Chicago, was born March 20, 1935. Graduating from St. Mary's (BA), 1957, he entered advertising with McCann-Erickson, Inc. in 1959 as assistant buyer. He handles the following accounts: Derby Foods, Inc., Brunswick, Bell & Howell.

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McDONALD, FRANK P.

of D.C.S&S was born Feb. 20, 1936. He attended St. John's U., BA, 1960. First entered advertising with D.F.S. in 1960, as an estimator. His hobbies are basketball, swimming and touch football. Accounts: Jackson Brewing Co., Narragansett Beer, Shulton, Inc., Copenhagen Snuff, Bristol Meyers.

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McEVOY, NEWMAN F.

of Cunningham & Walsh, Inc., was born April 7, 1904. He is a graduate of Catholic U., 1926. He handles the following accounts: "21 Brand," Sunshine Biscuits, Inc., American Machine & Laundry Co., Andrew Jergens.

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McGIVNEY, WILLIAM

of Compton Advertising, Inc., was born Jan. 7, 1931. He is a graduate of St. John's (BBA), and entered advertising with Compton in 1957, in media research. His hobbies are skiing and community theatre. He handles the following accounts: Duz Soap & Detergent, Asphalt Industry, Sterling Beer, Schick Safety Razor.

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MELCHER, ETHEL H.

of McCann-Erickson, Inc., was born May 10, 1925. Graduating from Douglass College (BA), 1946, she entered advertising with Young & Rubicam in 1946 as newspaper biller and has held posts with Ted Bates, Foote Cone & Belding, and Cunningham & Walsh. Her hobbies are horseback riding, collecting antiques, and swimming. She handles the National Biscuit Co. account.

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MOORE, MICHAEL JAMES

of Lennen & Newell, Inc., was born Oct. 23, 1934. Graduating from St. Lawrence U. (BS), 1956, he entered advertising with Lennen & Newell in 1958 as researcher. He is married. He handles the Colgate-Palmolive Co. account.

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MORAN, FRANK

of Ted Bates & Co. was born Dec. 23, 1928. Attended NYU, BS, 1951. First entered advertising with Y&R in 1952, as a trainee. He is married to the former Patricia Carey and has two children. His hobby is golf. He handles the American Home Products account.

MORTON, ROBERT

of Kenyon & Eckhardt, was born Nov. 19, 1926. He is a graduate of N. Y. U. (BS) 1954, and entered advertising with Cohen, Dowd & Aleshire in 1955, as estimator. He is married and has two children. His hobbies are golf and chess. He handles the following accounts: Ford Inst., LMDA, Mercury.

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MURPHY, JANET

of L. C. Gumbinner Advertising, was born July 1, 1914. Graduating from Skidmore College (BS), 1935, she entered advertising with Blackett-Sample-Hummert in 1938 as assistant to the business manager and has held posts with MBS, Storer Broadcasting, Robert Meeker Assoc., and Newspaper Radio Committee. She is married to Ray T. Murphy and has two children. Her hobbies are water colors, gardening, and swimming. Account: American Tobacco Co., Dual Filter Taryeton & Roi-Tan Cigars.

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NASSE, BETTY

of Grey Advertising Agency, Inc., entered advertising with J. Walter Thompson in 1947, as secretary. She has held posts with Joseph Katz Co., H. B. Humphrey Co., and Dowd, Redfield & Johnstone, Inc. Her hobby is collecting old china and silver. She handles the following accounts: Hudson Pulp & Paper Corp., Revlon, Inc., Mennen, Martinson's Coffee.

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NEUGEBAUER, RALPH J.

media supervisor at Gardner Advertising Co., was born February 17, 1928. He is a graduate of U. of Missouri (BA), and joined Gardner in 1956, as media assistant. Accounts: Busch Bavarian Beer, DK Sunway, Purina Feeds, John Deere & Co.

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NUCCIO, JOHN

of Doyle Dane & Bernbach was born Oct. 13, 1923. Attended NYU, BS, 1944. First entered advertising with BBD&O in 1944, as merchandising and outdoor buyer. Also held posts with Benton & Bowles. Married to Mary Reynolds, two children. His hobbies are photography and hunting. Accounts: Olin Mathieson, American Airlines, Clairol.

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NYBORG, RICHARD V.

media director, J. Walter Thompson, Los Angeles, was born March 22, 1930. He is a graduate of Bryant College (BS) 1951, entered advertising with Time, Inc. in 1953, in market research, and held posts with Procter & Gamble Co. His hobbies are skin diving and photography. He handles all accounts.

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O'DONNELL CHARLES J.

of Maxan Advertising, Inc., was born Dec. 23, 1931. Graduating from St. John's U. (BBA), 1953, he entered advertising with William Esty Co., Inc. in 1956 as time buyer. His hobby is photography. He handles the Gillette Safety Razor Co. account.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

PALMER, ROBERT

of Cunningham & Walsh, Inc., was born July 16, 1930. He attended Fordham, entered advertising with Kenyon & Eckhardt in 1954, as estimator, and held posts with ABC-TV, Conklin Mann Co. He is married. His hobbies are photography, bowling and tennis. He handles the following accounts: American Cyanamid, Jaguar Cars, Salada Tea, A.M.F., Braniff Airways, "21 Brand," Southern Railway, Watchmakers of Switzerland.

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PANELLA, MARTHA G.

of N. W. Ayer & Son, Inc., graduated from Columbia U. (BS) in 1954, entered advertising with Al Paul Lefton in 1954, as time buyer, and held posts with Preston Enterprises. She is married. Her hobbies are designing and making jewelry, ice skating, and dramatics. She handles the following accounts: Pharmaco Inc., Breck Shampoos, Feena-mint Co.

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PANSUTI, JOHN

of Doyle Dane Bernbach was born Oct. 12, 1930. Attended C.C.N.Y., BBA, 1951. First entered advertising with Doherty, Clifford, Shenfield in 1951, as an estimator. Married and one child. His hobby is reading and sports. Accounts: ABC, Chemstrand Corp., Cale of California, Coffee Growers of Colombia, Dreyfus Fund, French Government Tourist Office, Levy & Sons, Ronson, Harbmann Luggage, Volkswagen.

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PAPE, ROBERT H.

Canadian supervisor & U. S. buyer of Compton Advertising, Inc., was born April 4, 1931. He is a graduate of Nichols (ABA) 1955, and entered advertising with Compton in 1956, in media research. He is a member of Siwanoy Country Club of Brantville, and his hobbies are bowling, art, and photography. He handles the Ivory Soap and Crisco accounts.

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PARDOLL, ARTHUR S.

associate media director at Foote, Cone & Belding, Inc., was born in 1913. He is a graduate of Yale (BA). He is married to Mary Kikoin and has three children. He handles the following accounts: Clairol, Lever Bros., Imperial Margarine, Pepsodent Paste and Brushes, Equitable Life Assurance Society of U.S.

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PARKER, DOUGLAS S.

of N. W. Ayer & Son, Inc., was born May 21, 1924. He graduated from Princeton in 1946, entered advertising with Ward Wheelock Co. in general Radio-TV work, and held posts with Al Paul Lefton Co. He is married to Virginia C. Barba and has two children. His hobbies are sports, golf.

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PASSMORE, JOHN J.

of Campbell-Ewald Co., was born in 1915. He attended the U. of Detroit, and entered advertising with C-E in 1948, as manager of magazine scheduling dept. He handles the following accounts: Firestone Tire & Rubber Co., Goebel Brewing Co.

PAULSEN, ELEANOR I.

of Young & Rubicam first entered advertising in 1941, as a clerk. Her accounts are American Home Foods, Dockett and Robert Burns Cigars.

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PELLENZ, WILLIAM D.

of McCann-Erickson, Inc., was born in 1925. He is a graduate of Syracuse (BS) 1949, and entered advertising with McCann-Erickson in 1951. He handles the following accounts: Atlas Supply Co., Nestle Co.

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PERKINS, CHRISTINE M.

of MacManus, John & Adams, Inc., was born July 22, 1924. She attended Wilkes-Barre Business College, entered advertising with Cowan & Dangler in 1947, as media & space buyer, and held posts with Nursing World and Donahue & Coe. Her hobbies are theatre, sewing, and reading. She handles the following accounts: U. S. News & World Report, Rheichhold Chemicals, U. S. Air Force, White Rock Corp., S. B. Thomas.

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PERLSTEIN, ROBERT M.

network media supervisor at B.B.D.&O was born June 26, 1930. Graduated from Pace, BBA-Adv., 1959. First entered advertising with ABC-TV in 1953, as an account rep. Also held posts with CBS-TV. He is married and has one child.

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PETER, GEORGE

of Cunningham & Walsh, Inc., was born Sept. 29, 1935. He attended C.C.N.Y., and entered advertising with C&W in 1956, as estimator. His hobbies are skiing, boating, swimming, golf, and reading. He handles the following accounts: American Machine & Foundry, Thos. Cook & Son, Watchmakers of Switzerland, 21 Brands, Inc.

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PETERS, JOYCE

of Mogul, Williams & Saylor, Inc., attended Drake Business College. She entered advertising with Harry B. Cohen in 1952, as asst. time buyer, and held posts with Katz Agency and American Bcstg. Co. Her hobbies are boating and bowling. She handles the following accounts: Barney's Clothes, Barricini Candy Corp., Breakstone, Gold Medal Candy, National Shoes, Howard Clothes, Ronzoni Macaroni.

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PETER, MARY DENISE

of Campbell-Mithun, Inc., Chicago, was born Dec. 12. Graduating from U. of Chicago (BA, MA), 1946, she entered advertising with Needham, Louis & Brorby, Inc. in 1948 as media clerk and has held posts with Foote, Cone & Belding; Grant Advertising; and Donahue & Coe. Affiliated with the U. of Chicago Alumni Assoc., the Chicago Council on Foreign Relations, and the Library of International Relations, her hobbies are music and travel. Accounts: Wilson & Co., Wilson Sporting Goods Co., Helene Curtis Industries, Inc.

***** TIME BUYERS AT LEADING ADVERTISING AGENCIES

PETTICK, BEN

of Product Services, Inc., was born April 19, 1916. He entered advertising with Product Svcs. in 1954, as regional director. He is married and has three children. His hobbies are cards, hiking and camping. He handles the following accounts: Roto-Broil, Continental, Tech. Tape Corp.

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PICKETT, RICHARD C.

media supervisor of Foote, Cone & Belding, was born Sept. 30, 1929. He is a graduate of Fordham (BA) 1952, and entered advertising with William Esty in 1954, as time buyer. His hobbies are golf and sailing. He handles the following accounts: Lever Bros. Co., S. A. Schonbrunn & Co., Menley & James Lab.

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PORTERFIELD, GRACE M.

of Benton & Bowles, Inc., was born May 16. She attended Columbia U., entered advertising with Catherine Oglesby in 1945 as media buyer and has held posts with Jordanoff Aviation. She is married to Charles Clayberger. Affiliated with the RTES and the N. Y. Republican Club, her hobbies are cranberry bogs and bridge. She handles the Maxwell House Coffee account.

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PRANZO, GARY

of Young & Rubicam was born Dec. 16, 1932. Attended C.C.N.Y., BBA, 1956. First entered advertising with Cunningham & Walsh in 1956 as an estimator. He is married and has two children. He is also a member of The Associates. His hobbies are records and photography. Accounts: Time Magazine, Personal Products, Antigul Whiskey.

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RAMBERG, ARNE N.

of N. W. Ayer & Son, Inc., was born March 13, 1930. He attended Pace College, entered advertising with Lynn Baker in 1949, as office boy, and held posts with Paul Venze Assoc., and W. B. Doner & Co. He is married and has two children. He handles the following accounts: Corning Glass Works, United Air Lines, Du Pont Home Furnishings, Dill Co.

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RASMUSSEN, BERNARD G.

of Fuller & Smith & Ross, Inc., was born May 27, 1919. He is a graduate of Fordham (BS) 1946, entered advertising with Ruthrauff & Ryan in 1946, as asst. time buyer, and held posts with Seagram Distillers. He is married to Mary Dooley and has five children. He handles the following accounts: Aluminum Co. of America, Package Machinery, Commercial Solvent Corp., M. Polemer, Borden Chemical Co.

REED, ALLAN

of Grey Advertising Agency, Inc., was born March 19, 1929. He is a graduate of Pace College (BBA), and entered advertising in 1947. He is married and has three children. His hobbies are golf and photography. He handles the following accounts: Block Drug, Palm Beach.

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REED, WALTER J.

of Foote, Cone & Belding, was born March 14, 1933. Graduating from Brooklyn College (BS), 1956, he entered advertising with the Katz Agency in 1956 as biller and has held posts with Cohen & Aleshire, Inc. He is married and has one child. He is affiliated with the Men's Club, the Brooklyn Infants Home, and the Knights of Pythias. Accounts: Liebmann Breweries, TWA, Angustora Wuppermann, Inc. (Bitters).

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REINECKE, WALTER

of Batten, Barton, Durstine & Osborn, Inc., was born May 24, 1931. He attended the U. S. Naval Academy, and entered advertising with William Esty Co. in 1949. He is married to Marianne Kraemer and has two children. He handles the Lever Brothers account.

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REINER, MORT

of Hicks & Greist, Inc., was born July 21, 1926. Graduating from Syracuse U. (BS), 1950, he entered advertising with Pedlar & Ryan in 1950 as assistant time buyer and has held posts with the Biow Co., Product Services, Inc., and Glamorene, Inc. Affiliated with the Academy of Television of Arts and Sciences, his hobbies are record collecting, carpentry, and swimming. Accounts: Taylor-Reed, Westclox, Endicott-Johnson, Stahl-Mayer, Williams Furniture, Dixon.

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REISENBACH, SANFORD E.

of Grey Advertising Agency, Inc., was born May 13, 1932. He is a graduate of N. Y. U. (BS), entered advertising with Dancer-Fitzgerald-Sample in 1952, as a trainee, and held posts with Transportation Displays and S. R. Leon Co. He is married and has two children. He handles the following accounts: Martinson Coffee, Revlon, Block Drug Co., Hudson Pulp & Paper Co.

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REISS, BERNARD M.

of Friend-Reiss Advertising, was born Jan. 13, 1910. He graduated from Hebrew Technological Institute (EE), 1931. Married to the former Sally Rodway, he has two children. His hobbies are hunting and fishing.

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RENFRO, HARRY K.

director of Radio & Television for D'Arcy Advertising Co., St. Louis office, was born in 1915. He entered the advertising field in 1951. He is married and has one child. He handles the following accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuary Norris Mfg.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

REYNOLDS, DWIGHT S.

of Campbell-Mithun, Chicago, attended Lake Forest College. He first entered advertising with Calkins & Holden in 1951 as assistant radio-TV director and has held posts with American Broadcasting Co. and Young & Rubicam. He is married and has two children. Affiliated with the Broadcast ADV Club of Chicago, his hobbies are music, woodworking, and skating. Accounts: Kroger Co., American Bakeries, Borden Milk, P & G, Zenith radio and TV, Hammond Organ.

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RIEMENSCHNEIDER, ROBERT R.

chief time buyer of Gardner Advertising Co., was born in 1928. He is a graduate of Northwestern (BS), entered advertising with Schwimmer & Scott, Inc., in 1950, as copywriter, and has held posts with North Advertising. He is married to Polly Caylor and has three children.

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RIND, NATE

of Doyle Dane Bernbach, Inc., was born Feb. 28, 1931. He is a graduate of Brooklyn College (BA) 1953, (MA) 1957, and entered advertising with Foote, Cone, & Belding in 1956, as media research ast. He is married and has two children. His hobby is books. He handles the following accounts: Polaroid, Venus Pen & Pencil Corp., Utica Club Beer, Goodman's Noodle Products, and Five-Day deodorant.

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ROBERTS, MARCIA

of Young and Rubicam attended Syracuse U. She first entered advertising with Y&R in 1952, as a statistical clerk. Accounts: Time International, P & G Cheer, Life Magazine.

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ROLFES, FRANK P.

of Campbell-Mithun, Inc., was born Feb. 6, 1929. He is a graduate of Loyola of Chicago (BA) 1950, U. of Chicago (MAB) 1958, entered advertising with CBS Radio in 1954, as sales service mgr., and held posts with Blair-TV Assoc. and Katz Agency. He is married to Julie K. Young. He is a member of the Illinois Athletic Club, and his hobbies are skiing, handball and golf.

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ROSS, DONALD M.

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born May 2, 1928. He entered advertising with SSC&B in 1956, as media research assistant. His hobbies are designing and constructing settings for model theatre, theatre-going, and making home movies. He handles the following accounts: Lipton Tea, Block Drug Co.—Nytol, Py-Co-pay tooth brushes, green mint, Bulova Watch Co., This Week Magazine.

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SACHS, JEROME M.

media director for Doyle, Dane & Bernbach was born Aug. 25, 1928. He graduated CCNY, B.A.A. 1955. He first entered the agency business with J. D. Tarcher & Co. in 1945, and was also with Cecil & Presbrey and Franklin Bruck.

SAGERMAN, JOYCE B.

of Compton Advertising, Chicago, was born May 30, 1935. Graduating from U. of Wisc. and Roosevelt (BA), she first entered advertising with Wherry, Baker & Telden in 1957 as media assistant. She is married to Dr. A. Sagerman. She handles the American Dairy Assoc. and the Quaker Oats accounts.

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SANDBERG, CARL

assistant time buyer of Compton Advertising, Inc., was born June 19, 1937. He is a graduate of Seton Hall (BS) 1958, and entered advertising with Compton in 1959, as trainee. His hobbies are golf, bowling, politics, basketball, and the saxophone. He handles the following accounts: Crisco, Comet, Duncan Hines, Gleem.

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SANNO, ALFRED R.

media director at McCann-Erickson, Inc., was born in 1925. He is a graduate of Dartmouth (BA) 1946, entered advertising with Young & Rubicam in 1948, and later held posts with BBDO. He is married to Linda Ciccarelli and has two children. Accounts: Minute Maid, John Hancox, Magnavox, Owens Corning Fiber Glass, National Broadcasting Co.

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SANTONI, WILLIAM

of Cunningham & Walsh, Inc., was born Aug. 27, 1929. He is a graduate of Florida (BS), entered advertising with Ruthrauff & Ryan in 1955, as media statistician, and held posts with Dancer-Fitzgerald-Sample. He is married to Amy Rivers and has two children. He handles the following accounts: Folger Coffee, American Home Products, Sunshine Biscuits.

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SCALA, JAMES M.

of Young & Rubicam was born Jan. 12, 1930. Attended Hamilton, AB, 1951. First entered advertising with Y&R in 1953, as a trainee. He handles the General Foods Corp., account.

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SCHOENFELD, JAY B.

broadcast supervisor at McCann-Erickson, Inc., was born April 16, 1931. He attended C.C.N.Y., and entered advertising with Ted Bates. He handles the following accounts: Avis, Corn Products, Tyrex, Lehn & Fink and Savings & Loan Foundation.

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SCHUBERT, GENEVIEVE

of Compton attended Barnard College. She first entered advertising with Badger, Browning & Hersey in 1945, as an estimator. Also held posts with Ted Bates. Her hobbies are portrait drawing, travel and languages. Accounts: N. Y. Life, Remington Rand, Sterling Drug and P&G.

***** TIME BUYERS AT LEADING ADVERTISING AGENCIES

SCHUEBEL, REGGIE

V.P., Network Relations at Guild, Bascom, Bonfigli, Inc., entered advertising with Duane Jones Co. in 1942, as radio director. He held posts with Biow Co. and Norman, Craig & Kummel. His club affiliations are RTES and Radio Pioneers. He handles the Ralston account.

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SEGALL, JOEL

of Compton was born Jan. 27, 1937. He attended the U. of Illinois, BS, 1959. First entered advertising with Compton in 1960. He is married and has one child. He is a member of Alpha Epsilon Pi, Alpha Kappa Psi, Alpha Delta Sigma and AFA. His hobbies are baseball and music. Accounts: P&G, Crisco, Pink Ribbon Dreme, Consolidated Cigar's LaPalina and Lovera, Ivory Liquid.

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SEMONS, STEVEN L.

of Young & Rubicam was born March 19, 1933. Attended C.C.N.Y., BBA, 1955. First entered advertising with Cunningham & Walsh in 1953. He is married and has two children, Bonnie and Andy. His hobby is chess. Account: General Foods.

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SENATORE, CARRIE

of J. Walter Thompson Co., was born March 12, 1929. She entered advertising with BBD & O in 1947, as secretary. Her hobbies are dramatics and skiing. She handles the following accounts: R. T. French, Liggett & Meyers, Beecham Products.

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SHAHINIAN, DOROTHY

of Fuller & Smith & Ross, Inc., is a graduate of Syracuse (BA) 1949, and entered advertising with F&S&R in 1953, as estimator. Her hobbies are piano and golf. She handles the following accounts: Commercial Solvents Corp., Grumman Aircraft, Coals & Clark, Inc., W. Va. Pulp & Paper Co., Fuller Brush Co.

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SHAPIRO, MARVIN B.

of BBD&O was born Feb. 25, 1933. Attended Ithaca College, BS, 1956. First entered advertising with Weiss & Geller in 1956, as a buyer. Also held posts with Grey Advertising. Married to the former Naidia Berman and has one child. He handles the Pepsi-Cola and B. F. Goodrich accounts.

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SHEPPARD, RICHARD

Broadcast Supervisor at MacManus, John & Adams, Inc., was born March 19, 1932. He is a graduate of Wooster (BA) 1954, entered advertising with Brooke, Smith, French & Dorrance in 1956, as traffic coordinator, and held posts with W. B. Doner. His hobbies are swimming, music, and theatre. He supervises all accounts.

SHIMA, JOHN F.

Media Director at Kenyon & Eckhardt, Inc., was born Nov. 28, 1929. He attended N. Y. U., entered advertising with Kenyon & Eckhardt in 1947, as checking clerk. His hobbies are opera and sailing. He is married and has three children. Accounts: Max Factor, Lincoln-Mercury Dealers, Reddi-Wip.

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SILVERMAN, ALAN

of Norman, Craig & Kummel, was born May 17, 1934. Graduating from Indiana U. (BS), 1956, he entered advertising with Dancer-Fitzgerald-Sample in 1956 and has held posts with Kenyon & Eckhardt. His hobbies are sailing and skiing. He handles the Colgate-Palmolive Co. account.

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SLATTERY, ANNE H.

of Batten, Barton, Durstine & Osborn, Inc., was born March 21, 1928. She is a graduate of College of New Rochelle (BA) 1948, entered advertising with Geyer, Newell & Ganger in 1950, and held posts with Robert B. Grady Co., and CBS TV Network. She is married to Robert Bayley. Her accounts are American Tobacco Co., Armstrong Cork, Philco, U. S. Steel, B. F. Goodrich.

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SMITH, JACK 'JOHN' J.

of B.B.D&O was born May 26, 1931. Attended Fordham U., BA, 1953. First entered advertising with Ruthrauff & Ryan in 1953. Also held posts with S.S.C&B and Lennen & Newell. Accounts: Dodge, Armstrong Cork, First Nat'l. City, Liberty Mutual, Phoenix Mutual, N.Y. Racing, GE, Greater N.Y. Fund.

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SPARKS, HENRY L.

of Young & Rubicam was born Sept. 24, 1909. Attended Williams College. First entered advertising with Young & Rubicam in 1930. Married the former Mary Peelle and has four children. He is a member of the Mt. Kisco Country Club. Accounts: GE Major, Moore McCormack, International Silver, Metropolitan Life, Simmons, Norcross, GE Radio-TV, Johnson & Johnson, Henderdon, Manufacturers Trust and Royal.

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SPERO, JAMES M.

of Tatham-Laird, Chicago, was born May 27, 1933. Graduating from Union College (AB), 1955, he entered advertising with Kenyon & Eckhardt in 1955 as media assistant and has held posts with McCann-Erickson. He handles the Butter-Nut Foods Co. and Clark Oil accounts.

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SPRUYTENBURG, FRED

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born July 22, 1932. He graduated from Pace (BBA), and entered advertising with SSC & B in 1956. He handles the following accounts: American Tobacco Co., Bulova Watch Co., Whitehall Labs.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

ST. GEORGES, JOSEPH F.

of Young & Rubicam was born June 4, 1926. Attended Yale, BA, 1948. First entered advertising with St. Georges & Keyes in 1950, as copy-contact. Also held posts with WOR-TV and Time Mag. Married and has five children. Accounts: Remington, Tuffy Cosmetics, Filbert, Lipton, Permacel, Piels Beer. ★ ★ ★

STAAB, WALTER E.

of Kenyon & Eckhardt, Inc., was born April 12, 1933. Attended Rutgers University and Farleigh Dickinson, BA, 1955. First entered advertising with McCann-Erickson in 1956, as media-research analyst. Accounts: Beecham Products Inc., Brylcreem, Silvikrin and MacLeans. ★ ★ ★

STACK, JAMES

of Young & Rubicam, Inc., was born May 11, 1923. Attended Fordham U. and NYU, BS, 1949, and MBA, 1953. First entered advertising with Y&R in 1953, as media operations supervisor. Married and has two children. Hobbies are sports and wood-working. Accounts: Drackett, General Cigar, American Home Foods. ★ ★ ★

STANNARD, ISABELLE

of Daniel & Charles, was born Sept. 16, 1929. She attended Hofstra College, entered advertising with J. M. Mathes in 1946 as estimator and has held posts with J. Walter Thompson, Biaw and Ogilvy and Benson & Mather Her hobbies are jazz, sewing, reading, and ballet. Accounts: Fresh Deodorant, Supp-hose Stockings, Miles Shoes, Pez Candy, Kayser Stockings, Canada and Amsco Sponge. ★ ★ ★

STARK, JOAN G.

Supervisor of Spot broadcasting at Grey Advertising Agency, Inc., was born July, 1931. She entered advertising with William H. Weintraub in 1950, as estimator and held posts with Harris & Whitebrook. Her hobbies are horseback riding and boating. She supervises all accounts. ★ ★ ★

STONE, ROBERT M.

of Compton Advertising, Inc., was born April 3, 1934. He is a graduate of Michigan State (BA), and entered advertising with Compton in 1959, as media trainee. He is married and has two children. His hobbies are golf, reading, music, and athletics. He handles the following accounts: Crisco Oil, Purifon Oil, El Producto Cigars, Curtis-Wright Corp., N. Y. Stock Exchange. ★ ★ ★

STRASSMAN, NORMA C.

of Chirurg & Cairns, Inc., was born July 22, 1924. She attended N.Y.U., entered advertising with Young & Rubicam in 1948 as estimator, and held posts with Dancer-Fitzgerald-Sample, Cunningham & Walsh, and Doherty, Clifford, Steers & Shenfield. Her hobbies are golf, swimming, and skiing. Accounts: Binney & Smith (Crayola Crayons), Eaton Paper Corp., Dynel Div. of Union Carbide Corp., Adlerney Dairy Co., Chatham Blankets. ★ ★ ★

STUMBO, PHILIP A.

of McCann-Erickson, Inc., was born August 17, 1934. He attended Fordham and C.C.N.Y., entered advertising with Biow-Beirn-Toigo in 1954, as Radio-TV spot biller, and held posts with WABC-TV, Ted Bates. His hobbies are skiing, opera, theatre, ice skating and tennis. He handles the following accounts: Westinghouse Electric, John Hancock, Look—Cowles Magazines. ★ ★ ★

SULLIVAN, JEANNE

of Sullivan, Stauffer, Colwell & Bayles, Inc., was born Oct. 4, 1924. She entered advertising with Duane Jones, Co. in 1954, as secretary, and has held posts with Reggie Schuebel, Inc., and Norman, Craig & Kummel. She handles the following accounts: Carter Products, Rise Shave Cream, All Detergent. ★ ★ ★

SULLIVAN, WALTER E., Jr.

of Doyle, Done, Bernbach, Inc., was born May 18, 1925. Attended Columbia U., AB in 1948, MA in 1950. First entered advertising with Benton & Bowles in 1953, as media analyst. Also held posts with Foote, Cone & Belding and Royal Typewriter Co; Married and has 4 children. Hobbies are Music, Golf and Tennis. Accounts: Yardley of London, The Lane Co., Warner Bros. Foundations, Ohrbach's Glendole Knitting Corp. ★ ★ ★

SWART, RICHARD E., Jr.

of B.B.D&O was born August 4, 1934. Attended Williams College, BA, 1956. First entered advertising with B.B.D&O in 1956, as a trainee. Married to the former Ja Anne Schien, he has two children. Accounts: MMM, Minneapolis Honeywell, Chun King, National Presto, Toro, Investors Diversified Services. ★ ★ ★

SYERS, ROBERT J.

of BBD & O, was born June 1, 1936. He attended C.C.N.Y. and entered advertising with BBD & O in 1954 as research trainee. He is married. Affiliated with the FM Radio Society, his hobby is skiing. He handles the following accounts: DuPont, Philco, Pan American Coffee Bureau, Hit Parade Cigarettes. ★ ★ ★

TELEKI, MARGOT

of Reach, McClinton, was born May 24. Graduating from New England Conservatory of Music (BA), 1951, she entered advertising with Edward Kletter Assoc. as estimator and has held posts with Norman, Craig & Kummel and J. Walter Thompson. Accounts: Prudential, Standard Brands, Hudson, Pabst, Speidel, Ford Motor, International Latex, Syracuse China, Berlitz, Breck, Willy's, Maidenform, Champion Spark Plugs, Colgate, Vanity Fair, N. J. Bell, Isodine. ★ ★ ★

TIME BUYERS AT LEADING ADVERTISING AGENCIES

THULIN, KATHERINE

of Campbell-Mithun, Inc., was born Oct. 1, 1931. She is a graduate of Minnesota (BA), and entered advertising with Bulmer-Johnson in 1953, as secretary. Her hobby is skiing. She handles the following accounts: Larsen Co., Northern States Power Co., Minneapolis Symphony.

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TILLMAN, SHARON

of Smith/Greenland Co., Inc. was born Dec. 27, 1934. Graduating from U. of Miami (BA), 1956, she entered advertising with Monrae Greenthal Co. in 1957 as assistant space buyer. She is married to Mel Tilman. Writing short stories is her hobby. Accounts: Downyflake Foods, Inc., Melnor Industries, Milady Food Products, Weldon Farm Products, S. W. Farber, I. Rodeach & Sons, Wagner Baking Corp.

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TREA, RICHARD

of Kenyon & Eckhardt, Inc., was born Nov. 17, 1926. He is a graduate of Dickinson (BA) 1952, entered advertising with Benton & Bowles in 1952, as media research analyst, and held posts with Carl S. Brown Co., Inc. He is married and has one child. He handles the following accounts: Harold F. Ritchie, National Biscuit Co., Pepsi-Cola Co.

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TREGRE, JEANNE M.

of J. Walter Thompson, attended St. John's U., BA. First entered advertising with Ogilvy, Benson & Mather, Inc. Accounts: Mentholum, Brillo, Pan-American.

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TUFTY, JAMES V.

of Young & Rubicam, Inc., Los Angeles, was born March 11, 1929. Graduating from Michigan State U. (BA), 1952, he entered advertising with Young & Rubicam in 1956 as outdoor field representative. Affiliated with the Overseas Press Club and the Madison Ave. Rod & Gun Club, his hobbies are photography, riding, and swimming. He handles the Union Oil Co. of Calif. account.

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TULLY, TIM

of Compton Advertising, Inc., was born May 10, 1932. He is a graduate of Williams (BA), and entered advertising with Ted Bates in 1958, as mail-room trainee. His hobbies are theatre and tennis. He handles the Ivory Liquid account.

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TWIDDY, JOHN W.

of MacManus, John & Adams, Inc., was born Dec. 2, 1931. He attended Western Maryland College, entered advertising with Foote, Cone & Belding in 1955, as asst. media buyer, and held posts with TV Guide. He is married to Mary Kraft and has two children. He handles the following accounts: Good Humor Corp., MMM, S. B. Thomas, White Rock Corp., Van Munching Imports, U.S. Air Force.

VANDERWARKER, GORDON G.

media Manager of Donahue & Co., was born March 15, 1915. Attended Wesleyan U., BA, 1936. First entered advertising with NBC in 1937, as research clerk. Also held posts with ABC, Benton & Bowles, BBD&O, Needham, Louis & Brorby. Accounts: Corn Products, Gorham Silver, Holland-America Line, Business Week, Schiefelin & Co.

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VERNON, FRANK J.

of Cunningham & Walsh, Inc., was born March 4, 1933. He is a graduate of Penn State (BA), and entered advertising with C&W in 1959, as estimator. He is married to Annette Galbavy and has one child. His hobbies are reading and sports. He handles the Folger Coffee account.

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VILMURE, MARION

of Fletcher Richards, Calkins & Holden, was born July 17. She attended U.S.C., entered advertising with Smith, Bull & McCreery in 1948 as secretary, and has held posts with Barnes Chase Co., Roy S. Durstine, and Stromberger, Lavene & McKenzie. She is married to Richard A. Vilmure. Affiliated with Advertising Club of L.A., Radio and TV Women of So. Calif., L.A. Advertising Women, and Advertising Assoc. of the West, her hobbies are Spanish and traveling to Mexico. She handles all radio and TV accounts.

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VITT, SAM B.

v.p. and media dir. of Doherty, Clifford, Steers & Shenfield, was born Oct. 23, 1926. He is a graduate of Dartmouth (BA) 1950, entered advertising with CBS in 1950, as a trainee, and has held posts with Benton & Bowles. He handles the following accounts: Bristol-Myers, Grove Labs, Paton McCormick, The Borden Co., Sonatone, Chemway, Noxema, Standard Triumph, Kimberly Clark, Borden.

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WALLER, RICHARD J.

of Ted Bates & Co., was born Feb. 23, 1933. He attended N.Y.U. and entered advertising with Donahue & Co. in 1956 as research assistant. He is married. Equitation is his hobby. He handles the Carter Products, Inc. and Mobil Oil Co. accounts.

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WALLOWER, TED P.

of Batten, Barton, Durstine & Osborn, Inc., was born Jan. 21, 1918. He is a graduate of Missouri (BA) 1939, entered advertising with Birmingham Castleman in 1948, in accounting, and held posts with Morey Humm & Johnstone. He handles the following accounts: Du Pont, Pfeiffer's.

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WALSH, DOLAN J.

of D'Arcy Advertising Co., St. Louis office, attended St. Louis U. He entered advertising with D'Arcy in 1951, in the outdoor dept. He is married and has one child. He handles the following accounts: Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe.

TIME BUYERS AT LEADING ADVERTISING AGENCIES

WARD, ALAN M., Jr.

of Young & Rubicam was born August 13, 1933. Attended NYU. First entered advertising with Y&R in 1956, as a trainee. Married to the former Joan Robertson he has one son. His hobby is boating. Accounts: Beech-Nut Baby Foods, Singer Sewing Machine Co.

★ ★ ★

WARNER, JOHN A.

of Young & Rubicam was born May 17, 1926. Attended Pace College, BBA, 1952. First entered advertising with Y&R in 1952, as a trainee. He also held posts with Pictures Inc. He is married and has three children. His hobby is refinishing old furniture. Accounts: Gulf Oil Corp., and General Electric.

★ ★ ★

WARREN, HENRY E., JR.

of D'Arcy Advertising, Chicago, was born Dec. 29, 1936. Graduating from U. of Fla. (BS), 1959, he entered advertising with Leo Burnett in 1959 as a trainee. Affiliated with the Sports Car Club of America, American Skydivers, and Sunshine Skindiving Assoc., his hobbies are sports car racing, skydiving, and skindiving. He handles the American Oil Co. account.

★ ★ ★

WEIGL, VIRGINIA C.

of Fuller & Smith & Ross, Inc., was born May 30th. She attended N.Y.U. and Columbia, entered advertising with BBD & O in 1951 as assistant time buyer, and has held posts with Hicks & Greist, Inc. and Roy S. Durstine, Inc. Married to Paul Weigl, she has two children. Accounts: Pacific Ocean Park, McCulloch Motors, Fairfield Laboratories, Ducommun, General Electric, Kal Kan Dog Food.

★ ★ ★

WEISS, FREDERICK C., Jr.

of Young & Rubicam was born July 16, 1926. Attended Tufts U., BNS, in 1946 and AB in 1948. First entered advertising with Y&R in 1948. Also held posts with Fairchild Camera and Instrument Corp. Accounts: P&G, GE, The Travelers Insurance Cos.

★ ★ ★

WEYMOUTH, E. G., JR.

of Kudner Agency, Inc., was born Aug. 15, 1917. He attended Lehigh, entered advertising with Kudner in 1939, as trainee, and held posts with Colgate-Palmolive Co. He is married to Rachel Williams and has two children. He is a member of the Bronxville Field Club and the Rear Guards. He handles the following accounts: Goodyear, Fisher Div. of GM, Color-forms.

★ ★ ★

WHITE, WILLIAM G.

of Cunningham & Walsh, Inc., was born Oct. 24, 1918. He is a graduate of U. of Toronto (BA), entered advertising with CFRB in 1939, in sales, and held posts with Benton & Bowles and Pedler & Ryan. He is married to Patricia Anderson and has three children. His hobby is community activities. Accounts: American Export Line, Wheeling Steel Corp., St. Regis Paper Co.

WIDHOLM, ROBERT

broadcast media supervisor at Doherty, Clifford, Steers & Shenfield, was born March 21, 1924. He is a graduate of Dartmouth (BA) 1947, and entered advertising with Lennen & Mitchell in 1948, as trainee. He handles the following accounts: Bristol-Myers, Anness, Ipana, Minute Rate, Standard Triumph.

★ ★ ★

WILSON, JAMES K.

of Campbell-Mithun, Minneapolis, was born Oct. 26, 1933. Graduating from U. of Notre Dame (BS), 1955, he entered advertising with Campbell-Mithun in 1956 as radio-TV production coordinator and has held posts with WCCO radio. Married to the former Teresa Badger, he has four children. His hobbies are audio, woodworking, sailing, and golf. Accounts: Pillsbury's Refrigerated Products and Best Flour, Northwestern National Bank, Marigold Foods, Inc.

★ ★ ★

WOLFE, ROBERT D.

vice president in charge of Radio-TV, west coast, Grey Advertising Agency, Inc., was born Nov. 14, 1912. He is a graduate of Brown (PhB) 1934, entered advertising with Young & Rubicam in 1938, as script writer, and held posts with Kenyon & Eckhardt, Hicks & Greist, John W. Shaw Adv., Peck Agency, and Sweets Co. of America. He is married to Jeannette Scott and has two children.

★ ★ ★

WOODRUFF, F. CHARLES

of Sullivan, Stauffer, Colwell & Bayles, Inc., attended Columbia U., MA, 1956. First entered advertising with McCann Erickson. Accounts ore Lever Bros., Best Foods, American Petroleum Inst.

★ ★ ★

YODER, DAVID J.

of B.B.D&O was born April 11, 1937. Attended Ohio Wesleyan U., BA, 1959. First entered advertising with B.B.D&O in 1959. His accounts are Campbell Soup and Bromo Seltzer.

★ ★ ★

ZIEGLER, ISABEL

media supervisor of N. W. Ayer & Son, Philadelphia, is a graduate of Simmons College. She entered advertising with J. Walter Thompson as an estimator. She also held posts with The Biow Co., New York City. Accounts: John H. Breck, Pharmaco, Inc., Polk-Miller, Inc., Johnson & Johnson.

★ ★ ★

ZIZZAMIA, MARK H.

assistant time buyer of Compton Advertising, Inc., was born June 23, 1935. He is a graduate of Harvard (BA) 1957, and entered advertising with Compton in 1958, as media trainee. He handles the following accounts: Chase Manhattan Bank, Gulton Industries, Hot Point.

BROADCASTING'S IMAGE

Are We the Good Spokesmen We Should Be?

By DON CURRAN, President

Broadcasters' Promotion Association, Inc.

THE broadcasting industry is now 67 years old, and though it is relatively new—compared to other major industries, millions of words have been dedicated to describing and depicting its inner workings. The basic reason behind this is that broadcasting is an interesting, glamorous business that captures the imagination of the general public as well as of those who work in it. One of the most vibrant and healthy stimulants broadcasting has is that it is the subject of discussion and criticism from many objective sources.

The public looks to broadcasters for information about our industry because, and only naturally so, we are its only real spokesmen. No one else knows the broadcasting business as well as broadcasters. This is simple logic and yet, I doubt we live up to this responsibility of being as good spokesmen as we should. The question I pose is, are we representing broadcasting to our fellow men on a personal, first person basis as successfully as other professionals represent their industry or profession?

The title, broadcaster, has many interpretations. It varies with the market size. With the smaller, isolated market the station personnel automatically represent our entire industry to all. Multiple stations in larger markets share the responsibility, but at the same time represent their industry to the city in which they operate.

This business of image is old hat to the public and industrial relations people. It is simply the ability to mold



and maintain a good public image. The talent to do so is the public relation man's stock and trade. I advocate that every person working at a station must have the ability to help create good public relations for the broadcasting industry. In most stations the bulk of this task rests with those meeting the public,

from the manager down through the sales team and programming people. A complete reappraisal should be made regularly on the effectiveness in selling the broadcasting industry to the people of each community. It must be considered an important part of operating a successful broadcasting station.

The one man best equipped to contribute the professional public relations advice within the regular table of organization of most stations is the promotion manager. He is, of course, the advertising manager, market strategist and publicist, as well as public relations man. I propose that all station managers allow their promotion manager to strengthen his public relations activities. When he asks to represent your station and the broadcasting industry at various civic functions, please follow through.

Seek out opportunities to represent the broadcasting industry to your public. Prepare yourself by staying up-to-date on industry affairs. Ask your promotion manager to gather facts and figures to give you direct, up-to-the-minute impact. Above all, represent the best interest of the broadcasting industry to the people whom you meet on a daily basis.

Broadcasters' Promotion Association, Inc.

145 East 49th Street
New York 17, New York
PLaza 2-4255

OFFICERS and DIRECTORS FOR 1962

President

Don Curran
ABC O & O Radio
New York, New York

2nd Vice-President

Clark Grant
WOOD, WOOD-TV
Grand Rapids, Michigan

1st Vice-President

Jim Bowermaster
WMT Stations
Cedar Rapids, Iowa

Secretary-Treasurer

Hal Meden
145 East 49th Street
New York 17, New York

DIRECTORS

Caley Augustine
WIIC, Pittsburgh, Pa.
Dan Bellus
Transcontinent TV Corp.
New York, N. Y.
Judd Choler
KMOX-TV, St. Louis, Mo.
Casey Cohlma
WFAA-TV, Dallas, Tex.
Jack Dorr
WBNS-TV, Columbus, O.
Doug Duperrault
WFLA, WFLA-TV
Tampa, Florida

Robert Freeland
KOTV, Tulsa, Okla.
John Hurlbut
WVMC, Mt. Carmel, Ill.
Kirt Harriss
KPRC, KPRC-TV, Houston, Tex.
J. P. Riopel
CFCM-TV, Quebec, Can.
Mike Schaffer
WLBW-TV, Miami, Fla.
H. Taylor Vaden
WJZ-TV, Baltimore, Md.
Paul Woodland
WGAL, WGAL-TV
Lancaster, Pa.

ROSTER OF VOTING MEMBERS

ALABAMA
Dennis Sullivan
WDNG, Anniston
James B. Chenoweth
WAPI-AM-TV,
Birmingham

ARIZONA
Thomas J. King
KOOL Radio & TV Inc.,
Phoenix
Jack Trustman
KOLD-TV, Tucson

ARKANSAS
Harry Huey
Donrey Media Group,
Ft. Smith

CALIFORNIA
Allen A. Arthur
KFWB, Hollywood

Jack F. Brembeck
KABC-TV, Hollywood
Eli Henry
ABC, Hollywood
Franklin T. Hovore
KRCA, Hollywood
William E. Pierson
ABC-TV, Hollywood
Hal Kirk Biard, Jr.
KCOP, Los Angeles
Austin Heywood
KNXT, Los Angeles
Jack Pavis
KABC Radio,
Los Angeles
Art Wittum
KNX, Los Angeles
E. Robert Nashick
KTLA, Hollywood
Richard L. Sinclair
KHJ-TV, Hollywood

Martin Roberts
NTA, Beverly Hills
Joseph P. Costantino
KTVU, Oakland
George Goldman
KEWB, Oakland
M. S. "Tony" Bachman
KXTV, Sacramento
William C. Hester
KGB Radio, San Diego
Irv Stevens
KFMB, San Diego
Chris Christensen
KPIX, San Francisco
Robert E. Harris
KCBS, San Francisco
A. Richard Robertson
KRON-TV,
San Francisco
George T. Rodman
KGO-TV, San Francisco

BROADCASTERS' PROMOTION ASSOCIATION, INC.

- | | | |
|--|---|---|
| <p>William P. Sweeney
KFRC-AM-FM,
San Francisco</p> <p>Ronald R. Wren
KGO Radio,
San Francisco</p> <p>Len Hansen
KNTV, San Jose</p> <p style="text-align: center;">COLORADO</p> <p>Richard M. Schaffbuch
KOA-TV, Denver</p> <p>Jimm Seaney
KLZ-TV, Denver</p> <p>Gene S. Ball
KLZ, Denver</p> <p style="text-align: center;">CONNECTICUT</p> <p>Tony Brunton
Radio WICC, Fairfield</p> <p>Eugene J. Muriaty
WTIC-AM-TV, Hartford</p> <p>Peter F. Gallagher
WNHC-TV, New Haven</p> <p>Howard V. Wry
WHNB-TV,
West Hartford</p> <p>WASHINGTON, D. C.</p> <p>Robert M. Adams
WTOP-TV, Washington,</p> <p>Margaret Nelson
WTOP, Washington</p> <p>Buddy Pappas
WTTG-TV, Washington</p> <p>Haywood Meeks
WMAL-TV, Washington</p> <p>Joe Wilson
WWDC, Washington</p> <p>Ralph R. McCawley
WRC-TV, Washington</p> <p style="text-align: center;">FLORIDA</p> <p>Andy Amyx
WFGA-TV, Jacksonville</p> <p>Tom W. Mahaffey
WJXT, Jacksonville</p> <p>Don Fischer
WCKT, Miami</p> <p>John P. Hanly
WGBS, Miami</p> <p>Burt Toppan
WTVJ, Miami</p> <p>John J. "Chick" Kelly
Storer Broadcasting Co.,
Miami Beach</p> <p>Carl Fuchs
WSVN-AM-TV,
St. Petersburg</p> <p>Doug Duperrault
WFLA-TV-AM-FM,
Tampa</p> <p>Bob Edell
Storer Broadcasting Co.,
Miami Beach</p> <p>Walter K. Rhoads
WTVT, Tampa</p> <p style="text-align: center;">GEORGIA</p> <p>Edwin L. "Ned" Jay
WAGA-TV, Atlanta</p> | <p>Jean Hendrix
WSB-TV, Atlanta</p> <p>Howard M. Rowe
WLW-A, Atlanta</p> <p>Barry Sherman
WQXI Radio, Atlanta</p> <p>Geo. Vickery
WJBF-TV, Augusta</p> <p>Joe Andrews
WMAZ-AM-FM-TV,
Macon</p> <p>George Cook
WGAF, Valdosta</p> <p style="text-align: center;">HAWAII</p> <p>Robert Z. Kendall
KHVH-TV, Honolulu</p> <p style="text-align: center;">ILLINOIS</p> <p>Richard W. Herzog
WCIA, Champaign</p> <p>James G. Hanlon
WGA Radio-TV, Chicago</p> <p>Thomas E. Haviland
WCFL, Chicago</p> <p>Virgil Mitchell
WBBM-TV, Chicago</p> <p>John P. Holland
WIND Radio, Chicago</p> <p>Chet Campbell
WMAQ-WNBQ-TV,
Chicago</p> <p>Ronald L. Sack
WLS Radio, Chicago</p> <p>Charles W. Stroud
WGN, Inc., Chicago</p> <p>Charles A. Wilson
WGN, WGN-TV, Chicago</p> <p>Gene C. Robinson
WMBD-TV, Peoria</p> <p>Bill Adams
WEEK-AM-TV, Peoria</p> <p>Heber E. Darton
WHFB Radio-TV,
Rock Island</p> <p>Bob D. Thompson
WTVO, Rockford</p> <p>Jack Hallstrom
WIZZ, Streator</p> <p>John F. Hurlbut
WVMC, Mt. Carmel</p> <p>A. F. Sorenson
WKRS, Waukegan</p> <p style="text-align: center;">INDIANA</p> <p>John R. Atkinson
WHBU, Anderson</p> <p>John A. MacGregor
WTVW, Evansville</p> <p>Doug Shull
WANE-AM-TV,
Fort Wayne</p> <p>Paul N. Lindsay
WOWO, Fort Wayne</p> <p>Bill Holmes
WPTA-TV, Fort Wayne</p> <p>Calo O. Mahlock
WKJG-TV, Ft. Wayne</p> | <p>Ray Reisinger
WISH-TV-AM-FM,
Indianapolis</p> <p>Skip Gassensmith
WSBT-TV, South Bend</p> <p>Walter G. Purcell
WNDU-TV, South Bend</p> <p style="text-align: center;">IOWA</p> <p>Jim Bowermaster
WMT Stations,
Cedar Rapids</p> <p>Edna A. Herbst
KCRG Stations,
Cedar Rapids</p> <p>R. W. Upp
WOC-TV, Davenport</p> <p>Guy Koenigsberger
KRNT-AM-TV,
Des Moines</p> <p>Donald E. Pearson
WHO, WHO-TV,
Des Moines</p> <p>Gordon W. Fountain
KVTW-TV, Sioux City</p> <p style="text-align: center;">KANSAS</p> <p>John Mileham
KTVH, Wichita</p> <p>Jerry Holley
WIBW-AM-TV, Topeka</p> <p style="text-align: center;">KENTUCKY</p> <p>Glen A. Harmon
WINN, Louisville</p> <p>Bill Loader
WHAS-AM-TV,
Louisville</p> <p style="text-align: center;">LOUISIANA</p> <p>Toni Coons
KLFY-TV, Lafayette</p> <p>Otto A. Goessl
New Orleans</p> <p>William Perry Brown, Jr.
WVUE, New Orleans</p> <p>Bud Connell
WNOE Radio,
New Orleans</p> <p>Stan Cohen
WDSU-TV,
New Orleans</p> <p>Phil Johnson
WWL-TV, New Orleans</p> <p>Carl J. Tibbetts
KTAL-TV, Shreveport</p> <p>Robert E. Weimar
KSLA-TV, Shreveport</p> <p>Ollie Bales
KUZN, West Monroe</p> <p style="text-align: center;">MAINE</p> <p>Dick Gove
WMTW-TV,
Poland Spring</p> <p>Linwood T. Pitman
WCSH-AM-TV,
Portland</p> <p style="text-align: center;">MARYLAND</p> <p>Donald R. Peacock
WBAL-TV, Baltimore</p> |
|--|---|---|

BROADCASTERS' PROMOTION ASSOCIATION, INC.*****

Anton G. Picha
WMAR-TV, Baltimore
H. Taylor Vaden
WJZ-TV, Baltimore
Diana Carol Wescott
WCBM, Baltimore
MASSACHUSETTS
Robert B. Cheyne
WHDH Radio-TV,
Boston
Donn E. Winther
WBZ-TV, Boston
Warren Maurer
WBZ Radio, Boston
Joseph Cullinane
WEEL, Boston
Frank Doherty, Jr.
WWLP, Springfield
MICHIGAN
Jack Knuth
WHFB Radio,
Benton Harbor
Allen Lewis Franco
WXYZ, Detroit
Willard S. Smith
WJBK-TV, Detroit
A. Glenn Kyker
WWJ, WWJ-TV, Detroit
H. Y. Levinson
W-CAR, Detroit
Virginia M. Hagerman
WNEM-TV, WABJ,
Flint
Clark Grant
WOOD-AM-TV,
Grand Rapids
John W. Kelin, Jr.
WJIM-TV, Lansing
James Galvin
WXYZ-TV, Southfield
MINNESOTA
Don Le Masurier
KDAL-TV, Duluth
Martin A. Olson
WDSM-TV, Duluth
Ray Christensen
WLOL, Minneapolis
Tom Cousins
WCCO-TV, Minneapolis
Clayton Kaufman
WCCO Radio, Minneapolis
Howard W. Coleman
WTCN-AM-TV,
Minneapolis
Bill Davey
KSTP-TV, Minneapolis
Mary Jane Honebrink
KDWB, Minneapolis
Mrs. Carol Geerdes
KROC-TV, Rochester
MISSOURI
F. C. "Mike" Strawn
KCMO-AM-FM-TV,
Kansas City
John T. McLean
WDAF Radio,
Kansas City

Jud Woods
WDAF-TV-AM,
Kansas City
Kent D. Stuart
KMBC-AM-TV,
Kansas City
Charles H. Cash, Jr.
KTVI, St. Louis
Alice Koch
KMOX Radio, St. Louis
Judd A. Choler
KMOX-TV, St. Louis
Mrs. Ruth Just
WIL, St. Louis
Fred J. Mueller
KSD-TV, St. Louis
Tom Chapman
KPLR-TV, St. Louis
NEBRASKA
Pro Sherman
KOLN-TV, KGIN-TV,
Lincoln
Galen K. Lillethorup
KMTV, Omaha
NEW YORK
Michael S. Artist
WAST-TV, Albany
Phil Beuth
WTEN-TV, Albany
George A. Sperry
WGR-AM-FM-TV,
Buffalo
Joseph A. Haeffner
WBEN-FM-TV, Buffalo
Don B. Curran
ABC, New York
George E. McCadden
REP. NWS-9 Adelaide,
Australia, 230 W. 41st
St., New York
Dan Bellus
Transcontinent TV,
New York
Mary Elizabeth Fay
WMCA Radio,
New York
Alfred N. Greenberg
CBS Radio, New York
Mike Hauptman
WABC, New York
Robert G. Patt
WNBC, WNBC-TV,
New York
Irv. Lichtenstein
MBS, New York
Dean D. Linger
ABC, New York
David E. Partridge
Westinghouse Bestg. Co.,
New York
Claude Schwartz
WINS Radio, New York
Leonard Traube
WCBS-TV, New York
James F. X. Mullen
WCBS Radio, New York

W. Thomas Dawson
CBS Radio, New York
Robert S. Kieve
WBBF-AM-FM,
Rochester
Bill Shubert
WVET-TV, Rochester
Arthur R. Garland
G.E. Stations,
Schenectady
Richard W. Gessner
WKTV, Utica
Earl R. Kelly
WCNY-TV, WWNY,
Watertown
Murry Salberg
WABC-TV, New York
NORTH CAROLINA
Don Shepherd
WLOS-TV, Asheville
J. Robert Covington
WBT, WBTW, WBTW,
Charlotte
Jon T. Caudle
WSOC-TV, Charlotte
John P. Dillon
WBTW, Charlotte
Art Seabolt
WTVD, Durham
David W. Mosier
WNCT, Greenville
Catherine B. Sloan
WFMY-TV, Greensboro
Donald E. Fowler
WPTF, Raleigh
David H. Witherspoon
WRAL-TV, Raleigh
Hal Wilson
WITN-TV, Washington
Claud O'Shields
WECT, Wilmington
Richard C. Barron
WSJS-AM-TV,
Winston-Salem
Charles G. Clapp
WSJS-AM-TV,
Winston-Salem
NORTH DAKOTA
Roy C. Pedersen
WDAY-TV-AM, Fargo
OHIO
Bruce Handshu
WCKY, Cincinnati
Vera Schulte
WCPO-TV, Cincinnati
Peggy A. Rogers
WKRC-TV, Cincinnati
Michael Ruppe, Jr.
KYW Radio, Cleveland
Terrence S. Ford
WHK, Cleveland
Peter P. Roper
WERE, Cleveland
Shelly Saltman
WJW-TV, Cleveland
Gene Godt
KYW-TV, Cleveland

BROADCASTERS' PROMOTION ASSOCIATION, INC.

F. P. Sullivan KYW-TV, Cleveland	Fred W. Foerster WBRE-AM-TV, Wilkes-Barre	Kirt Harriss KPRC-AM-TV, Houston
Jack Dorr WBNS-TV, Columbus	RHODE ISLAND	W. H. Shipley KDUB-TV, Lubbock
Shirley Dunham WTVN-TV, Columbus	Jack Kavanagh WPRO-TV, Providence	Charles E. Larkins WOAI-TV, San Antonio
Chuck Gay WHIO-TV-AM, Dayton	Thomas M. Robertson WEAN, WPJB-FM, Providence	Jack Roth KONO Radio, San Antonio
Dorothy Sanders WLW-D, Dayton	Tony Visk WPRO, Providence	Irene B. Runnels KBOX Radio, Dallas
George Wilson WSTV-TV, Steubenville	John C. Burpee WJAR-TV, Providence	Hank Page KRGV-TV-AM, Weslaco
Steve Fayer WTOL-TV, Toledo	SOUTH CAROLINA	UTAH
Patrick T. Kenny WSPD-TV, Toledo	Thomas C. Cureton WIS-TV, Columbia	Clifton B. Thomas KSL-TV, Salt Lake City
OKLAHOMA	Paul H. Benson, Jr. WJMX, Florence	VERMONT
Robert E. Draughon Griffin Broadcast Grp., Muskogee	"Doug" Harris WRDW-TV, N. Augusta	Charles S. Lewis WCAX-AM-TV, South Burlington
Montez Tjaden KWTW, Oklahoma City	J. A. Gallimore Blue Ridge Bcstg., Seneca	VIRGINIA
Robert V. Freeland KOTV, Tulsa	William A. Adams WSPA-TV, Spartanburg	Art Countiss WCYB-TV, Bristol
OREGON	SOUTH DAKOTA	Donald G. Heyne WINA-AM-FM, Charlottesville
Dick Kryder KOIN-TV, Portland	Jack Townsend KELO-TV-AM, Sioux Falls	James W. Evans WTAR Radio-TV, Norfolk
Dick Newton KEX, Portland	TENNESSEE	Dick Paul WAVY, WAVY-TV, Norfolk
PENNSYLVANIA	Metha L. Morrison WBIR-TV, Knoxville	Neil Kuvin WXEX-TV, Richmond
Paul I. Woodland WGAL-TV, Lancaster	Gene Roper WHBQ-TV, Memphis	John L. Stone, Jr. WRVA-TV, Richmond
Fred Birnbaum WCAU Radio, Philadelphia	Charles R. Olson WSM-TV, Nashville	WASHINGTON
Robert Flannery WFIL-TV, Philadelphia	W. A. "Bill" Jones WSIX-AM-TV, Nashville	Edna K. Hanna KOMO-AM-TV, Seattle
Arnold H. Katinsky WIP, Philadelphia	Robert M. Reuschle WLAC-TV, Nashville	WEST VIRGINIA
Robert N. Pryor WCAU-TV, Philadelphia	Mrs. Trudy Stamper WSM-Radio, Nashville	Ann Connolly WHTN-TV, Huntington
John D. Scheuer Triangle Pub., Philadelphia	Franklin H. Brown WBMC, McMinnville	Jack M. Williams WSAZ-AM-TV, Huntington
John E. Surrick WPEN, Philadelphia	Jack F. Agnew WMCT, Memphis	James H. Knight WTRF-TV, Wheeling
John P. Wiley WRCV-AM-TV, Philadelphia	TEXAS	Howard W. Meagle WWVA Radio, Wheeling
David Crantz WTAE, Pittsburgh	Larry Carothers KTBC-AM-FM-TV, Austin	WISCONSIN
Caley E. Augustine WIIC, Pittsburgh	J. Arthur Pugh KBMT-TV, Beaumont	Paul F. Skinner WHBL, Sheboygan
Richard C. Stafford WJAS, Pittsburgh	Vann M. Kennedy KZTV, Corpus Christi	Robert O. Moran WBEL, Beloit
June L. Buzzelli KDKA Radio, Pittsburgh	J. W. Axtell KRDL, Dallas	Leonard G. Anderson WKBH, Inc., La Crosse
David N. Lewis KDKA-TV, Pittsburgh	Casey Cohlmi WFAA-TV, Dallas	Arthur H. Barnes WISN-TV, Milwaukee
William Thieman KQV Radio, Pittsburgh	Phil Wygant WBAP-AM-FM-TV, Forth Worth	Robert H. Van Roo WITI-TV, Milwaukee
Douglas Holcomb WGBI, WDAU-TV, Scranton	Roland Brazier KHOU-TV, Houston	Bruce Wallace WTMJ-AM-TV, Milwaukee
Dorothy Mugford WNEP-TV, Scranton	Miss Lila Gordon KTRK-TV, Houston	Thomas E. Bolger WSAU Radio-TV, Wausau

Do You Know These Symbols?



1. _____



2. _____



3. _____



4. _____



SYMBOL OF SERVICE

5. _____



6. _____

Answers: (1) Eddie Rickenbacker's 94th Squadron of World War I. (2) In 1920, the Prohibition Party used this symbol. (3) Shield of the Secretary of Commerce. (4) "Whigs" political party, 1840. (5) Transcontinent Television Corporation's Symbol of Service . . . a mighty good emblem for advertisers to know. Listed below are TTC's 6 radio and 5 television stations. Each is a dominating factor in its trade area . . . in service to its community, service to its advertisers, and results for its advertisers. (6) Democratic Party Emblem in 1844.

TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

WGR-TV, WGR RADIO, WGR-FM, Buffalo, N.Y. / WDAF-TV, WDAF RADIO,

WDAF-FM, Kansas City, Mo. / WNEP-TV, Scranton—Wilkes-Barre, Penn. / KFMB-TV,

KFMB RADIO, KFMB-FM, San Diego, Calif. / KERO-TV, Bakersfield, Calif.

Represented by



The Original Station
Representative

RADIO

**RADIO
NETWORKS**

.....

**EXECUTIVE PERSONNEL
OWNED & OPERATED STATIONS
NETWORK MAPS**

ANNUAL

1962

Silver Anniversary

LET'S TAKE INVENTORY

Radio Time Should Not Be "Over Sold"

By ROBERT R. PAULEY, President

ABC Radio Network

A BUSINESSMAN in most any industry takes inventory at least once a year. Regardless of his method, he counts his product on hand and subtracts that from his total purchases plus his previous inventory to see how well he has done. From the year's total inventory — divided by number of purchases—comes "average inventory" which, divided into total sales, provides "stock turn," an indication of how efficiently capital was put to work during the year. He has probably also capitalized his plant and equipment at a desired net return on investment to give him a guide to pricing policy and to see how close his sales during the year have come to achieving his goal of return.

All this may be somewhat foreign to the general activities of the broadcast businessman, but should it be?

Our product is programming and it is quite appropriate to consider it as inventory. We at the network are very careful not to "over-inventory" (program too much) while maintaining the best possible news service to our affiliates and providing special events of interest plus variety and public service. For example, we do not add programs simply to satisfy an expediency. Regardless of whether a new program idea may be supported by sponsor money, we look first at our inventory both from total quantity, degree sold and breadth of listener interest. This, after all, is a responsibility of a network to stations, to advertisers and to listeners.

Locally, in many cases the sta-



tion's license grants the opportunity of programming up to 24 hours a day. The station manager who feels compelled to provide commercial programs to the extent of his license may be making a mistake. If the economics of his market will not support maximum commercial programming, then isn't he

guilty of "over-inventory"? By furnishing maximum inventory, stations sometimes feel obliged to sell it . . . and at any price, thus mitigating the value of radio generally and his station specifically. Would it not be better to concentrate on community service programs and build the image of the station in the area of public relationships and responsibilities?

On the other hand, we may have the station which is "sold out," and when a manager tells me this happy news, I suspect that he has not priced his inventory correctly regardless of local competitive factors. The station manager can capitalize his plant and equipment at a desired return, balance this with the rate that he can hope to get competitively and adjust his commercial inventory to achieve this goal. In so doing, he is protecting the basic value of his investment, enhancing his image and upgrading radio.

Let's consider "taking inventory." Balance the product on hand with the sales potential and endeavor to price in relation to this and to your investment. I know the latter is difficult in light of competitive factors, but if radio managers try constantly to be better local businessmen, our entire industry will benefit.

American Broadcasting Co. Radio Network

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

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

Telephone Number: SUsquehanna 7-5000

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(Continued on Page 200)

first with young adults

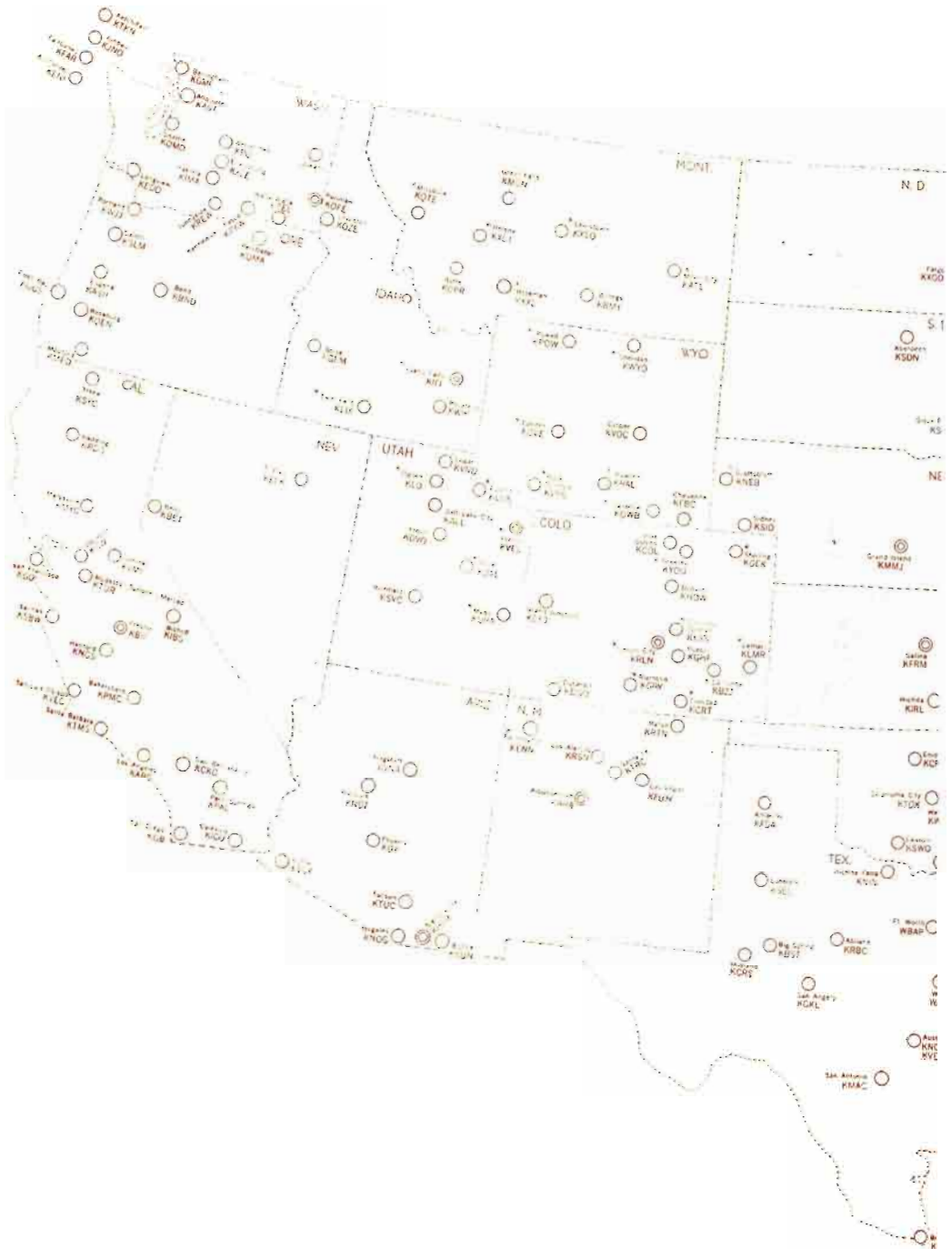


ABC RADIO

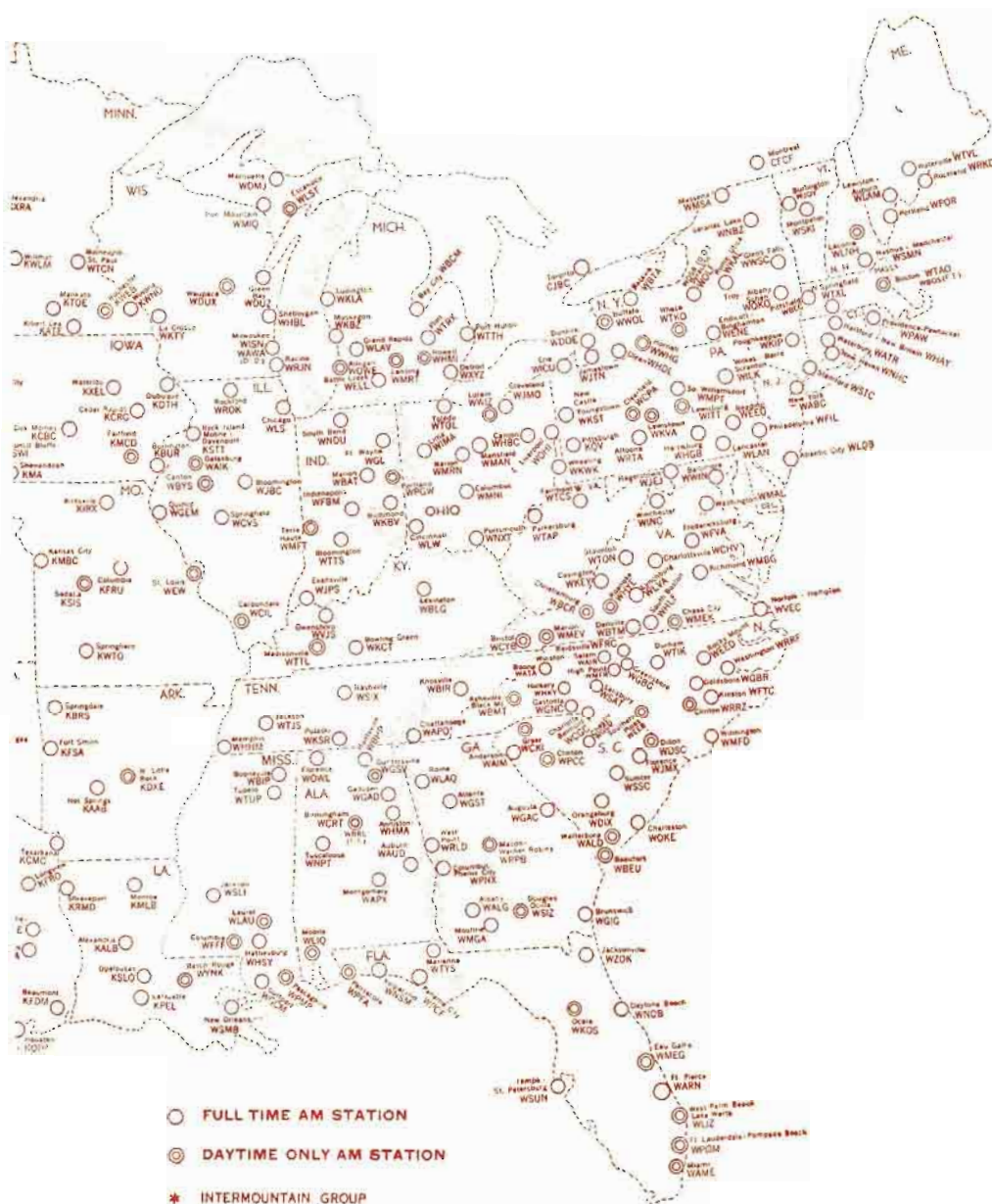
ABC Radio has more of what it takes to sell America's biggest buying market. It's the Young Adult market that buys more of everything, from baby food to batteries . . . from cosmetics to coffee . . . from automobiles to automatic washers. You name it— young adults buy it bigger. That's why your best buy is the medium that gives you more young adults—ABC Radio.

Your ABC Radio sales representative will be glad to document "Young Adult" big-buying habits.

American Broadcasting



Company Radio Network



ABC RADIO NETWORK

(Continued from Page 195)

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1230 Washington Blvd.
Chicago, Illinois

Ralph Beaudin.....President & Gen. Mgr.
John Allen.....Controller
Armand Belli.....Sales Mgr.
Eugene Tong.....Program Director

DETROIT (WXYZ)

20777 West Ten Mile Road
Detroit 41, Michigan

John Gilbert.....General Manager
Robert Baker.....Radio Pgm. Manager
John Reynolds.....Controller
Harold Christian.....V.P. in Charge of
Merchandising
Allen Franco.....Prom. & Pub. Mgr.
Charles Kocher.....Chief Engineer
Robert Baldrice.....Radio Sales Mgr.
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HOLLYWOOD (KABC)

1539 N. Vine Street

Hollywood 28, California

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Ben Hoberman.....V.P. & Gen. Mgr.
J. Clifford Anderson.....Dir. of Spec. Service
Dorothy L. Brown.....Continuity Acceptance Mgr.,
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Philip Brestoff.....Sls. Mgr.
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Florence T. Schiro.....Personnel Director
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PITTSBURGH (KQV)

411 Seventh Avenue
Pittsburgh 19, Pa.

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Richard Drury.....Operations & Community Svc. Dir.
George Kleebl.....Chief Engineer

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277 Golden Gate Ave.

San Francisco 2, California

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Harry Jacobs.....Chief Engineer & Building
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Edward Smith.....Program Manager
Ronald Wren.....Mgr. Adv. Prom. & Pub.

WASHINGTON

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

Alfred Beckman.....V.P. in Chg. Washington Office

NEW YORK (WABC)

7 West 66th Street
New York 23, New York

Hal Neal.....General Manager
Margaret Michaud.....Bus. Mgr.
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