

Abbott Kimball Co., Inc.	PLaza	3-9600
Kudner Agency, Inc.	MURray Hill	8-6700
Al Paul Lefton Co., Inc.	MURray Hill	9-7470
Lennen & Newell, Inc.	MURray Hill	2-5400
MacManus, John & Adams	PLaza	9-3221
Marschalk & Pratt Co.	VAnderson	6-2022
J. M. Mathes, Inc.	LEXington	2-7450
Maxon, Inc.	PLaza	9-7676
McCann-Erickson, Inc.	JUDson	6-3400
Emil Mogul Co., Inc.	JUDson	2-5200
Morey, Humm & Johnstone, Inc.	LONgacre	4-2240
Morse International, Inc.	OXford	7-2100
Needham, Louis & Brorby	PLaza	7-0333
Peck Adv. Agency, Inc.	PLaza	3-0900
Fletcher D Richards, Inc.	JUDson	6-5400
Ruthrauff & Ryan, Inc.	MURray Hill	6-6400
Street & Finney, Inc.	WATkins	4-8510
St. George & Keyes	PLaza	5-1180
Sullivan, Stauffer, Colwell & Bayles	OREgon	9-2500
J. D. Tarcher & Co., Inc.	MURray Hill	8-1234
Tatham-Laird	PLaza	3-7057
J. Walter Thompson Co.	MURray Hill	3-2000
J. Franklyn Viola	CHickering	4-3254
Geoffrey Wade	PLaza	5-4156
Warwick & Legler, Inc.	MURray Hill	4-5800
William H. Weintraub & Co., Inc.	PLaza	1-0900
Weiss & Geller, Inc.	PLaza	3-4070
Young & Rubicam, Inc.	MURray Hill	9-5000

Publications

Advertising Age	PLaza	5-0404
Advertising & Selling	LONgacre	5-3320
Billboard, The	PLaza	7-2800
Broadcasting-Telesharing	PLaza	5-8354
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	MURray Hill	3-6500

RADIO-TV DAILY... WISCONSIN 7-6336

Radio & Television Weekly	WALKer	5-2576
Sales Management	LEXington	2-1760
Sponsor	MURray Hill	8-2772
Standard Rate & Data Service	MURray Hill	9-6620
Television Magazine	PLaza	3-3671
Tide	MURray Hill	3-7700
Variety	JUDson	2-2700

News Associations

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

Talent Agencies

Affiliated Artists	PLaza	3-1862
Columbia Artists Management, Inc.	CIRCLE	7-6900
Consolidated Concerts Corp.	COLUMbus	5-3580
Frank Cooper Associates	VANDerbilt	6-5661
Fanchon & Marco, Inc.	CHickering	4-3956
Gale, Inc.	PLaza	7-7100
William McCaffrey Agency	ELDorado	5-1076
Management Corp. of America	PLaza	9-7500
Music Corp. of America	PLaza	9-7500
Marjorie Morrow	CHickering	4-0644
William Morris Agency, Inc.	JUDson	6-5100
National Concert & Artists Corp.	PLaza	9-6000
Robbins Bros.	MURray Hill	7-2033
Shaw Artists Corp.	MURray Hill	8-2230

Organizations, Unions and Government Agencies

Actors' Equity	PLaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LEXington	2-7980

American Communications Assn.	CORTland	7-1374
American Federation of Musicians	PLaza	8-0600
AFTRA	VANDerbilt	6-1810
ASCAP	MURray Hill	8-8800
AMP	PLaza	9-8470
Broadcast Music, Inc.	PLaza	9-1500
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	CORTland	7-7100
Institute of Radio Engineers	LE	5-5100
Music Publishers' Protective Association	CIRCLE	6-3084
NAPA	CIRCLE	7-8194
Professional Music Men, Inc.	COLUMbus	5-7362
Writer's Guild of America	PLaza	7-8319
SESAC, Inc.	MURray Hill	5-5365
Song Writers' Protective Assn.	CIRCLE	6-2536
Station Representatives Assn.	MURray Hill	5-4141

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	CIRCLE	5-6873
Affiliated Program Service, Inc.	MURray Hill	7-1881
Air Features	JUDson	6-8500
Alton Alexander Productions	PLaza	9-3277
American Institute Food Products	JUDson	6-7600
Audio-Video Recording Co.	PLaza	7-3091
Barry, Enright & Friendly, Inc.	TEMPleton	2-8600
Basch Radio & TV Productions	MURray Hill	2-8877
V. S. Becker Advtg. Service	JUDson	2-1040
Ford Bond Radio Productions, Inc.	CIRCLE	7-2236
The Bruce Chapman Co.	WISCONSIN	7-9244
Cineffects, Inc.	CIRCLE	6-0951
Coastal Recording Co.	CIRCLE	6-3900
Louis G. Cowan, Inc.	PLaza	9-3700
Frederic Damrau, M.D.	PLaza	5-3638
Gordon M. Day Productions	OREgon	9-3595
Decca Records, Inc.	COLUMbus	5-2300
Roy DeGroot, Consultants, Inc.	MURray Hill	7-6865
Empire Broadcasting Corp.	PLaza	9-4500
Allen A. Funt Radio Productions	JUDson	6-5227
Gale, Inc.	PLaza	7-7100
General Artists Corp.	CIRCLE	7-7543
John E. Gibbs & Co.	PLaza	7-5959
Harry S. Goodman Radio Productions	PLaza	5-6131
Arthur Henley Productions	PLaza	5-7145
Hummert Radio Features	JUDson	6-8500
International 16mm Corp.	PLaza	7-2265
Keystone Broadcasting System, Inc.	PLaza	7-1460
Lang-Worth Feature Programs, Inc.	JUDson	6-5700
Phillips H. Lord, Inc.	PLaza	5-2211
Charles Michelson, Inc.	PLaza	7-0695
William Morris Agency, Inc.	JUDson	6-5100
Motion Picture Stages, Inc.	PLaza	3-4840
Music Corp. of America	PLaza	9-7500
Muzak Corp.	ORChard	4-7400
NBC Radio Recording Div.	CIRCLE	7-8300
National Concert & Artists Corp.	PLaza	9-6000
Nelson Productions, Inc.	MURray Hill	6-5862
Prockter Productions, Inc.	JUDson	6-6800
Radio Artists Corp.	MURray Hill	8-0940
Radio Features of America	JUDson	2-5130
Reemack Enterprises, Inc.	MURray Hill	7-7979
Reeves Sound Studios, Inc.	OREgon	9-3550
Rockhill Radio	PLaza	9-7979
Bernard L. Schubert, Inc.	MURray Hill	8-0940
SESAC, Inc.	MURray Hill	5-5365
K. R. Smith	JUDson	2-3791
Henry Souvaine, Inc.	TRAFalgar	3-1158
Richard Stark & Co.	REgent	7-9608
Television Screen Productions, Inc.	MURray Hill	2-8877
Transcribed-Radio Shows	JUDson	2-3530
Transfilm, Inc.	JUDson	2-1400
United Press Associations	MURray Hill	2-0400
Thomas J. Valentino, Inc.	CIRCLE	6-4675
Chick Vincent Co.	ELDorado	5-0734
Von Baumann Studio	RHInelander	4-5508
Roger White Productions	PLaza	5-3560
Wolf Associates	PLaza	5-2050
World Broadcasting System, Inc.	MURray Hill	8-4700
Wright, Wynn Associates	PLaza	3-4417
Frederick W. Ziv Co., Inc.	MURray Hill	8-4700

Radio and Television

TELEPHONE NUMBERS

in Chicago



AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WBZ	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEAW	AMBassador	2-1128
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	SUperior	7-0100
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	SState	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	Michigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	UN	4-4606
WEFM	SState	2-1357
WFMT	NEvada	2-2240
WXRT	MONroe	6-9060
WSEL	ANdover	3-6767

Television Stations

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

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
DuMont Television Network	SUperior	7-0100
Keystone Broadcasting System	SState	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	WHitehall	3-2040
The Branham Co.	CEntral	6-5726
Burn-Smith Co.	CEntral	6-4437
Capper Publications	CEntral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	SState	2-1663
Crosley Broadcasting Corp.	SState	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Farjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingsbery	DEarborn	2-6060
H-R Representatives	RAndolph	6-6431
The Katz Agency	CEntral	6-7343
Joseph Hershey McGillvra, Inc.	SState	2-5282
Everett McKinney	SU	7-9052
Robert Meeker Associates, Inc.	CEntral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	SState	2-7494

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

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	Financial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDGO	SUperior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Blackett Hill	SUperior	7-6500
Bozell & Jacobs, Inc.	CEntral	6-0870
Buchanan & Co., Inc.	ANdover	3-6611
Leo Burnett Co., Inc.	CEntral	6-5959
Campbell-Ewald Co.	CEntral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	Financial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Foote, Cone & Belding	SUperior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Goodkind, Joice & Morgan, Inc.	SUperior	7-6747
Gordon, Best, Co., Inc.	SState	2-5060
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CEntral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	Webster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntral	6-1640
Needham, Louis Brorby, Inc.	SState	2-5151
Olian Advertising Co.	SState	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CEntral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	Financial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	WHitehall	3-2133
Sherman & Marquette, Inc.	DElaware	7-8000
Tatham-Laird, Inc.	Harrison	7-3700
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	SState	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	Financial	6-0750

Radio-TV Program and Transcription Cos.

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

Radio and Television

TELEPHONE NUMBERS

in Chicago

Herbert S. Laufman	Randolph	6-4086
Jules Power Prod.	DElaware	7-7422
Les Lear Productions Corp.	FRanklin	2-7840
Modern Recording Studio	FINancial	6-4183
Monogram — Chicago	ANdover	3-7169
Morton Radio Productions, Inc.	CENtral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUPERior	7-8300
RCA Manufacturing Co.	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	STATE	2-5322
Hal Tate Radio Productions	FINancial	6-5450

News Agencies and Ass'ns.

Associated Press	STATE	2-7700
International News Service	DE	2-0427
Press Associates, Inc.	SUPERior	7-0907

RADIO-TV DAILY... Randolph 6-3088

United Press	RANDolph	6-4172
City News Bureau	STATE	2-8100
Community News	RANDolph	6-0002

Radio, Television and Government

TELEPHONE NUMBERS

in Washington

Federal Departments and Agencies

American National Red Cross	REpublic	7-8300
Archives, National	REpublic	7-7500
Capitol, U. S. (Senate, House of Reprs.)	NATIONAL	8-3120
Census, Bureau of The	LUDlow	4-3000
Commerce, Department of	STERling	3-9200
Copyright Office, Library of Congress	STERling	3-0400
Court of Customs and Patent Appeals	NATIONAL	8-4696
Defense, Department of	LIBerty	5-6700
Defense Mobilization, Office of	EXecutive	3-3300
Executive Mansion (White House)	NATIONAL	8-1414
Federal Communications Commission	EXecutive	3-3620
Federal Trade Commission	EXecutive	3-6800
Government Printing Office	STERling	3-6840
Interior, Department of The	REpublic	7-1820
Justice, Department of	REpublic	7-8200
Labor, Department of	EXecutive	3-2420
National Labor Relations Board	STERling	3-7373
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
Business and Defense Services Administration	STERling	3-9200
National Research Council	EXecutive	3-8100
Patent Office	STERling	3-9200
Post Office Department	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	NATIONAL	8-3120
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
White House	NATIONAL	8-1414

Non-Governmental

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

RADIO-TV DAILY... EXecutive 3-4808

Radio, Electronics-Television Manufacturers Association	NATIONAL	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	District	7-1260
Westinghouse Radio Stations	STERling	3-0903

AM Radio Stations

WARRL	JACKson	7-7800
WEAM	JACKson	7-7100
WFAN	REpublic	7-8000
WFAZ	JEfferson	2-0900
WGAY	JUNIper	9-1050
WGMS	EXecutive	3-8676
WINX	POplar	2-4357
WMAL	KEllogg	7-1100
WOL	HObart	2-9300
WOOO	REpublic	7-8000
WPIK	OVERlook	3-3000
WRC	ADams	4-5400
WTOP	EMerson	2-9300
WWDC	STERling	3-3800

FM Radio Stations

WASH-FM	District	7-1356
WBUZ	REdwood	6-8000
WCFM	REpublic	7-8688
WGAY-FM	JUNIper	9-1050
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WOOO-FM	STERling	3-7265
WRC-FM	ADams	4-5400
WTOP-FM	EMerson	2-9300
WWDC-FM	STERling	3-3800

Television Stations

WMAL-TV	KEllogg	7-1100
WRC-TV	ADams	4-5400
WTOP-TV	EMerson	2-9300
WTTG	STERling	3-5300

News Services

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

Networks

ABC	REpublic	7-6013
CBS	EMerson	2-9300
MBS	METropolitan	8-1551
NBC	ADams	4-5400
DuMont	STERling	3-5300

Radio and Television

TELEPHONE NUMBERS

in Los Angeles

AM Radio Stations

KALI (Pasadena)	RYan	1-7149
KBIG	HOLlywood	3-3205
KABC	HOLlywood	2-3141
KFAC	WEBster	0161
KFI	DUNkirk	2-2121
KFOx	DUNkirk	5-2927
KFVD	DUNkirk	8-2345
KFWB	HOLlywood	3-5151
KGER	MADison	5-2551
KGFJ	HOLlywood	4-0201
KGIL (Sherman Oaks)	STAnley	7-3467
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHApman	5-2388
KLAC	HOLlywood	2-7271
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KOWL (Santa Monica)	EXBrock	4-6761
KRKD	MADison	5-2121
KUSC	Richmond	6-362
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KUTE (Glendale)	CITrus	4-1414
KFWB-FM	HOLlywood	3-5151
KHJ-FM	HOLlywood	2-2133
KNX-FM	HOLlywood	9-1212
KFOX (Long Beach)	DUNkirk	5-2927
KNOB (Long Beach)	Long Beach	8-5519
KECA	HOLlywood	2-3141
KFAC-FM	WEBster	0161
KNX-FM	HOLlywood	9-1212
KRKD-FM	MADison	5-2121
KUSC	Richmond	6-362
KWKW-FM (Pasadena)	RYan	1-6744
KCBH	CRestview	1-8124

Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHJ-TV	HOLlywood	2-2133
KRCA	HOLlywood	9-6161
KNXT	HOLlywood	9-1212
KBIC-TV	HOLlywood	3-3205
KTVA	HOLlywood	9-3181
KTTV	HOLlywood	2-7111

Networks

American Broadcasting System (Television Center)	NOrmandy	3-3311
American Broadcasting System (Radio Center)	HOLlywood	2-3141
Columbia Broadcasting System	HOLlywood	9-1212
CBS-Radio	HOLlywood	9-1212
CBS Television—Television City	WEBster	8-3011
Mutual-Don Lee Broadcasting System	HOLlywood	2-2133
National Broadcasting Company	HOLlywood	9-6161

Station Representatives

American Jewish Broadcasting	HOLlywood	2-2748
AM Radio Sales Co.	HOLlywood	5-0695
Atkinson Co.	DUNkirk	8-8158
Avery-Knodell, Inc.	WEBster	3-9583
Walter Biddick Co.	Richmond	6184
John Blair & Co.	DUNkirk	7-1333

Blair-TV, Inc.	DUNkirk	1-3811
Bolling Company, Inc.	DUNkirk	8-8158
The Bramham Co.	WEBster	1-1551
Burn-Smith Co., Inc.	DUNkirk	2-3200
CBS-Radio Spot Sales	HOLlywood	9-1212
Forjoe & Co.	MADison	6-8329
Free & Peters	HOLlywood	9-2151
W. S. Grant Co.	MADison	9-2653
Headley-Reed Co.	HOLlywood	4-7738
H-R Representatives, Inc.	HOLlywood	7-1480
The Katz Agency	TUCKer	8167
Kimball, Maurice A., Co., Inc.	DUNkirk	8-6178
Tracy Moore	HOLlywood	2-2351
NBC-KRCA Spot Sales	HOLlywood	9-6161
Oakes, Harlan G., Associates	DUNkirk	2-3200
Lee F. O'Connell Co.	CRestview	5-2022
Paschall, Benton, Co.	HOLlywood	2-2323
John Pearson Co.	DUNkirk	7-4388
Edward Petry Co.	MICHigan	9227
Radio TV Representatives, Inc.	BRADshaw	2-6738
Wm. G. Rambeau Co.	HOLlywood	4-0388
Paul H. Raymer	HOLlywood	2-2376
Walker Co.	DUNkirk	2-3200
Weed & Company	HOLlywood	4-8611
Western Radio Sales	HOLlywood	5-1755
Young, Adam J., Jr.	HOLlywood	9-0965

Advertising Agencies

Abbott Kimball Co. of Calif.	DUNkirk	7-7305
Action in Advertising	DUNkirk	3-3115
Ad Associates	WEBster	3-7501
Advertisers Production Agency	PROspect	7761
Alber, R. H., Co.	HOLlywood	9-8273
Allen & Marshall Adv. Agency	DUNkirk	7-5163
Allen, Martin, Co.	WEBster	3-0734
Allied Advertising Agency	DUNkirk	7-7331
Altman, Bruce, Adv. Agency	WEBster	1-1761
Anderson-McConnell Adv. Agency	WEBster	1-1761
Arnold, Rupert, Adv. Agency	DUNkirk	2-0896
Asay, Wm. F., Agency, (Long Beach, California)	LB	7-2429
Associated Advertising Agency	CRestview	1-7227
Atchison, R. B., Adv. Agency	PROspect	2404
Atherton Advertising Agency	WEBster	3-8488
Ayer, N. W., & Son, Inc.	HOLlywood	3-4871
Baldwin, Ben, Adv. Agency	CRestview	5-5146
Ball, Ted H., & Co.	HOLlywood	7-2966
Banning Co.	DUNkirk	8-3456
Barnes Chase Co.	DUNkirk	4-1193
Barnes, John, & Assoc.	HOLlywood	3-0387
Baron, Richard, Co.	PL	1-4748
Bates, Ted., & Co.	HOLlywood	9-2161
Batten, Borton, Durstine & Osborn (Hollywood)	HOLlywood	9-7337
(Los Angeles)	WEBster	1-1234
Beaumont & Hohman, Inc.	MADison	9-2676
Beckman, Hamilton & Associates	WEBster	0106
Bejach, Leo Adv.	CRestview	4-4555
Bennett, Harry, Adv. Agency	DUNkirk	7-8371
Benton & Bowles, Inc.	HOLlywood	4-9151
Berghoff Associates, Inc.	CRestview	5-6151
Besel Advertising	AN	3-5121
Biow Co., Inc.	CRestview	4-7641
Bishop & Assoc. Inc.	NOrmandy	2-1158
Block Advertising Agency	HOLlywood	2-5668
Bogarts, The	HOLlywood	3-6871
Boyd, John R., Co.	LOGan	1644
Bozell & Jacobs, Inc.	BRADshaw	2-2081
Brand, Michael, Assoc.	CRestview	6-2991
Brisacher, Wheeler & Staff	HOLlywood	9-2197
Broadcasting Advertising	BRADshaw	2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	MUTual	8154
Brooks Advertising Agency	HOLlywood	4-1158

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

Brown, Byron H., & Assoc.	DUnkirk	7-1226	Hunter & Wilhite Advertising	Hollywood	4-4191
Buchanan & Co., Inc.	CRestview	5-5231	Irwin Co., Inc.	BRadshaw	2-5455
Bull, Frank & Co.	HOLLYWOOD	5-4195	Irwin, Howard & Associates	DUnkirk	8-1219
Burnett, Leo, Co., Inc.	HOLLYWOOD	4-7347	Jaffee & Jaffee Adv. Agency	CRestview	1-6211
Buwald, Bill & Associates	HOLLYWOOD	9-1161	Jimmy Fritz & Associates	HOLLYWOOD	3-3251
Buxton, Erwin	SYLvan	4-7896	Johnson, J. Howard	MAdison	8044
California Adv., Agency	HOLLYWOOD	3-3189	Jordon Co., The	DUnkirk	2-2248
Calkins, Holden, Carlock, McClinton & Smith, Inc.	YOrk	5145	Juneau, C. B., Inc.	WEbster	3-7131
Calvert, J. Russel	ARIZona	8-4253	Kaufmann, Hans E., & Co.	HOLLYWOOD	3-3800
Campbell-Ewald Co.	HOLLYWOOD	5-4136	Keane, Raymond, Adv. Agcy., Inc.	WEbster	3-9221
Campes Co., The	DUnkirk	7-4255	Kollogg, Edward S., Co.	DUnkirk	7-5213
Carlson, Milton, Co.	DUnkirk	8-9464	Kelso, M. H., & Co.	DUnkirk	2-2072
Carson-Roberts Inc.	BRadshaw	2-8366	Kenyon & Eckhardt, Inc.	HOLLYWOOD	3-2101
Case, Jack, Adv. Counselor	NOrmandy	1-1820	Killingsworth Co., Inc.	BRadshaw	2-7649
Case, Roger T., Assoc.	LOng Beach	7-4474	Clitten, Martin R., Co., Inc.	DUnkirk	7-8396
Castor & Assoc.	CRestview	5-2292	Landsdale, The Company	DUnkirk	5-2007
Cecil & Presbry, Inc.	HOLLYWOOD	3-2324	Lannen & Sanders, Inc.	HOLLYWOOD	9-1681
Cinema Advertising Agency	HOLLYWOOD	4-6146	Lawrence Co., The	BRadshaw	2-5820
Citizen Advertising Agency, Inc.	VAndyke	2463	Laws, Robert F., Adv. Agcy.	HOLLYWOOD	9-3109
Clark, Darwin H., Co.	MAdison	9-1661	Lennen & Newell, Inc.	CRestview	1-7221
Cloward, Velma, Advertising	DUnkirk	4-2558	Lenz, J. M., Advertising	YOrk	1682
Collard, Clark, Adv. Agency	DUnkirk	7-3388	Little & Co.	DUnkirk	9-1267
Columbian Advertising Agency	YOrk	7151	Logan, Dudley L., Adv.	DUnkirk	2-8471
Cole, Val Advertising Agency	CRestview	5-8462	Mack-Wharton, Advertising	WEbster	8-5187
Compton Advertising, Inc.	HOLLYWOOD	9-8107	MacManus, John & Adams, Inc.	WEbster	3-9569
Consolidated Adv. Directors	CRestview	6-4012	Mann Advertising Co., Inc.	DUnkirk	2-1179
Craig & Reed Agency	HOLLYWOOD	4-8218	Martha's Adv. Service	MAdison	6-4897
Crank Chet, Co.	HOLLYWOOD	3-5128	Marto, Walter, Adv. Agcy.	SYcamore	6-2239
Crossley & Jeffries, Inc.	CLevland	7-8271	Matthews, Anne D., Adv. Agency	SYcamore	2-3816
Culbertson, Robert C. Adv.	BRadshaw	2-2344	Mayers Co., Inc., The	DUnkirk	8-2111
Culp, Earl R., Co.	DUnkirk	2-8406	Mayne, Charles H., Co.	WEbster	3-8261
Cunningham & Walsh, Inc.	HOLLYWOOD	7-6131	Mays & Co., Advertising	TRinity	8534
Dancer-Fitzgerald-Sample, Inc.	HUdson	2-3256	McCann-Erickson, Inc. (Los Angeles)	HOLLYWOOD	4-8268
D'Arcy Adv. Co.	DUnkirk	8-3462	McCarthy Co., The	PRospect	7011
Davis, Charlie, Advertising	AXminster	3-5508	McElroy Advertising Agency	PRospect	2047
Davis-Harrison-Simmons, Inc.	HOLLYWOOD	3-7101	McHugh, Phil D., Co.	MAdison	6-7186
Degner & Assoc.	DUnkirk	7-2273	McKee, Burns Advertising	HOLLYWOOD	7-4218
Donald, Dick, Adv.	DUnkirk	8-2371	McLain, W. R. & Associates	NOrmandy	3-8209
Dazier & Eastman Adv.	PRospect	7091	McNeill & McCleery	HOLLYWOOD	4-7252
Durstone, Roy S., Inc.	DUnkirk	8-3411	Meany, Phillip J., Co., Adv.	MIchigan	3601
Ebberts, Dan, Adv. Serv.	JE	4241	Meehl, Michael, Adv.	KI	5241
Edwards, Adv. Agency, The	BRadshaw	2-5616	Mercury Adv. Agency, Inc.	CRestview	5-8502
Ehlers, Grace	MAdison	6-2227	Meyerhoff, Arthur A., Agency	CRestview	4-6863
Eisenberg, Ralph, Advertising	VAndyke	0439	Miner, Dan B., Co.	DUnkirk	8-3301
Eiseman-Johns, Advertising	CRestview	1-5196	Moeller & Shedd, Inc.	WEbster	8-2686
Enterprise Adv. Agency	MAdison	9-1477	Moody, Thomas, & Associates	DUnkirk	2-0544
Erwin, Wasey, & Co., Ltd.	WEbster	1-1211	Mooge-Privett, Inc.	YOrk	7243
Ewell & Thurber Assoc.	HOLLYWOOD	9-4994	Morgan, Raymond R., Co.	HOLLYWOOD	3-4194
Factor, Breyer, Inc., Agency	DUnkirk	8-8131	Motfl & Siteman Adv. Agcy.	WEbster	8-6288
Fagan, O. K. Advertising Agcy.	VAndyke	2192	Nathan, Edw. N., Adv. Agency	PRospect	1767
Fehlman, Warren P. Adv. Co.	KIMball	9296	Neale Advertising Association	MIchigan	2149
Fennell Adv. Agency	HOLLYWOOD	9-8351	Needham, Louis & Brorby, Inc.	HOLLYWOOD	2-2391
Foote, Cone & Belding (Hollywood)	HOLLYWOOD	9-6265	Nelson Advertising Service	DUnkirk	7-8368
Foote, Cone & Belding (Los Angeles)	MAdison	9-3611	Newman, Mike, & Assoc.	REpublic	6-2211
Freiburg, John, & Co.	NOrmandy	3-2111	Newman, N. J., Adv. Agency	HOLLYWOOD	3-3251
Gardner, H. M., & Assoc.	DUnkirk	5-1474	Noble Advertising Co.	MAdison	6-5359
Geissinger, W. B., & Co.	WEbster	3-7178	Noel, Lent & Associates	HOLLYWOOD	5-4171
General Advertising Agency, Inc.	HOLLYWOOD	3-5128	O'Connell, Robert, Adv. Agency	StAte	7-2535
Geyer Adv. Agency	HOLLYWOOD	7-6114	Olen, David Advertising	BRadshaw	2-3244
Gill Clifford Agency	CRestview	6-1606	Pardee Co., The	HOLLYWOOD	2-7306
Glassor-Gailey, Inc.	DUnkirk	4-2141	Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.)	LB	6-1259
Glenn Advertising, Inc.	WEbster	3-9369	Patton, George Advertising	HOLLYWOOD	2-0841
Goldstone, Nat C. Agency	CRestview	6-1071	Perrett Co., The	MUtual	2388
Goldman, Mort Advertising	WEbster	8-3993	Porter, Wesley H., Adv.	AXminster	3-0400
Gonda, Francis D., Adv. Agency	DUnkirk	7-6126	Productive Advertising	DUnkirk	8-2251
Goodman, Kent	HOLLYWOOD	5-8821	Raymond, J. W. Adv. Agcy.	RIchmond	7-5391
Grant Advertising, Inc.	HOLLYWOOD	9-5371	Raymond, Larry Co.	YOrk	8125
Grant, Will, Adv. Agency	DUnkirk	7-3361	Rhodes & Davis	MIchigan	2396
Gregory-House, Inc.	HOLLYWOOD	4-7511	Rich, Henry Agency	BRadshaw	2-7823
Gregory, Willard G., & Co.	TRinity	0531	Ringer, Lee, Advertising	DUnkirk	7-8131
Guerin-Johnstone Advertising	DUnkirk	5-1788	Robinson, Elwood J., Adv.	MUtual	6293
Hadlock & Associates	HOLLYWOOD	2-6731	Roche-Eckhoff & Lee	HOLLYWOOD	9-5363
Harrington-Richards	WEbster	3-5577	Ross, Charles, Adv. Agency	HOLLYWOOD	2-1184
Harvey, William W., Inc.	HOLLYWOOD	2-0874	Ross, Ellsworth, Inc.	DUnkirk	8-3608
Hauser, Dave & Associates (Long Beach, Calif.)	LOng Beach	2-43408	Ross, Roy, Inc.	HOLLYWOOD	9-6263
Heintz & Co., Inc.	MAdison	9-3181	Ross, W. B., Assoc., Adv.	DUnkirk	8-1107
Hicks & Griest	DUnkirk	5-1721	Ruthrauff & Ryan, Inc.	DUnkirk	8-0571
Hill, Don	MI	5149	Scholtz Advertising Service	MIchigan	2396
Hilton & Riggio, Inc.	HOLLYWOOD	2-6343	Schurrer, Lou, Adv.	HOLLYWOOD	3-3800
Hixson & Jorgensen, Inc.	DUnkirk	8-3121	Scott, M. B. Inc., Advertising	CRestview	4-5301
Hoel, John D., Adv. Agency	RYan	1-7131	Sebrell, J. B. Adv. Agency	MAdison	6-9397
Houston Adv. Services Co.	DUnkirk	9-4171	Seeds, Russell M., Co., Inc.	CRestview	4-7613
Howard, Bob Advertising Agcy.	WEbster	3-5701	Seidel Advertising Agency	HOLLYWOOD	4-0255
Hubley Adv. Agency	MAdison	6-0555	Shane, Leonard, Agency, The	WEbster	8-3535
Hunt, W. H. & Associates	BRadshaw	2-8293	Sheldon, Lisle Adv.	HOLLYWOOD	3-2366

Shelley, James P.	WEbster	8-2077
Shore Assocs.	HOLlywood	4-8201
Sieck, H. Charles, Inc., Ltd.	BRAdshaw	2-6403
Simmons, Dean	WEbster	1-1311
Simmons Co.	WALnut	2753
Smalley, Levitt & Smith	MUtual	5336
Smith, T. Tyler, Adv. Agcy.	HOLlywood	3-9239
Smith & Ganz, Inc. Adv.	HOLlywood	9-8234
Speer Advertising Agency	RIchmond	7-9626
Stahl, Charles N. Adv. Agency	HOLlywood	2-7344
Stebbins, Barton A., Adv.	TRinity	8821
Stebbins, Hal, Inc.	PRospect	5317
Steller, Millar & Lester, Inc.	DUNkirk	7-5377
Stiller-Rouse Adv.	BRAdshaw	2-7835
Stodel Adv.	HOLlywood	9-7163
Straus, J. M. & Co.	DUNkirk	3-5072
Stromberger, LaVane & McKenzie	DUNkirk	5-2211
Sudler Co.	REpublic	4-2117
Sullivan Stauffer Colwell & Bayles, Inc.	HOLlywood	4-2119
Swafford & Co.	BRAdshaw	2-2784
Taggart & Young	WEbster	3-8108
Thompson, J. Walter, Co.	WEbster	3-7201
Tilds & Cantz Advertising	HOLlywood	2-1157
Tullis Co., Inc., The	HOLlywood	2-6333
Universal Advertising Agency, Inc.	HOLlywood	4-8218
Van der Boom, Hunt, McNaughton, Inc.	DUNkirk	2-6203
Van-Scott, Inc.	DUNkirk	9-2300
Victor, A. J. Company	AXminster	4-7555
Wade, Geoffrey Adv. Agency	HOLlywood	4-7457
Waldman, Harvey & Associates	TUcker	8185
Warwick & Legler, Inc.	DUNkirk	3-1141
Webster, R. W., Adv.	MAAdison	9-2283
Weinberg, Milton, Adv. Co.	WEbster	8-3811
Welsh, Hollander & Coleman	DUNkirk	9-1171
Wenland, Adolphe & Associates	CRestview	4-5241
Wessells, George M., Company	YORk	7668
West-Marquis Inc.	MAAdison	9-2214
Western Advertising Agency	WEbster	8-2681
Westwood, Tom Adv. Agcy.	CH	5-5051
Whyte, Evers, Agency	DUNkirk	2-2188
Wildner, Alvin	WEbster	8-4624
Williams, Dallas & Sons	BRAdshaw	2-8729
Willis, Harry G., & Assoc.	CHApman	5-3325
Woolf, Len	DUNkirk	8-2361
Wynne-Alexander Advertising Agency	PY	1-2319
Young, M. M., Adv.	DUNkirk	7-3265
Young & Rubicam, Inc.	HOLlywood	9-2731

Radio-TV Programs and Transcription Cos.

Alexander Film Co.	HOLlywood	9-7396
American Broadcasting Co.	HOLlywood	2-3141
Bates, Bill	HOLlywood	3-6436
B & B Recording Studios	PLEasant	8-1397
Bob White Productions	WEbster	5-5398
Bonded TV Film Service, Inc.	CRestview	4-3112
Bracken Productions, Inc.	ARIZona	9-3645
Cascade Pictures of Calif., Inc.	VE	8-2185
Cheshire & Associates	HOLlywood	9-4580
Columbia Records, Inc.	BRAdshaw	2-5411
Commodore Productions	BRAdshaw	2-4701
Cooley Spade Enterprises	CRestview	6-6191
Crosby, Bing, Enterprises	BRAdshaw	2-2771
Custom Recorders	HOLlywood	5-5168
Dudley, Television Corp.	CRestview	1-7258
Eccles Recordings, Inc.	HOLlywood	4-8351
Electro-Vox Recording Studios	HOLlywood	5-2189
Fairbanks, Jerry, Inc.	HOLlywood	2-1101
Five-Star Productions	HOLlywood	3-4807
General Artists Corp.	CRestview	1-8101
General Television Enterprises Inc.	HOLlywood	5-4146
Gibson, Grace, Radio Prods.	HOLlywood	9-4580
Gray, Jeanne, TV & Radio Prods.	CRestview	4-5720
Guedel, John, Radio Productions	YORk	6291
Hollywood Central Recording Studios Inc.	HOLlywood	3-2131
Johnson, Ed Film Co.	HOLlywood	5-6071
Lang, Albert Productions, Inc.	HOLlywood	2-8803
Lawrence & Lee Productions	HOLlywood	4-0101
MacGregor, C. P., Sound Studios	DUNkirk	4-4191
Marquis, Arnold, Productions, Inc.	CRestview	6-8796
MCA-TV	SUNset	3-8894
M-G-M Radio Attractions	TEXas	0-3311

Music City	HOLlywood	9-8211
Patin, Ray, Productions	HOLlywood	2-1147
RCA, Victor Division	HOLlywood	4-5171
Radio Recorders, Inc.	HOLlywood	3-3282
Reynolds, Stuart Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	HOLlywood	4-3183
Rocket Pictures, Inc.	HOLlywood	7-7131
Ross, Jack	HOLlywood	9-4019
Rourke, Jack, Productions	HOLlywood	3-7178
Rubens Productions	HOLlywood	7-6930
Sande, Robert	HOLlywood	5-6181
Screen Gems, Inc.	HOLlywood	2-3111
Snader Telescriptions Corp.	CRestview	4-6651
Song Ads	HOLlywood	5-6181
Steffner, Wayne, Prods.	HOLlywood	3-4173
Stevens, J. G., Inc.	HOLlywood	4-8361
Stokey, Mike, Productions	HOLlywood	2-1241
Studio & Artists Recorders	HOLlywood	4-8241
Sutherland, John, Prods., Inc.	DUNkirk	8-5121
Telefilm, Inc.	HOLlywood	9-7205
Telepix Corp.	HOLlywood	4-7391
TV Spots	HOLlywood	5-5171
TeeVee Co., The	CRestview	5-1076
Television Guild Productions	HOLlywood	9-2895
Thomas Co., The	HOLlywood	4-6564
Tuchman, Harris, Productions	YORk	7189
Universal Recorders	HOLlywood	9-8282
Vitapix Corporation	CRestview	1-7191
WRS Recording Lab.	HOLlywood	5-1454
Wendelken, Dick Productions	HOLlywood	5-9207
Western Recorders	HOLlywood	3-6811
Wilding Picture Prods. of California	WEbster	0183
Wiley, Fletcher, Prods.	HOLlywood	9-1212
Williams-Nickolas Animated Productions	HOLlywood	9-8948
World Broadcasting System	HOLlywood	3-5121
Wright, Carter, Enterprises, Inc.	HOLlywood	9-0944
Ziv, Frederic W.	HOLlywood	3-5121

Radio and TV Artists Agencies

Affiliated Artists' Agency	CRestview	4-2697
Ainsworth, Helen	CRestview	62062
Allied Casting	HOLlywood	3-7124
Alvarado, Carlos	CRestview	57203
American Copyright	CRestview	68369
American Federation of Radio and Television Artists	HOLlywood	4-5125
Artigue, Louis	CRestview	6-4652
Artists Management Co.	CRestview	4-4963
	or BRAdshaw	2-4531
Artists, Ltd.	CRestview	67015
Auer, Miles	HOLlywood	9-1691
Bagwell, M. D., Agency	HOLlywood	4-0211
Bender-Ward	CRestview	17247
Bergman, Stanley, & Co.	CRestview	6-4124
Bernie, Herman	CRestview	50117
Bloom, Phil, Agency	CRestview	6-1339
Bradfield, Robert C. Agency	BRAdshaw	2-3655
Brandies, Bob, Agency	HOLlywood	5-6978
Business Administration Co.	CRestview	67071
Candelario's, (Sante Fe, N. Mex.)		2-1391
Charney, William B.	HOLlywood	9-1131
Columbia Artists Management	MAAdison	62327
Cooper, Ray	CRestview	69769
Cordier, Genevieve	WH	9883
Darrow, Agency	ARIZona	30951
Demling, Gus	CRestview	12161
Deuser, Lewis J.	CRestview	19134
Doaks, Virginia	BRAdshaw	2-6211
Douglas, Donald	HOLlywood	4-8106
Draesemer, Isabelle, Agency	HOLlywood	4-1782
Edington-Cloutman Agency	CRestview	4-5141
Famous Artists	CRestview	15222
Ferry, Felix Agency	CRestview	5-4588
Feins, Bernard	CRestview	51155
Frings, Kurt	CRestview	1-6115
Fralick, Freddie	CRestview	1-2142
Frye, Clinton L.	HOLlywood	9-4567
Garfield, Milton, Agency	CRestview	5-5074
General Artists	BRAdshaw	2-4259
Gertz, Mitchell	CRestview	45491
Gold, Sid	CRestview	17149
Goldstone, Jules	CRestview	51191
Goldstone, Nat	CRestview	61071

RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES

Gregory Assts.	Bradshaw	25084	Hollywood	4-5161
George Graif & Assoc.	GRanite	7197	CRestview	14627
Greshler, Abner	CRestview	45339	CRestview	54505
Grossman, Milton M., Agency	CRestview	6-6163	CRestview	6-7371
Halliburton, Jeanne	CRestview	5-5575	CRestview	11103
Hamilburg, Mitchell	CRestview	54171	CRestview	5-4179
Herdon-Sherrell	CRestview	15236	CRestview	50186
Herzbrun, Walt	CRestview	64157	CRestview	17261
Hyland, Dick Irving	CRestview	1-9159	CRestview	54137
Ingersoll, George Agency	HOLlywood	7-0862	CRestview	11116
Irwin, Lou	CRestview	1-7131	CRestview	15246
Jackson, Edith	HOLlywood	7-0155	HOLlywood	9-6271
Jacobson, Vernon	CRestview	52545	CRestview	6-2041
Jaffe Agency	CRestview	66121	CRestview	1-7141
Kotz, Fred, Agency	CRestview	6-3189	CRestview	46123
Kohner, Paul	CRestview	15165	CRestview	15115
Kramer, Earl	CRestview	62338	HOLlywood	4-7265
Krevat, Shely Artists, Inc.	HOLlywood	7-3658	CRestview	12188
Lance, Leon	CRestview	66014	CRestview	45238
Lauren, J. W. Agency	HOLlywood	7-5087	CRestview	60698
Lazar, Irving	CRestview	56153	CRestview	67081
Leonetti, Caroline, Ltd.	HOLlywood	2-2345	CRestview	1-1137
Leonard, Fred	HOLlywood	4-7546	HOLlywood	4-2461
Lesser, Ted	BRadshaw	2-3659	CRestview	62348
Levee, M. C.	CRestview	6-6285	NORMandy	2-8988
Lewis, Henry	CRestview	55129	CRestview	46301
Lewis-Molson	CRestview	16111	CRestview	54170
Linsk, Lester	CRestview	54396	CRestview	16188
Longenecker, Robt.	WEBster	1-2267	CRestview	6-3201
McConkey Artists Corp.	HOLlywood	3-7141	CRestview	17244
McMillan, Hazel, Agency	CRestview	1-7781	HOLlywood	2-2301
MacQuarrie Agency	CRestview	67162		
MCA Artists	CRestview	62001		
Manuel-Baird	CRestview	45288		
Martyn, Marty	CRestview	58607		
Marx, Burt	CRestview	17171		
Medford, Ben	CRestview	17021		
Messinger, Lili	CRestview	5-8541		
Meyers, Walter	CRestview	18161		
Mishkin Agency	CRestview	45416		
Moore, Lola	CRestview	65401		
Molina Agency	HOLlywood	3-3271		
Morris, William	CRestview	16161		
Nunes, A. R., Agency	HOLlywood	3-7124		
Ochs, Al	HOLlywood	96470		
Oliver, Maurine	HOLlywood	4-0257		
Orsatti & Co.	CRestview	66241		
Pearson, Ben	CRestview	4-5488		
Pomeroy, Jack	CRestview	45148		
Powers-Stanley Agency	CRestview	1-1141		
Preminger, Ingo, Agency	CRestview	6-6213		
Rocamora, Wynn	CRestview	45431		
Rosenberg, Geo.	CRestview	18121		
Rush, Art	HOLlywood	4-5161		
Ryan, Frank	CRestview	14627		
Salkow, Lester	CRestview	54505		
Schwartz Agency	CRestview	6-7371		
Shauer, M. A.	CRestview	11103		
Shaw-Wiley Agency	CRestview	5-4179		
Sherman, Edward	CRestview	50186		
Shiffrin, William	CRestview	17261		
Short, Antrim	CRestview	54137		
Shurr, Louis	CRestview	11116		
Small, Paul	CRestview	15246		
Snitzer, Lou-Fritschi, AI, Inc.	HOLlywood	9-6271		
Somlyo, E. T.	CRestview	6-2041		
Stempel, Frank	CRestview	1-7141		
Stewart, Rosalie	CRestview	46123		
Swanson, H. N.	CRestview	15115		
Swaverland, Harold	HOLlywood	4-7265		
Thompson, D. H.	CRestview	12188		
Ullman, George	CRestview	45238		
Wadsworth, J. B.	CRestview	60698		
Weiner, Jack	CRestview	67081		
Weintraub, Murry	CRestview	1-1137		
Welch, Suey, Agency	HOLlywood	4-2461		
Wendling, Chas.	CRestview	62348		
White, Mack, Agency	NORMandy	2-8988		
White, Wm. B.	CRestview	46301		
Wiley, Richard	CRestview	54170		
Wilkins, Paul	CRestview	16188		
Willson, Henry	CRestview	6-3201		
Winkler, Daniel M.	CRestview	17244		
Wookey, Betty, Agency	HOLlywood	2-2301		

Publications

Billboard Publishing Co.	HOLlywood	9-5831
Broadcasting-Telecasting	HOLlywood	3-8181
Hollywood Reporter	HOLlywood	4-7411
Radio & TV Exchange	HOLlywood	4-0101
RADIO-TV DAILY	HOLlywood	5-8436
Radio-Television Mirror	CRestview	6-6293
Sponsor	HOLlywood	4-8089
TV Guide Publication	NORMandy	2-3101
TV-Radio Life	HOLlywood	4-9275
Variety	HOLlywood	9-1141

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Moffett Research Co.	HOLlywood	3-5653

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Growth of Broadcasting See Page 67

Ten Top Radio-TV News Events See Page 37

Song Hits of 1954 See Page 45

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OFFICE OF RESEARCH, INC.

3470 Broadway, New York 31, N. Y.
Phone: AUDubon 6-7455

ALFRED POLITZ RESEARCH, INC.

270 Park Ave., New York 17, N. Y.
Phone: PLaza 9-5200

THE PULSE, INC.

15 W. 46th St., New York 36, N. Y.
Phone: JUDson 6-3316

RADIO REPORTS, INC.

220 East 42nd Street, New York 17, N. Y.
Phone: MUrray Hill 7-6658

RESEARCH SERVICES, INC.

1441 Welton St., Denver 2, Col.
Phone: CH 2742

ELMO ROPER

30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-4900

N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2193-4

ROSS FEDERAL RESEARCH CORP.

2 W. 45th St., New York 36, N. Y.
Phone: VANDerbilt 6-0600

DANIEL STARCH AND STAFF

Boston Post Rd. & Beach Ave.
Mamaroneck, N. Y.
Phone: MAMaroneck 9-5400
101 E. Ontario St., Chicago, Ill.
Phone: DELaware 7-2888

TRENDEX, INC.

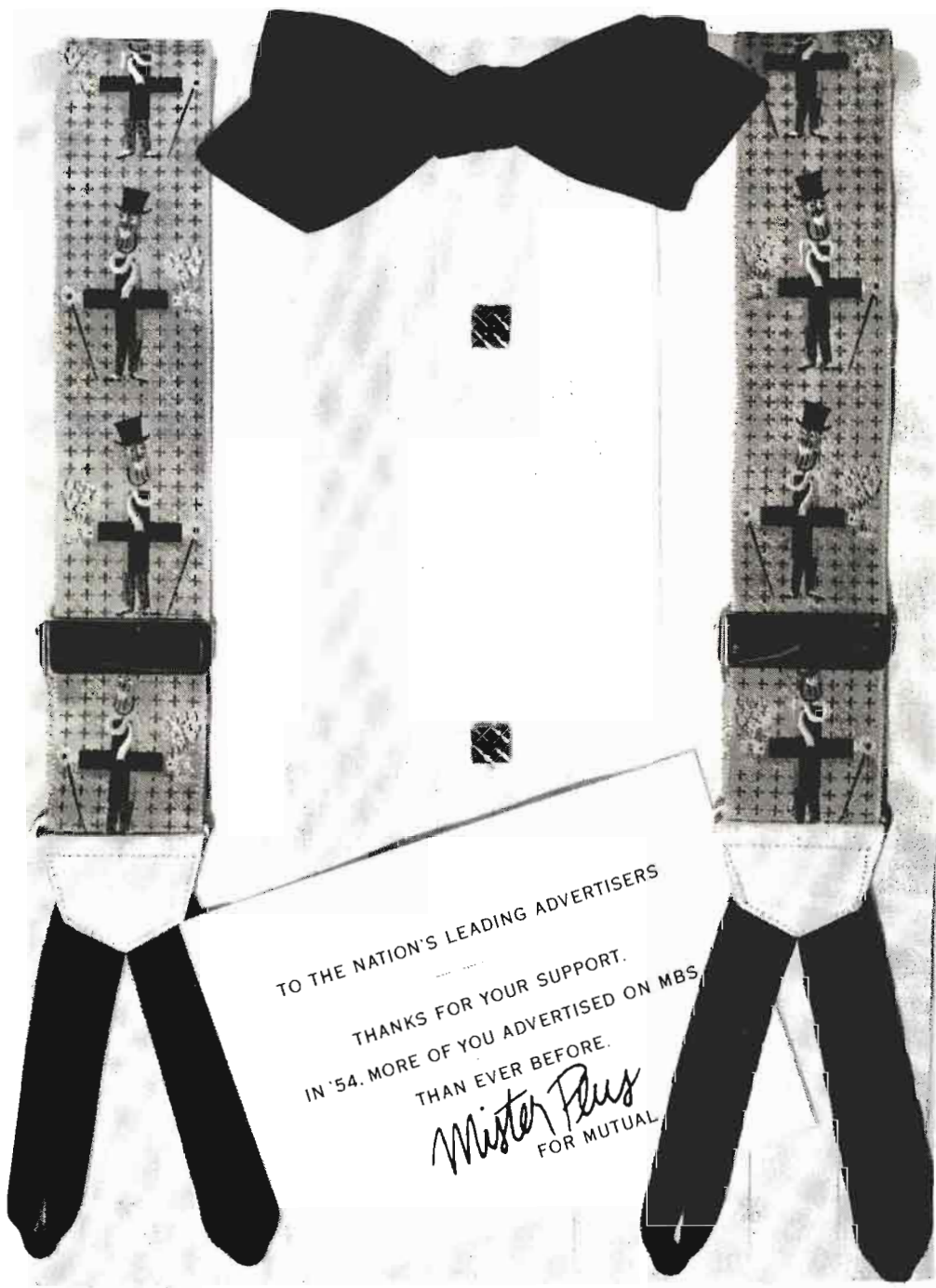
347 Madison Avenue, New York 17, N. Y.
Phone: MU 4-4328-9

VIDEODEX, INC.

342 Madison Ave., New York, N. Y.
Phone: MUrray Hill 7-8837

J. A. WARD, INC.

8 W. 40th St., New York, N. Y.
Phone: BRyant 9-3845



TO THE NATION'S LEADING ADVERTISERS
THANKS FOR YOUR SUPPORT.
IN '54. MORE OF YOU ADVERTISED ON MBS
THAN EVER BEFORE.
Mister Pius
FOR MUTUAL



Exciting Expansion Predicted For 1955 International Television



By **PAUL TALBOT**

President

Fremantle Overseas Radio & TV, Inc.

THE year 1955 will be to International Television what the first "post freeze" year of 1952 was to the U. S. industry. The long heralded commercial service in Great Britain becomes a reality in the fall and for the first time, there will be competition for product in the world's second largest TV market—a market with almost four million licensed receivers. Important to American producers is another English language market, Australia, which will initiate video service late this year. On the European continent, schedules which have been extremely limited are being expanded particularly in Italy, France and Western Germany. At least three new TV markets will become active in Latin America, to make a total of eleven countries and 29 stations in that part of the world. Japan is manufacturing its own receivers and the plants are now geared up to permit lower priced sets and thus increase the audience. Also in the Far East, Malaya and Siam are planning stations.



One of the most exciting prospects in the future of International broadcasting, is the micro-wave TV relay between Miami and Cuba which is expected to be in operation this year. This is likely to be the first link in an international network which will eventually reach into South America.

Our lawmakers are aware of the potential of International Television and recently Senate Joint Resolution 96 was passed, setting up a commission to study the subject. The commission is to make its report by December, 1955.



Mindful of the vital role which export plays in the theatrical film release set-up—up to 50 per cent of a Hollywood film's income is earned overseas—many U. S. TV film producers have looked for a similar pattern in video; and with increasing production costs, the foreign market may well become an economic necessity for them. But the job of penetrating foreign TV markets presents

quite a different set of problems from those faced by theatrical distributors.

Firstly, because of the intimacy of the medium, far more attention must be paid to local tastes and customs than is the case with theatrical films. A movie patron goes perhaps once or twice a week to see a picture. If it is a film of American origin, he usually knows this in advance and the choice of seeing it or not is his. But TV entertainment comes into the home for several hours a day, seven days a week. The overseas viewer will certainly enjoy seeing a good U. S. show on occasion, but it is not difficult to appreciate how he might feel about the product of another country dominating his entire TV fare and thus, in a sense, his life.



In order to become an integral part of the local TV scene, our company, which specializes in international programming, has set up production offices in all important foreign television markets. Through these offices, American product is adapted to local needs. Where required, foreign language tracks are added to TV film shows. Complete packages, made up in part of U. S. film and part "live" local talent, are produced for sponsors and agencies in the particular foreign market.



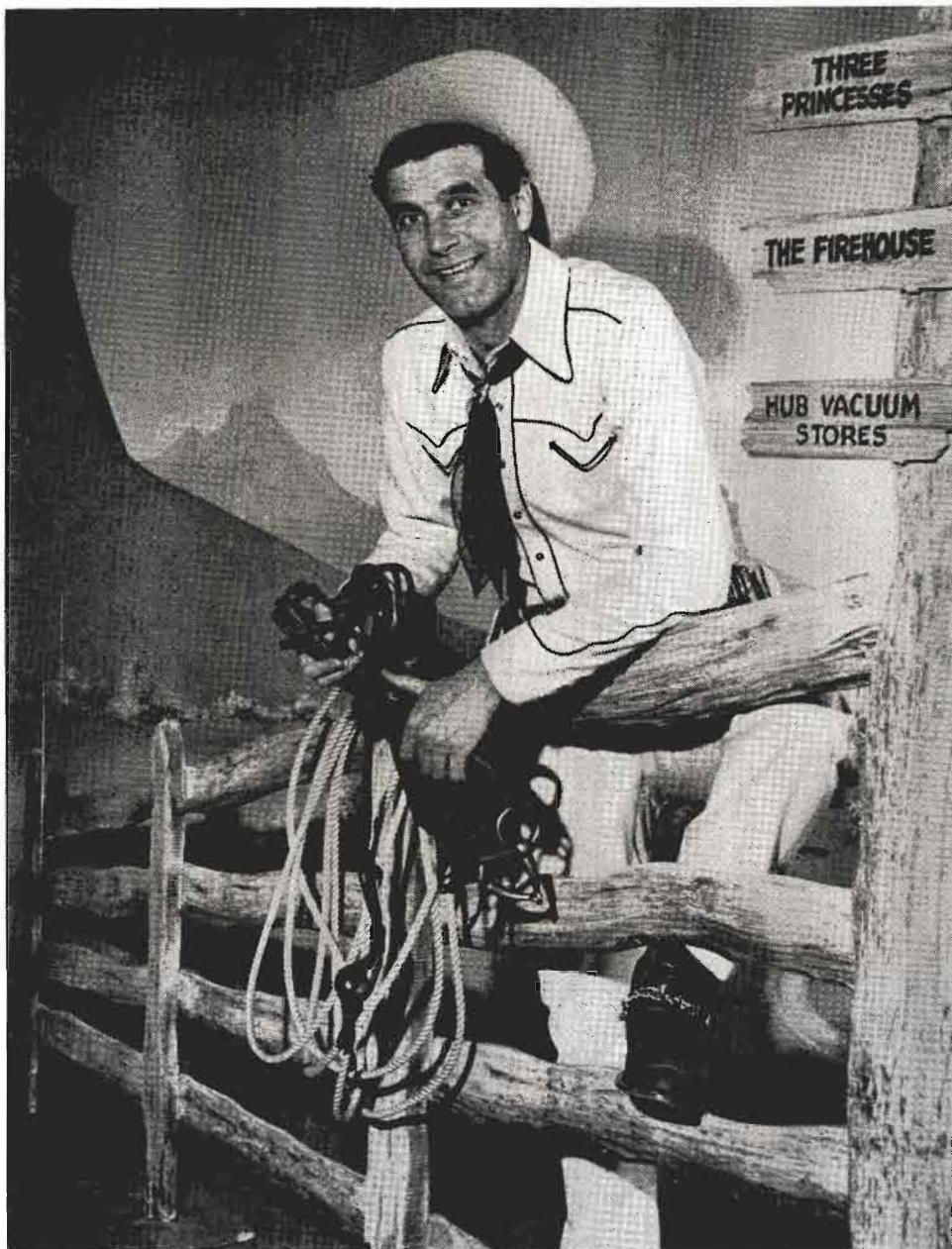
As of December, 1954, FORTV had 17 regularly scheduled weekly TV programs and 20 weekly radio programs running in eleven countries throughout the world. Seventy per cent of our TV shows employ U. S. film product. These shows are in addition to feature film and shorts libraries which have been placed by us with almost all overseas TV stations.

During 1955, the increased activity in International markets will require a large amount of additional film. And by continuing our system of local adaptation, coupled with on-the-spot selling, we are confident that much of this need for film will be filled by product from the United States.

More top performers
in entertainment and
business stand behind
our microphone than
anywhere else in radio.
And as a logical result,
the biggest audiences
are tuned to the CBS



Radio Network



JIM WYLER
"THE TRAVELER"
HOST-NARRATOR
"THE ADVENTURES"
OF
"HOPALONG CASSIDY"
MONDAY-FRIDAY—4-5:00 P. M.
SUNDAY—3:30-4:30 P. M.
(THAT'S THE WABC-TV CORRAL PARDNER
... OVER ON THE CHANNEL 7 TRAIL.)
WABC-TV **TR 4-2073**

NEWS SERVICES



Associated Press

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

Executives

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

International News Service

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

Executives

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

Press Association, Inc. (Associated Press)

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

Executives

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

Reuters

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

Executives

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

Telenews Productions, Inc.

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

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

United Press Associations

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

Executives

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



RICHARD BOONE

star of
"MEDIC"



Ziv Doubles Production Plans As Video Film Business Booms

□ □ □ □ □ □

By JOHN SINN

President

Ziv Television Programs, Inc.

AS 1954 drew to a close two important factors dominated the television film industry. The first was the fully expected but extremely rapid rate of the growth of television film as an important part of station programming. The second was the increasing number of stations interested in featuring regular colcasts of filmed programs.

The growth of the television film industry and its expanding market reflected itself in the number of new films produced, marketed, and sold to local and regional advertisers last year.

□ □ □

ZIV alone produced three of these new shows, each of which was sold in close to 200 markets, and in addition continued production on three other top selling features. These new series include "Mr. District Attorney," starring David Brian; "Meet Corliss Archer," with Anne Baker and Mary Brian, and "The Eddie Cantor Comedy Theater." Continued in production were "I Led Three Lives," with Richard Carlson; "Favorite Story" with Adolph Menjou, and "Cisco Kid."

The first of these programs, "Mr. District Attorney" reached saturation distribution in almost 200 cities within nine months after it was put on the market.

□ □ □

"Meet Corliss Archer" was purchased in more than 175 markets in only six months. The third of these programs, "The Eddie Cantor Comedy Theatre," was sold out in more than 180 markets even before the show went on the air. We confidently expect the Cantor program will set an all-time record in the industry for total markets sold.

These sales records demonstrate that more and more local and regional advertisers are coming to rely on television film programs as an ideal means of putting across their sales message in individual markets. And film programming is filling more and more hours of both network and local station time with

each succeeding season.

Because this trend towards television film has become so pronounced during the past year, Ziv has decided to double its production of program series during 1955. To achieve this goal more efficiently, with better product and quality control, we have purchased the American National Studios in Los Angeles, now to be known as the Ziv Television Studios. We are scheduling production of all program series at these new facilities.

□ □ □

Now in production for 1955 is our latest top appeal theatre type program "The Science Fiction Theatre" which opens up a host of stimulating new dramatic story lines of adventure, romance, mystery and imagination. Panel shows, dramatic programs, mystery, musical comedy, comedy and variety programs are now under consideration for 1955.

All of these programs will be produced in the Ziv tradition of high quality, top star film series, and all will be produced in Ziv's color process, Zivcolor.

Film in television programming is attaining greater importance each season. Color film in television is making important strides as well. And, just as 1954 witnessed significant expansion in the use of television film, so it also witnessed vital developments in color film programming.

□ □ □

We feel that the cost which color has added to our production expenses is not a risk but a wise investment. We are prepared today to provide advertisers and stations with fine color prints, prints which will be of the same high quality as our black and white programs, and prints which embody techniques far beyond the stage of trial and experimentation.

This investment we feel, will begin paying big dividends and soon. The number of stations which have already contacted us for color prints in 1955 indicate we may well be on the threshold of the exciting new color era.

"Direct From Paris"

RDF

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

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



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

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

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

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



Empire State Broadcasters Plan Only "On Ringing the Bell"



By **MICHAEL R. HANNA**

President

New York State Association of Radio and Television Broadcasters

[N the early nineteenth century in America, the church collection was taken in a bag at the end of a pole, with a bell attached to arouse sleepy contributors.

When people ask me why we New York broadcasters have formed a state association, my response is that all we're doing is ringing the bell. We have been, for the most part, "sleepy contributors"—and while we have snoozed, many unfortunate things have come to pass which might not have transpired had the Empire State's broadcasters been unified.



Among these incidents—not the only one, but illustrative—was the adoption of state legislation limiting the capacity of radio and television to cover public hearings. Individual broadcasters energetically attempted to halt this discriminatory legislation, but we did not have the strength born of cooperative action.

In New York, as in other states, we have a continuing problem in the broadcast of sports. Rights charges have soared beyond reason in some areas; in others, broadcasting has been flatly refused access to such events. This is a problem which requires unity, not only to develop the best strategy through the contribution of all of the ideas available, but unity to encourage the acceptance of the best ideas.



Other states are encountering now the threat, if not the reality, of municipal and state taxes on gross income, on advertising and on all categories of revenue needed to sustain broadcasting as a strong community force. Broadcasters must be organized and firm in their determination if they are to oppose successfully the general emergence of such needless and unfair assessment.

I say that we had to "ring the bell" to awaken ourselves to the necessity for getting together. The fact that New York broadcasters, residing in a state which was one of the very first to join the

union of states, are among the last to form their own association supports the point. Our association is the 43rd state group to be launched.

The fact that all sections of the state were represented in our original organizational meeting, held January 12th in Syracuse, demonstrates the awakening need for the existence of a state group.



Not least among the benefits which will accrue to each of us from this amalgamation—in many ways, the best that will accrue—is the opportunity to exchange ideas and opinions on all matters of problems which beset the industry. Public Relations. Public Service. Regulation. There are subjects aplenty, as other state associations have learned.

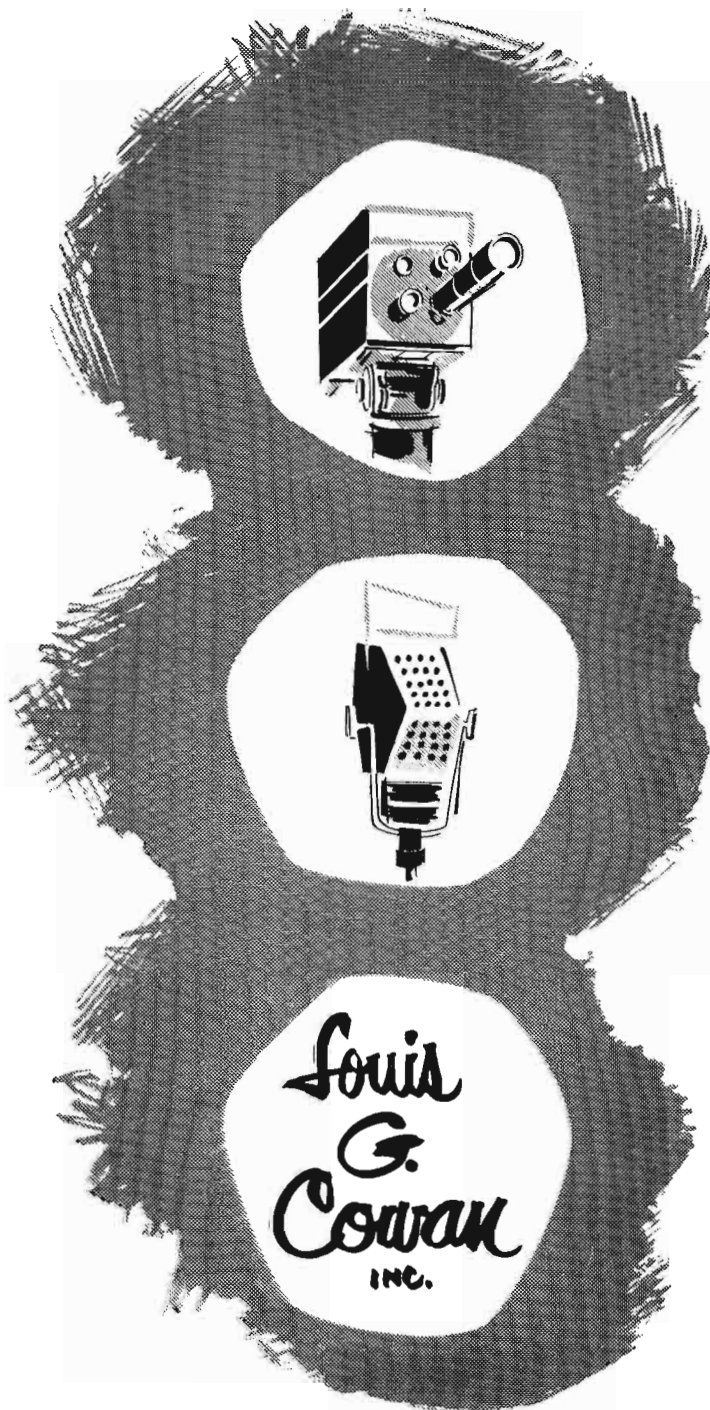
As a corporate group, we will have an opportunity to seek the counsel of advertisers, agencies, and government representatives who will address our various meetings. Although a state organization, in some cases insulated against the trials and tribulations within other states, we will offer our assistance to other similar state groups; and we will be able to escape complete provincialism, of course, by working with the NARTB and other bodies.

Is it worth the effort? I think it is. And of course my fellow officers—Bill Doerr (Buffalo), Gordon Gray (New York City), George Dunham (Binghamton) and Elliott Stewart (Utica)—think so, too.



The Board of Directors, which will establish policies for our guidance includes: Ham Shea (New York City), Sam Cook Digges (New York City), Fred Keese (Auburn), Joe Bernard (Buffalo), Morris Novik (New York City), William Fay (Rochester), Joel H. Scheier (Plattsburg) and E. R. Vadeboncoeur (Syracuse).

In our first year of activity we hope we may establish, as has been done in other states, such a society of mutual aid that none among us can escape the need for membership.



NEW YORK 575 Madison Avenue, New York 22, N. Y. PLaza 9-3700

CHICAGO 8 S. Michigan Avenue, Chicago 3, Ill. RAndolph 6-2022



70-80% of Political Expenditures Allotted for Radio-Television Time



By **MARTIN ZUZULO**

Associate Editor

Radio Annual & Television Year Book

MORE than the advertising agency time buyers and even more than the newspaper space buyers, the political spot buyer, the person responsible for his party's victory or defeat, is a careful selector of all types of media. Keeping that in mind, an appraisal of the spending done by both major parties at the time of Congressional and presidential elections is a clear reflection of what the political analyst chooses to transform people into voters.



Radio and television have so changed this art of campaigning that a conservative estimate was put at 70% of the total Republican New York State outlay during the 1954 Congressional elections and the Democratic estimate climbed even closer to 80%. The New York State spending in behalf of both Republican candidate Irving M. Ives and Democratic candidate, Averell Harriman and the rest of their tickets hovered close to the \$1,000,000 mark.

Reports filed with the clerk of the House of Representatives showed that on a national level the Republicans spent \$800,000 more than the winning Democrats, who took over control of the House and Senate in the November election. The outlay by four Republican national organizations totaled \$3,716,184, the report showed. That was incidentally, more than Phillip Morris & Co. spent in radio and television for the first six months of 1954 and probably more than, for instance, a company like the Nestle Company will spend for the entire year of 1954 on radio and TV.



Big money, and in the biggest city, New York City, politicians in the know, people who want to move other people are estimated to have allotted 70 to 80% of that budget to radio and television!

Some could say then that the Republicans, who are supposed to have spent more money during the Congressional elections, still lost the election. It's worthwhile pointing out, using New York City as a gauge, that the Republican estimate

was put at 70% of the total amount allotted to radio and television whereas the Democratic estimate went further—to the 80% mark. Even this 10% difference could be attributed to one party's victory and another's defeat.

Win or lose, however, inroads of radio and television are being felt in the advertising expenditures of both major political parties. The old-time rallies and hoop-de-do have given way to the cables and microphones. An example of the bite into the expenditures of political thinking, Madison Square Garden, long remembered for its bedecked balconies and jammed capacity during election years, did not have a single party rally in the 1954 campaign—nor in 1953. Brooklyn's Academy of Music, site of many political shindigs in years gone by was also unused last Fall.



Easing up on these giant rallies affords television. Reports for the metropolitan area's seven television stations show that the Harriman forces began buying television time back in February. Republican purchase, on the other hand, began only after the September nominating conventions. Naturally, total expenditures of both major parties does not include free time. For example, some primary spots offered to the gubernatorial and Congressional nominees would normally be offered for \$1,500 each.



Reasonably then, one could deduct from these figures, that radio and television is heavily counted on by political big-wigs to motivate people. And it is only when one studies the amounts of time and money given over for this purpose that one asks why men who also purchase time to sell their products should not slice their budget in a similar manner? But yet to our way of thinking, with 1954 billings and revenue bringing in record totals, we predict that these people will soon begin to see what a tight and pulse-like grip radio and television have upon the nation.

"TIM-M-BER!"



If you listen to people talking about TV commercials sometimes you wonder why they haven't chopped their sets up before this. They're *that* mad.

But if you watch the products that those people buy, you realize that there

are a lot of TV commercials that *don't* make people mad—that *do* a great selling job.

Funny thing is, it doesn't cost the advertiser a bit more for the best television commercials than it does for the worst.

YOUNG & RUBICAM, INC.

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



Business

NETWORK BILLINGS

ADVERTISING AGENCIES

AGENCY EXECUTIVES

**STATION
REPRESENTATIVES**

Year-round enjoyment from **Lever Brothers Company** in 1955

Lux Video Theatre

Top stars in “live” performances of outstanding movie successes, direct from Hollywood.
Thursdays on NBC Television.

Lux Radio Theatre

20 years young and still going strong with famous stars recreating the greatest movie roles.
Tuesdays on NBC Radio.

BIG TOWN

Exciting and realistic news stories starring Mark Stevens. Mondays in N. Y. and L. A. areas; Wednesdays most other areas, on NBC Television.

*And don't forget—
for leisurely daytime enjoyment*

● **ART LINKLETTER'S HOUSE PARTY**

Mondays-Wednesdays-Fridays, CBS Radio-Television

● **ARTHUR GODFREY TIME**

Mondays-Wednesdays-Fridays, CBS Radio-Television

● **AUNT JENNY**

Real life stories, Mondays through Fridays, CBS Radio

NETWORK RADIO BILLINGS

Estimates For Years 1954 & 1953



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1953 figures are given at the bottom of the page as a basis with which to compare network revenues in 1954.

January-December 1954

	ABC	CBS	MBS	NBC	Total
Jan. ...	\$ 2,830,654	\$ 5,166,174	\$ 1,896,925	\$ 3,391,873	\$ 13,285,626
Feb. ...	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar. ..	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr. ...	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May ...	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June ..	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July ...	2,098,823	3,821,234	1,481,767	2,127,192	9,529,016
Aug. ..	2,160,025	3,844,135	1,491,503	2,075,531	9,571,194
Sept. ..	2,267,810	4,055,869	1,523,161	2,598,635	10,445,475
Oct. ...	2,506,929*	4,138,633*	1,572,042*	2,738,231*	10,955,835*
Nov. ..	2,484,201	4,397,245	1,540,523	2,926,816	11,348,785
Dec. ...	2,365,762	4,273,131	1,570,561	2,977,773	11,244,857
Total	\$29,054,147	\$54,245,056	\$20,345,032	\$34,014,356	\$137,641,169

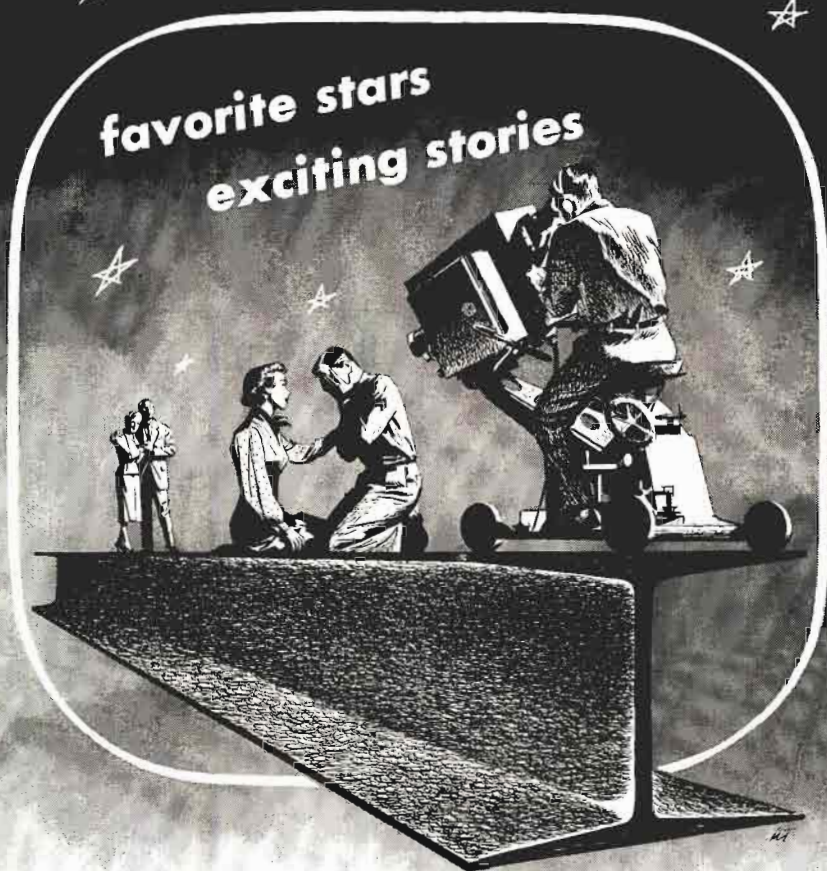
* Revised as of Dec. 30, 1954.

January-December 1953

	ABC	CBS	MBS	NBC	Total
Jan. ...	\$ 2,674,622	\$ 5,157,148*	\$ 1,786,134	\$ 4,260,555	\$ 13,878,459
Feb. ...	2,538,663	4,670,833*	1,638,075	3,813,602	12,661,173*
Mar. ..	2,797,544	5,527,290*	1,995,478	4,342,082	14,662,394*
Apr. ...	2,637,364	5,375,987*	2,008,990	4,196,009	14,218,350*
May ...	2,593,923	5,334,225*	2,038,210	4,141,070	14,107,428*
June ..	2,113,725	5,227,026*	1,926,865	3,979,471	13,247,087*
July ...	2,030,989	4,870,463*	1,830,467	3,494,330	12,226,249*
Aug. ..	1,958,633	4,791,044*	1,738,248	3,219,250	11,707,225*
Sept. ..	2,156,806	4,990,142*	1,792,736	3,205,675	12,145,359*
Oct. ...	2,671,103*	5,478,455*	2,185,598	3,493,950*	13,829,106*
Nov. ..	2,798,532	5,404,281*	2,090,007	3,374,112*	13,666,932*
Dec. ...	2,854,169	5,554,313	2,145,329	3,630,971	14,184,782
Total	\$29,826,123	\$62,381,207	\$23,176,137	\$45,151,077	\$160,534,544

* Revised as of Jan. 1, 1954.

★ TV's award-winning
U.S. STEEL HOUR



1954 Dramatic Show of the Year*

**Selected by Radio-TV editors*

Network Television Billings

Estimates For Years 1954 & 1953



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1953 figures are given at the bottom of the page as a basis with which to compare network revenues in 1954.

January-December 1954

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan. ...	\$ 2,780,574	\$ 10,713,329	\$ 1,445,608	\$ 10,116,937	\$ 25,056,448
Feb. ...	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar. ..	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr. ..	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May ...	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June ..	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July ...	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug. ..	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept. ..	2,660,601	12,936,020*	802,721	9,780,712*	26,180,054*
Oct. ...	3,890,802	14,009,286*	1,447,411*	12,352,091*	31,699,590*
Nov. ...	4,134,103	14,218,622	1,397,328	12,391,828	32,141,881
Dec. ...	3,994,832	15,060,653	1,457,436	13,047,419	33,560,340
Total	\$34,713,098	\$146,278,452	\$13,143,919	\$126,073,093	\$320,208,562

* Revised as of Dec. 30, 1954.

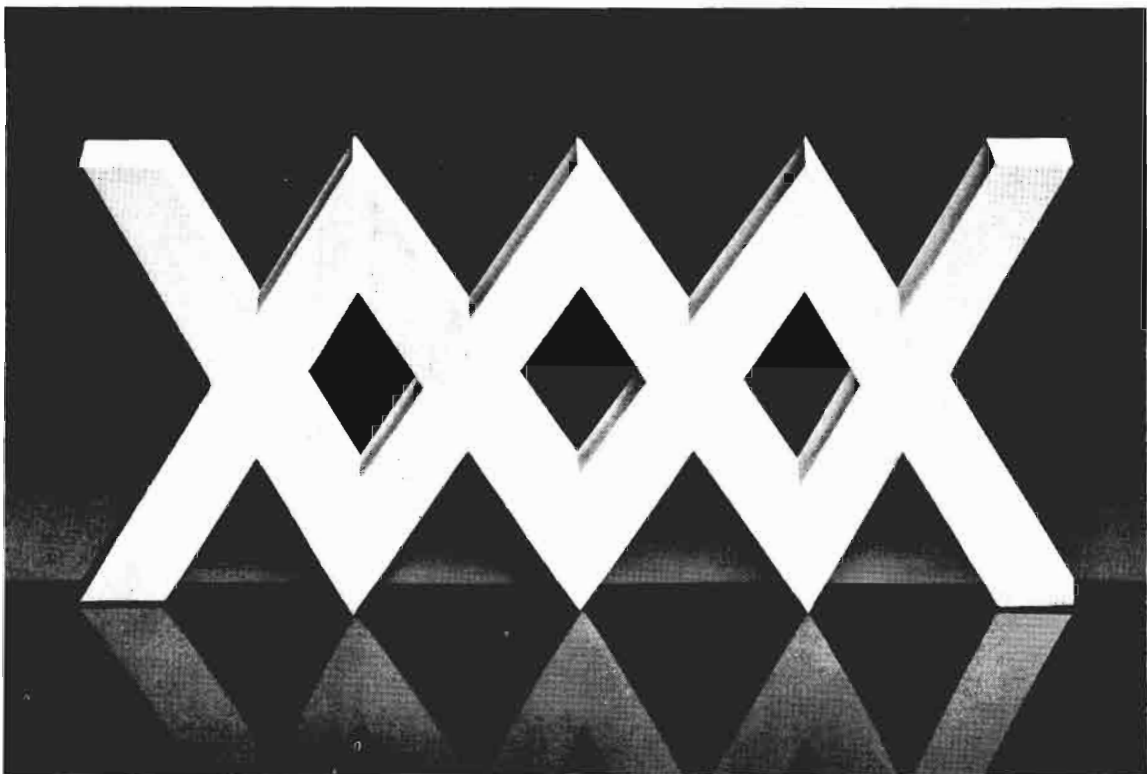
January-December 1953

	ABC-TV	CBS-TV	DuMont	NBC-TV	Total
Jan. ...	\$ 1,604,892	\$ 7,083,619	\$ 982,794	\$ 7,604,638	\$ 17,275,943
Feb. ...	1,481,032	6,621,629	862,299	6,876,029	15,840,989
Mar. ..	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr. ...	1,640,597	7,770,181	850,658	7,513,430	17,774,866
May ...	1,813,985	7,622,432	903,945	8,052,545	18,392,907
June ..	1,607,320	7,399,078	835,768	7,324,315	17,166,481
July ...	1,299,471	7,422,337	592,890	6,902,092	16,217,790
Aug. ..	1,244,993	7,783,813	742,665	6,564,841	16,336,312
Sept. ..	1,376,017	8,503,620	678,302	7,837,467	18,395,406
Oct. ...	2,297,862	9,381,816	1,462,143	10,267,232*	23,409,053*
Nov. ..	2,396,203	9,756,593*	1,790,981	9,654,023*	23,597,800*
Dec. ...	2,619,862	10,381,879	1,617,058	10,062,808	24,681,607
Total	\$21,110,680	\$97,466,809	\$12,374,360	\$96,658,551	\$227,610,400

* Revised as of Jan. 1, 1954.



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



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

**Mutual Broadcasting System
1954 Gross Network Sales
Advertisers***

S. C. Johnson & Son, Inc.	\$1,868,637
P. Lorillard Co.	1,572,342
American Federation of Labor	1,311,751
Johns-Manville Corp.	1,210,908
Florida Citrus Commission	982,790
American Home Products Corp.	949,530
Miles Laboratories	938,487
Liggett & Myers Tobacco Co.	846,227
Kellogg Co.	792,742
Quaker Oats Co.	713,044
Miller Brewing Co.	687,720
R. J. Reynolds Tobacco Co.	551,502
The Coca Cola Company	460,453
Wings of Healing, Inc.	432,111
Mutual Benefit Health & Accident	425,313
Lutheran Laymen's League	400,911
State Farm Mutual Auto. Ins. Co.	375,284
Falstaff Brewing Corp.	358,078
Radio Bible Class	348,627
Philipp Morris Co. Ltd., Inc.	344,718
Credit Union National Assn.	320,800
Christian Reformed Church	311,623
Voice of Prophecy	302,503
Derby Foods, Inc.	299,672
General Tire and Rubber Co.	291,460
Union Pharmaceutical Co., Inc.	270,960
Deepfreeze Appl. Div.—Motor Products Corp.	267,000
Dawn Bible Students Assn.	195,532
Florida State Advertising	188,400
Gillette Safety Razor Co.	184,825
Murine Co., Inc.	170,710
No. American Van Lines, Inc.	150,659
National Home Corp.	144,670
Lettuce, Inc.	138,922
Procter & Gamble Co.	138,000
Lenon Products Advisory Board	129,000
Billy Graham Evangelistic Assn.	122,948
Niagara Mfg. & Dist. Co.	118,002
S.O.S., Co.	111,500
Chevrolet Motor Div.	97,500
Beltone Hearing Aid Co.	88,128
Block Drug Co.	75,177
Pan American Coffee Bureau	66,200
Dodge Div.—Chrysler Corp.	61,795
Bulck Motor Div.	54,300
Elsevier Press, Inc.	53,593
Jacques Kreiser Mfg. Corp.	41,300
Harrison Products, Inc.	39,900
Giant Animal Co., Inc.	39,338
Plymouth Div.—Chrysler Corp.	36,781
The Scholl Mfg. Co., Inc.	33,600
Jackson & Perkins Co.	33,123
All-State Ins. Co.	29,505
Republican Nat'l Committee	28,521
Manion Forum of Opinion	23,692
Eso Standard Oil Co.	23,268
The Barbasol Co.	23,088
White House Co.	19,936
Bridgeport Brass Co.—Aer-O-Sol Div.	18,000
Crowell-Collier Publishing Co.	16,500
Grand Duchess Steaks	12,468
Rexall Drug Co.	12,127
For America	11,388
National Assn. of Letter Carriers	10,266
Standard Oil Co. of Indiana	8,188
Committee for Constitutional Gov't.	7,178
American Chemical Paint Co.	6,000
Tidewater Associated Oil Co.	5,875
Atlantic Refining Co.	5,721
Cowles Publishing Co.	5,000
Artists Publications	3,973
Prentice-Hall, Inc.	3,456
Protam Pharnacal Co.	2,070
Independent Citizens Committee	1,090

**Mutual Broadcasting System
1954 Agency Gross Billings***

J. Walter Thompson	\$2,544,506
Needham, Lous & Brorby, Inc.	2,352,451
Lennen & Newell, Inc.	1,572,312
Furnan, Feiner & Co.	1,322,017
Sullivan, Stauffer, Colwell & Bayles, Inc.	949,530
Geoffrey Wade Advertising	938,487

Cunningham & Walsh, Inc.	912,427
Leo Burnett Co.	792,742
D'Arcy Advertising Co.	751,913
Sherman & Marquette, Inc.	713,044
Mathisson & Associates	687,720
William Esty Co., Inc.	551,502
McCann-Erickson, Inc.	461,056
Century Advertising Agency	432,111
Bozell & Jacobs, Inc.	425,343
Gotham Advertising Co.	400,911
Dancer-Fitzgerald-Sample, Inc.	358,078
J. M. Camp & Co.	348,627
The Biow Co.	344,748
Glenn-Jordan-Stoetzel, Inc.	311,623
Western Advertising, Inc.	302,503
Applegate Advertising Agency	295,329
Grey Advertising Agency, Inc.	270,960
Roche, Williams & Cleary, Inc.	267,000
Batten, Barton, Durstine & Osborn, Inc.	211,361
Olian & Bronner, Inc.	206,430
Wm. Gleason & Co.	195,532
Direct	188,400
Maxon, Inc.	184,825
John Cohan Advertising, Inc.	138,922
Benton & Bowles, Inc.	138,000
Walter F. Bennett Co.	122,948
Campbell-Ewald Co.	97,500
Emil Mogul Co., Inc.	75,177
Kudner Agency, Inc.	67,800
Grant Advertising, Inc.	64,795
Mann-Ellis, Inc.	53,593
N. W. Ayer & Son, Inc.	42,502
Duane Jones, Inc.	41,408
Foote, Cone & Belding	41,300
Sidney Garfield & Associates	39,900
Donahue & Coe, Inc.	33,600
Maxwell Sackheim & Co.	33,123
Christiansen Advertising Agency	29,505
Erwin Wasey & Co.	23,088
E. Ross Humphrey & Assoc.	22,004
Victor & Richards, Inc.	19,836
Hazard Adv. Co.	18,000
Victor Advertising, Inc.	13,076
Phil Di Nuccio Advertising	12,468
Marschalk & Pratt, Inc.	10,339
French & Preston, Inc.	7,478
Grey & Rogers Advertising	6,000
Buchanan & Co.	5,875
Artists Publications	3,973
Albert Frank-Guenther Law	3,456
Ellington & Co., Inc.	1,090

**Mutual Broadcasting System
1954 Industrial Classifications***

Cigarettes & Smoking Materials	\$3,314,819
Food & Food Products	3,134,838
Soaps, Cleaners & Polishes	3,067,667
Institutional	2,098,628
Drugs & Toiletries	1,957,374
Religion	1,682,144
Building Materials	1,355,578
Beer	1,045,798
Insurance	830,132
Automotive	544,836
Soft Drinks	460,453
Miscellaneous	298,185
Household Supplies	285,000
Transportation	150,659
Publications	82,522
Gasoline & Petroleum Products	43,352
Jewelry	41,300
Political	37,092

**Mutual Broadcasting System
Gross Time Sales—1954**

	Monthly	Cumulative
January	\$1,889,990	\$1,889,990
February	1,783,452	3,673,442
March	2,034,061	5,707,503
April	1,891,998	7,600,401
May	1,908,198	9,508,599
June	1,558,196	11,066,795
July	1,481,767	12,548,562
August	1,491,422	14,039,984
September	1,523,161	15,563,145
October	1,605,042	17,168,187
November	1,633,999	18,802,186
December	1,628,191	20,430,377

* December billings estimated.

A large, stylized television set with a hand holding a film strip in front of it. The television set is a simple, rounded rectangle with a dark, textured border. A hand is shown in profile, holding a film strip that is partially unspooled. The hand is wearing a watch with a circular face and a strap. The background is white, and the overall style is a combination of line art and halftone shading.

PROGRESS REPORT ON COLOR TV

More than half of BBDO network clients have enjoyed seeing their shows broadcast coast to coast in color. More are on the way. In the film department, footage of BBDO 16-mm and 35-mm commercials can be measured in miles . . . and the color cameras are still rolling.

Consumers are moving fast, too. A recent check shows that the number of color sets in use leaped from less than 10,000 on September 1, 1954, to more than 20,000 on January 1, 1955. This 100% increase in four months is a good indication of things to come.

No wonder we look forward to using this brilliant selling tool for more and more of our clients.

**Batten, Barton, Durstine
& Osborn, Inc.**

BBDO

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TV ACCOUNTS

PERSONNEL



ON-TARGET TELEVISION



KUDNER AGENCY, INC.

**NEW YORK DETROIT WASHINGTON
LOS ANGELES SAN FRANCISCO**

ADVERTISING AGENCIES



— AGENCY RECOGNITION SYMBOLS —

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

A. D. ADAMS ADVERTISING

562 Fifth Ave., New York 36, N. Y.
 Phone: Circle 6-2940
 ABP

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

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
 Phone: HlGate 4-6580

AFA—NBP—CNPA—SCAAA

Owner, Radio & TV Dir.....Ad Fried
 Radio & TV Time Buyer.....Janet Schuster
 Music Dir., & Librarian.....Elaine Fried
 TV Art Dir.....Gerhardt Jacobi
 Prod. Dir.....Phil Martinez
 Acct. Executives.....Ad Fried, Phil J. Martinez, Janet Schuster, L. G. Mendershausen, Roberta Madonna Dane, Elaine Fried, Gerhardt Jacobi

Branch Office

260 Kearny St., San Francisco 8, Calif.
 Phone: YUkon 2-1291

Manager.....Phil J. Martinez
Radio Accounts: Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Company (Marine Switches), Oakland, Calif.; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Daniel Dillon Co., (Children's Sportswear), San Francisco, Calif.; Duplex Dean Plans (Real Estate), Danville, Calif.; Elemin

Supreme Formula (Vitamins), Berkeley, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Contra Costa Real Estate Board, Walnut Creek, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Gold Star Express Train Sales (Children's Toy-Ages 3-11), Hayward, Calif.; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Northern California Automatic Bowling Proprietors Assn. (AMF Bowling Establishments), Headquarters changes to each new President's address; Oakland Light Opera Association, Joaquin Miller Park, Oakland, Calif. (Musicals); Thernae Products, Inc. (Rocky Mt. Hot Springs Mineral Baths), Oakland, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix-concrete), Oakland, Calif.; Buy Rite Truck & Equipment (Surplus Equipment), Port of Oakland, Calif.; Dick's Home Furnishers (Home Furnishings), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; The Quiet Hour (Religious), Chicago, Ill.; Lou Winston (Surplus), Oakland, Calif.; Western Gem Co. (Rutile Gems), Hayward, Calif.; Roto-Rooter of Bay Area (Area Franchise Holder), Oakland, Calif.; Span-A-Form (Bldg. Forms), Oakland, Calif.; Elysee Cosmetic Company (Cosmetics), San Francisco, Calif.; United Trading Stamps, Western Divisional Headquarters (Trading Stamps), Oakland, Calif.

TV Accounts: Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Shampoos), Oakland, Calif.; Bell Smoked Fish Co. (Tarabell Brands), San Francisco, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Geo. Collins, Candidate for California State Controller (1954 Election), Agency handled all TV for entire state of California; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; Lo Fare Cab Co.

WALTER
WINCHELL
*for American
Safety Razor Corporation*

BOB
CROSBY
SHOW
for The S.O.S. Company



THEY GET TO THE

WESTINGHOUSE
STUDIO ONE
*for Westinghouse
Electric Corporation*

**BEST OF
BROADWAY**
*for Westinghouse
Electric Corporation*

BIG TOWN
*for
Lever Brothers*

CLIMAX!
*for
Chrysler Corporation*



ARTHUR
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Division Lever Bros.*

HALLS OF IVY

*for National
Biscuit Company*

**DEATH VALLEY
DAYS**

*for Pacific Coast
Borax Company*

DISNEYLAND

*for
Derby Foods, Inc.*

HEARTH OF AMERICA

Every week, every one of the 30,400,000 U. S. families with TV sets* welcome into their homes one or more of these fine network programs (and the products they sell for McCann-Erickson clients).

**Our Research people said. "To be accurate make it 29,200,000. Some people didn't watch any TV last week."*

McCANN-ERICKSON, INC.

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STARS**

*for
Chrysler Corporation*

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GREAT LIFE**

*for
Chrysler Division*

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COCA SHOW**

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The S.O.S. Company*

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350 FIFTH AVENUE

New York 1, N. Y.

(Taxi Service), Oakland, Calif.; G & W Refrigeration (Ice Machines), Oakland, Calif.; Lake Merritt Hotel (Night Club & Restaurant), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; Cochran & Celli (California's Oldest Chevrolet Dealer), Oakland, Calif.; Oakland Light Opera Association (Musicals), Oakland, Calif.; Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Association (Shopping Area), East Oakland, Calif.; Northern California Automatic Bowling Proprietors Assn. (AMF Bowling Establishments jointly sponsoring TV and Radio promotions). Headquarters changes to home location of each new President; Pamper House (Health Center), Oakland, Calif.

WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitehall 4-5210
AAAA—ABP—ABC—ANPA

Pres.-Treas.....William Hart Adler
Exec. Vice-President.....Kenneth C. Ring
Vice Pres.....Thorpe E. Wright
Vice-Pres.....A. B. Stone
Art Director.....Leslie Meyers
Copy Director.....Carl Petersen
Production Mgr.....Thomas Petrie
Asst. to Pres.....John J. Petrie

Branch Office

726 Lothrop Ave., Detroit 2, Mich.
Phone: TRinity 1-1727

Manager.....J. Robert Conroy
Radio Accounts: A. J. Canfield Co., (beverages); Reo Motors, Inc. (trucks); Aladdin Industries, Inc., (Lamps—Vacuum bottles).
TV Accounts: A. J. Canfield Co.; Reo Motors, Inc.; Aladdin Industries, Inc.; Conlon-Moore Corp., (major appliances); Reo Div., Motor Wheel Corp., (Lawn Mowers).

ADMASTERS ADVERTISING, INC.

Washington Bldg., Washington 5, D. C.
Phone: District 7-0551
PPA

President.....John E. Waterfield
Secretary.....E. H. Bell
Copy Chief.....J. DuVall

ADVERTISERS' B'CASTING CO.

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

Exec. Producer.....Sholom Rubinstein
Director.....Bernard Rubinstein
Program Planning.....David M. Hausdorff
Radio Accounts: Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House Coffee, Post Cereals, Diamond Crystal Salt, Jell-O Puddings, Minute Rice, Birds Eye Frozen Foods); R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive Co. (Colgate Dental Cream, Palmolive Soap, Halo, Ajax, Vel, Fab); Hoffman Beverage Co. (Hoffman Beverages); Standard Brands, Inc. (Instant Chase & Sanborn Coffee);

Whitehall Pharmacal Co. (Anacin); Kraft Foods, Inc. (Philadelphia Brand Cream Cheese, Kraft Oil, Parkay Margarine); The Best Foods, Inc. (H-O Quick Oats, H-O Instant Oatmeal, H-O Cream Farina, Hellmann's Real Mayonnaise, Nucoa Margarine); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); American Home Foods, Inc. (Chef Boy-Ar-Dee Products, G. Washington's Instant Coffee, G. Washington's Instant Broth & Seasoning, Burnett's Extracts); The Boyle-Midway Co., Inc. (Aerowax, Wizard Wick, Easy-Off Oven Cleaner); Wesson Oil & Snowdrift Sales Co. (Wesson Oil); The Borden Company (Borden's Cream Cheese); Dugan Brothers (Dugan's Breads and Cakes); Florida Citrus Exchange (Florigold Oranges and Grapefruit); Cream of Wheat Co. (Cream of Wheat); Curtiss Candy Co. (Baby Ruth and Butterfingers); The Nestle Co. (Nescafe, Nestea); Seeman Brothers, Inc. (White Rose Tea); Old Judge Foods Corp. (Airline Prune Juice); International Salt Co. (Red Cross Salt); Lever Bros. Co. (Spry); The Procter & Gamble Co. (Crisco, Tide, Cheer, Joy); International Cellucotton Products Co. (Kotex); Pharmaco Co. (Fen-a-mint, Chooz, Medigum); Republican State Committee.

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

ADVERTISING, INC.

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

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

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

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

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

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1400 South Penn Square,
Philadelphia 2, Pa.
Phone: Rittenhouse 6-7810
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PPA—ABC—BMB

Senior Partner.....H. H. Kynett
Partners.....M. E. Goldman,
H. A. Medholdt, George B. Barnard, Allen C. Smith

FREDERICK-CLINTON CO. Inc.

ADVERTISING

545 FIFTH AVENUE

NEW YORK 17, N. Y.

MU 2-7433

Another milestone for

"THE BIG PAYOFF"

TV's most popular Santa!

During three successful years, "The Big Payoff" has been mighty active in playing Santa Claus to happy TV-conscious Americans. Our chief keeper of the tally sheets reports that we've managed to give away

- 104 mink coats
- 62 automobiles
- 104 trips to Europe
- plus a grand total of \$975,000.00 in merchandise prizes

When it comes to portraying Santa Claus on a lavish scale, "The Big Payoff" plays second fiddle to no one! And our proud birthday baby ranks tops in the success department, too. Rating-wise, this fast-moving audience-pleaser is right out in front, (15 million viewers daily) . . . with a matchless record of sales effectiveness. Now embarking on its fourth year, "The Big Payoff" looks forward to bigger and better accomplishments!

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merchandisers of "The Big Payoff" and other leading TV programs

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Art Director.....F. Wade Lane
 Production Manager.....W. B. Turner
 Media Rate Dept.....E. M. Gretz
 Acct. Executives....Harold B. Montgomery,
 C. W. Eigenbrot, W. J. Culbertson, Bernard
 Toll, Walter Rahel
Radio-TV Accounts: Conrad-Pyle Co., West
 Grove Pa. (Rose Growers); Mrs. Paul's
 Kitchens, Philadelphia, Pa. (Frozen Sea-
 food); Pennsylvania Refining Co., (Carbure-
 tor Cleaner); Stephana Bros., (Cigarettes);
 Wolf's Head Oil Refining Co., (Motor Oil);
 Southland Frozen Foods, Inc., (Frozen
 Southern Vegetables).

R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.
 Phone: HOLlywood 9-8273

Exec. Vice-Pres.,

Director Radio, TV.....Pauline Hagen
 Secretary.....Evelyn R. Jones

Radio Accounts: Gospel Broadcasting
 Assn., Los Angeles, Calif.; Unity School of
 Christianity, Kansas City, Mo.

ALLEN & REYNOLDS

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

Phone: Atlantic 4445

AAAA—ABP—ANPA—APA

ABC—NOAB—PPA

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

DirectorMilton J. Stephan
 Asst. Dir.....Don B. Amsden
 Asst. Dir.....Jack Keiner

Radio Accounts: Carpenter Oil Co. (Gas,
 Oil & Automotive Products); Evans Lau-
 ndry; Federal Land Bank; Glaser's Provi-
 sion's Co., Inc. (Prepared Meat Products);
 T. H. Maenner Co. (Real Estate); Mer-
 chants Biscuit Co.; Northrup Jones, (Cafe-
 teria, Bakery); Omaha Public Power Dis-
 trict, (Public Utility); P. F. Peterson Bak-
 ing Co., Omaha, Cedar Rapids, Davenport;
 Tekseed Hybrid Co. (Hybrid Corn); U. S.
 National Bank; Walnut Grove Products, Inc.
 (Livestock Feeds); Fairmont Foods Co.
 (Dairy, Frozen Foods).

TV Accounts: Fairmont Foods Co. (Dairy
 Products & Frozen Foods); Holland Lumber
 Co. (Retail Lumber); Merchants Biscuit Co.
 (Cookies and Crackers); Omaha Public
 Power District (Public Utility); Glaser's
 Provision's Co., Inc. (Prepared Meat Pro-
 ducts); Paxton & Vierling Steel Co. (Indus-
 trial Steel Products); P. F. Petersen Baking
 Co. (Pastries) Omaha, Cedar Rapids, Daven-
 port; Tekseed Hybrid Co. (Hybrid Corn);
 Sidles Conditioned Air Co. (Air-Condition-
 ing Equipment); U. S. National Bank.

ALLIED ADVERTISING AGENCIES

167 So. Vermont Ave., Los Angeles 4, Calif.
 Phone: DUNKirk 7-7331
 ABC—ABP—ANPA—AFA

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

Radio Accounts: Arden Farms (Dairy
 Products); Gold Furniture Co. (Furniture
 & Appliances); Pavode Grande (Turkeys);
 Pridom Davis (Optometrist); Dr. F. E.
 Campbell (Dental Services); West Pico Fur-
 niture Co. (Furniture); California Rent
 Car; First Nazarene Church; Galpin Motors,
 (New Car Dealer); Trewax Co. (Floor
 Wax); United Sporting Goods.

TV Accounts: Gold Furniture Co. (Furn.
 & Appliances); Dr. Pridham Davis (Op-
 tometrist); Arden Farms (Dairy Products);
 Pavo de Grande (Turkeys); Consolidated
 House Movers; Gus'es Trailer Sales; Westons
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ANDERSON & CAIRNS, INC.

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Phone: MU 8-5800

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1510 Drummond St., Montreal 25, Canada

Phone: Plateau 4448

Vice-Pres. & Manager...A. Collin Rayment
 Anderson, Smith & Cairns, Ltd.

50 King Street West, Toronto, Canada

Phone: Empire 3-5341

Manager.....Vernon R. Birtwistle
Radio Accounts: Rootes Motors, Inc. (Hill-
 man Minx Automobiles); National Home-
 furnishings Show (Exposition), New York,
 N. Y.; C. H. Masland and Sons (Rugs and
 Carpets), Carlisle, Pa.; Baldwin Pianos
 (Pianos), New York, N. Y.; Assoc. Bulb
 Growers of Holland (Bulbs), New York,
 N. Y.; J. Martinson & Sons (Coffee), New
 York, N. Y.

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

FREDERICK ASHER, INC.

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

Phone: DEarborn 2-4410

ABP—ANPA

PresidentFrederick Asher
 Vice-PresidentCharles Compton
 Secretary-Treasurer.....Roberta Miller

TV-Radio Accounts: Silver Skillet Brands,
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 Life Ins. Co. (Chicago Housing Div.), N. Y.,
 N. Y.

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For The Television Industry

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 Phone: WEbster 3-8488
 AAAA—ABP—ANPA

Owner & Acct. Exec. Alfred A. Atherton
 Media & Research Dir. "Duke" Lasensky
Radio Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.; Acousticon Int'l (Hearing Aids), Los Angeles, Calif.; Dictograph Products Co. (West Coast).
TV Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.

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 Production Mgr. Don Williams
 Space Buyer Wm. Silverstein
 Acct. Executives Irving H. Glick, Murry E. Cohen, August Bacolini, Albert Coleman

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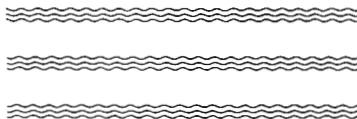
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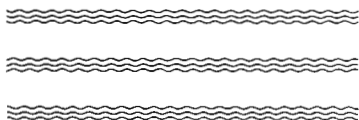
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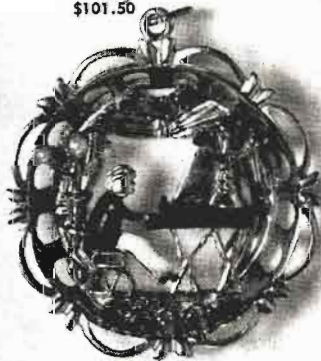
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Radio-TV Dir.....John H. McNeil
Radio Accounts: Griffin Mfg. Co. (Shoe
 Polish), Brooklyn, N. Y.; Pilgrim Laundry,
 Brooklyn; Conti Shampoo (JB Williams
 Co.), Glastonbury, Conn.; Dif Corp. (Hand
 Cleaner), Garwood, N. J.

TV Accounts: Griffin Mfg. Co.; Chicago
 Macaroni Co. (Contadina Products); Conti
 Shampoo (JB Williams).

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
 Phone: STA. 2-5060

ABC—ABP—ANPA—APA—NOAB—PPA

PresidentGordon Best
 Vice-Presidents.....Roy M. Kirtland,
 Leroy A. Kling, Frank F. Morr, Burton
 G. Feldman, Shepard Chartoc, Rudolph M.
 Singer, Jr.

Radio, TV Directors.....Richard B. Best,
 Shepard Chartoc, Charles S. Tempkin,
 Sheldon S. Pollack

Radio Accounts: Coyne Electrical School
 (Trade School), Chicago; Milnar Products
 Co. (Pine-Sol, White Wave, Milner House-
 hold Cleaner & Gala Powder Bleach), Jack-
 son; Helene Curtis Industries, Inc. (Suave
 Creme Shampoo, Beauty Shop Supplies &
 Equipment), Chicago; General Finance Loan
 Co., Chicago; Maybelline Co., Chicago.

TV Accounts: Florsheim Shoe Co., Chi-
 cago; Helene Curtis Industries, Inc., Chicago;
 Maybelline Co., Chicago; Necchi Distribu-
 tors of Illinois, Chicago; Tote-Brush, Inc.
 (Toothbrushes), Chicago; Milner Products
 Co., Jackson.

BIOW-BEIRN-TOIGO, INC.

640 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 9-1717

ANPA—APA—NOAB—PPA—NBP

Chairman.....Milton H. Biow
 President.....F. Kenneth Beirn
 Executive V.P., Creative Head.....John Toigo
 Treas.-Secretary.....Morris Zinneman
 Comptroller.....Joseph Allentuck
 Senior Vice-Pres.....Robert Bragarnick
 V.P., Director Media.....Walter G. Smith
 V.P., Chg. Radio & TV.....Roy Winsor
 Vice-Presidents.....Samuel A. Alter,
 Everett C. Bradley, David H. Halpern,
 George P. MacGregor, Cyrus Nathan, Dan
 Rodgers, Jack Tarcher, Lee White

V.P. & Creative Suprv.....Guild Copeland
 V.P. & Creative Suprv.....Thomas L. Greer
 V.P. & Creative Suprv.....Wilson A. Shelton
 V.P. & Creative Suprv.....Edward Sherry
 Administrator—Art Dept.....Sol Hyman
 Spec. Asst. to Mr. Biow.....John E. Hanni
 Asst. Secretary.....Anne Hauptmau
 Mgr., Radio & TV Dept.....Robert Busch
 Dir. Radio-TV Time Buying....J. E. Kucera
 Radio-TV-Time Buyers.....Ethel Weider,
 Ken Kearns, Samuel Vitt, Gerard Van
 Horson, Al Sessious, Isabel Ziegler



ADVERTISING AGENCIES



Station Relations.....Don Severn, E. A. Stampler, T. A. Doyle
 Print Media Buyers.....Veronica Welch, Austin H. Gedney
 Personnel Director.....E. Holly Smith
 Acct. Executives.....Frank Baker, Louis Berger, Jack Byron, Paul Caravat, Craig Clark, Harry Crosby, Warren Dubin, Charles Fredericks, Thomas Geisinger, George Goodlett, George Haller, Chester Herzog, Philip Hinerfeld, C. P. Hirth, H. S. Jacobson, Ralph Long, Jr., William Mahu, Edward Meyer, Harry Muller, James D. Parker, Charles Rabkin, Edmund C. Ridley, John Schneider, W. L. Silbert, Grover Silliman, J. S. Stolzoff, Alden H. Sulger, Leonard Tarcher, Charles Winchester.

Branch Offices

703 Market St., San Francisco 3, Calif.
 Phone: GARfield 1-4854

ExecutiveNorman Mork
 8907 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CREstwood 4-7641

ExecutiveJack Runyon

Accounts: American Home Products, Whitehall Division (Kolynos, Kolynos with Chlorophyll, Freezone, Melcalose, Anacin. Heet; Bond Clothes; American President Lines; General Aniline (Anseo, Ozalid); Hills Bros.; Langendorf United Bakeries; Philip Morris & Co. (Philip Morris Cigarettes, Spud and Dunhill, Bond Street Tobacco); National Distillers Products Corp. (PM); National Shawmut Bank; Pepsi Cola Co.; Procter & Gamble (Spic & Span, Lava, Lilt, Teel, Pert, Shasta, Fluffo); Jacob Ruppert Brewing Co. (Beer); Lady Esther; Hudson Pulp & Paper Co.; Dennison Food Products; Gunther Brewing Co.; Armstrong Tire Co.; Bensus Watch Co.; Seeman Bros. Cairwick.

BLACKSTONE ADVERTISING, INC.

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

PresidentMilton Blackstone
 SecretaryG. B. Berju
 Acct. Execs.....Milton Blackstone, Larry Kammet

Accounts: Eureka Shipbuilding Corp., Newburgh, N. Y.; Eddie Fisher Music, Inc., New York, N. Y.; Grossinger Hotel, Grossinger, N. Y.; Grossinger-Pancost Hotel, Miami, Fla.

THE BLAINE THOMPSON CO., INC.

234 West 44th St., New York 18, N. Y.
 Phone: LO 4-0800
 ANPA—PPA—APA—ABC—NOAB

PresidentMyer Lesser
 Vice-PresidentsFred Golden, Phillip Solomon
 Exec. Vice-Pres.....Albert Lee Lesser
 Copy Director.....Franklin Hobbs
 Research Dir., Time Buyer.....Ingram Ash
 Production Manager.....Harry Hendricks

Accounts: Columbia Artists Mgt.; Doughnut Corp. of America; First Nat'l Pictures, Inc.; Howdy Doody Frozen Confection O.; Lewisohn Stadium Concerts; Paramount Industries; Schubert Theatrical Productions; Theatre Guild Productions; Vintage Wines Inc.; Warner Bros. Pictures, Inc.

BEN B. BLISS

The Penthouse, Times Tower, Times Square
 New York 18, N. Y.
 Phone: BRyant 9-5228
 ABP

President.....Ben B. Bliss
 Asst. to Pres.....David Witt
 Time Buyer.....Rose Orton

Radio Accounts: Eastern Wine Corp. (Chateau Martin Wines & Champagne); State of N. Y.; Saratoga Springs Authority (Saratoga Geyser Sparkling Water), (Saratoga SPA Health Resort); California Valley Wine Co. (Schapiro's Kosher Wine); Oceana Publications, Inc. (Books); Gardenia Flowers, Inc. (Artificial Flowers); Martin Beverages, Inc. (Les-Cal "Dietitic" Beverages); William R. McCoo Co., Inc. (Faler-num "Almond Syrup").

TV Accounts: Delca Fish Preservators, Inc. (Delca Herring Tidbits); Jokari, Inc. (Jokari Table Tennis Game); Eastern Wine Corp.; State of N. Y., Saratoga Springs Authority, (Saratoga Geyser Sparkling Water).

BOLAND ASSOCIATES, INC.

301 Broadway, San Francisco 11, Calif.
 Phone: YUKon 2-2960
 ANPA—ABP

President.....Barry W. Boland
 Exec. V.-P.....Walter M. Boland
 Sec'y, Treas.....John Ebner
 Copy Dir.....W. G. Morrisey
 Art Dir.....M. S. Silten
 Prod. Mgr.....William J. Clyde

Accounts: Ampex Electric Corp., Redwood City, Calif. (Tape Recorders); Ansor Corp., San Francisco (Importers); Bay Equipment Co., Richmond, Calif. (Distributor); Equipment Engineers, San Francisco, (Classifiers); FAB Mfg. Co., Oakland (Truck Equipment); Holbrook Merrill Co., San Francisco (Metal Products); International Engineering Co. Inc., San Francisco (Construction); Lando Products Inc., Sausalito, Calif. (Aluminum Products); Lenkurt Electric Corp., San Carlos, Calif. (Electronic Equipment); Lindner Bros., San Francisco, Calif. (Sweaters); Little, H. C. Burner Co. San Rafael, Calif. (Packaging Machinery); Marin French Cheese Co., Petaluma, Calif. (Cheese Mfr.); Miller-Freeman Publications, San Francisco (Publishers); Plastic Lume Inc., Sausalito, Calif. (Venetian Blind Slats); Thompson, E. A., Co. Inc. (Waxes, Polishes, Seal); Tubbs Cordage Co., San Francisco, Calif. (Rope & Twine); Vacu-Blast Co., San Mateo,

Calif. (Cleaning Equip.); Varian Associates (Palo Alto, Calif. Electronic Mrs.); Western Machinery Co., San Francisco, (Mining Machinery); Westinghouse Electric Corp. (Home Heater Division); William Wallace Co., Belmont, Calif. (Gas Vent Pipe); Wylie-Smith Corp., San Francisco (Payroll Computer).

BOTSFORD, CONSTANTINE & GARDNER

115 S.W., 4th Ave., Portland 4, Ore.
Phone: ATwater 9541

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PPA—NBP

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V.P. & Space Buyer....Frankie Coykendall
Vice-PresidentsStanley Parshall,
Don Lawton, E. J. Mittelstadt, T. Bryce
Spruill

Sec.-Treas.....L. K. Bender
1400 Tower Bldg., Seattle 4, Wash.
Phone: ELiot 3523

Exec. Vice-President.....C. P. Constantine
Vice-President.....W. W. Woodbridge, Jr.
Vice-Pres.Reinhart Knudsen
625 Market St., San Francisco 5, Calif.
Phone: EXbrook 2-7565

Pres. & Gen. Mgr.....David M. Botsford
Exec. Vice-Pres.....S. G. Swanberg
Vice-Pres.....David H. Botsford, Jr.
Vice-Pres.William Pearce
261 Madison Ave., New York 16, N. Y.
Phone: OX 7-2797

Vice-PresidentElizabeth Eyerly

Radio Accounts: Columbia River Packers Assn. (Tuna—Bumble Bee Brand, Astoria, Ore.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Lucky Stores, Inc. (Super Markets), San Leandro, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Crispie Potato Chip Co. (Potato Chips & French Fries), Stockton, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; New Washington Hotel (Hotel), Seattle, Wash.; Cascadian Hotel (Hotel), Wenatchee, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Scott Co. (Plumbing Heating Contractors), San Francisco, Calif.

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

STANLEY G. BOYNTON & SON

159 Pierce St., Birmingham, Mich.
Phone: Jordan 4-5888

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

BOZELL & JACOBS, INC.

510 Electric Bldg., Omaha 2, Nebraska
Phone: Jackson 8030

AAAA—ABP—ANPA—AFA

Pres. & Bld. Chairman.....Morris E. Jacobs
Exec. V.-P.....F. C. Miller

Branch Offices

205 N. LaSalle St., Chicago 6, Ill.
Phone: Central 6-0870

President.....Nathan E. Jacobs
V.-P., Dir. Radio-TV.....Philip Rouda
1803 N. Meridian St., Indianapolis 2, Ind.
Phone: Wabash 4524

V.-P. & Manager.....Chas. A. Gallup
1301 Tower Building, Seattle 1, Wash.
Phone: MUTual 6027

V.-P. & Manager.....R. H. Wensberg
2 W. 45th St., New York 36, N. Y.
Phone: MURray Hill 7-6210

President & Manager...Donald D. Hoover
401 WCCO Building, Minneapolis 2, Minn.
Phone: Main 4527

V.-P. & Manager.....Sam Kaufman
324 Fairfield Bldg., Shreveport, La.
Phone: 3-6124

V.P., Manager.....Walter T. Pfeiffer
421 Caroline, Houston 2, Texas
Phone: Fairfax 4106

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

ManagerDon Underwood
2100 North Charles St., Baltimore 18, Md.
Phone: BELmont 2083

ManagerArthur Booth
1016 Baltimore Building, Kansas City 5, Mo.
Phone: BALtimore 4997

340 North Rodeo Drive, Beverly Hills, Calif.
Phone: BRAdshaw 2-2081

ManagerArchie Jacobs

Radio and TV Accounts: Adams & Kelly Co. (Millwork), Omaha; Bartell Drug Co., Seattle; Golden Gift, Inc. (Orange Juice), Deland, Fla.; Houston Shell & Concrete Co., Houston, Texas; General Appliance Company, Omaha; Skinner Mfg. Co., Omaha; Mutual Benefit Health & Accident Association; Louisville Gas & Electric Company, Louisville, Ky.; Rio Grande Valley Gas Company, Brownsville, Texas, United Gas Corporation.

ARTHUR BRAITSCH ADV.

15 Westminster St., Providence 3, R. I.
Phone: DEXter 1-5313, 1-4115

ABP—APA—ANPA—NAP

Radio Director.....Arthur Braitsch
 Secretary.....Frances N. Goodwin
 Time Buyer.....John A. Lorimer

Radio Accounts: Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Sally's Fur Studio, Strand Theater, Weybosset Markets, R. I. Hospital Trust Co.; White Pontiac Co. (Automobile Agency); Baker Ford Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).

TV Accounts: R. I. Hospital Trust; White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

THE J. CARSON BRANTLEY ADV. AGENCY

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

Pres.-Radio Dir.....J. Carson Brantley
 Sec.-Treas.....A. R. Monroe
 Production.....June Brantley
 Art Director.....Gladys Dudley

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

R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wisc.
 Phone: HEmlock 2-4650
 ABP-ANPA-APA

President.....R. C. Breth
 Vice-President.....Victor G. Geisel
 Vice-President.....Blaine Williams

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

TV Accounts: Fairmont Foods, Green Bay, Wisconsin.

J. F. BRINLEY ADVERTISING AGENCY SERVICES

4602 Cedar Street, Bellaire 1, Texas
 Phones: MADison 8686 & MOhawk 4400
 ABP-SNPA-APA-NBP

Gen. Mgr., Dir. of Copy, Sales Prom., & Mkt. Rsch.....J. F. Brinley
 Sec., Treas.....V. H. Brinley
 Assoc. Radio Dir.....R. G. Dunn
 Associate TV Dir.....T. E. Light
 Assoc. Art Dir.....D. Ackley

BRISACHER, WHEELER & STAFF

1660 Bush Street, San Francisco 9, Calif.
 Phone: PRospect 6-2600

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

President.....Franklin C. Wheeler
 Exec. Vice-President.....Walter Purdon
 Vice-President.....Robert Brisacher
 Vice-Pres. & Art Dir.....Ettore Firenze
 Secy.-Treasurer.....Mrs. Emil Brisacher
 Copy Chief.....Lester Friedman
 Space Buyer.....Gladys King
 Media Director.....Ted Pearson
 Radio & TV Time Buyer...Mary Liz Loeber
 Prod.-Traffic Mgr.....Jules P. Daniel
 Radio & TV Producer...Humphrey Ireland

Branch Offices

350 Fifth Ave., New York 1, N. Y.
 Phone: BRyant 9-5600

V.P. & Mgr.....Richard Ide

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

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

BROADCAST ADVERTISING

170 S. Beverly Dr., Beverly Hills, Calif.
 Phone: Bradshaw 2-4840

President.....Van C. Newkirk
 Production Manager.....John G. Fryer
 Office Manager.....Betty Lester

Radio Accounts: Bible Institute of Los Angeles, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; Haven of Rest; King's Ambassador, Los Angeles, Calif.; Messianic Hour.

TV Accounts: Bible Institute of Los Angeles; Calif. Inst. of Social Welfare.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

East Jefferson at Burns, Detroit 14, Mich.
 Phone: VALley 2-9700

AAAA-ABP-NOAB-ANPA-APA-PPA
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 C. Allison Monroe, Richard Reins, Blount
 Slade, J. G. Williams.

Director of Radio-TV.....Willard Smith
 New York Division
 52 Vanderbilt Ave., New York 17, N. Y.
 Phone: MURray Hill 6-1800

Chairman of Board.....Sturges Dorrance
 Exec. Vice-President.....Thayer Ridgway
 Vice-President.....H. E. Pengel
 149 California St., San Francisco 11, Calif.
 Phone: YUKon 6-6836

President.....Royce Russell
 Treasurer.....King Harris
 Secretary.....Parker Wood

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

TV Accounts: Mullins Mfg. Corp., The
 Ironite Ironer Co., Hudson Motor Div.,
 Goebel Brewing Co.

BROOKS ADVERTISING AGENCY

1610 Argyle Ave., Hollywood 28, Calif.
 Phone: TRinity 0558
 ANPA—APA—ABP—PPA

Radio.....Mary McCauley
 Time Buyer.....A. R. Brooks
 Secretary.....Barbara Vosburgh
 Radio-TV Accounts: Bekins Van and Stor-
 age Company, Western Stove Company.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
 Phone: TRinity 2-8250
 APA—AAAA—ANPA—ABP
 NOAB—PPA—ABC—AFA

President.....D. P. Brother
 Executive Vice President. Clarence Hatch, Jr.
 Vice Presidents.....Joseph S. Howell,
 Carl Georgi, Jr., Guy S. Warren, Jr.
 Media Director.....Carl Georgi, Jr.
 Dir. of Marketing....Vincent H. Bergmann
 Art Directors....L. R. Mange, E. J. Bownes
 Publicity Director.....T. H. Moriarty
 Radio & TV Director...Kenneth G. Manuel

Radio-TV Accounts: Oldsmobile Division,
 General Motors Corporation (Automobiles);
 AC Spark Plug Division, General Motors
 Corporation (Accessories).

**FRANKLIN BRUCK ADVERTISING
 CORP.**

Americas Bldg., Rockefeller Center,
 New York 20, N. Y.
 Phone: CIRCLE 7-7660

President.....Franklin Bruck
 Secretary.....M. J. Kleinfeld
 Treasurer.....Mort Heineman
 Radio-TV Time Buyer.....Alice Ross

Mdse. Director.....Herbert Gold
 TV Director.....David Davidow

Branch Office

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

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

TV Accounts: Walter H. Johnson Candy
 Co., Chicago; Fashion Frocks, Inc., Cincin-
 nati; Bishop & Co., Los Angeles; Rexor
 Corp., New York; Hi-V Corp., Newark;
 Sitrué, Inc., New York; Coty, N. Y.; Artistic
 Card Co., Elmira, N. Y.

BUCHANAN & CO.

1501 Broadway, New York, N. Y.
 Phone: BRyant 9-7900
 APB—ANPA—APA—PPA—AAAA
 ABC—NOAB

Exec. Vice President.....William Dasheff
 Exec. V.P.....Roy Winkler
 V.P. & Account Executives.....George
 Richardson, John McEvoy, W. Boley, A.
 Van Brunt

Sec'y-Treas.....A. Grance Barrett
 Radio-TV Dir.....Nat Strom

Branch Offices

451 N. La Cienega Blvd., Hollywood, Cal.
 Phone: CRestview 5-5231
 155 Montgomery Street, San Francisco
 Phone: YUKon 6-2927

Radio Accounts: Reynolds Metals Co.,
 Eskimo Pie Corp., Air France, New York
 Paramount Theatre, Western Airlines Inc.,
 Wilbur Clark's Desert Inn, Paramount Pic-
 tures Corp., Tidewater Associated Oil Co.,
 Newport Soap Co.

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

BUCHANAN-THOMAS ADV. CO.

410-412 S. 19th St., Omaha 2, Nebr.
 Phone: ATLantic 2125
 ABP—ANPA—APA—NOAB—PPA—NBR
 OAA

Partners.....R. Savage,
 R. Foster, C. Harding, R. Dundis
 Ptnr., Dir. Radio-TV.....Adam Reinemund
 Ass't Dir.....Gene Cuddeback

LEO BURNETT COMPANY, INC.

360 N. Michigan Ave., Chicago 1, Ill.
 Phone: CEntral 6-5959
 AAAA—ABP—ANPA—APA—PPA—ABC
 NOAB

President.....Leo Burnett
 Exec. Vice-Pres.....Richard N. Heath
 Treasurer.....E. Ross Gamble
 Vice-Pres. in chg. Radio.....W. L. Weddell



Branch Offices

677 Fifth Ave., New York 22, N. Y.

Phone: MUrray Hill 8-9480

Manager.....William McIlvain
1680 N. Vine St., Hollywood 28, Calif.

Phone: HOLlywood 4-7374

ManagerWilliam Coons

Radio Accounts: Bauer & Black (Curity Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Coconut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Marlboro Cigarettes.

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

WALTON BUTTERFIELD ADV.

Guidn Rd., Rye, N. Y.

Phone: Ry 7-3092

Owner, Manager.....Walter Butterfield

Radio Accounts: The Christian Science Monitor (Newspaper), Boston, Mass.; Sketchbook Film Prod., (Film Comm.) Pulaski Monuments Co. (Monuments), New York, N. Y.

BYER & BOWMAN ADVERTISING AGENCY

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

Phone: CA 1-7751

ABC-ABP-ANPA-AFA

PartnersHerbert Byer,

Gus K. Bowman, Joel Burghalter

Radio Director.....John D. Metzger

Account Executives. Reg Testament,

Herbert Wise, W. P. Brown, F. W. Munro,

Jr.; Nicholas Popa, Gene Hameroff

Radio Accounts: Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Food (potato chips), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Dollar Federal

Savings & Loan (bank), Columbus; August Wagner Breweries (Gambrinus beer), Columbus; T. Marzetti Co., (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wall-paper cleaner), Columbus.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

AAAA-ABP-ANPA-ABC-AFA

PresidentHarold Cabot

Vice-Presidents.....Edward F. Chase,

James I. Summers, William H. Ganick,

George R. Griffin, Joseph Wallace, Court-

ney Crandall, Henry A. Laughlin, Jr.

Exec. V.P. & Treasurer..Richard P. Holland

SecretaryEdward Glacy

Production Manager.....Robert Griffin

Editorial Chief.....H. W. Patterson

Copy Chief.....Courtney Crandall

Art Director.....Lee Pristone

Media Director.....David R. Williams

Radio Accounts: Boston Consolidated Gas Co. (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Boston; New England Electric System (Gas Div.) (Public Utility), Boston; New England Telephone & Telegraph Co. (Public Utility), Boston; S. S. Pierce Company (Importers and Grocers), Boston; Red Coach Grills (Restaurant Chain), Boston; Carling Brewing Co., (Black Label Beer), Cleveland; Gas Allies, Public Utility, Boston.

TV Accounts: Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston; New England Telephone and Telegraph Company (Public Utility), Boston; Carling Brewing Co. (Black Label Beer), Cleveland; Gas Allies, Public Utility, Boston.

CALKINS & HOLDEN

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

Phone: PLaza 5-6900

AAAA-ABP-ANPA

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Vice-Chairman of Bd.....Rene Clark

President.....Harold L. McClinton

Secy.-Treas.James Jeffrey

Vice-Presidents.....M. E. Carlock,

Paul Smith

Art Director.....Wilfred L. Chausse

Copy Director.....George S. Thomson

Production Manager.....Fred Oughton

Manager Outdoor Dept ... F. J. Fitzgerald

Media Director.....Thomas H. Young

Dir. Pub. Relns. & Pub.... Robert W. Robb

Research Director.....Thomas P. Crollius

Merchandising Dir.....J. H. Apeler
 Director of Radio-TV.....Peter A. Krug
 Copy Chief.....Phil Young

Branch Offices

333 No. Michigan Ave., Chicago, Ill.
 Phone: Randolph 6-3831

ManagerPhilip M. White
 Citizens Wilshire Bank,
 Los Angeles, Calif.
 Phone: York 5145

Manager.....Harry W. Witt
 604 Roanoke Bldg., Minn., Minn.
 Phone: Main 3086

Radio Accounts: Crane & Company (stationery), Dalton, Mass.; A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Pacific Wines, Los Angeles, Calif.; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Newcomb Audio Products (Hi-Fi), Hollywood; Parade Publications, Inc., New York City, N. Y.; Berlitz School of Languages; State St. Council.

TV Accounts: A. S. Harrison Company (floor waxes), South Norwalk, Conn.; Marcalus Mfg. Co., Inc. (household papers), East Paterson, N. J.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Newcomb Audio Products, Inc. (Hi-Fi), Hollywood, Calif.

CAMPBELL-EWALD COMPANY

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

AAAA—ANPA—NOAB—PPA—PIB—APA
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 V.P., Research Dir.....J. H. Forshev

Branch Offices

488 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-3400

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 Vice-Pres.J. H. Neebe
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 Radio & TV Dept.....Donald R. Benkhart
 Space Buyer.....J. J. Passmore

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

V.P. and Mgr.....Earl W. Clements
 Space Buyer.....J. R. Gentile
 3460 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNKirk 9-1334

V.P. and Mgr.....Richard C. Francis
 Radio & TV Dept.....Williard Hanes
 235 Montgomery St., San Francisco 4, Calif.
 Phone: SUTter 1-8736

V.P. and Mgr.....T. Milburn Johnston
 45 Edgewood Ave., Atlanta 3, Ga.
 Phone: Lamar 3858

ManagerC. G. Thom
 1737 "H" St., N. W., Washington 6, D. C.
 Phone: REpublic 7-7400

Manager.....Wm. F. Armstrong, Jr.
 Bryan & Bullington Sts., Dallas 1, Texas
 Phone: Randolph 2094

Manager.....George A. Beck
 4010 Washington Ave., Kansas City 11, Mo.
 Phone: Jefferson 5601

ManagerRoss C. Morgan, Jr.

Radio Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Metropolitan Chevrolet Dealer Groups, General Motors Acceptance Corporation, General Retail Corporation, Division of General Shoe Corp.

TV Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Allen B. Du Mont Laboratories, Inc., Local Metropolitan Chevrolet Dealer Groups, General Retail Corporation, Division of General Shoe Corp.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,
 Minneapolis 2, Minn.
 Phone: Lincoln 8824

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 Vice-Presidents.....John W. Forney,
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 rill, M. Oakley Birdwell
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 SecretaryEvelyn Brugette
 V.P., Radio-TV Dir.....Arthur H. Lund
 V.P., Art Dir.....E. W. Turner
 V.P., Copy Dir.....Joe E. Ratner
 Copy Chiefs.....Mort Henderson,
 Arnold Aslakson, Leo Kennedy
 Acct. Execs.: Blake Cox, Lawrence Dunham,
 R. L. Forrest, Walter Geckler, B. E. How-
 ard, Edward Boyce, Robert Blegen, Ken-
 neth Ruble, Lee A. Terrill, William
 Wheeler, Ralph Wittgraf, Ralph Zeuthen,
 Peter Edmonds, Dan Hulbert

Branch Office

1024 Palmolive Bldg., Chicago 11, Ill.
 Phone: DELaware 7-7553

V.P. & Gen. Mgr.....Don S. Manchester

Vice-President Phelps Johnston
 Acct. Execs.: C. E. Hentrich, Pete Kreer,
 Robert Noel, Chas. A. Mittelstadt, Robert
 Nevin

Radio Accounts: Gold Seal Company
 (Wax Products & "Snowy"), Bismarck,
 N. D.; Theo. Hamm Brewing Co. (Hamm's
 Preferred Stock Beer), Land O'Lakes Cream-
 eries, Inc. (Dairy Products), Northern States
 Power Co. (Electric Power), Our Own Hard-
 ware Co. (Wholesale Hdwe. & Paint), F. H.
 Peavey & Co. (Feeds), Minneapolis, Minn.;
 Quality Chekd Ice Cream Asso. (Industry
 Advertising & Merchandising), Chicago, Ill.;
 Zinsmaster Baking Co. (Bakery Goods),
 Minneapolis, Minn.; American Dairy Associ-
 ation (Product Advertising & Merchandis-
 ing), Chicago, Ill.; Charmin Paper Mills
 (Paper Towels, etc.), Green Bay, Wis.; R.
 M. Hollingshead Corp. (Automotive Prod-
 ucts), Camden, N. J.; Malt-O-Meal Co.
 (Wheat Cereal), Minneapolis, Minn.; Pills-
 bury Mills, Inc. (Biscuit, Flour & Mixes, Re-
 frigerated Doughs), Minneapolis, Minn.

TV Accounts: American Dairy Assoc.
 (Product Advertising & Merchandising),
 Chicago, Ill.; Campbell Cereal Co. (Malt-o-
 Meal), Minneapolis, Minn.; Gold Seal Com-
 pany (Wax Prod. & "Snowy"), Bismarck,
 N. D.; Theo. Hamm Brewing Co. (Hamm's
 Preferred Stock Beer), St. Paul, Minn.; Lar-
 sen Co. (Canned Foods), Green Bay, Wis.;
 Zinsmaster Baking Co. (Bakery Goods), Min-
 neapolis, Minn.; Northwestern Nat'l Bank
 Minneapolis, Minn.; Charmin Paper Mills
 (Paper Towels, etc.), Green Bay, Wis.; R. M.
 Hollingshead Corp. (Automotive Products),
 Camden, N. J.; Land O'Lakes Creameries,
 Inc. (Dairy Products), Minneapolis, Minn.;
 Pillsbury Mills, Inc. (Oven-Ready Biscuits),
 Minneapolis, Minn.

CASMR ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2-2014
 ABP-ANPA

President.....David C. Casmir
 Vice President.....Marvin Casmir
 Office Manager.....Marc Powers
 Art Directors.....Vaughn Thomas,
 Gerry Stangaitis

TV Accounts: D'amico Fifth Ave., (Beauty
 Consultant), Artists' Guild of America
 (Talent School).

CARTER ADV. AGENCY

912 Baltimore, Kansas City 5, Mo.
 Phone: HA 1356
 ABP-ANPA-APA-NAAN-NOAB
 PPA

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 Exec. Vice-President.....William G. Rowe
 Vice-President.....Curtis Bogash
 Vice-President.....Fred Klemp, Jr.

Sec't., Treas.....Josephine Dahlin
Radio-TV Accounts: Edward Aaron Corp.
 (Poultry), K. C.; May Potato Chip Co.,
 K. C.; Seid Litz Paint & Varnish Co., K. C.;
 Metropolitan Savings Asso., Douglas Chemi-
 cal Co.

CAYTON, INC.

9 East 40th St., New York 16, N. Y.
 Phone: LEXington 2-1711
 ABP-ANPA-ABC

President.....William D'Arcy Cayton
 Secretary.....D. R. Roberts
 Art Director.....Bob Lee
 Production Manager.....Hy Crandall
 Radio-TV Director.....Donna Quigley
 Creative Dir.....Fred Ladd
 Film Ed.....Reginald Smith
 TV Scripting.....Louis M. Sirota
TV Accounts: Chesebrough Mfg. Co.,
 Hanovia Chem. & Mfg. Co., (health lamps),
 Miracle Adhesive Corp.

NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.
 Phone: 6-4942
 ABP-APA-SNPA

President.....Harry A. Lundborg
 Secy.-Treas.....Richard H. Leiper
 Space & Time Buyer.....Sara Kelly
 Art Dir.....John Goss
Radio Accounts: Fleetwood Coffee Co.,
 Chattanooga, Tenn.
TV Accounts: Fleetwood Coffee Co., Chat-
 tanooga, Tenn.

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.
 Phone: HANcock 6-7310
 AAAA-ABC-ABP-ANPA-APA
 NOAB-PPA-SNPA

President.....James T. Chirurg
 Treasurer.....Leo J. Hardiman
 V.-P. & Gen. Mgr., Boston
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 V.-P. Chg. Plans &
 Marketing.....Howard G. Sawyer
 Media Dir.....Edward B. Pope

Branch Offices

1612 Chanin Bldg., New York 17, N. Y.
 Phone: MU 7-5040
 V.-P., Gen. Mgr.....Robert D. Stuart
 1500 Walnut St., Philadelphia 2, Pa.
 Phone: PENnypacker 5-9543
 V.-P., Gen. Mgr.....A. W. Brownell
Radio Accounts: W. L. M. Bendsdorp Co.,
 (Cocoa); Mass. Dept. of Agriculture; Alden
 Spear's Sons Co., (Knife Sharpeners;
 Thayer, Inc. (Juvenile furniture); Common-
 wealth Chevrolet Co.; Bassick Co. (Casters);
 Standard Packaging Co.; Worthington Corp.
 (Air Conditioning, irrigation pumps, etc.).

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone: 6-4179

Pres. & Treas.....D. G. Goodwin
Copy Chief & Secy.....Sara Nolan
Radio-TV Accounts: First American National Bank (Institutional), Nashville Coal.

ROBT. E. CLARKE & ASSOC., INC.

1614 Du Pont Bldg., Miami 32, Fla.
Phone: 3-5486

ANPA—SNPA—NOAB

Pres. & Space Buyer.....Robt. E. Clarke
V.P., Secy. & Treas.....C. B. Clark
Art Dir. & Prod. Mgr.....J. H. Freeman
Radio & Pub. Dir.....E. S. Hamburger
Media Dir. & Radio Time Buyer..C. Bonnell
Accounts: Ambrose, Frank, Aviation Inc.; Belcher Oil Co.; Florida Nat'l Bank & Trust Co.; Industrial Savings Bank; Jewish Floridian; Livesay Industries, Inc.; Maule Industries, Inc.; Miami Daily News; Miami Quick Freeze & Cold Stg. Co.; Pompano Beach Highlands Inc.; Florida Milk Producers Assn.; WIOD Radio Station; Withers Van Lines.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone: RIttenhouse 6-0236
ANPA

President.....Alice V. Clements
V.P. & Copy Chief.....Elizabeth M. Zindel
V.P. & Direc. of Radio TV..Robert H. Smith
Radio Accounts: Network: Hudson Coal Co., Horn & Hardart.

HARRY B. COHEN ADV. CO., INC.

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

President.....Harry B. Cohen
Vice-Pres.-Treas.....Edith S. Cohen
Exec. Vice-Pres.....Edward Aleshire
Vice-President.....Edward Rosenwald
Radio-TV Director.....Peter Finney
Radio Accounts: The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; The Chattanooga Medicine Co. (Syrup of Block Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.
TV Accounts: The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmaceutical Co.

THE ARNOLD COHAN CORP.

460 W. 34th St., New York, N. Y.
Phone: WIsconsin 7-4700

Pres. & Treas.....Arnold Cohan
Prod. Mgr.....John Mulligan
Copy Chief.....Marvin Haas
Radio Accounts: Gerald O. Kaye & Assoc. Corp.; New York Times; Dale, Jim Clothes,

Inc.; Kings Plumbing Supply Corp.; Viking Taximeter Distrib. Corp.; Star Time Enterprises, Inc.; Rootie Kazootie, Inc.
TV Accounts: Gerald O. Kaye & Assoc. Corp.; Star Time Enterprises, Inc.; Rootie Kazootie, Inc.; New York Times.

COMPTON ADVERTISING, INC.

261 Madison Ave., New York 16, N. Y.
Phone: OXford 7-2400

AAAA—ABC—ABP—ANPA—AFA

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Vice-Presidents.....Merrel E. Boyce,
Barton Cummings, C. James Fleming, Jr.,
Allen Flouton, Jack Rees
V.P. & Dir. Radio-TV
Programming.....Lewis H. Titterton
V.P. Chg. Radio-TV
Program Dept.Storrs Haynes
Bus. Mgr., Radio-TV
Program Dept.....Margaret Corbett
New Prog. Buyer.....Margaret Corbett
V.P. & Dir. of Media.....Guy Richards
V.-P. & Asst. Dir., Media...Frank B. Kemp
Asso. Media Directors.....H. Clochessy,
W. Barber, M. Hansen
Time Buyers.....Ruth Jones,
Graham Hay, Thelda Cordani, Robert Liddel,
Bert Mulligan, Genevieve Schubert,
James Ault, Alfred Ritter

Branch Offices

141 West Jackson Blvd., Chicago 4, Ill.
Phone: HARRison 7-6935
Manager.....L. O. Holmberg
744 N. Fourth St., Milwaukee 3, Wis.
Phone: BRoadway 1-9475
Manager.....Richard M. Davis
Keith Bldg., 525 Walnut St., Cincinnati 2,
Ohio
Phone: PARKway 6961
Manager.....Robert P. Marsh
6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLYwood 9-8107

Manager.....James J. Seaborne
Radio & TV Accounts: The Allis-Chalmers Mfg. Co.; American Can Co. (Fibre Milk Container Div.); John H. Dulany & Son, Inc.; M. K. Goetz Brewing Co., (Country Club Beer); The Goodyear Tire & Rubber Co., Inc. (Shoe Products); Kelly-Springfield Tire Co.; New York Life Insurance Co.; Personal Products Corp. (Yes Tissues); Phelps-Dodge; The Procter & Gamble Co. (Crisco, Dash, Drene, Duz, Gleem, Ivory Flakes, Ivory Soap); The Socony-Vacuum Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea) Sterling Drug Co. (Fizrin).

COMSTOCK & COMPANY

344 Delaware Avenue, Buffalo 2, N. Y.
Phone: MOhawk 2252

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FPRA—NBP

Partners.....Henry W. Comstock,

H. Earl Close, Frank J. Hess
Marketing & Research
Dir.....T. Sloane Palmer
Art Dir.....William B. Cormier
Asst. Art Dir.....Sam Muffoletto
Prod. Mgrs.....A. H. Briggs,
Grant F. Hess, Otello A. Manna
Account Executives....Henry W. Comstock,
H. Earl Close, John B. Morton, L. Wells
Simonds, T. Sloane Palmer, Grant F. Hess,
Sterling J. Hiles, George B. Conner, Wil-
liam L. Conner, Jr., Fred C. Egloff
Radio & TV Dir.....Daune J. Miller
Radio Accounts: Bell Aircraft Corp.;
Frontier Oil Refining Co. (Oil & Motor Oil);
Div. Ashland Oil & Refining Co., Inc.; Hos-
pital Service Corp. of Western New York,
(Hospital & Surgical Plans); Manufacturers
and Traders (Banking Services); WGR Cor-
poration, (Station WGR-Radio & TV).
TV Accounts: Bell Aircraft Corp.; Art
Metal Construction Co. (Steel Office Furni-
ture, Visible Index Systems, Filing & Index-
ing Supplies); Frontier Oil Refining Co.,
Div. Ashland Oil & Refining Co., Inc.; Hos-
pital Service Corp. of Western N. Y. (Hospi-
tal & Surgical Plans); Manufacturers &
Traders Trust Co.; Morrison Steel Products.
Inc. (Mor-Sun Furnaces, Roly-Door Steel
Garage Doors (Carry-All Truck Bodies);
WGR Corp. (Station WGR-Radio & TV).

ROBERT CONAHAY, INC.

270 Park Ave., N. Y. 17, N. Y.
Phone: ELdorado 5-6017
ABP—ANPA

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V.-P. & Sec'y.....Robert Conahay III
V.-P. & Copy Chief.....Frank Denman
Vice-Pres.....Benjamin B. Mitchell
Art Dir.....Claude Hurd
Production Mgr.....Marvin B. Fauerbach
Space & Time Buyer...Dorothy E. Delbasco
Account Executives.....Henry W. Bulkley,
Benj. B. Mitchell, Robert Conahay
Accounts: Amateur Weathermen of Amer-
ica; Artography Inc.; Blair, John & Co.;
Blair TV, Inc.; Buccaneer Lodge; Ches-
apeake & Ohio Railway Co.; Clinchfield Coal
Corp.; Crane Arthur D., Co.; Dobie, George
& Son Ltd.; Farmers & Consumers Dairy Inc.;
First National Iron Bank of Morristown;
The Greenbrier; Hotel Paris; Hotel Wind-
mere; Investors Diversified Services; Knott
Hotels Corp.; Mantrose Corp.; McAllister
Brothers, Inc.; Pass Dye Co.; Pattison &
Browns Inc.; Payne Cutlery Co.; Phototype
Inc.; The Pittston Co. and Subsidiaries;
Russell, James B., Inc.; Salomon, L. A. &
Bro.; Science Associates; Smith Chemical
& Color Co.; Sobranie, Ltd.; Station Repre-
sentatives Assn.; Sulgrave Hotel; Vanderbilt,
R. T. Co. Inc.

THE CONDON COMPANY

Rust Bldg., Tacoma 2, Washington
Phone: MArket 8155

ABP—ANPA—APA—NBP—AAAA—NOAB
PPA

Partners.....Roscoe A. Smith
Victor Kaufman
Art Dir.....Daniel J. Snope
Production Mgr.....Mildred Nelson
Acct. Executives.....Roscoe A. Smith
Victor Kaufman, Harry Watson, Kay
Shinn, Harold C. Dixon, Gordon Bennett
Accounts: American Biscuit Co.; B & M
Distributing Co.; Buckley-King Funeral
Ser.; Coronets, Inc., Douglas Fir Plywood
Assn.; Fir Door Institute; Fuel Oil Service
Co.; Harbor Plywood Corp.; Harnon, F. S.
Mfg. Co.; Kirk, G. R. Co.; KTNT-TV,
Tacoma, Wash.; Laucks Laboratories Inc.;
Northwest Syndicate; Pacific First Federal
Savings & Loan Assn.; Puget Sound National
Bank; St. Paul & Tacoma Lbr. Co.; Silver
Springs Brewing Co.; Tacoma Savings &
Loan Assn.; Tacoma Transit Co.; Tribune
Publishing Co.; United Pacific Ins. Co.;
Ward Smith Inc.; Western Furnaces Inc.;
Wood Coffee Co.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
Phone: CA 7-3456
AAAA—ABC—ABP—ANPA

President.....Thomas F. Conroy
General Manager.....David P. Guthridge
Personnel Dir.....Francis E. Weinholt
Media Director.....Margaret Stair
Art Directors.....E. E. Ogilvie, William
Hawksley
Radio-TV Dir.....Everett O. Liaboe
Radio Accounts: Apache Dist. Co. (Lone
Star Beer); Carl's, (Ladies Ready to Wear);
Express-News; Perry Shankle Co. (Appli-
ances); Hoffmann-Hayman Coffee Co.; Lone
Star Brewing Co.; Interstate Theatres;
Studer Photo Co.; H. E. Butt Grocery Co.;
Sommers Drug Stores; Mode-O-Day (Ladies
Ready to Wear); Security Finance Co.; New
Braunfels Textile Mills; Quaker Oats Co.;
Pioneer Flour Mills.
TV Accounts: H. E. Butt Grocery Co.;
Hoffman-Hayman Coffee Co.; Express-News;
Interstate Theatres; Ormsby Chevrolet;
Pioneer Flour Mills; Security Finance Co.;
Sommers Drug Stores; Studer Drug Stores;
Studer Photo Co.; Lone Star Brewing Co.

COX & TANZ ADVERTISING

950 Drexel Bldg., Philadelphia 6, Pa.
Phone: Lombard 3-1720

President.....Eugene R. Tanz
Office Manager.....R. Di Carlo
Copy Chief.....J. Kirkconnell
Art Director.....R. Rivers
Time Buyer.....R. Di Carlo
Research Director.....L. Louzon
Radio Accounts: Badder and Snoko (Jar-
man Shoes); Colonial Floor Covering; ABC
Chick Hatchery (Baby Chicks); Jim Brady
(Shoes); Crowl Chemical Co. (Cough Rem-
edy); Crescent Nut & Chocolate Co.; Van

Sciver Furniture Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Miller, North Broad Storage Company.

TV Accounts: Badder & Snoke (Shoes); Crescent Nut & Chocolate Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.

Phone: 5-6185

ABP—ANPA—AAAA—AFA—APA—PPA
NAAN—AMA—NIAA

President.....J. Gorman Walsh
Sec.-Treas.Kathleen A. Walsh
Account Executives.....J. Gorman Walsh,
Kathleen A. Walsh, William H. Gordy

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosins & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Group Hospital Services, Inc.

TV Accounts: Equitable Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Group Hospital Services, Inc.

THE CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 2, Wis.

Phone: BRoadway 6-3500

AAAA—ABC—ABP—ANPA—AFA

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Vice-Pres.-Treas.....C. W. Faude
SecretaryF. Aumueller
Vice-Pres. in Chg. Media.....L. H. Ness
Vice-Presidents....H. Dyson, C. H. Brehm,
R. F. Timm, N. L. Telander

Radio-TV Director.....Roger W. LeGrand
Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Supers.....R. LeGrand,
K. Hegard, J. Pritchard

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Wisconsin Telephone Co.; Altorfer Bros. (Washers & Dryers); Associated Hospital Service; First Wisconsin Nat'l Bank; Glass Container Institute; DePree Co. (Nullo), Deodorant; Patek Bros. (Paint).

TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Wisconsin Telephone Co., Milwaukee; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Evinrude Motors (Outboard Motors); Humphrey Chevrolet; Associated Hospital Service; First

Federal Savings; First Wisconsin Nat'l Bank; Flexy, Inc.; Glass Container Institute; Milwaukee Co.; Patek Bros. Inc.

**JAMES T. CUNNINGHAM
ADVERTISING**

520 Madison Ave., Toledo 4, Ohio

Phone: Fulton 1151

Proprietor.....James T. Cunningham
Radio-TV Accounts: Laurel C. Worman,
Inc. (Packard-Kaiser-Willys).

CUNNINGHAM & WALSH, INC.

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

Phone: MUrray Hill 3-4900

AAAA—ANPA—PPA—ABP—NOAB
ABC—APA

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President.....John P. Cunningham
Secretary.....Richard L. Strobridge
TV-Radio (Liggett & Myers)

Vice-Pres.Norman Gort
TV-Radio Dept. (General)

Director.....John R. Sheehan
Assistant.....David P. Lewis
Production.....Tom De Huff
Production.....Joseph McDonough
V. P. Media.....Newman McEvoy

Branch Offices

8420 Sunset Blvd., Hollywood 46, Calif.

Phone: GR 6131

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

Phone: SUPERior 7-3116

Radio Accounts: Liggett & Myers (Chestersfields & L & M Cigarettes); Colgate Palmolive Co. (Super Suds); Sunshine Biscuits, Inc. (All products); E. R. Squibb & Sons, (Sun 'N Surf); Narragansett Brewing Co., (Beer & Ale); Pan American Coffee Bureau, (Coffee institutionals); Northwest Orient Airlines, (Travel); Bank of the Manhattan Co.; The New York Daily News; McCall's, (Patterns); Italian Line, (Travel); Clicquot Club, (Soft drinks); Eversharp, Inc.

TV Accounts: Liggett & Myers (Chestersfields & L & M Cigarettes); Colgate Palmolive Co. (Super Suds); Sunshine Biscuits, Inc. (All products); Narragansett Brewing Co.; A. T. & T. (Yellow Pages); Pan American Coffee Bureau, (Coffee Institutionals); Northwest Orient Airlines, (Travel); Bank of the Manhattan Co.; New York Daily News; McCall's (Patterns); Lenthieric, (All products); Universal-International, (Motion Pictures); E-Z Pop, (Popcorn); Eversharp, Inc.

**CURTIS ADVERTISING
COMPANY**

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

Phone: PLaza 5-6333

ABP-APA

President.....Lawrence R. Curtis
Vice-President.....S. R. Combs
Secy.-Treas.....Rose Berg

Art Director.....C. Grande
 Prod. Mgr., Space Buyer.....M. Lerman
 Publicity Director.....I. Nichols
 Radio-TV Dir.....L. R. Curtis
 Research Dir.....R. Blumenthal

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

DANCER-FITZGERALD-SAMPLE, INC.

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

Chm. of Bd.....C. L. Fitzgerald
 President.....H. M. Dancer
 Vice-Pres.-Secy.....F. T. Leighty
 Compt. & Asst. Treas.....Wm. Maughan
 V.P. Radio-TV Dir.....Alvin Kabaker
 V.P.s & Acct. Execs.....C. T. Birch,
 Lyndon O. Brown, Ramon J. Cabrera, R.
 R. Etienne, Joseph H. Holmes, Jr., W. A.
 Irwin, Gordon Johnson, J. James Neale,
 Victor Piotrowski, Richard A. Porter,
 Frank N. Riggio, A. W. Spence, Jr., George
 G. Tormey, Clifford Wolfe, S. J. Hamilton,
 Stuart Upson, W. Huse, F. Mitchell, L.
 Fischer, G. N. Beecher, N. Mathews

Branch Offices
 221 N. La Salle Street, Chicago 1, Ill.
 Phone: FI 6-4700
 Exec. Vice-Pres.....F. Sewall Gardner
 V.P. & Acct. Exec.....E. R. Detchon
 1680 N. Vine St., Hollywood 28, Cal.
 Phone: Hudson 2-3256

V.P.-Mgr.....Alvin Kabaker
 Dancer-Fitzgerald-Sample, Inc.
 114 Sansome St., San Francisco 4, Cal.
 Phone: DO 2-5107

Vice-President.....W. B. Dugan
 200 St. Clair Ave. West Toronto 7, Ontario
 Phone WAlnut 4-8425

V.P. & Mgr.....Gilbert Nunns
Radio-TV Accounts: American Chic Company, B. T. Babbitt, Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army, and Organized Reserve Corp Recruiting Service, Consolidated Royal Chemical Co., Ekco Products Co., Nestle Co., Inc., Best Foods, Lady Ester, Division of Zonite Co., Peter Paul Co., Pfaff Sewing Co., Wine Growers Guild.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
 Phone: CEntral 1-6700
 AAAA—ABP—ANPA—NOAB—PPA
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Chairman of the Board.....P. J. Orthwein
 President.....J. F. Oberwinder
 Vice-Pres.-Treasurer.....E. D. Cronk

Branch Offices
 430 Park Ave., N. Y. 22, N. Y.
 Phone: PLaza 8-2600

Vice-President.....J. Y. Brown, Jr.
 V.P., Radio-TV Director.....Paul Louis
 Terminal Tower Bldg., Cleveland 13, O.
 Phone: TOWn 1-3911

Vice-President.....Stanley P. Seward
 57 Bloor St. W., Toronto, Ontario, Can.
 Phone: Princess 3991

Vice-President.....G. P. Altenbernd
 75 Eighth St. N.E., Atlanta 5, Ga.
 Phone: VE 8815

Vice-President.....J. Hixon Kinsella
Radio Accounts: The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., Laclede Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron; Cleveland Electric Illuminating Co., Cleveland, O.

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

HERSCHEL Z. DEUTSCH & CO., INC.

575 Madison Ave., New York 22, N. Y.
 Phone: PLaza 3-1788
 ABP

President.....Herschel Z. Deutsch
 Scty.....M. A. Deutsch
 Treas.....Robert Stone
 Research Dir.....Edward R. Rader
 Media Director.....Madeleine Allison

Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J. Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8), Stamford, Conn.

TV Accounts: E. T. Browne Drug Co. (Palmer's Skin-Success).

DEUTSCH & SHEA, INC.

230 West 41st St., New York 36, N. Y.
 Phone: LONgacre 4-5900
 ABP—APA—AAAA—ANPA

President.....Arnold R. Deutsch
 Vice-President.....Van M. Evans
 Secretary.....Henry Geissenheimer
 Production Mgr.....Richard Gazley
 Space Buyer.....Erwin Lowen

Accounts: America's Hobby Center, Bankers Federal Savings Assn.; Century National Chemical Co., Federal Video Corp.; Fleming Hall Tobacco Co. Inc.; Hammer Beverage Corp., Hollywood Fontana Corp., Lang-Worth Feature Programs Inc.

DIRECTOR, BLEIER & WEISS, INC.
 527 5th Ave., New York 17, N. Y.

Phone: MURray Hill 7-3669
ABP—APA

President.....Andrew M. Weiss
Exec. V.P.....George V. Bleier
Art Director.....Albert Bart
Chief of Plans Board....Murray R. Director
Exposition Dir.....Fred Pittera
Acct. Executives.....George V. Bleier,
Joel Howard, Murray R. Director, Andrew
M. Weiss, Walter Von Schoenfeld

Accounts: American School, N. Y., N. Y.;
American Society of Composers; Ardgreen
Asso., Inc.; Bakers Review; Budd Looms;
Chemdrug Corp.; Coronet Art Gallery; Doll-
inger Asso.; Empire Merchandising Co.;
Gnome Press; Harris Laboratories; Headline
Publications; Hillcrest Corp; Independent
News Co.; Hoffman Motors; Mantel, H.;
Mayfair Publishing; MovieLab Film Labora-
tories, Inc.; Music Publishers Holding
Corp.; Pioneer Publications; Post Photo
Engraving Corp.; Robert Book Co.; Schir-
mer, G.; Schoenfeld & Sons; Skylark
Originals; Sturm & Scheinberg; Ulano
Products; Wehman Bros.; Whitecrest As-
sociates; Witol, William, Co.; World Motor
Sports Show.

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193

ANPA—APA—PPA—SNPA—ABP

Partners. Elmer H. Doe, Warwick Anderson
Acct. Execs.....Elmer H. Doe,
Warwick Anderson, George W. Emerson,
Richard W. Smith

Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin

Accounts: Free & Peters Inc., N. Y., N. Y.;
Radio Stations: KOLN, Lincoln, Neb.;
KTHS, Little Rock, Ark.; KWKH, Shreve-
port, La.; WAVE, Louisville, Ky.; WDAY,
Fargo, N. D.; WHO, Des Moines, Iowa;
WJEF, Grand Rapids, Mich.; WKZO, Kala-
mazoo, Mich.; WOAY, Oak Hill, West Vir-
ginia; TV Stations: KOLN-TV, Lincoln,
Neb.; WAVE-TV, Louisville, Ky.; WKZO-
TV, Kalamazoo, Mich.; WDAY-TV, Fargo,
No. Dak.; WHO-TV, Des Moines, Iowa.

**DOHERTY, CLIFFORD, STEERS &
SHENFIELD, INC.**

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0445

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA—AFA

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Exec. V.P., Secty.....William E. Steers
Vice-President.....Francis J. Doherty
Treasurer.....Nelson O. Argueso
Asst. Secy.....Marie L. Brennan
Vice-Presidents.....William E. Holden,
Chester MacCracken, James F. Egan, Harry
M. Ireland, Dr. Philip Reichert, Robert
Hayes, Robert E. Shaw, R. C. Bradley,
Frank Dennis, R. Fehr, N. W. Glenn, A. M.
Menadier

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

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

**THE RALPH L. DOMBROWER CO.,
INC.**

11 E. Franklin St., Richmond 19, Va.
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Vice-Pres.....Ralph L. Dombrower, Jr.
V.P., Sec. & Radio Time Buyer

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

Branch Office
Woodward Bldg., Washington, D. C.
Phone: REpublic 7-1420

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

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: COLUMbus 5-2772

President.....E. J. Churchill
Dir. Motion Picture, Radio
& TV Div.....A. Carl Rigrod
Time Buyer & Bus. Mgr.....Evelyn Jones

Branch Office
411 Hurt Bldg., Atlanta 3, Ga.
Phone: MAIn 5662

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

TV Accounts: Burlington Mills, Inc. (Bur-
Mil Cameo Hosiery), New York, N. Y.;
New York, N. Y.; Loew's, Inc. (Loew's The-
atres), New York, N. Y.; Metro-Goldwyn-



Mayer (Motion Pictures), New York, N. Y.; New York, N. Y.; New York Herald-Tribune (Newspaper), New York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Miles Shoes; River Brand Rice Mills, Inc., Pearson Pharmacal (Ends Chlorophyll Tablets).

W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.
Phone: WOODWARD 5-7400
ABP—ANPA—PPA

President.....W. B. Doner
Exec. Vice-Pres.....Charles F. Rosen
Treasurer.....Julian A. Grace
Vice-President.....Felix Hower
Secretary & Art Dir.....Ben Goldstein

Branch Office

203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEa 2-4676

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

1324 W. Wisconsin, Milwaukee 3, Wis.
Phone: WESt 3-9315

Gen. Mgr., V.P.....Marvin H. Frank
Radio Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. Co. (Faygo Beverage) (Soft drinks & mixes), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Big Bear Markets (radio & TV) (Super Markets), Detroit, Mich.; Federal Department Stores (radio & TV), Detroit, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich., Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.; Top Pop Products Corp. (E-Z Pop Popcorn); Ira Wilson & Son, (Dairy Products).

TV Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gas & Oil), Detroit, Mich.; Feigenson Bros. Co. (Soft drinks & mixers), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Famous Furniture Co. (Furniture & Upholstering), Detroit, Mich.; Delsoy Distributors (Delsoy Topping), Dearborn, Mich.; Hygrade Food Products Corp. (Honey brand Ham), Detroit, Mich.; D. W. C. Cigar Corp. (El Verso Cigars), Detroit, Mich.; Michigan Bank (Banking), Detroit, Mich.; Detroit Chevrolet Dealers Assoc. (New & Used Cars), Detroit, Mich.; Top Pop Products Corp.; Ira Wilson & Sons; Radio Distributing Corp. (Norge Washers & Dryers).

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.
Phone: WOrth 4-0700

Chairman of Board.....Wm. H. Long, Jr.
Vice-Board Chairman...Walter H. Burnham
President.....Louis W. Munro
Radio & TV Dir.....William T. Mann

Branch Offices

208 LaSalle St., Chicago 4, Ill.
Phone: CEntral 6-9132

V.P. & Mgr.....Chas. C. Greene
53 State St., Boston 9, Mass.
Phone: LAfayette 3-0770
Senior Vice-Pres.....W. J. Sheehan
425 Bush St., San Francisco 8, Cal.
Phone: YUkon 2-4080

V.P.Ronald Brindley
Radio Accounts: Chemical Bank & Trust Company (Bank), New York City; Kidder, Peabody & Co. (Brokerage), New York, Boston & Chicago; Union Trust Co. (Bank), Washington, D. C.; Calvin Bullock (Brokerage), New York City; Boston Federal Savings & Loan Association (Bank), Boston; Boston Five Cents Savings Bank (Bank), Boston; R. L. Day & Co. (Brokerage), Boston; Estabrook & Co. (Brokerage), Boston; Vance, Sanders & Co. (Brokerage), Boston; Waltham Fed. Savings & Loan Association (Bank), Boston; Automatic Heating Corp., Boston; Pastene Wine & Spirits, Boston; Seiler's, Inc. (Frozen Foods), Boston; Methodist Radio Society of Philadelphia, Philadelphia; Pennington, Colket & Co. (Brokerage), Philadelphia; Provident Trust Co. of Philadelphia (Bank), Philadelphia; St. Paul Federal Savings & Loan Assoc. (Bank), Chicago; Crocker First National Bank (Bank), San Francisco, Paine, Webber, Jackson & Curtis, (Brokerage) N. Y., N. Y.

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

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone: HUbbard 2-8050
ANPA—NOAB—PPA—NBP

Radio & TV Dir.....Joseph L. Tully
Space & Radio Time Buyer...Charles Bucklin
Branch Offices

*Dowd, Redfield & Johnstone, Inc.
501 Madison Ave., New York 22, N. Y.
Phone: MU 8-1275

President.....John C. Dowd
Exec. V.P.....Edward D. Parent

* Affiliated office.

Radio Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Company (Soft Drinks), Manchester, N. H.; Megowen-Educator Food Company (Crackers & Biscuits), Lowell, Mass.; House of Old Molineaux (Wines), Boston, Mass.; Pepsinic

Seltzer, Inc. (Drugs), Jamaica Plain, Mass.; Workingmen's Cooperative Bank (Banking), Boston, Mass.; Waltham Watch Co., (Watches), Waltham, Mass.; Atlantic Coal Co., (Coal), Boston, Mass.; City Fuel Co., (Coal), Boston, Mass.; Blacksmith Shop Pastries, (Bread), Rockport, Mass.; Keystone Camera Co., (Cameras), Boston, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Sweetheart Cosmetics Co., (Shampoo), Boston, Mass.; Robinson Card Co.; Clinton, Mass.; Sam Smith Shoe Corp., Newmarket, N. H.; Lincoln Plaza Shopping Center, Worcester, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc., (Luggage), West Warick, R. I.; DeMambro Sound Equip. Co. (Radio Receivers & TV Sets), Allston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Sweetheart Cosmetics Co. (Shampoo), Boston, Mass.; Town & Country Homes, (Real Estate), Boston, Mass.; Waltham Watch Co. (Watches), Waltham, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-1275
 APA—PPA—ABP—ANPA
 President.....John C. Dowd
 Exec. Vice-Pres.....Edmund F. Johnstone
 Treasurer.....Edward D. Parent
 V.P., Gen. Mgr.....Michael A. Raymond
 Radio-TV Director.....Wallace Lancton

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

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Block Drug Co. (Omega Oil, Poslam), Jersey City; Albert Ehlers, Inc. (coffee), New York; Cott Beverage Corp. (soft drinks), New Haven; Bristol Myers Co. (Mum deodorant), New York; Dormin, Inc. (sleeping capsules), New York.

ROY S. DURSTINE, INC.

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

Phone: TE 8-4600
 NOAB—PPA—APA—ABC
 President.....Roy S. Durstine
 Vice-Presidents.....Wm. E. Dempster,
 John Malone, Jr., Ralph D. Allum
 Treasurer.....T. Arnold Rau
 Head Art Dir.....Harvey A. Spooner
 Art Director.....J. Burton Stevens
 Radio-TV Time Buyer....Christine Petrino

Branch Offices

3440 Wilshire Blvd., Los Angeles, Calif.
 Phone: DUNKirk 8-3411
 Exec-in-Charge.....William D. Sloan
 156 Montgomery St., San Francisco, Calif.
 Phone: YUKon 6-6917
 Exec-in-Charge.....Robert B. England
Radio Accounts: Clarke-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.

TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.; Modglin Company, Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocchi (flowers, gifts), San Francisco, Calif.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wahash St., Chicago 1, Ill.
 Phone: ANover 3-3867, DEarborn 2-5976
 ABP
 PresidentEdward Edelstein
Radio Accounts: Conway Camera, (Cameras etc.), Chicago, Ill.

ELLINGTON & CO., INC., ADV.

535 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-4300
 ANPA—APA—NOAB—PPA—ABC
 President.....Jesse T. Ellington
 Vice-Presidents.....Theodore S. Strong,
 Hyland L. Hodgson, Charles W. Marshall,
 Chauncey L. Landon, Van Davis, William A. Bartel
 Treasurer.....Gordon M. Kingman
 Exec. Dir. Radio & TV.....Hal James
 Exec. Producer.....A. Burke Crotty
 Radio & TV Time Buyer.....Dan Kane
Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins (Drugs); Cunard Steamship Lines.

TV Accounts: Cadbury-Fry America, Inc. (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears); Cunard Steamship Lines.

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.
 Phone: CL 6780
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 Partners.....Michael F. Ellis,
 Jerome R. Ellis
 Jr. Partners:.....Michael F. Ellis, Jr.,
 Maxwell E. Ellis



Radio Director.....Geri Lanning
 TV Director.....Marcia Pinkham
Branch Offices
 77 York St. W., Toronto, Ont.
 Phone: Wa 9902

ManagerAl May
 Jay Reich Adv.
 902 Frick Bldg., Pittsburgh 19, Pa.
 President.....Jay S. Reich
 Phone: GRant 1-9311
 201 East 57th St., New York 22, N. Y.
 President.....Kurt J. Mann
 Phone: PLaza 1-2323
 Hav-Nash & Assoc.
 189 Chestnut St., Rochester, N. Y.
 ManagerHav-Nash, Jr.
 Phone: BAker 8610

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.
 Washington 6, D. C.
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 ABC-ANPA

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 Exec. V.P.....Howard A. Enders
 Vice-Presidents.....Rudy Vallee, Ray Hill
 Sec.-Treas.....Melvin Alan Bank
 Radio-TV Director.....Anne Merriman
 Art Director.....Fred Waller
 Film Director.....Robert L. Friend
 Production Manager.....Stanley S. Base

Branch Offices
 270 Park Avenue, New York, N. Y.
 Phone: PLaza 5-4952

Vice-President.....Howard A. Enders
 6611 Santa Monica Blvd., Hollywood, Calif.
 Phone: HILlside 61118
 ManagerJohn Swallow
 Estimated Radio & TV Billings: \$600,000.

ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.
 Phone: LExington 2-8700
 AAAA-ANPA-APA-NOAB-PPA
 APB-ABC

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 Asst. to Pres.....David B. Williams
 Treasurer.....James F. O'Connor
 Business Mgr. Media.....Keith B. Shaffer
 Dir. Radio-TV.....Michael Levin
 Radio Dir. (L. A.).....Robert L. Redd
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 230 N. Michigan Ave., Chicago 1, Ill.
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 President.....Howard D. Williams
 1170 Bay St., Toronto, Ont., Can.
 ManagerRalph L. Lawson
 1121 St. Catherine St. W., Montreal, Que.,

Canada

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

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

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York 17, N. Y.
 Phone: OXFord 7-1600
 AAAA-ABC-ABP-ANPA-AFA

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

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
 Exec. Prod.-Dir.....Arnold J. Wester
 Phone: HOLlywood 9-8219

Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Silk 'N Satin), N. Y., N. Y.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Ben-Gay), N. Y., N. Y.

ETTINGER ADVERTISING AGENCY INC.

38 East 57th St., New York 22, N. Y.
Phone: PLaza 1-0750
ABP

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Vice-Pres.Audrey Ettinger
Art Dir.....Arthur Sarett
Copy Chief.....William Stearns
Media, Space Buyer.....A. Diamond
Television Dir.....Michael Lippert
Research Dir.....Cy C. Chaiken
Accounts: Air Filters Inc.; Brook's Mens Shops; Buchman, The L. Co.; Carolina Paper Mills; Exeter Hosiery Mills; Fordham Shirt Co.; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Henry, Charles, Ltd.; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Summit Mills Corp.; Worklon Inc.

EVANS-WORK ADV. AGENCY

624 East Capitol Ave., Springfield, Ill.
Phone: 28868

President.....Clarence R. Evans
Art Director.....John Robert Work
Continuity Director.....Imogene Kundig
Radio Accounts: Abraham Lincoln Hotel; B & F Toggery; Bootery; Bresmer's; Bridge Jewelry Co.; Camera Shop; Constantino Packing Co.; Dellert's Paints; Downtain's; Dunn Paint; First National Bank; Jack Harman; Kennedy's Laundry & Dry Cleaners; LaBonte's Luggage Shop; Henry Nelch & Son Co.; Public Super Market; Quality Dairy; Rolands; Schlitt Hardware; Security Federal Savings & Loan; Sunshine Laundry; Swanson's Camera Shop; Vredenburg Lumber Co.

TV Accounts: Constantino Packing Co.; First National Bank; Vredenburg Lumber Co.

EWELL & THURBER ASSOCIATES

23 East Jackson Blvd., Chicago 4, Ill.
Phone: WEBster 9-0911

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

Branch Office

Exec. Vice-Pres.....Hal H. Thurber
270 Park Ave., New York 17, N. Y.
Phone: PLaza 1-2770

Vice-PresidentSteve Mudge
ManagerErnest Belt
Radio & TV Accounts: Chicago, Indianapolis & Louisville Railway Co.; Great China Food Products Co.; Ideal Dog Food; Juergens & Anderson Co.; Nicolay-Dancey, Inc.; Ostermoor & Co., Inc.; Pullman Couch Co.; Sanford Ink Co.; Straub, W. F., & Co.; Super Foods Merchandising; Willys-Overland Export Co.; Willys Motors, Inc.; Wilson & Company; Wilson Sporting Goods Co.

FARQUHAR AND COMPANY, INC.

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

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

Radio Accounts: Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co. Inc. (Auto Wax & Cleaner), Utica, N. Y.; Philipson & Co. (Investment Securities), Utica, N. Y.; Playworld Toys (Toys), Utica, N. Y.

TV Accounts: Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Jean's Foods of Utica Inc., (Food Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Playworld Toys (Toys), Utica, N. Y.

**FEIGENBAUM & WERMEN
ADVERTISING AGENCY**

1922 Spruce St., Philadelphia 3, Pa.
Phone: LO 4-1536
ABP—ANPA—NOAP

PartnerHarry Feigenbaum
PartnerDavid Wermen
Radio-TV Director.....Stanley Goldstein
Acct. Exec.....Leonard Schorr
Asst. Acct. Exec.....Jay Beneman

Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (savings and loan), Philadelphia; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Bandler's (furniture), Philadelphia; New Yorker (Cheese), Philadelphia; Yankee Maid (Meat Products), Philadelphia; Bunting (Outdoor Furniture), Philadelphia.

TV Accounts: Kasser Distillers (wine), Philadelphia; Booth's Botling Co. (carbonated beverages), Philadelphia; Renuzit Distillers (Kings Wine), Philadelphia; Quaker City Laundry, Philadelphia; Douglas Dryers, (Automatic Clothes Dryers), Philadelphia; Gaby Suntan Lotion, Philadelphia; Lou Block Pontiac, (New & Used Autos), Philadelphia.

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Secty.-Treas.....Lucille Pierce Ferguson
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Executive Asst.....Walter J. Kerwin
Art Director.....Gilbert Meekins
Production Manager.....Booth Farcus
Time Buyer.....Nan Hannum

Branch Offices

45 Rockefeller Plaza, New York, N. Y.
Manager.....Phillip N. Jackson
Radio Accounts: Washington, D. C.;
Schindler Peanut Products (Peanut Butter
& Peanuts), Wash. & Balt.; Mann's Potato
Chips, Wash. & Richmond; Smith's Storage
Co., Washington; Lincoln Warehouse Corp.,
New York; Little Tavern Shops (Restau-
rants), Washington & Baltimore.

TV Accounts: Smith's Storage Co., Wash-
ington, D. C.

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Art Director.....Stanley Dusek
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Radio-TV Time Buyer, Dir...Jos. H. Mintzer
Accounts: DeKuyper, John, & Son Inc.,
Jersey City, N. J.; Freed Radio Corp.; N. Y.,
N. Y.; International Brands, Newark, N. J.;
Loew Productions, Hollywood, Calif.; Medal
Distilled Products Inc.; Beverly Hills,
Calif.; National Distillers Products Corp.,
N. Y., N. Y.

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(Coal), Nashville; Red X Thrift Stamps,
Nashville; Jacobs Packing Co. (Meats),
Nashville.

TV Accounts: Red X Thrift Stamps; Red
Ace Petroleum Co. (Gas & Oil), Nashville;
Robt. Orr & Co. (Foods) Nashville; J. C.
Bradford & Co. (Securities), Nashville.

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Radio Accounts: D. Wolff & Co. (Credit
Clothing), Newark, N. J.; Specialty Sales

Company (Mail Order Items), Lakewood,
N. J.; Leslie Toy Co., Brooklyn, N. Y.;
Halogene Corp., Newark; Watchung Lake
(Resort), Plainfield, N. J.; Broadway Angels
(Stocks), N. Y. C.

TV Accounts: Watchung Lake, Inc. (Swim-
ming Resort), S. Plainfield, N. J.; General
Home Improvement Co. (Storm Windows),
Brooklyn; Save Way Appliance Co. (Food
Freezers), Jamaica, L. I.; Halogene Corp.

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Radio & TV Dir....Jack L. (Bud) Fisher, Jr.
Acct. Exec.....Paul Frumklin
Time Buyer.....Helene Heinz

Radio Accounts: Bell Savings & Loan
Assn. (Local Radio), Cook Co. Central Democ-
ratic Committee-Political (Radio-selected
Localities), National Foundation for Infan-
tile Paralysis (Midwest Rep.), New York &
Chicago; Tam O'Shanter Country Club (Golf
Tournaments Only), Chicago; United Artists
Corp. (Motion Picture), Chicago (Radio Se-
lected Localities); Universal-International
Pictures (Motion Pictures), Chicago (Radio
Selected Localities; Clark Theater (Movie
Theater), Chicago; Monroe Theater (Movie
Theater), Chicago; 20th Century Fox Film
Corp. (Motion Pictures), Chicago; Loeber
Pontiac, Inc. (Pontiac Agency), Chicago;
Chas. Keeshin Poultry Co. (Frozen Poultry),
Chicago; San-A-Bin Corp. (Garbage Dis-
posal Unit), Chicago.

TV Accounts: Cook Co. Central Democ-
ratic Committee (Political), Chicago (Se-
lected Localities); Tam O'Shanter Country
Club (Golf Tournaments), Chicago; Nat'l
Foundation for Infantile Paralysis, Chicago
& N. Y.; United Artists Corp.; Universal-
International Pictures Corp.; Bell Savings &
Loan Assn. (Bank), Chicago; Monroe The-
ater (Movie Theater), Chicago; 20th Cen-
tury-Fox Film Corp. (Motion Pictures), Chi-
cago; Loeber Pontiac, Inc. (Pontiac
Agency), Chicago; Chas. Keeshin Poultry
Co. (Frozen Poultry), Chicago; San-A-Bin
Corp. (Garbage Disposal Unit), Chicago.

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Radio-TV Dir.....Aubrey Williams
Radio-TV Time Buyer...Mrs. Marie O'Meara

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

La.; Pan-Am Southern Corporation (Motor Oil & Gasoline), New Orleans, La.; Wesson Oil & Snowdrift Sales Co. (Wesson Oil, Snowdrift, Scoco and Crustene Shortening), New Orleans, La.; La. Coca Cola Brewing Co., New Orleans, La.; La. Power & Light Co., Algiers, La.

TV Accounts: Blue Plate Foods, Inc. (Mayonnaise-Peanut Butter-Preserves & Jellies), New Orleans, La.; Godchaux Sugars, Inc. (Sugar), New Orleans, La.; H. G. Hill Stores (Chain Grocery Stores), New Orleans, La.; Jackson Brewing Company (Jax Beer), New Orleans, La.; La. Coca Cola Brewing Co., New Orleans, La.; La. Power & Light Co., Algiers, La. Alabama-Georgia Syrup Co. (Alaga Syrup), Mont., Ala.

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 Vice Pres.....Lee A. Holland
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Accounts: Bismarck Tribune; C. & M. Inc.; Erskine Mfg. Corp.; Fargo Forum; Fargo Foundry; Gunning Mfg. Co.; Melroe Mfg. Co.; Merchant's National Bank & Trust; Minn-Kota Foundry Co.; North Dakota Hospital Service Assn.; North Dakota Motor Carriers Assn.; Olson, W. R. Co.; Otter Tail Power Co.; Park Region Bakeries; Radio Station KFJR; Steidl, M. T., Inc.; Sund Mfg. Co.; Tenefos Mfg. Co.; US Brewers Foundation; US Food Co.; Van's Radio Specialty.

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 V.P.-Media Director.....Wesley Winning
 Copy Director.....Raymond Barr
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 Time Buyer.....Alice Mooney

Radio Accounts: Abbotts Dairies, Inc. (Milk, Cheese & Ice Cream), Beneficial Saving Fund (Banking), Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Louis Burk Co. (pork prod-

ucts), Phila; B & O Railroad (Transportation), Baltimore; Klix Dog Candy, Rochester, N. Y.; Silvo Silver Polish, Rochester, N. Y.

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel). Baltimore: Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester; Delaware Steeplechase & Race Assn. (Horse Racing), Wilmington, Del.; Mrs. Smith's Pies (Pies), Philadelphia.

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 Radio & TV Time Buyer.....Grace Spanihel
 Pacific Building, Portland 4, Oregon
 Phone: Broadway 3272

Mgr.....Leith F. Abbott

Radio Accounts: Anglo-California National Bank, San Francisco, Calif.; Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Frigidaire Division, General Motors Corp. (Appliances), Dayton, Ohio; Gulf Brewing Company (Grand Prize Beer), Houston, Texas; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine, Wisc.; Jacques Kreisler Mfg. Corp. (Watch straps—Men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; New York Central System (Railroad Transportation), New York, N. Y.; Paper Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; RKO Radio Pictures Corp. (Motion Pictures), New York, N. Y., Hollywood, Calif.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; Divisions of Safeway Stores, Inc., Fairfax Bread Company (Breads), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westgate-California Tuna Packing Company

(Brest-O'-Chicken Brand Tuna), San Diego, Calif.

Television Accounts: Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bourjois, Inc. (Perfumes & Toiletries), New York, N. Y.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label Beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Famous Artists Schools, Inc. (Home instruction in commercial and fine art), Westport, Conn.; Frigidaire Division, General Motors Corp. (Appliances), Dayton, Ohio; Gulf Brewing Company (Grand Prize Beer), Houston, Texas; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine Wisc.; Jacques Kreisler Mfg. Corp. (Watch straps—men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Paper-Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; Purex Corporation Ltd. (Bleach), South Gate, Calif.; RKO Radio Pictures Corp. (Motion pictures), Hollywood, Calif., New York, N. Y.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; S & W Fine Foods, Inc. (Food packers), San Francisco, Calif.; Divisions of Safeway Stores, Inc.; Fairfax Bread Company (Bread), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westgate-California Tuna Packing Company (Brest-O'-Chicken Brand Tuna), San Diego, Calif.

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 Space Buyer.....Helen Eich
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 Sales, Valmor Prod.
TV Account: Rosin-Starr.

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 New York; Chock Full O'Nuts (Coffee),
 N. Y. C.
TV Accounts: Adler Shoes for Men,
 N. Y. C.; Chock Full O'Nuts (Coffee),
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 ances), N. Y. C.

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 Sec'y & Treas.....Doris R. Fleischer
 TV Director.....Anne Freiberger
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 roni Co. (macaroni products), Denver;
 Central Bank & Trust Co. (banking), Den-
 ver; Associated Grocers of Colo. (groceries),
 Denver; Colorado Potato Flake Co. (potato
 chips), Denver; Guardian Savings & Loan
 Ass'n. (savings & loan), Denver; Sears Roe-
 buck & Co. (dept. store), Denver; Toner's,
 Inc. (peanut butter), Denver; Vincent Syrup
 Co. (syrups) Denver; Central Bank & Trust
 Co. (banking), Denver; Gus' Butter Maid
 Bake Shop (bakery goods), Denver.
TV Accounts: Beatrice Foods (dairy prod-
 ucts), Denver; Central Bank & Trust Co.
 (banking), Denver; Zefer Products (salad
 dressings), Denver; American Beauty Maca-
 roni Co. (macaroni products), Denver;
 Denver Conv. & Visitors Bureau (travel),
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 Cookies), Denver; Grandview Builders
 (builders), Denver; Gus' Butter Maid Bake
 Shop (bakery goods), Denver; Nebraska
 Packing Co. (meat processor—dog food),
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 Co. (Distributors), Denver.

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 Production Mgr.....Joseph Marenus
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 rity Tours Inc.; Colony Club Ice Cream;
 Dro, Inc., N. Y.; Lincoln School of Radio
 & TV; etc.

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 clothes), N. Y. C.; Lafayette Radio, N. Y. C.
TV Accounts: Levolor Lorentzen (Vene-
 tion Blinds), N. Y. C.

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 Newspaper Space Buyer....Anna V. Turner
 Magazine Space Buyer & Prod. Mgr.
 Harold E. Bessom
Radio Accounts: Durkee-Mower, Inc.
 (Marshmallow Fluff), Lynn, Mass.; LePage's
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 General Electric Supply Corp. (Electrical
 Products), Boston, Mass.; Gentles Baking
 Co. (Gentles Bread), Mattapan, Mass.; Natl.
 Cranberry Assoc. (Ocean Spray Products),
 Hanson, Mass.; Eastern Racing Assoc. (Suf-
 folk Downs), East Boston, Mass.; Boston
 Nash Co. (Automobile Service), Boston,
 Mass.
TV Accounts: Durkee-Mower, Inc. (Marsh-
 mallow Fluff), Lynn, Mass.; Gentles Baking
 Company (Gentles Bread), Mattapan, Mass.;
 General Electric Supply Corp. (Electrical
 Appliances), American Crabmeat Co. (3
 Little Kittens Cat Food), Met. Boston Nash
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Media Dept. Mgr.

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Film Visual Dept.

(Cleveland Office).....David Adam
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Branch Offices

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Vice-Pres. & Mgr.....E. J. Lauesen
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num Cooking Utensil Co. (Wear-Ever), Bry-
ant Heater Corp. (Gas Heaters), Penzoil
Gasoline & Oil), Keystone Steel & Wire Co.
(Fencing), Linen Thread Co., Mellon Na-
tional Bank & Trust Co., Nickel Plate Road
(Railroad), Oldsmobile Dealers, Sherwin-
Williams Co. (Paint), Sterling-Lindner-Davis
Co. (Dept. Store), Webster-Chicago Corp.
(Phonographs), American Greetings Corp.
(Publishers), American Society of Metals,
Central National Bank, Chicago & Eastern
R. R., Harry Ferguson, Inc. (Farm Equip-
ment), Jack & Heintz (Precision Equip-
ment).

TV Accounts: Central Nat'l Bank of Cleve-
land, American Greeting Card Publishers,
Westinghouse Elec. Corp., Pennzoil Com-
pany, Sherwin-Williams Co., Sterling-Lin-
dner-Davis Co., Commercial Solvents, Ferro
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Art Director.....Edwin R. Swaback
Acct. Execs.....Nat Roth, Lon Shaw
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Radio Accounts: American Federation of
Labor, Washington, D. C.; International La-
dies Gar. Workers Union, Liberal Party,
Colomby Watch (Jewelry), New York, N. Y.

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V.P. Chg. Radio-TV.....William Fisher

Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000

Vice-PresidentRoland Martini

Radio Accounts: Grove Laboratories, Inc.
(Bromo-Quinine, Fitch Shampoo, 4-Way Cold
Tablets), St. Louis; Nebraska Consolidated

Mills Company, Omaha, Neb.; Pet Milk Co.,
Purina Mills, Ralston Purina Company, St.
Louis; Southwestern Bell Telephone Co., St.
Louis; Union Electric Company of Mis-
souri, St. Louis; First National Bank, St.
Louis; St. Louis Independent Packing Co.;
Trenton Foods, Inc., Kansas City; Barton
Manufacturing Co., St. Louis; Swift & Co.,
Chicago; Godefroy Manufacturing Co., St.
Louis; Wabash Railroad, St. Louis.

TV Accounts: Grove Laboratories, Inc.,
Pet Milk Co., Monsanto Chemical Co., St.
Louis; First National Bank, St. Louis; Ne-
braska Consolidated Mills, Omaha, Neb.;
Barton Manufacturing Co., St. Louis; Derby
Foods, Inc., Chicago; Swift & Co., Chicago;
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ton Foods, Inc., Kansas City; Wabash Rail-
road, St. Louis; Southwestern Bell Tele-
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Precision Film Laboratories, Inc.; McGraw-
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child Recording Equipment Corp.; G. M.
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Radio-TV Dir.....Frank C. Murphy

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(Chain Saws), Pennsylvania Salt Mfg. Co.
(Chemicals), Philadelphia, Pa.

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

THE GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
Phone: PLaza 8-1100
ABC—ABP—ANPA

PresidentBudd Getschal
Vice-PresidentEzra Millstein

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

GEYER ADVERTISING AGENCY, INC.

745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-3300

AAAA—ABC—ABP—ANPA—AFA

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Asst. Gen. Mgr.....John R. Geyer
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V.P., Mktg. Dir.....R. C. Robertson
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Vice-PresidentsA. LaSala,
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V.P. & Dir. Public Rel.....Joseph C. Meehan
Director of Radio-TV.....George Wolf
Time Buyers.....Elizabeth Powell,
Carol Sleeper

Radio-TV Dir.....William Lewis
TV Film Supervisor.....James Harkey
Prod. Super.....Lee D. Emmerich
TV Art Director.....James Egleson
Radio-TV Bus. &
Traffic Super.....Don McGuinn

Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520

V.P., Mgr.....Ralph Wolfe
931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145

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

Radio Accounts: American Home Products (Burnett's Vanilla Extracts), N. Y. C.; American Motors Corp., (Nash cars & Kelvinator appliances), Detroit, Mich.; Boyle-Midway, Div. Am. Home Prod. (Aerowax, Black Flag Aerosol, Easy-Off, Aero Shave, Old English Wax); Kiwi Polish Co., Ltd. (Shoe Polish), Phila., Pa.; Olin Mathieson Chem. Corp. (USI & Super Pyro Anti-Freezes), Baltimore, Md.; Olivetti Corp. of Am. (Typewriters & Business Machines), N. Y. C.; Nat'l. Paper Corp. of Pa., (Swanee Tissues, Napkins & Towels), N. Y., N. Y.; Tetley Tea Co., N. Y. C.

TV Accounts: American Home Products; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Colter Corp., (Jekyll Island Shrimp), N. Y. C.; Kiwi Polish Co., Ltd.; Olin Mathieson Chem. Corp.; Tetley Tea Co.; Wooster Brush Co., (Magi-Koter Paint Rollers, Wooster, Ohio).

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: 4-2444

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NOAB

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Vice President.....John B. Gibbons
SecretaryViola Neese
Radio-TV Dir.....Mercedes (Dee) Freiday

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

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

GIBRALTAR ADV. AGENCY, INC.

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

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Vice-PresidentLeo Berman
TreasurerClarence Schmidt
Secretary, Radio & TV Dir.....Frances Scott
Radio & TV Time Buyer.....Gloria Lubin

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

Other Accounts: Kurt A. Baer, Inc. (Mfrs.' Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boating sup-



ADVERTISING AGENCIES



plies); Bonafide Mills, Inc. (Bonny Maid Linoleum), N. Y. C.; Leonce Salon; Dean Parker, Inc.; Supercurline Corp. (Mfgs. of beauty products); Dick Contino (Artist).

GILLHAM ADVERTISING AGENCY

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

Phone: 4-5516

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Exec. Vice-President.....Lon Richardson
Vice-President.....Robert F. Rohlfing
Vice-President.....Wendell J. Ashton
Secretary.....Marjorie Farrell
Space Buyer.....Esther Gook

Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, General Electric Supply Corp., Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Porter-Scarpelli Macaroni Co., Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Streator Chevrolet Co., Sweet Candy Company, Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co.

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

BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.

Phone: BR 6-5948

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Media Dir.....Esther Block
Copy Dir.....Harold Nelson
Ind. Copy Dir.....Franklin J. Beezley
Office Mgr.....Erwin R. Holtz
Radio & TV Dir.....Gerald L. Scaman

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

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

GLENN ADVERTISING INC.

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Fort Worth 2, Texas

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ANPA-SNPA-APA-ABP-NOAB

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Branch Offices

1915 Elm St., Dallas 1, Texas

Phone: Rlverside 6686

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6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: WEBster 3-9369

Acct. Exec.....Raymond E. Prochnow
Moore Bldg., San Antonio, Texas

Phone: GARfield 2369

Acct. Exec.....Robert O. Holleron

Accounts: Arrowhead Food Products; Bewley Mills; Commerce Refrigeration Co.; Continental Geophysical Co.; Davis & Humphries; Dotties Quickies of the Southwest; Epps Smokehouse; Fort Worth Macaroni Co.; Forth Worth Nat'l Bank; Forth Worth Sand & Gravel; Garza, Ralph; Gebhardt Chili Power Co.; Globe Laboratories; Great American Health & Life Co.; Great Western Foods Co.; Harper General Tire Co.; Jordan Motors; KITE, Radio Station; McDonald Hatcheries; Mangum, John, Co.; North Texas Advertising; Piggly-Wiggly Stores; Republic National Bank; Ruth, J. B. Sales Co.; Ryan, Thomas M. Co.; Serval Drug Co.; Sperry & Hutchinson; Southern Transfer Co.; Southern Equipment Co.; Texas Dry Concrete Co.; Texas Industries, Inc.; Texas & Pacific Railway; Texcrete Companies; Thrifty Wise Services; WBAP-AM-FM-TV, Fort Worth; Waples-Platter Co.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: Superior 7-6746

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Treas. & Copy Chief.....Garrick M. Taylor
Secy. & Media Dir.....Florence A. Neighbors
Asst. Med. Dir., Prod. Mgr....J. Alden Joice
Vice President.....Henry Nathan

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

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

GOTHAM ADVERTISING CO.

2 W. 46th St., New York 36, N. Y.

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Vice Pres.....Arthur F. Connolly
Secretary.....Chester A. Priest
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Branch Office

Coudrey-Gotham Prop. Ltd.

5-7 Barrack St., Sydney, Australia

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

GRANT ADVERTISING, INC.

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 Herbert A. Carlson, John G. Copeland
 Secretary.....Mary Waller Grant
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 Research Dir.....Kay Sheldon
 Gen. Radio Dir.

(Latin Amer.).....Lloyd G. Harris
 Media Space Buyer.....Thomas Scott
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 Radio Director.....Jane Baker
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 Chicago Art Dir.....Fleetwood Burt
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 Copy Group Head.....Wallace Capel
 Acct. Executives.....Will C. Grant,
 Howard A. Jones, W. R. Watson, Lawrence
 McIntosh, Glen Shears, Kenneth Brown-
 ing, John Edgar

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 Phone: WOODWOOD 3-9400

V.P. Chg. Detroit Office...Edward R. Grace
 1212 Gulf States Bldg., Dallas 1, Texas
 Phone: Prospect 8121

V.P. Chg. Dallas Office.....David Garrett
 Hulman Bldg., Dayton 3, Ohio
 Phone: Michigan 9562

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 American Bank Bldg., Portland, Ore.
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Mgr. & Acct. Exec.....John A. Giesy
 593 Market St., San Francisco 5, Calif.
 Phone: DO 2-0369

V.P. Chg. San Fran. Off.....J. R. Lenahan
 Langford Bldg., Miami 32, Fla.
 Phone: Miami 3-0773

V.P. Chg. Caribbean Oper.....John A. Dey
 Taft Bldg., Hollywood 28, Calif.
 Phone: HO 9-5371

V.P. Chg. Hollywood Off...Paul L. Bradley
Accounts: Airtemp Div. of Chrysler Corp.;
 Brown & Williamson Export; CHUM, Tor-
 onto, Radio Sta.; Coca Cola (Foreign),

N. Y.; Colgate-Palmolive Int'l; Colgate-
 Palmolive Ltd.; Continental Life Insurance
 Co.; Dodge Brothers Corp., Div. of Chrysler
 Corp.; Drake Hotel; Florida Power & Light
 Co.; Hilton Hotel, Ft. Worth; Iodent Chemi-
 cal Co.; LACSA — Costa Rican Airlines;
 LAV—Venezuelan Airlines; IBM; American
 Weekly.

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 Partner.....Edmund H. Rogers
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 Partners.....Sherman G. Landers,
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 Beresin, Franklin P. Jones, Granville Wor-
 rell, Albert R. Boehroch

Radio-TV Dept. Head...Walter M. Erickson
 Radio-TV Super.....Edmund H. Rogers

Radio Accounts: The M. A. Hanna Com-
 pany (Coal), Philadelphia, Pa.; Philadel-
 phia Saving Fund Society (Banking Ser-
 vices), Philadelphia, Pa.; American Chemi-
 cal Paint Co. (Plant Foods), Ambler, Pa.;
 Associated Hospital Service of Philadelphia
 (Blue Cross-Blue Shield), Philadelphia; Bell
 Telephone Co. of Pa. (Services), Philadel-
 phia; Chevrolet Dealers Assn. of Philadel-
 phia, Philadelphia; Diamond State Tele-
 phone Company (Services); Delaware; Fritz
 & La Rue (Carpets), Philadelphia; Lee Tire
 & Rubber Co. (Tires), Conshohocken;
 Philadelphia Zone Planning Assn. (Chevro-
 let Dealers), Philadelphia; Wilen Brothers,
 Inc. (Wines), Philadelphia; Keystone Auto-
 mobile Club, Philadelphia; Charles Mar-
 chand Co. (Hair Rinses), N. Y., N. Y.;
 Vogel-Ritt (Termite & Pest Control), Phil-
 adelphia.

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

MONROE GREENTHAL CO., INC.

445 Park Avenue, New York 22, N. Y.
 Phone: PLaza 9-8640

ANPA—APA—PPA—ABP

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 Production Mgr.....Joseph Boggiano
 Radio & TV Dir.....Samuel G. Gallu
 Media Dir., Space Buyer.....Herb Hauser

Accounts: Fabian Theatres Corp., N. Y., N. Y.; Fine Arts Theatre, N. Y.; Motion Pictures for Television, N. Y.; Palladium Radio Productions, Inc.; Paris & Fifth Ave. Cinema, N. Y.; Rank, J. Arthur, N. Y.; Reade, Walter, Theatres, N. Y.; Rugoff & Becker Theatres, N. Y.; Sol Lesser Productions Inc., Culver City, Calif.; Stanley Warner Cine-rama Corp., N. Y.; Tele-King Television Corp.; Trix Stix, N. Y.; United Artists Corp.

GREY ADVERTISING AGENCY, INC.

166 W. 32nd St., New York 1, N. Y.

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 Asst. to Pres.Norman J. J. Berger
 Executive Vice-Pres.Arthur C. Fatt
 Media & Research Dir.Allan Greenberg
 V.P. & Radio-TV Dir.Alfred L. Hollender
 Media Director.Richard Bean
 Bus. Mgr., Radio-TV.Sidney T. Hertz
 V.P.'s.D. L. Rand, Leroy Black

Radio Accounts: Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston & Sanka); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads, Kaywoodie Pipes); Doeskin Products, Inc. (Tissues & Napkins); Exquisite Form, Inc., (Exquisite Form Bras); Jacoby Bender, (J. B. Watchbands); Mathieson Chemical Corp. (Liqua Sweet); Mennen Co., (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Stop and Shop, Inc. (Supermarkets); Gruen Watch Co.; Block Drug's Poligrup & Polident; National Broadcasting Co.; RCA Victor Records.

TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Esquire, Inc. (Coronet Magazine); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Shwayder Bros., Inc. (Samsonite Luggage & Furniture); Campbell Soup Co. (Campbell Kids); Exquisite Form Inc.; Jean R. Graef, Inc. (Girard Perregaux Watches); Artra Cosmetics, Inc.; Jacoby Bender; Frank H. Lee Co., (Lee Hats); Mathieson Chem. Corp.; Mojud Co., Inc. (Hosiery); Phillips-Jones Corp.; Radio Corp. of America; Toy Manufacturers Assn.; Simplicity Pattern Co.; Gruen Watch Co.; Block Drug's Poligrup & Polident; National Broadcasting Co.; RCA Victor Records.

THE GRISWOLD-ESHELMAN CO.

1400 Terminal Tower, Cleveland 13, O.

Phone: TOWer 1-3232

AAAA—ANPA—PPA—APA—ABP
 NOAB—ABC—SNPA

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

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

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, Etc.), Akron, O.; Warner & Swasey Co. (Turret Lathes), Cleveland, O.

JULIAN GROSS ADV. AGENCY

11 Asylum St., Hartford 3, Conn.

Phone: 7-7179

ABP—NAAN

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 Vice-PresidentBeulah Gross
 Art Director.....Declan Powers
 Sec., Media Dir., Radio Time
 BuyerLibby Dunn

ART GRUBER ASSOCIATES

4401 East Lake St., Minneapolis, Minn.

Phone: PA 1-1661

President.....Art Gruber
 Sec. & Treas.....Edna Gruber
 Art Dir.....Donald Layman
 Account Exec.....Norman Vinitsky
 ProductionArt Gruber
 Time Buyer.....Norman Vinitsky

Radio Accounts: Midwest Wine Co. (Kosher Wine), St. Paul, Minn.; Authorized TV Service Club (TV Service), Minneapolis; Authorized Agency, (Insurance), Minn.; Thompson Construction Co., (New Homes), Minn.; Huntzinger Mfg. Co. (Seat Covers), Minn.; Kline Oldsmobile, St. Paul; Midway Ford Co., St. Paul; Old Home Creameries (Cottage Cheese), Minn.; De Luxe Rug Cleaners, St. Paul.

TV Accounts: Midwest Wine Co.; Authorized Agency; Thompson Construction Co.; Fanning Supply Co., (Pre-Cut Homes), Waterville, Minn.; Rusco Window Co. (Self Storing Windows), Minn.; Lowry Hill Cleaners; Huntzinger Mfg. Co.; Kline Oldsmobile; Old Home Creameries; Kieffer Clothing Store, (Men's Furnishings), Minn.; De Luxe Rug Cleaners; Town & Country Motors, St. Paul.

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

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

ABP—ANPA—APA—PPA—ABC—NOAB
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President.....Milton Goodman
Secy. & Radio Dir.....Paul G. Gumbinner
Exec. V.P.....Morton Freund
Associate Counsel.....L. S. Goldsmith
Treas. & Space Buyer.....Jack Goldberg
VP in Chg Prod.....Herman Kornblum
Art Directors.....Stuart Campbell,
Hershel Bramson

Acct. Executives.....Graeme MacLeod,
Estelle Farman, Muriel C. Hahn, Robert Lurie, Sy Ethan

Accounts: American Tobacco Co. (Roi-Tan Cigars); Half & Half Smoking Tobacco; Dunhill, Alfred of London, Inc., New York, N. Y.; Heublein, G. F. & Bro., Inc., Hartford, Conn. (Smirnoff Vodka, Bell's Scotch); London Character Shoes, New York, N. Y.; S. A. Schonbrun Company, Inc., New York, N. Y. (Savarin Coffee).

GUNN-MEARS ADVERTISING AGENCY CORP.

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Sec'y & Treas.....Virginia Mears
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Art Dir.....Sidney Nemirow
Production Mgr.....Louis Fillipo
Acct. Executives.....William P. Gunn,
George J. Walsh, John J. Crimmins, John A. Finneran, Dennis Sullivan, Sadye Curtis, Fred F. Fields

Accounts: Adlee Furniture; Dobbs Truss Co.; Executive Job Counselors; Garrett F. C. Co., Inc.; Gloria Figure Co.; Greater N. Y. Conference; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; N. Y. University Press; Northern Feather Works Co.; Industrial Electronics Corp.; Pinnacle Products Corp.; Popular Priced Resorts Assn.; Romweber Furniture Co.; Shawnee Press; Waring, Fred, Enterprises; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zophar Mills, Inc.

JOHN L. HALPIN ADVERTISING
207 State St., Schenectady 5, N. Y.

Phone: Schenectady 2-0492

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

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Schenectady Savings & Loan Assn.

HART-CONWAY CO., INC.

409 Val. Tr. Building
Rochester 14, N. Y.
Phone: LOcust 3520
ANPA—ABP

President & Treasurer.....H. Lyman Hart
Exec. Vice-President....Harold E. Kennedy
Vice-President.....Joseph Brown
Secretary.....John P. Street
Account Executives.....E. Ward Phillips,
John M. Nixon, John M. Sullivan

Radio Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svg. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc.; (Insurance), Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Columbia Banking Saving & Loan (Savings Bank), Rochester, New York; Rochester Baseball Club, Rochester, N. Y.; Webaco Oil Co., Webster, N. Y.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-0055

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Vice-President.....Rowland Laughlin
Vice-Presidents.....Alfred Festen,
John T. Holloway
Secretary-Treasurer.....Frank R. Hartman
V.P., Radio-TV Dir.....Thomas Kivlan
Radio-TV Accounts: P. A. Starck Piano

Co. (Pianos), Chicago Tribune (News-paper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

THE F. H. HAYHURST COMPANY LIMITED

7 King St. W., Toronto, Ontario, Canada
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Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....N. L. Drynan
Director.....D. J. Leonard
Radio-TV Director.....R. D. Amos
Asst. Dir.....C. M. Harrison

Branch Office

1510 Drummond St., Montreal, Que.
Phone: HARbour 0131

Fr. Radio Sup.....Marcel Dubuc

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Canadian Canners Limited (Soups, Baby Food), Hamilton, Ont.; Mercano Limited (Toys), Toronto, Ont.; Acousticon (Hearing Aids), Toronto; Procter & Gamble Ltd. (Camay Soap); Dr. A. W. Chase Medicine Co. (Newwe Food); Pierce's Proprietaries Inc. (Golden Medicine Discovery); MacFeeters Creamery (Golden Bar Cheese & Honey-butter); Dack's Shoes.

TV Accounts: Acousticon (Hearing Aids), Toronto; Purity Flour Mills; Canadian Canners Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Meccano Toys; Lowney's Ice Cream.

HENRI, HURST & McDONALD, INC.

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

AAAA-ABP-ANPA-APA-PPA

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Exec. Vice Pres.....E. F. Hascall
Sec.-Treas.....R. H. Eaton
Media Director.....Charles Pumpian
Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....L. R. Hall

Radio Accounts: Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand; Vitality Shoe Co.), St. Louis, Mo.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Skelly Oil Co. (Motor Oils, Skellysolve, etc., Petroleum Products, Gasoline), Kansas City, Mo.; Ready-to-Bake-Foods, Los Angeles, Calif.

TV Accounts: Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Branch, Vitality

Shoe Co.), St. Louis, Mo.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Field Entrp., Chicago, Ill.; Ready-to-Bake Foods, Los Angeles, Calif.; Skelly Oil Co.; Thor Corp.

HERALD ADVERTISING AGENCY, INC.

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

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V.P. & Art Dir.....Jack Warren
V.P. & Sec'y.....H. M. Weiss
Acct. Executives.....M. J. Middleman,
S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weinn Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lackawanna Paint Mfg. Co., Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times; Velveray Corp.

AL HERR ADVERTISING AGENCY

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

AAAA-ABP-ANPA-APA-PPA

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Vice-President.....John Rock
Radio and TV Dir.....Pat Kocian

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

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

HEVENOR ADVERTISING AGENCY, INC.

11 North Pearl St., Albany 7, N. Y.
Phone: 5-1586

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Vice President.....Edward T. Loveday
Sec'y, Asst. Treas.....Anne M. White
Prod. Mgr.....Berthold Heyman
Radio-TV Dir.....Mrs. Mabel N. Perryman
Acct. Executives.....Horace L. Hevenor,
Edw. T. Loveday, Charles C. Cross, Douglas F. Van Valkenburgh

Accounts: Albany Business College; Albany Frosted Foods, Inc.; Albany Times-Union; Blenwell Beverages; Burdick & Son; City & Country Savings Bank; Delaware &

Hudson Railroad Corp.; De Witt Clinton; Eastern Housing Corp.; Fort Orange Chemical Co.; Greylock Bestg. Co.; Hannay, Clifford B., & Son Inc.; Hendrick Hudson Hotel; Home Savings Bank; House of Montague; Industrial Bank of Commerce; Kamy Inc.; Martinec, J. Packing Co.; Marvin-Neitzel Corp.; National City Bank of Troy; Nelson House, The; Plattsburg Bestg. Corp.; Sandy Hill Iron & Brass Works; Saratoga Vichy Springs Co., Inc.; Trimbeg Machine Works; Troy Bestg. Co. Inc.; Van Curler Bestg. Corp.; Wultex Clothes Corp.

HICKS & GREIST, INC.

420 Lexington Ave., New York, N. Y.
Phone: MUrray Hill 6-6800

ABP—ANPA

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V.P. & Treas.....E. H. Greist
Vice Pres.....J. A. Drake
Asst. Treas.....M. L. Mullen
Dir., Radio-TV.....Theodore J. Grunewald
Exec. Prod.....Gerald Ford
Copy Super.....Earl Cobb
Time Buyers.....Vincent J. Daraio,
Eileen Cummings
Traffic Mgr.....Suzanne Stuart

Branch Office

3450 Wilshire Blvd., Los Angeles 5, Calif.
Exec. in Chg.....Robert Black
Phone DUUnkirk 5-1721

(Los Angeles Accts. only): Gas Appliances, Inc.; Helms Olympic Bakeries, Hemet Packing Co.; House for Men, Inc.; Mirman & Peters; State Mutual Savings & Loan Assoc.; Les White, Inc.

Radio Accounts: Aldon Rug Mills, N. Y. C.; Blackstone Corp. (Washing Machines, Dryers, Ironers), Jamestown, N. Y.; H. C. Brill Co. (Sauces, Spanish Rice, Macaroni Dinner), Newark, N. J.; Dixie Cup Co. (Dix Cup Home Dispensers & Ice Cream Cups), Easton, Pa.; Glamorene, Inc. (Rug Cleaner, Upholstery Cleaner), N. Y. C.; Lewyt Corp. (Lewyt Vacuum Cleaners), N. Y. C.; Servel, Inc. (Refrigerators, Freezers), Evansville, Ind.; Red L Precooked Frosted Foods (Frozen Seafoods, Onion Rings, Chicken), N. Y. C.; Peerless Electric, Inc. (Broil-Quick Broiler-Rotisseries, Fryer-Cookers), N. Y. C.; Roger & Gallet (Perfumes, Soaps, Toiletries), N. Y. C.; Wearing Products Corp. (Blendors, Misors), N. Y. C.

TV Accounts: H. C. Brill Co.; Dixie Cup Co.; Glamorene, Inc.; Lewyt Corp.; Red L Precooked Frosted Foods; Peerless Electric, Inc.; Waring Products Corp.; Servel, Inc.

HILL & KNOWLTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: LAckawanna 4-1420

ANPA—PPA

Pres., Treas.....John W. Hill
Exec. Vice Pres.....Bert C. Goss
Sec. & Controller.....Harry S. Cooper
Art Director.....M. Richard Kaufman

Branch Office

1000 Vermont Ave., N. W.
Washington 5, D. C.
Phone: STerling 0271

Vice President.....Avery McBee

HILTON & RIGGIO, INC.

4 West 58th St., New York 19, N. Y.

Phone: MUrray Hill 8-4224

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V.P. & Treas.....Louis J. Riggio
Vice President.....James Williamson
Secretary.....L. S. Hendricks
Art Dir., Vice Pres.....Daniel Loizeaux
Merchandising Dir.....A. B. Crampton
Creative Director.....James O. Rankin
Time Buyer.....Maria Carayas
Space Buyer.....Ed Luke
Production Mgr.....Ralph Kidd
Act. Executives.....Louis J. Riggio,
James Williamson, John S. Kirk, Joseph
P. Quin, Jr., Robert Fine

Branch Office

1680 N. Vine St., Los Angeles 28, Calif.
Accounts: B. B. Pen Co., Inc., Hollywood, Calif.; Bendit Merchandise Corp. (Tempo Cleaning and Facial Tissues), Cleveland, Ohio; Bjelland, Chr., Co., Inc., New York City; Bon Bon Corp. (Ice Cream Confection), Beverly Hills, Calif.; Bovril Co. of America, Inc. (Beef Extract), New York City; Chess, Mary, Inc. (Cosmetics), New York City; Childs Company, Long Island City, N. Y.; Coca-Cola Bottling Co. of New York, Inc., New York City; Colonial Airlines, New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; Everywomen's Magazine, New York City; Graham Co. (Redbow Brand Vegetables, Nuts), New York City; Grid-L-Redi, Inc. (Prepared Pancake Batter), Chicago, Ill.; Metropolis Brewery of N. J., Inc. (Champale), Trenton, N. J.; National Paper Products Co., Swanne Paper Products; National Yeast Corp., Belleville, N. J.; Bakers Compressed Yeast and Bakers Active Dry Yeast; Parfums Evyan, New York City; Savoy-Plaza Hotel, New York City; Schine Hotels Corp., New York City; Shavex Co., Los Angeles, Calif.; Sherry, Louis, Inc., Long Island City, N. Y.; Shirriff's Limited, Toronto, Canada; Sta-Wip, Inc. (Dessert Topping), Chicago, Ill.; Vermouth Industries of America, Inc., New York City.

HIRSHON-GARFIELD, INC.

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

NOAB—ANPA—APA—PPA

PresidentSidney Garfield
Gen. Mgr.....Julian Braun
Radio & TV Dir.....Sylvan Taplinger
Radio & TV
Prod., Coordinator.....Robert Loeb
Prod. Supervisor.....Wilfred D. Howitt

Branch Offices

420 Boylston St., Boston, Mass.



Phone: Liberty 2-0485
 Executive-in-ChargeGabriel Stern
Radio Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.
TV Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Time Corp. (Watches), Bridgeport, Conn.

HOAG & PROVANDIE, INC.
 136 Federal St., Boston 10, Mass.
 Phone: Hancock 6-8580

ABP—ANPA—APA—PPA—AAAA
 President.....J. Paul Hoag
 Vice-President.....Paul H. Provandie
 Vice-President.....Langley C. Keyes
 Production Mgr.....Bertha L. Aldrich
Accounts: Carter's Ink Co.; Deerfoot Farms Milk Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; General Ice Cream Corp.; New England Trust Co.; New York, New Haven & Hartford Railroad Co.; Radio Station WHDH, Boston; Swift & Co.

**HOUCK & COMPANY, INC.—
 ADVERTISING**

625 First St., S.W., Roanoke 16, Va.
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 V.P., Radio-TV Dir.....William B. Houck
 Secretary.....Kathryn H. Ferguson
 Art Director.....Edwin R. Deady
 Production Manager.....Paul H. Long
 Asst. Production Mgr.....W. Leon Mitchell
Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

BRYAN HOUSTON, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: PLaza 7-6400

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 Senior V.P.....Henry M. Schachte
 V.P., Acct. Sup.....Wm. C. Geoghegan
 V.P., Acct. Sup.....Wm. R. Hillenbrand
 V.P., Acct. Sup.....F. Winslow Stetson, Jr.
 V.P. Dir. Mchdse.....Jesse O. Bickmore
 V.P. Dir., Art.....Stanley Freeman
 V.P. & Copy Chf.....Roger Purdon
 V.P. Dir. Prod.....Samuel H. Weber
 V.P. Dir. Research.....Frederick L. Ryner
 V.P. Dir. Radio-TV.....Wm. B. Templeton
 V.P. Dir. Media.....H. Dobbteent
 Business Mgr.....Jules Bundgus
Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Chlorophyll Toothpaste, Shave Creams, Halo); Nestle Company (Nescafe Instant Coffee, Nestle Instant Coffee).
TV Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere

Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Chlorophyll Toothpaste, Shave Creams, Halo, Veto Cream, Veto Spray); Nestle Company (Nestle Instant Coffee, Nescafe Instant Coffee).

HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,
 Providence 3, R. I.
 Phone: GASpee 1-2087

AAAA—ABC—ABP—ANPA
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 Partner.....C. Darrell Prutzman
 Partner.....Carroll H. Rickard
 Associates.....Herbert W. Gerlach,
 William P. Meigs, Jr.
 Media Buyer.....Theodore Eilenberg
 Time Buyer.....Henry C. Hart, Jr.
Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes, & other edge tools), Collinsville, Conn.; Nashua Corp., (Paper Packaging), Nashua, N. H.
TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.; Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.; Dewey and Almy Chemical Co. (Food Packaging, Chemical, etc.), Cambridge, Mass.

CHARLES W. HOYT CO., INC.

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

Radio-TV Director.....Wm. Philip Smith
 Time Buyer.....Douglas Humm
 Asst. to Mr. Smith.....Thomas A. Lee, Jr.,
 Clifford Simpson

Branch Office

15 Lewis St., Hartford 3, Conn.
 Vice-Pres. & Mgr., Hartford Office
 Frank A. Whipple

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

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; American Molasses Co.; Arnold Bakers Inc.; Blueberry Cooperative Assn.; Milton-Bradley Co.; Brazil Nut Advertising Fund; Brock-Hall Dairy Co.; Frank E. Campbell

Funeral Church; Flako Products Corp.; Lehn & Fink Products Corp.; Michigan Blueberry Growers Assn.; N. Y. & New England Apple Institute.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
Phone: LExington 2-3020
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Treasurer.....Carroll L. Cheverie
Media Dir.....Harry M. Billerbeck
Radio-TV Dir.....Nelson Gross
Time Buyers.....Grace Kipp, Elaine Akst

Branch Office

1235 Statler Bldg., Boston 16, Mass.
Media Directors.....Elizabeth Howard
Hourihan, Mary Pengilly
Radio-TV Dir.....Ray Girardin
Time Buyer.....Marianne Meoli

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
Phone: HAmilton 1160
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Director.....F. Irving Hutchins
President.....Frank M. Hutchins
Vice-Presidents.....John P. McCarthy,
William F. Lacey, Homer C. Scheck

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W. H. Maxwell
16-18 W. 46th St., New York 19, N. Y.
Vice-Presidents.....H. Pierson Maper,
James Burton

Phone: PLaza 7-8526

33-55 Hayden St., Toronto, Ont., Canada
Phone: Kingsdale 6661

Manager.....William Bounsell
Radio Accounts: E. E. Bausch & Son Co.,
Beucaire, Inc., Empire State Pickling, Howe
& Bassett Co., Hub Oil Co., Langie Fuel
Service Inc., Lincoln Rochester Truse Co.,
McCurdy & Co., Music Lovers Shoppe, Philco
Corp., Rittenhouse Co., Inc., W. J. Scheer,
Schuler Potato Chip Co., Scrantom's Book
and Stationery Co., Waldert Optical Co., Inc.,
Proiansky, Inc.

TV Accounts: Lincoln Rochester Trust
Co., Philco Corp., Schuler Potato Chips.

JESSOP ADVERTISING CO., INC.

85 W. State St., Akron 8, Ohio
Phone: FRanklin 6-2169

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

DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone: PLaza 3-4848

ABC-ABP-ANPA-AFA-AAAA

Radio Accounts: The Kroger Co. (Grocery
Products); Miami Margarine Co. (Nu-Maid
Margarine); Strietmann Biscuit Co. (Crack-
ers & Cookies); The Drackett Co. (Super
Charge & Twinkle); The Heckin Co. (Bak-
ing Power); Cincinnati General Elec. Jet
Plant (Plant & Community Relations); Ash-
land Oil & Refining Co.; Antonio Palazzolo
& Co., (Duncan Hines Macaroni Products).
TV Accounts: The Kroger Co.; Miami
Margarine Co.; Strietmann Biscuit Co.; The
Drackett Co.; Antonio Palazzolo & Co.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GARfield 2300
AAAA-NOAB-APA-PPA-NBP
ABP-ANPA

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Vice-President.....James M. Nelson
Secretary.....Elmer A. Vehr
Space Buyer.....Maurice Oshry
Radio-TV Director.....Ann Smith
Radio & TV Time Buyer.....Rita Kennedy

Branch Office

580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-4600

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

TV Accounts: The Kroger Company, Miami
Margarine Company, Martin Rosenberger
Wallpaper Co., Cincinnati, O.; The Drackett
Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

314 Star Bldg., Washington 4, D. C.
Phone: EXecutive 3-3700
ANPA

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Secretary.....Bernard R. Linkins
V.P. in Chge. of Radio-TV...Alvin Q. Ehrlich
Radio-TV Dir.....David P. Thomas
Radio-TV Time Buyer.....Nella Manes
Dir. Sales Pro.....R. Edward Hotze
Account Executives.....Joseph Weinstein,
Alexander Charles, Wm. B. Mullett, Forest
Entwistle, Philip Berne, Wm. Roberts.

KAMIN ADVERTISING CO.

4610 South Main, Houston 2, Texas
Phone: LYnchburg 3646
ANPA-APA

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V.P., Space & Radio
Time Buyer.....B. L. Blumberg
Vice Pres.....Charles L. Brooks
Secretary.....Martha Cornelius
Art Dir.....W. R. Stevenson
Pro. Mgr. & TV Dir.....Murray Getz
Copy Chief.....Mary Blair



Radio Dir.....Fredora Alexander
Comptroller.....Irving L. Samuels
Acct. Executives.....Lester Kamin,
Charles L. Brooks, B. L. Blumberg

Branch Office

Kamin Adv. Agency, Austin, Texas
Manager.....Charles L. Brooks
Phone: 6-6251

Accounts: Automatic Distributing; Battelstein's; Burton, A. C., Co.; Calcasieu Lumber Co.; Finger Furniture Co.; General Mfg. Co.; Gerson & Kaplan; Golden Age Beverage Co.; Gordon's of Texas; Houston Chronicle; Houston K-F Co.; Krugers Jewelers; Levit's Jewelry; Magnolia Paper Co.; Moore Bros.; Mosk's Stores for Men; Poll Parrot Shoes; Reader Wholesalers; San White Oldsmobile; Sanitary Farm Dairies Inc.; Shaw Jewelers of San Antonio; Shepherd's Cleaners; Simpson-Gillman Pontiac; Southwest Asso.; Swearingen-Armstrong; Texas State Optical.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: Central 6-5331

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Vice-President.....Herman Kastor
Vice Pres.....John Turice
V.P. & Copy Chief.....Ashley Belbin
Radio-TV Director.....James H. West

Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Reddi Starch), Orange Crush Co., Old Colony Beverages.

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

400 Madison Ave., New York 16, N. Y.
Phone: PLaza 1-1400

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Exec. Vice-Pres.....W. S. Chesley, Jr.
V.P. & Copy Director.....C. E. J. Clifford
V.P. & Media Director.....J. B. Peters
Radio & TV Dir.....Harry Walsh

Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Pierce's Proprietaries, New York.
TV Account: Hickok Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ CO.

10 West Chase St., Baltimore 1, Md.
Phone: LE 9-1500

AAAA—ABC—APB—ANPA—AFA

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Sr. Vice-Pres.....John T. McHugh
V.P. & Treas.....C. M. Harrison
V.P. & Prod. Mgr.....Harry Kullen
V.P. & Art Dir.....George C. Adams
Media Dir.....Frank Chipperfield
Assoc. Media Dir.....John J. Manning
Space Time Buyer.....Jean Mitchell
Vice Presidents.....Roland Brave,
Stanley Blumberg
V.P., Radio-TV Dir.....Robert G. Swan

Assoc. Radio-TV Dir.....Arthur Moore
Radio-TV Producers.....Frederick Wehr,
Lawrence Harris, Morton Salan

Branch Office

488 Madison Ave., New York 22, N. Y.
V.P., Mgr.....Sydney Loewenberg
Radio-TV Dir.....Richard Katz
Time Buyer.....Catherine Mauch

Radio Accounts: American Oil Co. (Amoco Gas), Baltimore; Gunther Brewing Co., Inc. (Beer), Baltimore; Madera Bonded Wine & Liquor Co., (Madera & Mt. Zion Wines), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore; Stark Films, Baltimore; Maryland Pharmaceutical Co. (Rem), Baltimore; Democratic National Committee, Washington, D. C.; Pompeian Olive Oil Corp., Baltimore.

TV Accounts: American Oil Co.; Gunther Brewing Co., Inc.; Madera Bonded Wine & Liquor Co.; Cellowax Corp.; First National Bank; Maryland Drydock Co.; Mary Sue Candy Co.; Motor Sales Co. (Plymouth-DeSoto); Maryland Pharmaceutical Co.; Democratic National Committee.

HENRY J. KAUFMAN & ASSOCIATES

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

ABP—ANPA—AFA

General Manager.....Henry J. Kaufman
Creative Director.....Wm. F. Sigmund
Radio Director.....Jeffrey A. Abel
TV Director.....Robert S. Mauer
Client Service Dir.....Alfred H. Edelson
Art Director.....Eugene T. Hoover
Copy Chief.....Theodore D. Mandelstam

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

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

KEELOR & STITES CO.

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

President.....P. R. Hume
Exec. V.P.-Treas.....J. T. Nolan, Jr.

Secretary.....H. J. Darby
Radio-TV Director...A. A. Radkey

THE KEILSON CO.

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

Owner.....J. F. Keilson
Scripts & Commercials.....Janet Sternberg
Program Director.....Phyllis Pion

HELEN A. KENNEDY ADVERTISING

360 - 17th St., Oakland 12, Calif.
Phone: TEmplebar 6-2582

Owner.....Helen A. Kennedy
Office Exec.....Peter Hannaford
Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; McGuire & Co.; Mar Monte Hotel.

TV Accounts: McGuire & Company (Pink Ladies Shaving Cream).

KENYON & ECKHARDT, INC.

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

AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

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Chmn. Exec. Comm.....Dwight Mills
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Sr. Vice-President.....Edwin Cox
Sect.-Treas. & Gen. Mgr....David C. Stewart
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Art Director.....Gerald Link
Talent Buyer.....Robert Marcato
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV..Wickliffe W. Crider
V.P., Dir. of Research.....G. Maxwell Ule

Branch Offices

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

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

Vice Pres.....Sydney G. Walton
80 King St. W., Toronto, Ont.

Vice Pres.....William J. Frost
Lincoln-Liberty Blvd., Phila. 7, Pa.
Phone: RIttenhouse 6-8026

Vice Pres.....W. N. Berech
Equitable Bldg., Hollywood 28, Calif.
Phone: HO: 3-2101

Mgr.....L. J. Sholty, Jr.
805 Peachtree St. N. E., Atlanta 3, Ga.
Phone: VERNon 0194

Mgr.....I. DeRidder
135 So. LaSalle St., Chicago 3, Ill.
Phone: RANdolph 6-6470

Mgr.....J. Shannon
Radio Accounts: American Maize-Prod-

ucts Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; Shell Oil Co. (Institutional); Schick Electric Razor Co.; The Mennen Co. (Men's Toiletries), Newark, N. J.; Chase Nat'l Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Sponsored Radio-TV Shows, RCA Victor Home Instruments, RCA Institutional Advertising); Welch Grape Juice Co.

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

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President.....George Ketchum
Exec. V.P.....Robert E. Grove
Radio & TV Dir.....Lansing B. Lindquist
Asst. Radio & TV Dir...Edgar J. Donaldson
Asst. Radio & TV Dir...Melvin F. Johnston,
Donald L. Fox

Radio & TV Timebuyer..William B. Kroske
Branch Offices

Rm. 309, Brishane Bldg., Buffalo 3, N. Y.

Field Rep.....David Fernow
State Street Bldg., Harrisburg, Pa.

Field Rep.....George K. Keet
Room 609 Mercantile Trust Bldg.,
Baltimore, Md.

Field Representative.....W. R. Milford
1801 Central Nat'l Bank Bldg.,
Richmond 19, Va.

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

TV Accounts: Braun Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; East Ohio Gas Co., Cleveland, Ohio; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reyner & Brothers Inc., Pittsburgh; Rieck Dairy Co., Pittsburgh; Thorofare Markets, Inc., Pittsburgh; Tappan Stove Company; Dairymen's Cooperative Sales Association; Peoples First National Bank & Trust Company, Pittsburgh;

Manufacturers Light and Heat Company, Pittsburgh; Fidelity Trust Co., Pittsburgh; Ruud Manufacturing Co.

KIESEWETTER ASSOCIATES, INC.

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

Phone: LEXington 2-0023

AFA—ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter
Radio-TV Exec.....Horace Hagedorn
Radio-TV Exec.....Samm S. Baker
Radio-TV Time Buyer.....E. Thompson
Radio-TV Art Dir.....Frederick Russell

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

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

ABBOTT KIMBALL CO., INC.

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

Phone: PLaza 3-9600

AAAA—ABC—ABP—ANPA—AFA

Chrm. of Board, Pres.....Abbott Kimball
V.P. & Secy.....Lawrence D. Reedy
Chrm. Plans Board, V.P.....H. B. LeQuatte
Vice Pres.....H. V. Coughlin
Radio-TV Time Buyer.....Miriam Traeger
TV Prod.....B. H. Collins, Jr.

Branch Offices

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

Phone: MICHigan 2-0300

Vice Pres.....George Enzinger
638 S. Van Ness St., Los Angeles 5, Cal.
Phone: DUNkirk 7-7305

Vice Presidents.....Robert Boone,
Cliff Hosking, Hugo Scheibner
405 Montgomery St., San Francisco 4, Cal.
Phone: EXbrook 2-6275

Chrm. Plans Board.....Alfred Ducato

Radio Accounts: Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Drake America Corp. (Rowntree Candy), N. Y., N. Y.; Utica Brewing Co. (Fort Schuyler Beer & Ale) Utica, N. Y.; Firth Carpet Co., N. Y. C.; Beekman Tower Hotel, N. Y. C.

TV Accounts: Norcross Inc. (Greeting Cards), N. Y. C.; John Robert Powers Products Co., Inc. (Cosmetics), N. Y. C.; Firth Carpet Co., N. Y. C.

LEW KING PRODUCTIONS

17 West McDowell, Phoenix, Arizona

Phone: ALpine 4-5548

President.....Lew King
Sec.-Treas.....Elinore King
Radio-TV Prod.....Jack Beveridge
Media & Pub. Dir.....Barbara Hallis

Radio Accounts: Webster's Dairy (Dairy Products); Economy Finance (Loans); Bireley's Bottling Co. (Soft Drinks); Funk Jewelry Co. (Jewelry).

TV Accounts: Webster's Dairy; Valley Furniture Co. (Home Furnishings); Ingraham-Serta Mfg. (Mattress); Dairy Queen (Ice Cream); Best Cleaners; Funk Jewelry Co.; Frank M. Siegmund Co. (Radio-TV Appliances); Gil-Barts Dept. Store (Variety Merchandise); Fred Smith Co. (Appliances); Hepler's Service Stations; McDowell Men's Shop.

KIRCHER, HELTON & COLLETT, INC.

19th Floor, Hulman Bldg., Dayton 2, O.

Phone: FULTon 5161

AAAA—ABP—APA—PPA—NOAB

President.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley,
R. M. Collett, Watson B. Metcalfe
Treas. & Dir. Prod.....Carter B. Helton
Art Director.....L. E. Brinkman
Production Manager.....Hap Moon
Secretary.....R. L. Mills
Account Executives.....Ralf Kircher,
James M. Hadley, R. M. Collett, Watson B. Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir.....Ralph Kaufman

Radio Accounts: Gem City Bldg. & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Chain Store), Dayton, O.; Zephyr Ventilated Awning Co. (Awnings), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water, Dayton, O.; Huffman Mfg. Co. (Lawn Mowers, Sweepers), Dayton, O.

TV Accounts: Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Stores), Dayton, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Huffman Mfg. Co. (Lawn Mowers, Sweepers), Dayton, O.

KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.

Phone: LAMar 3682

APA—SNPA—ANPA—NBP

Partners.....J. A. Kirkland,
Frank W. White, James B. Schell
Account Executive.....I. B. Williams
Accounts: Radio Station WSB, WSB-TV.

WALTER E. KLINE & ASSOCIATES

8445 Melrose Ave., Hollywood 46, Calif.

Phone: WEBster 3-7365

President.....Fred W. Kline
Radio-TV Dir.....Michael J. O'Rourke
Time Buyer.....Julie Ryan

Branch Office

45 East 51st St., New York 22, N. Y.

Vice Pres.....Albert L. Capstaff
Radio-TV Accounts: Mike Roy Products (Barbeque Products), Van Nuys, Calif.; Potent-8 Co. (Disinfectant), Darien, Conn.

PHILIP KLEIN ADV., INC.

226 So. 16th St., Philadelphia 2, Pa.

Phone: PEnnypacker 5-7696

ANPA—APA—PPA—AAAN

ChairmanPhilip Klein
President.....Morton A. Koshland
Sec'y, Treas.....Herbert Ringold
Art Dir.....Bert Greenspan
Copy Chief.....Milton Feldman
Radio Time Buyer,

TV Dir.....Edward Felhin
Pub. Dir.....Henry Klein
Acct. Executives.....Philip Klein,
Morton Koshland, Herbert Ringold

Accounts: Al-Hy Lingerie Co.; Admiral Travel Service; Alexander Young Distilling Co.; American Friends Service; American Home Craft Supply Co.; Art Alliance; Atlas Import & Export Co.; Bamberger, A. J.; Buten, M., & Sons Co.; Chaim Solomon Cemetery; Colonial Motors Inc.; Cooper Supply; Da-Zee Hosiery Co.; Distillers Warehousing Co.; Equitable Credit Co.; Fairchild & French Laboratories; Frankford Grocers; Goldban Pharmacal Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Junto Adult Education School; King David Cemetery; Levering Coffee Co.; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co. Inc.; Mifflin Chemical Co.; National Mental Health Foundation, Inc.; Northeast Lincoln Mercury Co.; Oleen Shampoo Co.; Olive Products Co.; Paper-Mate Pen Co.; Penn State Cigar Co.; Pancoast; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Read Drug Co.; Reed, William A. Co.; Shaffer Food Stores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stonbard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

KOEHL, LANDIS & LANDAN, INC.

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

Phone: JUDson 2-1370

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-Presidents.....John R. Landon,
Russell C. Rowan
Space Buyer.....A. Lasity

Branch Office

National City Bank Bld., Cleveland 14, O.

Phone: CHERRY 1-1539

Mgr.Val Nowak

ABNER E. KOHN ADVERTISING

860 Maple Lane, East Meadow, L. I., N. Y.

Phone: IVanhoe 3-2212

Owner.....Abner E. Kohn

Radio Accounts: Ida May Chocolates (candy), Hewlett, L. I., N. Y.

KRUPNICK & ASSOCIATES, INC.

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

Phone: Jefferson 3-1723

ABP—ANPA

PresidentSam Krupnick
Exec. V.P.....Tom Connelly
Vice-PresidentsRay Armbruster,
A. Harvey Brown
Secretary-TreasurerEdgar Kluge
Radio-TV Coordinator.....Tom Cadden
Radio, TV Accounts: Griesedieck Bros.
Brewery Co.; Magic Chef, Inc.; Mercantile Trust Co.; The Reardon Company.

KUDNER AGENCY, INC.

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

Phone: MU 8-6700

ABP—ANPA—APA—PPA—AAAA

ABC—NOAB

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

Branch Offices

New Center Bldg., Detroit, Mich.

Phone: Trinity 5-5315

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

Phone: GARfield 1-5433

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

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

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 1, Md.

Phone: TUXedo 9-1485

President.....I. Harold Kuff
Vice-President.....Harry Feldstein
Art Director.....Stan Mossman
Media Director.....Dorothy Schwarz
Accounts: American Brewery Inc.; Auto Clinic; Foster Bros. Mfg. Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klwin; Nelson & Klein; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Standard Dept. Store; Schenuit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

KUTTNER & KUTTNER, INC.

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

Phone: SUPERior 7-7940

AAAA—ANPA

TV Director.....Norbert Leeb

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

Branch Office

New York, N. Y.
 130 W. 57th St., New York, N. Y.
 Phone: JUDson 6-2358

Radio Accounts: Douglas Lumber Co.,
 Chicago; Sampson Company (Major appli-
 ances), Chicago; Holleb & Company (whole-
 sale groceries), Chicago; Capitol Dairy, Chi-
 cago; Shainberg Dept. Store, Memphis,
 Tenn.

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

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
 Phone: 5-1571

ANPA—APA—PPA—SNPA

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

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

TV Accounts: Plough Sales Corp., Mem-
 phis.

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.
 Phone: MURray Hill 7-8980

ANPA—APA—PPA—NOAB

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

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

LANDSHEFT & BARBER, INC.

2009 Liberty Bank Bldg., Buffalo 2, N. Y.
 Phone: MO 9500

ABP—NOAB—APA—PPA—ANPA

President.....Henry L. Barber
 Vice President.....E. T. Drullard
 Secretary-Treas.....Vera H. Landsheft

Radio Accounts: Kendall Refining Com-
 pany (Gasoline and Oil), Bradford, Pa.;
 Liberty Bank of Buffalo (Banking), Buf-
 falo, N. Y.; P. J. Garvey Co. (Storage),
 Buffalo.

TV Account: Liberty Bank of Buffalo
 (Banking), Buffalo, N. Y.; Kendall Refining

Co. (Gasoline & Oil), Bradford, Pa.; Pearl
 Polishes, Inc. (Range & Refrigerator Polish),
 Buffalo.

PHILIP J. LANE ADVERTISING

1 E. 42nd St., New York 17, N. Y.
 Phone: MURray Hill 7-5417

Owner.....Philip J. Lane
 Media Director.....B. Freidman
Radio & TV Accounts: Luby Chevrolet
 (Auto Dealer); Diane Beauty Salon, An-
 sonia DeLuxe Shops Inc. (Retail Shoe
 Chain).

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
 Phone: MA 1-6579

AAAA—ABP—ANPA—APA—NOAB—PPA
 President.....H. Jack Lang
 V.-P.-Treasurer.....Fred P. Stashower
 Vice-Pres. & Sec.....Alvin B. Fisher
 Radio-TV Mgr.....Robert F. Gibbons
 Prod. Mgr. Radio-TV.....John Cremer
 Field Service Mgr.....Garry C. McKelvey

Radio Accounts: Cleveland Baseball Co.
 (Cleve. Indians baseball team), Cleveland;
 Cleveland Transit System, Cleveland; Gen-
 eral Electric Co., Cleveland; Pick-N-Pay
 Super Markets, Inc. (super markets), Cleve-
 land; World Publishing Co., Cleveland;
 Yellow Cab Co., Cleveland.

TV Accounts: The Kaynee Co. (boys'
 wear), Cleveland; Pick-N-Pay Super Mar-
 kets, Inc. (super markets), Cleveland.

TATHAM-LAIRD, INC.

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

AAAA—ABP—ANPA—APA—NOAB—PPA
 President.....Arthur E. Tatham
 V.P. & Treasurer.....J. Kenneth Laird, Jr.
 Media Director.....Stephen G. Bowen
 Radio & TV Supervisor.....George Bolas
 Radio & TV Time Buyers..Paul Schlesinger,
 Harold Bennett, Jack Ragel

Dir. of Radio & TV Com'l Prod...Dan Ryan

Branch Office

595 Madison Avenue, New York 22, N. Y.
 Phone: PLaza 3-7057

1680 North Vine Street, Hollywood, Calif.
Accounts: Abbot Laboratories (Sucaryl),
 Chicago, Ill.; Admiral Corporation (Electric
 Ranges & Refrigerators, Air Conditioners,
 Dehumidifiers); Armour & Co. (Ham,
 Bacon, & Sausage); General Mills, Inc., Borg-
 Warner, (Norge Division); Simonize Co.;
 Swanson, C. A. & Sons, Omaha, Nebraska;
 Toni Co. (White Rain, Bobbi, Tame Creme
 Rinse), Chicago, Ill.; Wander Co. (Ovaltine,
 Toddy), Chicago, Ill.; George Wiedemann
 Brewing Company, Newport, Ky.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
 Phone: RITtenhouse 6-1500

ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
 Vice-Pres & Treas.....H. S. Louchheim

Vice-PresidentsP. Brown,
A. Parker, J. Jensen
Space Buyer.....E. V. Righter
TV & Radio Director.....A. R. Griffin
Branch Offices
71 Vanderbilt Ave., New York 17, N. Y.
Phone: MU 9-7470

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts
435 N. Michigan Ave., Chicago, Ill.
Phone: SUperior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.
Radio Accounts: Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Sons (Goodman's Noodles), C. Schmidt & Sons (Beer and Ale), RCA Home Appliances & Electronics.
TV Accounts: Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5400
ANPA—APA—PPA—AAAA—NOAB
ABC—ABP

President.....Adolph J. Toigo
Exec. Vice-Pres.....Thomas C. Butcher
Sr. V.P. & Gen. Mgr.....John Monsarrat
Sr. Vice-Pres.....Walter M. Swertfager
Sr. Vice-Pres.....Gordon D. Cates
Sr. Vice-Pres.....Jackson Taylor
Sr. V.P.—Exec. Art Dir.....Hans Sauer
Sr. V.P.—Chg. Radio

& TV.....Nicholas E. Keesely
Sr. V.P., Acct. Supervisors....L. E. Miller,
Henry W. Lowe
V.P.—Secy.—Treas.....John D. Speirs
V.P. & Mgr.

Copy Dept.....McClintic W. Mitchell
V.P.—Copy Group Head...David M. Boffey
V.P.—Media Dir.....Anthony DePiero
V.P. & Mer. Dir.....Daniel E. Shea
V.P.—Mgr. Prod Dept....Michael J. Madar
V.P.—Dir. of Research...Christopher A. Sante
Vice-Presidents.....Daniel M. Daley, Jr.,
Thomas P. Doughten, Stephen M. Kenyon,
Edward T. Knauff, Kenneth J. White,
Richard Mancini

V.P. & Gen. Mgr.
Radio & TV.....Francis C. Barton, Jr.
V.P., Com. Prod.....Anthony J. Pan
Dir. of Prog. Dev.....Fred D. Kilian
Dir. Mot. Pictures.....George Tompkins
Promotion & Pub.....Eva Bain
Traffic Mgr.....Anne Marie Doody
Business Mgrs....Gene Caron, Frank Daniel
ProducersClark Agnew,
Theodore T. Huston, Jr.

Prod. & Cast. Dir.....Charles T. Harrell
Assoc. Media Dir.....Wm. D. Smith,
George Kern, Chas. Brocker, J. R. Widholm

Time Buyers.....J. R. Widholm,

Jeanne Jaffe, R. H. Eyman
Branch Offices
308 N. Rodeo Drive, Beverly Hills, Calif.
Phone: CRestview 1-7221

Vice-Pres.—Mgr.....Benjamin R. Potts
1710 Book Tower, Detroit 26, Mich.
WOodworth 2-7812

Exec. Vice-Pres.....John L. McQuigg
Majestic Bldg., Rm. 503
231 W. Wisconsin Ave., Milwaukee, Wis.
Phone: BRoadway 1-6890

Manager.....James T. Kelley
Radio & TV Accounts: Colgate-Palmolive Company (Lustre-Creme Shampoo, Cream & Lotion, Lustre-Creme Hair Dressing, Lustre-Color, AD, Instant Barber Shave, Lustre-Net), Jersey City, N. J.; Chicopee Mills, Inc. New York, N. Y.; Dorothy Gray, Ltd. (Beauty Products), New York, N. Y.; Emerson Drug Co. (Bromo-Seltzer, Granular and Tablet), Baltimore, Md.; Atlantis Sales Corporation (Good Luck Instant Puddings), Rochester, N. Y.; P. Lorillard Co., Inc. (Old Gold Cigarettes—King Size, Regular, Filter King Size, Muriel Cigars, Briggs Pipe Mixture, Headline Cigars), New York, N. Y.; Jos. Schlitz Brewing Company (Schlitz Beer), Milwaukee, Wisconsin; Carleton House, New York, N. Y.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 1-3444
ABP

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

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

**LEWIN, WILLIAMS & SAYLOR
INCORPORATED**

40 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-6200

President.....A. W. Lewin
Exec. V.-P.
and Treasurer.....Sidney Matthew Weiss
Vice Pres. & Sec'y.....Max Green
Vice President.....Walter T. Pollock

V.P.'s.....Alan Green, Julian P. Brodie
 V.P., Art. Dir.....Donald Waterbury,
 Leslie M. Kay
 V.P. in Chg. Radio-TV.....William Seth
Branch Office
 11 Commerce St., Newark 2, N. J.
 Phone: MI 3-3200

Vice-PresidentLeonard Newsteder
 Vice-President.....Richard N. Gulick
Radio Accounts: C. N. Coughlan Co., West
 Orange, N. J.; Process 33 (paint brush
 cleaner); Costa Ice Cream Company, Wood-
 bridge, N. J.; Spandy (Taylor-Reed Corp.)
 (detergent-sanitizer), Glenbrook, Conn.;
 Carl Fischer, Inc. (Hi Fidelity Radio-Phono-
 graphs), New York, N. Y.; Norman M. Mor-
 ris Corp. (Omega Watch), New York, N. Y.;
 The Odell Co. (Trol Hair Tonic), Newark,
 N. J.; Hercules Chem. Co., N. Y.; Hunter &
 Wild, Ltd., N. Y.; Kress & Owen, N. J.

TV Accounts: Costa Ice Cream Company,
 Woodbridge, N. J.; G. N. Coughlan Co.
 (dehumidifier, paint brush cleaner), West
 Orange, N. J.; Spandy (Taylor-Reed Corp.),
 (detergent-sanitizer), Glenbrook, Conn.;
 Jacoby-Bender Watch Band Company, New
 York; The Odell Co. (hair dressing), New-
 ark, N. J.; Norman M. Morris Corp. (Omega
 Watch), New York, N. Y.

ADDISON LEWIS COMPANY

1807 Lyndale Ave. So., Minneapolis 5, Minn.
 Phone: AT 6235
 ABP—ANPA—ABC—APA—PPA—NOAB
 AAAN

PresidentAddison Lewis
 Vice Pres.....Erle B. Savage, Jr.
 Treasurer.....Harvey R. Kruse
 Secretary.....Wm. A. Dobson
 Radio and TV Dir.....Carroll E. Crawford
 Research and Media Dir...Preston K. Covey
 Prod. Manager.....Bruce E. Segerstrom
 Copy Director.....Judd L. Meester
 Account Execs.....J. A. Quint,
 J. H. Cleland, Sherle Lowe

Accounts: Acrometal Products Inc.; An-
 derson, J. F., Lumber Co.; Clausin, S. H.;
 Federal Cartridge Corp.; Framhand Co.;
 Hoffman Engineering; Huron Tools, Inc.;
 Jet-O-Mat Inc.; Lavis Co.; Minn. Valley
 Natural Gas Co.; Nelson, B. F. Mfg. Co.;
 No. Am. Creameries; Smith Welding Equip.
 Corp.; Strong-Scott Mfg. Co.; Superior Grain
 Separator Co.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
 Phone: Cypress 6521

AAAA—ABC—ANPA—APA—ABP—AFA
 Partner.....C. K. Liller
 Partner.....William W. Neal
 Radio-TV Director.....Sarah Williams
 Account Executives.....J. K. Outley, Jr.,
 G. L. Watts, H. G. Axelberg, A. E. Sharp
Branch Office
 399 Madison Ave., N. Y. 17, N. Y.
 Phone: PL 9-6120
 Mgr.Robert Kane

408 Palmetto Bldg., Columbia, S. C.
 Phone: 44458

Mgr.Caldwell Withers
Radio Accounts: National NuGrape Com-
 pany (NuGrape and SunCrest), Atlanta;
 Colonial Stores, Inc. (groceries), Atlanta;
 Puritan Mills, Inc. (My-T-Pure flour), At-
 lanta; Georgia Peanut (Ravo), Moultrie,
 Ga.; Piedmont Airlines, Winston-Salem.

TV Accounts: H. W. Lay & Company (po-
 tato chips), Atlanta; Colonial Stores, Inc.
 (groceries), Atlanta; Puritan Mills, Inc.
 (My-T-Pure flour), Atlanta; Georgia Peanut
 Co. (ravo), Moultrie, Ga.; Bank of Georgia,
 Atlanta; Trust Company of Georgia, Atlanta;
 W. D. Alexander (GE Products), Atlanta;
 Piedmont Airlines; H. G. Hastings (Feeds,
 Plants & Gardening), Irvindale Dairies,
 Atlanta.

THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.
 Phone: RAndolph 6-4606
 ABP—ANPA—NOAB

President.....E. E. Hanson
 Vice-Pres. & Advtg. Dir.....Wm. Goodman
 Vice-Pres. & Dir. of Sales.....J. A. Smith
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 Secretary.....H. G. Mergener
 Dir. of Radio & TV....Edward C. Fritz, Jr.
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Radio Accounts: Amrhein's Bakery, Inc.,
 Springfield, Ill.; Atlanta Baking Co., Atlanta,
 Ga.; Mrs. Boehne's Bakery, San Angelo,
 Tex.; Bowman Baking Co., Albuquerque,
 N. M.; Borck & Stevens, Bridgeport, Conn.;
 Butter Krust Baking Co., Sunbury, Pa.; Car-
 penter Baking Co., Milwaukee, Wis.; Cotton
 Bros. Baking Co., Alexandria, La.; Cross
 Baking Co., Montpelier, Vt.; Dietzen's Bak-
 eries, Anderson, Ind.; Fisher Baking Co.,
 Salt Lake City; Fluhrer Bakeries, Inc., Med-
 ford, Ore.; Fuchs Baking Co., So. Miami,
 Fla.; Gardner Baking Co., Madison, Wis.;
 Gase Baking Co., Saginaw, Mich.; Gunzen-
 hauser Bakery, Lancaster, Pa.; Haller's Eagle
 Bakery, Inc., Altoona, Pa.; Holsum Baking
 Co., Roswell, N. M.; Holsum Bakery,
 Ft. Wayne, Ind.; Holsum Bakers, Tampa,
 Fla.; Holsum Baking Co., Harlingen, Tex.;
 Ideal Baking Co., Tyler, Tex.; Jamestown
 Baking Co., Jamestown, N. Y.; Lee Baking
 Co., Victoria, Tex.; Master Baking Co., Mt.
 Vernon, Ill.; McGough Bakeries Corp., Bir-
 mingham, Ala.; Nickles Bakery, Navarre, Ohio.

TV Accounts: McGough Bakeries Corp.,
 Birmingham; Carpenter Baking Co., Mil-
 waukee; Fuchs Baking Co., So. Miami, Fla.;
 Old Homestead Bread Co., Denver, Colo.;
 Phoenix Holsum Bakery, Phoenix, Ariz.;
 Fisher Baking Co., Salt Lake City, Utah;
 Amrhein's Bakery, Springfield, Ill.; Nickles
 Bakery, Navarre, Ohio; Haller's Eagle Bak-
 ery, Altoona, Pa.; Nissen's Bakery, Portland,
 Me.; Cotton Bros. Baking Co., Baton Rouge,
 La.; Holsum Bakers, Tampa, Fla.; Shipley
 Bakery, Fort Smith, Ark.; Holsum Bakery,

Fort Wayne, Ind.; Gunzenhauser Bakery, Lancaster, Pa.; Mrs. Boehme's Bakery, San Angelo, Texas.

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AAAA-ABP-ANPA-APA-ABC
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John H. Wilmarth, Edward Chapman, Jane
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Radio Accounts: Rit Products Corp., The
Best Foods, Inc., W. F. McLaughlin & Co.
TV Accounts: Jules Montenier, Inc., The
Best Foods, Inc., W. F. McLaughlin & Co.,
Rit Products Corp., (All Purpose Rit), New
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Phone: VALley 2-7182-3
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L. S. Fieldhouse
Radio-TV &
Media Dir.....W. P. McLaughlin
Branch Office
51 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-4048
Radio Accounts: Wise Potato Chip Co.
(Potato Chips), Berwick; Quinlan Pretzel
Co. (Pretzels), Reading; Purvin Dairy Co.
(Milk), Wilkes-Barre, Pa.; Kingston Cake
Co. (Blue Ribbon Cake), Kingston, Pa.
TV Accounts: Wise Potato Chip Co. (Po-
tato Chips), Berwick; Quinlan Pretzel Co.
(Pretzels), Reading, Pa.; Kingston Cake Co.
(Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

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AAAA-ABP-ANPA

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Radio Dir.....E. G. Elston
Media Dir.....R. P. Ames
Radio & Time Buyer.....Eileen Burns
Branch Office
373 Orpheum Electric Bldg., Sioux City, Ia.
Phone: 5-4428
ManagerDon Carlos
Radio Accounts: Builders Material, Inc.,
Cedar Rapids; Century Engineering Corp.
(heating equipment), Cedar Rapids; Collins
Radio Company (commercial radio equip.),
Cedar Rapids; Crescent Electric Supply (ap-
pliance distributor), Dubuque; Iowa Dairy
Industry Comm., Des Moines, Ia.; Tender-
sweet Sales Corp. (canned vegetables), Vin-
ton, Ia.; Kent Feeds (livestock & poultry
feeds), Muscatine, Ia.; Potosi Brewing Com-
pany, Potosi, Wisc.; Slagle Lumber Yard,
Sioux City, Ia.
TV Accounts: Johnson Biscuit Co. (Cook-
ies), Sioux City, Ia.; Peterson Furniture Co.

(Home Furnishings), Cedar Rapids, Ia.;
Killian Co. (Clothing), Cedar Rapids, Ia.;
Tolerton-Warfield Co. (Food Line), Sioux
City, Ia.; Cownie-Williges (Furs), Sioux
City, Ia.; Hometown Dairies (Dairy Pro-
ducts), Iowa City, Ia.

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Radio-TV Dir.....Wm. A. Mowry
Prod. Mgr.....W. E. Christopher
Dir., TV-Radio.....W. A. Mowry
Asst. Dir.....W. B. Goodrich
Radio Accounts: Stewart-Warner Corp.,
Alemite Division, Chicago, Ill.; Drewrys
Ltd., U. S. A., Inc. (Beer); Heidelberg
Brewing Co.
TV Accounts: Drewrys Ltd., U. S. A., Inc.
(Beer & Ale), South Bend, Ind.; Stewart-
Warner Corp., Alemite Division, Chicago,
Ill.; Heidelberg Brewing Co. (Beer & Ale),
Tacoma; Standard Knitting Mills (Health-
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Radio & TV Accounts: Aluminum Goods
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British & American Motors Canada Ltd.,
Broadhurst Lee Co., Ltd., Bulova Watch
Company, Canada Dry Limited, Canada
Paint Co. Ltd., Canadian Bank of Commerce,
Canadian General Electric Co. Ltd., Cana-
dian Red Cross, Capilano Brewery, Ltd.,
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National Defense (Air Force, Navy), Do-

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Radio Time Buyer.....C. N. Campbell

Branch Office

444 Madison Ave., New York, N. Y.
Phone: PL 9-3221

Manager.....Henry G. Fownes, Jr.
Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Dow Chemical Co., Midland, Mich.

TV Account: Pontiac Motor Division, Pontiac, Mich.; Dow Chemical Co.

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Art Director.....Arthur Anderle
Copy Chief.....William Bent
Radio-TV Buyer.....Evelyn Burke
Publicity Director.....Jan Marinella
Radio-TV Dept.....G. Janda, R. Spencer
Radio Accounts: Hollands (jewelry), Chicago; Roller Derby, N. Y. C.

TV Accounts: Ambrosia Brewing, Chicago; Harry Alter Co. (Crosley appl.), Chicago; Courtesy Motors, Chicago; Mages Sports Stores, Chicago; Leo Rose Co. (clothing), Chicago; Rubin's (apparel), Chicago; Holland, Inc. (jewelry), Chicago; Associated Hospital Ins. Co., Chicago; Roller Derby, Chicago; Sun-Times (newspaper), Chicago; Stiffel Lamp Co., Chicago.

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1726 Pennsylvania Ave., N.W., Washington, D. C.
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Vice President.....Richard P. Ehst
Asst. Vice Pres.....G. D. McGuiness

Art Director.....Wm. D. Flieschell
Pres. Asst.....R. T. Williams
Radio-TV Accounts: C. F. Sauer Co. (Mayonnaise, Relish, Extracts).

MANHATTAN ADVERTISING AGENCY

515 Madison Ave., New York 22, N. Y.
Phone: MU 8-8135

Partners.....John M. A. Muller, Maria Muller Sismondo

Accounts: Bisleri Co. Inc.; Charles Krug; Locatelli Inc.; Motta, Inc.; Ossola, J. & Co.; Riverbank Wine Co. Inc.

MARKS-AIKEN COMPANY

33 West 46th St., New York 36, N. Y.
Phone: Plaza 7-3885
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V.P. & Sec'y.....Sigmund C. Aiken
Media Director.....Florence Saperstein
Production Mgr.....Ira Bernstein
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32 East 57th St., New York 22, N. Y.
Phone: Plaza 3-5924
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Media Dir.....B. M. Vanderpot
Prod. Mgr.....A. P. Lawsky
Art Dir.....Anthony Pollice
Radio-TV Cons.....Sidney Walton

Radio Accounts: Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.

TV Accounts: Swank, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

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Director of Radio & TV.....Read H. Wight
Radio Time Buyer.....Edna S. Cathcart

Radio Accounts: Pure Food Co., Inc. (Herb-Ox Bouillion Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; Brown Co. (Nibroce Towels-Tissues), Boston, Mass.

TV Accounts: Houbigant Sales Corp. (Body Tone), N. Y. C.; Northam Warren Corporation (Cutex, Odorono), Stamford,

Conn.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Tel. & Tel., Emmental Cheese Corp. (Swiss-ette Gruyere Cheese), N. Y., N. Y.

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Time Buyer.....Robert Geary

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Phone: PLaza 7-2061

Chief Exec.....Ed Hinkle
1127 Wilshire Blvd., L. A., Calif.
Phone: MU 2482

Chief Exec.....Charles Smith
Radio & TV Accounts: Miller Brewing Co.,
Clark Oil & Refining Corp.

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

Pres., Space-Radio-TV-Time
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Vice-Pres.-Treas.....Archie M. Finkle
Radio Director.....Elena DiPietro
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Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahoney
664 N. Rush, Chicago 11, Ill.
Phone: WHitehall 4-1676

Manager.....L. J. Sholty
Radio and TV Accounts: Gillette Safety
Razor Co., Boston, Mass.; Snow Crop Mar-
keters (frozen foods), New York; Mohawk
Carpet Mills, Inc., Amsterdam, N. Y.; H. J.
Heinz Company (canned foods), Pittsburgh,
Pa.; General Electric Co. (radio & television
sets), Syracuse, N. Y.; Packard Motor Car
Co., Detroit, Mich.; Hotpoint, Inc. (appli-
ances), Chicago, Ill.; Pfeiffer Brewing Co.,
Detroit, Mich.

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Vice-President.....Robert Davis
Secretary.....Sophie Mayers
Production.....Hugh Hollyday
Media Dir.....Beth Broberg
Radio-TV Buyer.....Larry Lewin
Radio Accounts: Pennzoil Co. (Oil & Lub-
ricants), Sears Roebuck & Co. (Retail De-
partment Store), Los Angeles, Calif.; Ban-
dini Fertilizer Co., Fradelis Food Co.
(Frozen Foods), Glendale Federal Savings
& Loan Association, Hoffman Candy Co.,
Kermin Food Products Co.

TV Accounts: Sears Roebuck & Co. (Re-
tail Department Store); Hoffman Candy Co.;
Pennzoil Co., Bandini Fertilizer Co., Case-
Swayne, Fraddis Food Co., Kermin Food
Products, Southern Calif. Edison Co.

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V.P. Exec. Prod.....Dorothy B. McCann
Mgr. Radio-TV Service..Clifford C. Lubkert
Mgr. Radio-TV Time

Buying.....Thaddeus S. Kelly

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Vice Pres.-Mgr.....Robert W. Dailey
Vice Pres.....Thomas H. Batman
Vice Pres.....Myron C. McDonald

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 Vice Pres.-Mgr.....Paul Holder
 Vice President.....R. K. Edmonds
 900 Lovett Blvd., Houston 6, Texas
 Vice Pres. Mgr.....Joseph B. Wilkinson
 Vice Pres.....Kern Tips
 2020 Live Oak St., Dallas 1, Texas
 Manager.....Bill Sansing
 318 S. Michigan Ave., Chicago 4, Ill.
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 V.P.-Mgr.....Sidney A. Wells
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 Krause, Peter G. Peterson, Chester L.
 Posey, A. W. Sherer, James G. Sherman
 1410 Heyburn Bldg., Louisville 2, Ky.
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 Joseph R. Fox, Burton C. Granicher, Clar-
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 3440 Wilshire Blvd., Los Angeles 5, Calif.
 V.P.-Mgr.....Burt Cochran
 V.P.....J. Neil Reagan
 310 Public Service Bldg., Portland 4, Ore.
 Manager.....T. N. Tracy

Radio Accounts: Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., California Packing Corporation (Del Monte), California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Division, Cowles Magazines, Inc., Esso Standard Oil Co., Frank Fehr Brewing Co., W. P. Fuller & Company, A. Gettleman Brewing Co., Gray Drug Stores, Inc., Bulova Watch Company, Hampden Brewing Co., "Junket" Brand Foods, Lemon Products Advisory Board, Laurel Products, Inc., Lucky Lager Brewing Company, Manufacturers Trust Company, Milk Foundation, Inc., Milnot Company, National Biscuit Company, Ohio Bell Telephone Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Company, Seeck & Kade, Inc., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ind.), Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravy Mix, White Sauce Mix), Mennen Co. (Foam Shave Afta Shave), Lehn & Kink (Lysol & Dorothy Gray Cosmetics).

TV Accounts: Advertising Committee of the Norwegian Canning Industry, American Safety Razor Corp., American Trust Co., Bell Brand Foods Ltd., California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Chrysler Division, Cowles Magazines, Inc., Derby Foods, Inc., Frank Fehr Brewing Co., A. Gettleman Brewing Co., Gray Drug Stores,

Inc., Gruen Watch Company, Laurel Products, Inc., Leisey Brewing Company, Lincoln Bank & Trust Co., Lucky Lager Brewing Company, Maytag Rocky Mt. Co., Maytag Sales Co., National Biscuit Company, National City Bank of Cleveland, Ohio Bell Telephone Company, Owens-Corning Fiberglass Corp., Pacific Coast Borax Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Company, Seeck & Kade, Inc., Soil-Off Mfg. Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ind.), Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravy Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics).

MARSCHALK & PRATT CO.

(A Division of McCann Erickson)
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 Vice Presidents.....S. H. Giellerup,
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 TV-Radio Director.....Curt A. Peterson
Radio Account: Esso Standard Oil Co. (Petrolocum), New York, N. Y.; International Nickel Co. Inc.
TV Account: Esso Standard Oil Co. (Petrolocum), New York, N. Y.; Standard Oil Co. (N. J.); Nat'l Lead Co.

WALTER McCREERY, INC.

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 Aet. Execs.....Walter McCreery,
 Richard Berggren

Time Buyer.....Virginia White
Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Ice Follies, San Francisco; Knox, Dick, of Calif. (ceramics mfg.), Capistrano Bearist; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Palm Desert; Pan Pacific Aud., Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

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Radio Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Western Maryland Dairy Co. (dairy), Baltimore; Capital Bakers, Inc. (Bread), Harrisburg; Keebler Biscuit Co. (Crackers & Biscuits), Phila. & Pittsburgh; Richardson & Robbins Co. (Chicken Products & Plum Pudding), Dover, Del.

TV Accounts: Breyer Ice Cream Co., Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keebler Biscuit Co., Phila.; Phila. & Reading Coal & Iron Co. (coal), Phila.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
 Phone: KINGSLEY 6-1130
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President.....J. Robert Mendte
 Vice Pres.....J. W. Holland
 Treas.....N. L. Hughes
 Prod. Mgr.....J. E. Spillane
 Acct. Exec.....Ronald Kincaid

Accounts: Atlantic Syrup Refining Corp.; Bangor & Aroostock Railroad; Brinton, H., Co.; Delta File Works; Ells Poultry Products, Inc.; Industrial Transmission Co.; Lehigh Spinning Co.; Lescaboura Mushroom Corp.; Plumb, Fayette R., Inc.; Pocono Mountain Inn; Radio Inventions Inc.; River-view Beach Park; Smith Davis Corp., The; Town Toast Co.; Universal Dye Works; Venice Maid Co., Inc.; Wilaon Line Inc.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
 Phone: UN 1-2634 1-7541
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 Exec. V.P.....Walter Hyland
 V.P., Sec'y & Gen. Mgr....Sheldon Spencer
 Prod. Mgr.....Allan Campbell
 Art Dir.....David Bond
 Copy Chief.....Frank Jones
 Acct. Exec.....Geo. T. Metcalf,
 Walter C. Hyland, Sheldon D. Spencer,
 E. L. Wanner, O. T. Baxter, J. T. Metcalf,
 Jr.

Accounts: Alrose Chemical Co.; Apponaug Co.; Arnold-Hoffman & Co.; Ashworth Bros. Inc.; Atlantic Rayon Corp.; Babhitt Steam Specialty Co.; Bentley Knitting Machinery Organization Inc.; Big John Show Corp.; Blake, Edward, Co.; Circular Tool Co.; Coated Textile Mills; Cold Spring Bleachery; Coto-Coll Co.; Cotrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Glenwood Range Co.; Harwood Mfg. Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Loblo Mfg. Co.; Lodding, Inc.; Lowell Shuttle Co.; Machinists Nat.

Bank; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; New England Lacquer Co.; Phalo Plastics Corp.; Premier Thread Co.; Reliance Molded Plastics, Inc.; Riggs & Lombard Inc.; Robbins Co.; Safety First Show Co.; Sargeant & Wilbur, Inc.; Sentry Co.; Sterling Factory Equip. Co.; Synthetic Yarns Inc.; Taunton Municipal Lighting Plant; Technic Inc.; United Wire & Supply Corp.; Universal Converting Corp.; Walton & Lonsbury; Wardell Braiding Machine Co.; WJAR-TV Providence; Wood, J. W. Elastic Web, Co.

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
 Phone: DELAWARE 7-7860
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 General Manager.....J. H. Black
 Production Manager.....J. A. Johnson
 Dir. of Radio & TV.....S. L. Novy
 Assoc. Radio & TV Dir....George Rich III
 Radio Time Buyer.....K. Knight
 Radio Time Buyer.....Robert Francis
 Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Manager.....George Grabin
Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Milwaukee Elec. & Transport Co., Wisconsin & Michigan SS Co., Win. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUNKIRK 8-3301
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 Secretary-Treasurer.....M. R. Sweeney
 V.P. in Chg. Radio & TV....Hildred Sanders
 Asst. Radio & TV Dir...Albert B. Buffington
 Time Buyer.....Kay Ostrander

Radio Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Lakewood Park (housing), Los Angeles, Calif.; Kerr Glass Mfg. Corp. (canning jars), Los Angeles, Calif.; Sues, Young & Brown (appliances), Los Angeles, Calif.

TV Accounts: Bu-Tay Products, Ltd. (Rain Drops), Los Angeles; Kendall Foods, Inc. (dog food), Los Angeles; Thrifty Drug Stores, Los Angeles; Luer Packing Company (meats), Los Angeles; Freeman's Certi-Fresh Foods (frozen fish), Los Angeles; Sues, Young & Brown (appliances),

Los Angeles, Calif.; Kerr Glass Mfg. Co. (canning jars), Los Angeles, Calif.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
Phone: JU 2-5200
ABP—ANPA—PPA

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Secretary-Treasurer Helene Mogul
Exec. Vice-Pres. Charles L. Rothschild
V.P. & Gen. Mgr. Nat Wildman
Vice-Presidents. Seth D. Tobias.
Myron A. Mahler, Rino Negri, Milton Guttenplan, Bill Jacoby
Production Manager..... Al Mauro
Controller..... Frank J. Dubeck
Media & Research Dir..... Joel Martin
Space Buyer..... Ronald Friedwald
Dir. Marketing & Mdche..... Jules Lennard
Dir. Radio-TV..... Leslie Dunier
Radio-TV—Prod., Dir..... Nat Eisenberg
Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Beriole Import Co. (Berio & Francesconi Oil), New York, N. Y.; Gem Oil, Brooklyn, N. Y.; Canadian Fur Corp. (Women's Furs), New York and New Jersey; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes); Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn, N. Y.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; Rayco Mfg. Co. (Auto Seat Covers), Paterson, N. J.; Kobrand Corp. (Imported Wines & Liquors), N. Y.; Laconia Shoe Co., Inc. (Shoes), Laconia, N. H.; Gradiatz-Annis & Co. (Mfrs. of Cigars), Tampa, Fla.

THE CHESTER C. MORELAND CO.

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

President..... Chester C. Moreland
Secretary..... Walter H. Strauss
Vice-President..... Carl H. Press
Vice-President..... B. L. Schurman
Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc.
TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

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350 Fifth Ave., New York 1, N. Y.
Phone: LO 4-2240
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V.P., Chmn. Plans Brd..... J. R. Warwick
Vice-President..... Stanley F. Ellsworth
V.P. & Art Dir..... William G. Sutton
Vice-Pres. & Merch. Dir.... Walter J. Andree
V.P. Chg. Fashion..... Muriel Johnstone
V.P..... Janet Chatfield-Taylor
Radio & TV Dir..... W. L. Wernicke
Radio Time Buyer..... Kathryn Shanahan

Vice-President Janet Chatfield-Taylor
Research Dir..... Dr. Howard G. Carmody
Sec'y..... William G. Carmody
Treas..... Harry M. Tax
Asst. to Pres..... David J. Wasko

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

TV Accounts: Sinclair Refining Co., New York, N. Y.; Richfield Oil Corp., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLLYwood 3-4194
ANPA—APA

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Chmn. of Board..... Sherman K. Ellis
Vice-Presidents..... Porter F. Anderson, J. Paul McKinney
Radio-TV Dir..... James C. Morgan
Time Buyer..... Terry Brady

Branch Office

260 California St., San Francisco 11, Calif.
Phone: DOuglas 2-6073

Manager..... Porter Anderson
Palmolive Bldg., Chicago 11, Ill.
President..... Clyde M. Joice
Radio & TV Accounts: Planters Nut Choc. Co., J. A. Folger & Co., White King Soap Co., (White King Granulated Soap, Scotch Foam Action Cleanser; Sierra Pine Toilet Soap); Nehi Beverage Co., Victory Packing Co. (Thoro Fed. Kal Kan dog food); Hollywood Stars Baseball Team.

MORSE INTERNATIONAL, INC.

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

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Exec. Vice-Pres. & Treas..... M. F. House
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Radio, TV Time Buyer..... R. McArdle
Export Media Mgr..... Aurora Blando
Dir. of TV Prod..... L. Waddington
Group Prod. Mgrs..... W. W. Williams, C. Wright, D. Wheatley
Sr. Art Director..... E. P. Ellis
Group Art Directors..... P. Zangas, S. Nagle
Art Studio Mgr..... C. Scimecca
Account Executives..... Constance Boland, Reg Goghlan, John Olney, E. R. Korth, F. Neumeister

Radio and TV Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

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

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Asst. to President..... Robert MacFarland

Vice-President.....L. B. Reigler
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 Asst. Sp. Buyer...Miss Christine H. Van Dyke
 Asst. Research Dir....Mrs. Pearl A. Curtis
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 Merchandising Director....R. Del Dunning
 Account Executives.....Arthur S. Cotins.
 James N. Brown, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Kenneth S. Duffes, Wm. McCarthy
Radio Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.
TV Accounts: Animal Foundation, Inc. (Hunt Club Dog Meal), Sherburne, N. Y.; General Ice Cream Corporation (Seatest Ice Cream), Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.

MOSS ASSOCIATES

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

ABC-ABP-ANPA

President.....Joseph H. Moss
 Vice President.....Miles Shefferman
 Production Mgr.....Sidney Fischer
 Copy Chief.....Gerald H. Bruce
 Media Director.....Marian Rand
 Radio & TV Dir.....B. Math

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.
 Phone: FInancial 6-3431

ABP-ANPA

President.....C. W. Muench
 General Manager.....W. O. Yocum
 Media Director.....Victor Fabian
 Dir. of Merch.....Robert E. Moore
Radio Accounts: L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Bosch Brewing Company (Beer), Houghton, Mich.; Klarer Provision Co. (Meats), Louisville, Ky.; Neuhoff Brothers Packers (Meats), Dallas, Texas; Oshkosh Brewing Co. (Beer), Oshkosh, Wisc.; Freshrap Div., Badger Paper Mills (Freshrap Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Visking Corp. (Miraicloth); Braun Bros. Packing Co. (Meat Products), Troy, N. Y.; Toffenetti Restaurants (Pickles & Relishes), Pittsford, N. Y.; Iowa Soap Co. (Nola Soap Flakes), Burlington, Iowa; Mrs. Klein's Potato Chips, Chicago, Ill.
TV Accounts: Bosch Brewing Company (Beer), Houghton, Mich.; Fox De Luxe Foods, Inc., Chicago; L. C. Forman & Sons (Pickles & Relishes), Pittsford, N. Y.; Klarer Provision Co. (Meats), Dallas, Texas; Neuhoff Brothers (Meats), Dallas, Texas;

Pavelka Brothers (Meats), Cleveland; Freshrap Div., Badger Paper Mills; Balentine Packing Co.; Visking Corp.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.
 Phone: MURRAY Hill 9-6835

AIAA

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 Vice-President.....Joseph W. Madden
 Copy Chief.....John L. Albright
 Art Director.....J. La Rosa
 Radio & TV Director.....James G. Zea
 Time Buyer.....Elaine Starr
Radio and TV Accounts: Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), Quaker Oats Co., R. Hudnut, Westinghouse.

NEEDHAM & GROHMANN, INC.

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

ANPA-AAAA-PPA-ABP-NOAB-APA
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 V.P. & Art Dir.....H. Nelson Kent
 Exec. Sec'y.....Kathryn Intemann
 Copy Directors.....E. R. Lagerwall, M. Keil
 Prod. Mgr.....Samuel Boyd, Lawrence W. Alpaugh
 Media Dir.....Harry C. Ledingham
 Acct. Executives.....H. Victor Grohmann, John M. Handley, John M. Keil, James W. Baker
Accounts: America House; Centrline Corp.; Chatham Mfg. Co.; Circle Steel Partition Co.; Cosby Brush & Import Co. Inc.; Cosby-Emmings Trading Corp.; Flower City Charcoal Co.; Green Tree Packing Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Kiss, John & Sons Inc.; Lock Joint Pipe Co.; Lockwood, A. N.; National Biscuit Co.; National Hotel Exposition; New Braunfels Textile Mills Inc.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Shawnee Mills Inc.; Staunton Military Academy; Stillman & Hoad, Inc.; Sussex County Planning Board; Thonet Industries Inc.; Webrib Steel Corp.; White Turkey; Woodside Mills Inc.; Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
 Phone: STate 2-5151

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 V.P., TV-Radio Dir.....James G. Cominos
 Sec'y-Treas.....Max D. Anwyll
 V.P. Chg. TV-Radio Prog....Alan Wallace
 Dir. Bestg. Facilities.....A. E. Johnson

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
 V.P. & Mgr.....Frank A. Pittman
 Phone: HOLlywood 2-2391
 730 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-0333

V.P. & Mgr.....Richard L. Eastland
 880 Bay St., Toronto, Ont., Canada

V.P. & Mgr.....John A. Willoughby
Radio Accounts: Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.; People's Gas, Light & Coke Co.; Phenix Foods Co.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.

TV Accounts: (Same as above, with the exception of Morton Salt Co.)

RALPH NELMS, INC., ADV.

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

APA

President.....Ralph A. Nelms
 SecretaryAnnabelle Gray
 Art Director.....J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nirk Seal Co. (Seed Corn & Treatment), St. Joseph; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

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

Pres. & Treas.....George R. Nelson
 Vice-President.....Helen C. Nelson
 SecretaryAlice Pach
 Art Director.....Colleen Sullivan
 Radio, Copy, Pub. Dir.....Robert S. Cragin
 TV Director.....Robert Stone
 Radio Time Buyer.....Ruth W. Wark
 TV Time, Space Buyer.....Robert Groff

Radio Transcription Production Accounts: General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Company (Sealtest Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs.), New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal),

New York; Shell Oil Co., N. Y.; National Pressure Cooker Co. (Presto Prods.) Eau Claire, Wis.; Robert Hall Clothes, N. Y.

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

Television Accounts (Time): Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; National Pressure Cooker Co.

TED NELSON ASSOCIATES

730 Fifth Ave., New York 19, N. Y.
 Phone: Circle 6-8470

OwnerTed Nelson
 Production Dir.....Sol Lipset
 Account Exec.....Jack Fields
 Script Dir.....Richard Diamond

Radio & TV Accounts: Edlie Electronics Corp., Saul Birns, New York, N. Y.; Delta Photo Supply Co., Authentic Publications, N. Y.; Geographia Corp. (Publishers), New York; Ideal Film & Supply Co., N. Y.; Orfeo (High-Fi Equip. Mfr.), N. Y.; TV and Radio Products Co., N. Y.; Barbey Distributors (Poole Clock-Defroster), N. Y.; Tentenna (Indoor Antenna), N. Y., N. Y.; Vocational Guidance Manual, N. Y., N. Y.

NEWMAN, LYNDE & ASSOCIATES, INC.

1628 San Marco Blvd., Jacksonville 2, Fla.
 Phone: 98-9721
 ABC—ABP—ANPA

Pres., Treas.....Hunter Lynde
 V.P.-Dir.....David E. Robeson
 Secy.....Ronald G. Sercombe

Radio Accounts: Bond-Howell Lumber Co. (Bldg. Supplies); Sarasota Meat Packing, Tampa; Blue Cross-Blue Shield of Fla., Jacksonville, Fla.; Jacobs Jewelers, Fla. Agricultural Supply Co., Clair Mel Bldrs., Inc., Fla. Chip-Steak Co., J. H. Swisher & Son, Inc. (Cigars), Northeast Fla.; Opticalometrical Assoc.

R. T. O'CONNELL COMPANY

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

Pres., Radio-TV Dir.....R. T. O'Connell
 Exec. Vice Pres.....Ethel Merklen
 Vice President.....George Miller
Radio Accounts: Pomatex Co., Inc. (Brilliantine), New York, N. Y.; Cushman & Denison, New York; Edward Weck & Co., Brooklyn, N. Y.

OGILVY, BENSON & MATHER INC.

589 Fifth Ave., N. Y. 17, N. Y.
 Phone: MU 8-6100



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 Radio-TV Dir.....Howard Connell
 ManagerFrank Brandt
Radio and TV Accounts: Lever Brothers
 (Rinso, Good Luck Margarine), N. Y.;
 Campbell Soup Co. (Franco-American
 Products), Camden, N. J.; Helena Rubinstein,
 Inc. (Cosmetics), N. Y.; Schwepes
 Ltd. (U.S.A.).

OLIAN ADVERTISING CO.

4110 Lindell, St. Louis 8, Mo.
 Phone: JE 1-4977

Pres.....Harold A. Thomas
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 Vice Pres.....James Spencer
 Radio-TV Pro. Dir.....Peggy Leonhardt
 Media Dir.....Alice McDonough
 Fashion Cord.....Patricia Mansfield
Radio Accounts: Reddi-Wip, Inc. (Local);
 Sayman Products Co. (Soap); Dairy Council
 of St. Louis (Milk Products); Vinmar Co.
 (Hurry Curl and Vinmar Cream Shampoo).
TV Accounts: General Grocer Co. (Manhattan
 Coffee); Dining Car Coffee Co.;
 Dairy Council of St. Louis; Knapp-Monarch
 Co. (Small Electrical Appliances); Reddi-
 Wip Inc.

OLMSTED & FOLEY

1200 2nd Ave. So., Minneapolis 3, Minn.
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AAAA-ABC-ABP-ANPA-AFA

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 Exec. Partner.....John T. Foley
 Partner.....John K. Mortland
 Partner.....Robert B. Pile
 Partners.....G. C. Hellickson,
 Ward Olmstead
 Radio-TV Dir.....B. G. Morison
 Time Buyer.....W. T. Way
Radio Accounts: Marshall-Wells Company
 (Appliances, Paints, etc.), Duluth, Minn.;
 Regan Brothers (Holsum Bread), Minneapolis,
 Minn.; Rochester Dairy (Dairy Products),
 Rochester, Minn.; Russell-Miller Milling
 Company, Occident Flour & Mixes, Min-
 neapolis, Minn.; Clover Leaf Creamery Co.
 (Dairy Products), Minneapolis, Minn.;
 Owatonna Canning Co. (Canned Goods),
 Owatonna, Minn.; Northland Milk & Ice
 Cream Co. (Dairy Products), Minneapolis,
 Minn.; Northwest K-F-Willys (Automotive),
 Minneapolis, Minn.; W. H. Barber Co.
 (Petro Prod.); 1st Nat. Bk., Minn.; North
 American Life & Cas. Co., Minn.; Poplar
 Canning Co. (Pie Mixes), Poplar, Wisc.;
 Hotel Leamington (Hotel), Minneapolis,
 Minn.

TV Accounts: 1st National Bank, Minne-
 apolis, Minn.; Regan Brothers (Holsum
 Bread), Minneapolis, Minn.; Russell-Miller
 Milling Company (Occident Flour & Mixes,

Farm Feeds, American Beauty Flour & Mixes
 — Dallas, Texas), Minneapolis, Minn.;
 Northland Milk & Ice Cream Co. (Dairy
 Products), Minneapolis, Minn.; Nevens Co.
 (Laundry & Dry Cleaning), Minneapolis,
 Minn.; Northwest K-F-Willys (Automobiles),
 Minneapolis, Minn.; Hotel Leamington
 (Hotel), Minneapolis, Minn.; Marshall-Wells
 Co.; Clover-Leaf Creamery Co.; Dodge Labs.,
 Inc.; Poplar Canning Co.

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58th St., New York 19, N. Y.
 Phone: PLaza 9-8050
 ANPA-NOAB-PPA

President.....Robert W. Orr
 Vice-Pres.Eldon Sullivan
 Vice-PresidentFreemont Knittle
 Asst. to Pres.-Treas.....Robert P. Clark
 Radio-TV Director.....Lou Ergman
Radio Accounts: Andrew Jergens Co.
 (Woodbury & Jergens), Cincinnati, O.
TV Accounts: Andrew Jergens Co.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.
 Phone: Kingsley 6-4140
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 V.P. & Asst. to Pres...George J. Kerrigan, Jr.
 Vice Presidents.....Edward Barker III,
 Edward D. Barker II
 Sec'y & Treas.....Willard W. Hughes
 Art Dir.....Silvio Romano
 Copy Chief.....Morton Berry
 Space & Time Buyer.....Patricia Korth
Accounts: Atlantic City Racing Assn.;
 Clover Hill Foods Inc.; Gillespie Motors
 Inc.; Horlacher Brewing Co.; Michell,
 Henry F. Co.; O'Brien Machinery Co.; Penn
 Brook Ice Cream Co.; Penn Branch Frosted
 Foods; Phila. American League Baseball
 Club; Van Tool, Inc.; Radio Station WIBG.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,
 Kansas City 1, Kans.
 Phone: Dr 7250
 ABP-ANPA-APA-FAAG

PresidentMerritt Owens
 Vice-President.....R. Grant Neds
 Production Mgr.....Glenn A. Scott
 Radio-TV Director.....Earl Allvine
Radio Accounts: Charles F. Curry (Real
 Estate), Kansas City, Mo.; Kansas City Sav-
 ings & Loan League; De Coursey Creamery
 Co. (Ice Cream), Kansas City; Inter-State
 Building & Loan Assn., Kansas City; Sodi-
 phene Co. (Mouth Wash), Kansas City;
 Chevrolet Dealers of Kansas City.
TV Accounts: Zephyr Ventilated Awning
 Co., Minneapolis, Omaha, Kansas City;
 Feld Chevrolet (Cars & Trucks), Kansas
 City; Chevrolet Dealers of Kansas City;
 Kelley-Williams Motor Co. (Ford Dealer),

Kansas City; De Coursey Creamery Co.; Consolidated Rebuilders (Rebuilt Motors), Kansas City.

PACE ADVERTISING AGENCY, INC.

251 West 42nd St., N. Y. 36, N. Y.
Phone: OXford 5-1143

ABP

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V.P. & Merch. Dir. David E. Winnick
Sec'y & Treas. Max Weintraub
Copy Chief. Seymour Altman
Art Dir. Elmer Pfeffer
Prod. Mgr. Bernard Fabian
Radio Time Buyer. Betty Silon
Media Dir., Space Buyer. Gene Lew
Research Dir. Jay Dresner
Pub. Dir. Barbara Flamm
Acct. Executives. David E. Winnick,
Seymour Schwartz, Lawrence Nelson,
Aaron W. Davis, Jay Dresner, Betty Silon,
Peter Frenkel, Elias Schonberger, Robert
Rothstein

Accounts: American Ronda Corp.; Blue Ribbon Optical Corp.; Downs, Grace; Evergrip Products Corp.; Foley Irish Corp.; Furniture Specialties Corp.; Glue-Fast Equipment Co., Inc.; Greenfield, Albert M.; Kentucky Distilling Co. Inc.; Klein & Teicholz; Le May, A., & Co. Inc.; Merit Enterprises; Modern Maid Products Co.; Orenstein, N., & Son.; Overhead & Modern-fold Door; Real Kosher Products; Seminole Furniture Corp.; Simpson, Mark, Mfg. Co.; Stainless Food Equipment Co. Inc.; Trans-oceanic Fisheries; United Metal Box Co., Inc.; Viking Air Service; Wagner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.

Phone: ELiot 1401

AAAA—ABP—ANPA

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President Trevor Evans
Vice Presidents. Vernon L. Cary,
Milton Foland

Secretary Frank Horsley
Treasurer. Calvin W. Franklin
Radio-TV Production. Grant Merrill,
Geo. Glavin

Time Buyer. Gertrude M. Nyman

Branch Offices

606 Chronicle Bldg., Spokane, Wash.

Phone: MAdison 4371

Manager. Vernon L. Cary
715 Cascade Bldg., Portland, Oregon

Phone: CApiitol 1021

Manager. Milton A. Foland
48 Second St., San Francisco 5, Calif.

Phone: DOuglas 2-6947

Manager Roger Wurtz
Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Washington Co-Op Farm-

ers Assn.—Lynden Products (Canned & Boned Turkey, Chicken, Chicken & Noodles, etc.), Seattle, Wash.; Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Company (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Washington State Apple Commission (Soft Fruits).

TV Accounts: Washington Co-Op Farmers Assn. (Lynden Products), Seattle, Wash.; Fisher Flouring Mills Company; Washington Cooperative Farmers Association; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Apple Commission; Washington State Fruit Commission; William O. McKay Company, Howe & Company, Potlatch Yards, Carstens Packing Company; Montag, Inc.

PARIS & PEART

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

Phone: MURray Hill 9-2424

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NBP

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Comptroller Thayer Durell
Media, Research Dir. H. L. Mooney
Art Director. F. Yelinek
Production Mgr. R. Largo
Acct. Execs. S. C. Bernsley,

W. Byrne, D. C. Porteous,

Accounts: A & P Coffee Div.; A & P Nat'l. Bakery Div.; British Publications Inc., N. Y.; Business Organization, Inc., N. Y.; Colonna, J. Bros.; Commonwealth Home Products Inc.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Federal Sweets & Biscuit Co., Inc.; Fruit Products Corp.; Great Atlantic & Pacific Tea Co., N. Y.; Groveton Papers Co.; Home Style Food Products Co. Inc.; Ice Cream Novelties Div. of Fruit Products Corp.; Joe Lowe Corp.; Kannengiesser & Co.; Kansas City Wish-Bone Salad Dressing Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Nat'l Creamery Co.; Nat'l Dairy Products Corp.; Newark Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Rockwood & Co. Inc.; Sage Laboratories Inc.; Sarra Inc., N. Y.; Scaramelli & Co. Inc.; Serto Packing Co.; Silex Co.; Skinner & Eddy Corp. Inc.; So. Car. Peach Growers Assn.; Spratt's Patent (America) Ltd.; West Disinfecting Co.; White House Milk Co., Inc.; Woman's Day Inc.

PEARSON ADV. AGENCY, INC.

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

Phone: MURray Hill 8-3055

PPA—ANPA

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

PECK ADV. AGENCY, INC.

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

Phone: PLaza 3-0900

ANPA

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 President.....Harry Krawit
 Vice-Presidents.....Norman Mack,
 Sidney Alexander, John Schuman
 V.P. Radio-TV.....S. S. Schweitzer
Radio Accounts: Howard Clothes (Men's
 & Boys' Furnishings), Old Dutch Coffee &
 Caffè Espresso (Coffee), Charles of the Ritz
 (Cosmetics), Amazaon Germicidal Floor
 Wax, Bklyn., N. Y., Francis H. Leggett (Food
 Products), N. Y., Tuck Cellophane & Deco-
 rator Tape, N. Y.

TV Accounts: Same as Radio plus Chunky
 Chocolate Corp. (Chocolates), N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.

Phone: RA 6-7923

ABC-ABP-ANPA-AFA-PPA-APA

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 Vice-President.....Donald L. Paus
 Media Dir. & Coordinator..Linea Vanderlaag
 Office Manager.....Marion Tagney
 Production Manager.....James Walsh
 Research Director.....Peggy Knoel
 Director, Industrial Adv.....Patrick Charter
 Controller.....Ann Zemke

Branch Office

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

Phone: PL 7-6120

Director of Radio, TV and Color

Program Development...Elliot Saunders
 Prod. Supv. & Acct. Ex... Tye R. Robinson
 Copy Supv. & Bus. Mgr....Earl V. Perrin
 Dir, Public Rel. & Publicity....Ted Hudes
 TV Food Consultants.....Charles Sigerty
 Kit Kinney

Color TV Consultant.....Michael Case

Radio Accounts: Sunbeam Corp; Kosto
 Gelatin Desserts; Faultless Caster Corp.

TV Accounts: Sunbeam Appliance Divi-
 sion; Sunbeam Rain-King Division; Sun-
 beam Stewart Division; Faultless Caster
 Corp.

THE PHILLIPS-RAMSEY CO.

604 First National Bldg., San Diego 1, Calif.

Phone: BELmont 4-6401

Partners.....William L. Phillips,
 Charles C. Ramsey

Media Director.....Robert F. Lewis
 Radio-TV Dir.....Orva W. Huff

Radio Accounts: Arden Farms Co. (Dairy
 Products), Silver Gate Bldg. & Loan (Savings
 & Loan Assn.), Deunstedt Electro Mart
 (Electrical Appliances), First Nat'l Bank,
 San Diego, Calif.; Walt Tufford De Soto-
 Plymouth (Auto Dealer), San Diego, Calif.;
 Alsynite Co. of America (Fiber Glass
 Panels); Community Chest; Mrs. Coukling's
 Bakery; Food Basket (Super Market Chain);
 Severin Building Company; Stanley An-
 drews Sporting Goods; Walker-Scott Corpo-
 ration (Department Store); San Diego,
 Calif.; Frosty Freezer, Hazard Concrete

Products, Inc., Better Business Bureau,
 Kuchel Committee, Convention Tourist
 Bureau.

TV Accounts: Arden Farms Co., First Nat'l
 Bank, San Diego, Calif.; Alsynite Co. of
 America; Community Chest; First National
 Trust & Savings Bank; Food Basket; Silver
 Gate Building & Loan Association; Stanley
 Andrews Sporting Goods; Walt Tufford;
 Walker-Scott Corp.; Convention Tourist
 Bureau, Tie Master, Kuchel Comm.

PITLUK ADVERTISING COMPANY

123 Auditorium Circle, San Antonio 5, Texas

Phone: Cathedral 3-6131

APA-PPA-NOAB-SNPA-TAAN

ABP-ANPA

Partner.....Jack N. Pitluk, Sr.
 Partner.....Jack N. Pitluk, Jr.
 Acct. Execs.....C. Carolus, Evans Wyatt
 Public Relations Dir.....Jim Battersby
 Radio Director.....Margaret Morrison
 TV Director.....Dave Hubbard

Radio-TV Accounts: Joske's of Texas
 (Department Store), San Antonio, Tex.;
 Handy Andy Community Stores (Chain
 Grocery Stores), San Antonio, Tex.; Fehr
 Baking Company, (Fair Maid Bread &
 Cakes), San Antonio, Tex.; Roegelin Pro-
 vision Company (Bacon, Sausages), San An-
 tonio, Tex.

PORTER & ASSOCIATES

1001 North Western Ave., Los Angeles 29,
 Calif.

Phone: HOllywood 5-0580

Owner, Sales Mgr.....Irwin T. Porter
 Part., Chg. Prod. Dept...Gertrude T. Porter
 Account Executive.....Jerry Baron

Radio-TV Accounts: Peerless Suede Clean-
 ers, Los Angeles; Adventure Minia-Tours,
 Santa Monica; Tony Wayne Health Studios,
 Beverly Hills; Hollywood Athletic Club;
 Sachi, Custom Gowns, Los Angeles; Curson
 Auto Works, Los Angeles.

**R. J. POTTS-CALKINS & HOLDEN
 INC.**

2233 Grand Ave., Kansas City 8, Mo.

Phone: Gr 5775

ANPA-NOAB-PPA-ABP

Chrm. of Board.....R. J. Potts
 President.....J. B. Woodbury
 Exec. V.P.....W. M. Giesecke
 Vice Pres.....E. A. Warner,
 C. C. Tucker, C. L. Robinson, Al Coleman,
 G. F. McGill, John K. Barton

Sec'y Treas.....C. C. McMillan
 Radio-TV Dir.....William J. Brewer
 Radio-TV Acct. Dir.....Gene Dennis,
 Al Christy, Connie Connor

Time Buyers..Helen Church, Helen Hoover
 Film Buyer.....Si Christy
 Film Dir.....R. M. Masters
 Animation Dir.....Clark Davis

**PRATER ADVERTISING AGENCY,
 INC.**

705 Chestnut St., St. Louis 1, Mo.



Phone: GARfield 1-6490
 ABP—ANPA—AFA
 President.....George L. Prater
 Vice-President.....M. T. Prater
 Vice-Pres.....G. L. Calvert
 Art Dir.....Walter Miller
 Secretary.....Mary E. Johnson
 Copy Chief.....Barbara Brock
Radio Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.
TV Account: Falls City Brewing Co., Inc. (Falls City Beer), Louisville, Ky.

J. G. PROCTOR COMPANY, INC.

250 Fifth Ave., New York 17, N. Y.
 Phone: PLaza 3-5252-3
 PPA

President.....J. G. Proctor
 V.P. & Acct. Exec.....Ray Hanna
 Secretary.....M. S. Proctor
 Art Dir. & Prod. Mgr.....M. Sholle
 Space Buyer.....John Muller
Accounts: Addis Co.; Allied Purchasing Corp.; Brevity Coats & Suits; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Fredrica Furs Inc.; Freed's Fur Shop Frost Bros.; Hausman M. & Sons; Horne, Joseph, Co.; Joske's of Texas; Levenson Co.; Lexington Corp.; Norwegian Fur Breeders Ass'n; Paden City Pottery Co.; Pasquier, Michel; Peerless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Superior Fur Dyeing Corp.; Titcher-Goettinger Co.; Zimmerman-Scher Co.

PRODUCT SERVICES, INC.

17 East 45th Street, New York City
 Phone: MUrray Hill 7-0204

President.....Les L. Persky
 Vice-President.....Charles K. Hepner
 Public Rel. Dir.....N. R. Lorman
 Time Buyer.....Martha Rose
 Acct. Execs.....Si Lewis,
 H. Liebensohn, N. R. Lorman, Les L. Persky
Radio Accounts: Strauss Stores Corp., N. Y. & Conn., (Auto Accessory Chain); Protam Pharmaceutical Co. (Reducing Aids).
TV Accounts: Roto-Broil Corp. of America (rotisseries); Sachs Quality Stores (Furniture Chain); ZipKnit Corp. (Knitting Machines); Pro-Kleen Industries (Rug & Upholstery Cleaner); Olympic Radio & Television, Inc. (Electronic and Communication Equipment); Internat'l Molded Plastics (Plastic Dinnerware and Structoglass); Protam Pharmaceutical Co. (Reducing Aids); Harriet Andre, Inc. (Cosmetic Products); John Andre, Inc. (Drug Products).

CHARLES O. PUFFER ADVERTISING

57 East Jackson Blvd., Chicago 4, Ill.
 Phone: WBster 9-4478
 ABP

President.....Charles O. Puffer

Art Director.....John Von Dorn
 Prod. Mgr.....Gloria Ricki
 Publicity Dir.....Herbert Kraus
 Acct. Exec.....Charles O. Puffer
Accounts: Ceco Steel Products Corp.; Dix Food Specialties; Jeen-Air Products Corp.; Kewanee Ross Corp.; McAlear Mfg. Co.; Northwest Radio & Television School.

THE L. W. RAMSEY ADV. AGENCY

230 No. Michigan Ave., Chicago 1, Ill.
 Phone: FRanklin 2-8155

ABP—ANPA—APA—PPA—NOAB
 Pres. & Treas.....E. G. Naeckel
 Vice-President.....L. H. Copeland
 Vice-President.....N. B. Langworthy
 Art Director.....E. J. McCabe
 Media Director.....Dorothy L. Parsons
 Acct. Executives.....Lon W. Ramsey,
 R. L. Brown, Dwight B. Mitchell
Branch Office

111 East 3rd St., Davenport, Iowa
 Phone: 6-0157

Acct. Exec. & Tech.Consul....W. A. Giraldi
Accounts: American Machine & Metals Inc.; Bituminous Casualty Corp.; Boetje Foods Inc.; Dairy Queen Nat'l Trade Assn. Inc.; Daisy Mfg. Co.; Davenport Papers, The Daily Times & Morning Democrat; Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Hot Springs National Park, Ark Mineral Spring Water; Motor Club of Iowa; Radio Stations KGLO, WTAD; Rolscreen Co.; Sawyer Biscuit Co. (Western Div.); Starck P. A., Piano Co.; Station WOC. Tri-City Bestg. Co.; Western Grocer Marshalltown, Ia.

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
 Phone: 7-1179

ABC
 President.....Wilbur W. Randall
 Art Director.....Robert I. Berger
 Radio & TV Director....Florence F. Grady
Radio Accounts: Stackpole Moore & Tryon (Clothing), Hartford, Conn.
TV Accounts: Hartford Gas Co., Emerson Radio of Conn., George E. Dewey.

REACH, YATES & MATTOON, INC.

720 Fifth Ave., N. Y. 19, N. Y.
 Phone: PL 7-7676

AAAA—ABP—ANPA—APA—PPA—NOAB
 Pres. & Treas.....Chas. Dallas Reach
 Exec. V.P., Gen. Mgr.....F. R. Risley
 Vice-Pres.....H. H. Black
 Sec. & Art Dir.....Everett Sahrbeck
 Asst. Sec. & Treas.....Wm. F. Renz

Branch Office

69 Washington St., Newark 2, N. J.
 Phone: MArket 3-5100

Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; Koppers Co. (Coke Fuel); Philadelphia Coke Co.

TV Accounts: Koppers Co. (Coke Fuel),

New York, N. Y.; Philadelphia Coke Co.;
Dugan Bros. (Baked Goods).

REACH, YATES & MATTOON, INC.

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

Phone: PLaza 7-7676

AAAA-ABP-ANPA-APA-NBP-NOAB
PPA

Chrm. of Board, Treas...Chas. Dallas Reach
President.....Henry A. Mattoon
Exec. V.P.....James Yates
Vice Presidents.....Francis R. Risley,
Frederick O. Perkins, Harold H. Black,
Daniel M. Bernheim

Director.....Louis G. Bissell
Traffic Mgr.....Marlene Macey

Branch Office

66 Washington St., Newark 2, N. J.

Exec. V.P.....Francis R. Risley
Phone: MARket 3-5100

Radio Accounts: Wunderbrau Brewing Co.
(Beer), Cincinnati, Ohio; Red Top Brewing
Co. (Beer & Ale), Cincinnati, Ohio; Larus
& Brother Co., Inc. (Edgeworth Pipe
Tobacco, Holiday Pipe Tobacco), Richmond,
Va.; International Latex Corp. (Playtex
Baby Products, Playtex Living Gloves),
N. Y., N. Y.; Philadelphia Coke Co., Phila.,
Pa.; Personal Finance Co. of N. Y.; New
Jersey Bell Telephone Co., Newark, N. J.;
Dugan Bros. (Bakers), Newark; Beneficial
Management Corp., Newark; Koppers Coke
Co., Kearny, N. J.

TV Accounts: Wunderbrau Brewing Co.;
Red Top Brewing Co.; Larus & Brother Co.,
Inc.; International Latex Corp.

JAMES R. REESE ADVERTISING CO.

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

Phone: VICTor 5269

APA-ABP-ANPA

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

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.

Phone: BRIDGEport 7701

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

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Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
Helen A. Brown, R. W. Stafford, E. K.
Pottle, Dr. A. R. Root, Russell E. Neff,
R. H. Burbank, Elizabeth B. Gray, T. A.
Casey, Loren P. Herder

V.P., Radio & TV Dir.....R. E. Neff
V.P., Media, Research Dir.....Dr. A. R. Root
Radio, TV Prog. Dir.....W. S. Shepherd
Time Buyer.....Coy Bender

Radio Accounts: General Mills, Inc., Paci-
fic Gamble Robinson Co., Midland National
Bank, Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., Gen-
eral Mills, Midland National Bank, Pacific
Gamble Robinson Co., Minneapolis.

REINCKE, MEYER & FINN, INC.

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

Phone: WHitehall 4-7440

ABP-ABC-AFA

PresidentWallace Meyer
Vice-Pres. & Treas.....C. A. Reincke
Vice-Pres. & Sec.....A. L. Reincke
Vice-Presidents...Gordon Taylor, J. J. Finn
Radio-TV Director.....Frank M. Baker
Media Director.....John Priebe
Space Buyer.....J. F. Brown

Radio Accounts: Chicago Burlington &
Quincy (Railroad travel), American Chain
& Cable Co. (Tire Chains), York, Pa.; An-
derson Co. (Wipers), Gary, Ind.; Webster
Electric Co. (Recorders), Racine, Wis.;
Cartan Travel Bureau, Inc., Chicago, Ill.

TV Accounts: American Chain & Cable
Co., Am. Chain Div. (Weed Tire Chains),
York, Pa.; Anderson Company (Anco Wiper
Blades & Arms), Gary, Ind.; Webster Elec.
Co. (Recorders), Racine, Wis.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.

Phone: CAPital 7-7611

ANPA-PPA-ABP-AAAA-APA-NAAN
President & Treas.....Harry I. Reingold
Art Director.....George Wilson
Production Manager.....Ruleffe Barbour
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer

Thomas J. Bowen

Radio-TV Accounts: Table Talk Pastry
Co., Inc. (Table Talk Pies), Worcester, Mass.

REINHARDT, ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.

Phone: TEMplebar 2-2408

ABP-ANPA-APA

PresidentEmil Reinhardt
Account Dir.....Joseph Connor
Time Buyer.....A. Leo Bowman
TV & Radio Dir.....Cecil Webb, Jr.
Radio, TV Contracts.....Adeline Schow

Radio Accounts: Acme Packing Co., (Dog
Food), San Francisco; Walter N. Boysen
Company (Paints), Oakland and Los An-
geles; Home Bakers, Inc. (Bread), Sacra-
mento; Kilpatrick's Bakeries, Inc. (Bread),
San Francisco; Pacific Guano Company
(Fertilizers), Berkeley; Par-T-Pak Bever-
ages (Soft Drinks), Oakland; San Francisco
Bank; San Francisco Brewing Company
(Beer); Tuttle Cheese Company, Oakland.

TV Accounts: Kilpatrick's Bakery
(Bread), San Francisco, Calif.; Walter N.
Boysen Co. (Paints), Oakland, Calif.; Home
Bakers, Inc. (Bread), San Francisco and
Sacramento; San Francisco Brewing Co.

(Beer); Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.

E. W. REYNOLDS LIMITED

355 King St., West Toronto 1, Ont., Canada
 Phone: Empire 8-6157
 Chairman of Bd.....Edward W. Reynolds
 Pres., Gen. Mgr.....C. Warren Reynolds
 Vice-President.....J. H. Mitchell
 Sec. & Treas.....Fred Banks
 Director.....N. Stuart Walton
 Radio-TV Dir.....H. E. Karpus
 Director.....H. D. R. Newby

Branch Office

985 Sherbrooke St. W., Montreal, Quebec
 Phone: LAncaster 3745

Exec-in-Charge.....H. J. Tingle
Radio Accounts: Mutual Benefit Health & Accident (Insurance), Toronto; Moffats, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kohler, Ltd. (Harmonicas & Accordions), Toronto; General Mills Ltd., Toronto; Bendix Home Laundry, Weston, Ont.; Hallicrafters Ltd. (Radio-TV sets), Toronto; Seabrook Farms Ltd., Toronto; Laurence Motors (Autos), Toronto.
TV Accounts: Moffats, Ltd. (Ranges), Toronto; General Mills; Bendix; Morton Frozen Foods, Toronto.

RHOADES & DAVIS

642 Commercial St., San Francisco 11, Calif.
 Phone: EXbrook 2-2870
 Partner.....Robert O. Davis
 Vice Presidents.....Carl Wilkins,
 Gault Davis
 Time Buyer.....Faye Hanger

Branch Office

1201 W. Fourth St., Los Angeles 17, Calif.
 Phone: Michigan 3296

Partner.....T. D. Scholts
 Radio-TV Dir.....Faythe Vent
 Vice Pres.....G. A. Honold

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: JU 6-5400
 AAAAA

Chairman & Pres.....Fletcher D. Richards
 Vice-Presidents.....Eugene I. Harrington,
 Bradley A. Walker, Radcliffe Romeyn, E.
 D. Hill, K. Young, E. A. Gray, J. E. Shep-
 herd, John Kuneau, Ross Collins
 Sec.-Treas.....Duane W. Beurmann
 Vice-Pres. & Media Dir.....E. A. Elliot
 Spvrs. Radio-TV Comm.....S. J. Frolick
 Radio-TV Prod. Chief.....Robert S. Colodzin
 Copy Chief.....William L. Russell
 Radio & TV
 Prog. Dept.....Edwin S. Reynolds

Branch Offices

221 N. La Salle St., Chicago, Ill.
 Manager.....George T. Jahnke
HARRINGTON & RICHARDS: Division of
 F. D. Richards, Inc.
 256 Sutter St., San Francisco, Calif.
 Exec-in-Charge.....Eugene Harrington

5816 Wilshire Blvd., Los Angeles, Calif.
 Exec-in-Charge.....Greacen Mitchell
Radio Accounts: American Machine & Foundry Co. (Roadmaster Bicycles); Avoset Company; Joseph F. Dixon Crucible Co. (Ticonderoga Writing Pencils); Durham-Enders Razor Corp.; Eastern Air Lines; National Sugar Refining Co. (Quaker Cane Sugar); Squirt Beverage Co.; Times-Columbia Distributors, Inc.; United States Rubber Company—Tire Division, Footwear Division, Textile Div., Naugatuck Chemical Div., Fisk Tire Co. Div.; Waterman Pen Co.

TV Accounts: Avoset Company; Eastern Air Lines; U. S. Rubber Company—Tire Division, Footwear Div. (Keds); American Machine & Foundry Co.; Hathaway Manufacturing Co.

M. EVANS RICHMOND ADV. AGENCY

127 So. 22nd St., Philadelphia 3, Pa.
 Phone: LOcuster 7-1674-5
 Pres. & Radio Time Buyer
 M. Evans Richmond
 Art Director.....D. Bowers
 Production Mgr.....D. Blaine
Branch Office
 230 Boylston St., Boston 16, Mass.
 Exec-in-Charge.....Robert S. Riehmnd
 Yuca Vine Bldg., Hollywood, Calif.
 Exec-in-Charge.....Morey K. Reiss

RINGER & ASSOCIATES, INC.

712 S. Curson Ave., Los Angeles 36, Calif.
 Phone: WEbster 3-8131
 AAAAA—ABP—ANPA
 President.....Lee Ringer

DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
 Phone: PE 5-5766
 Owner.....Dan Rivkin
Radio Accounts: John Kohler (Clothing), Ford Optical Co., Phila.; Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Moskin Clothes, Chase & Walker (Real Estate), Phila., Pa.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
 Phone: MUTual 6293
 ABP—ANPA—PPA—APA
 President.....Elwood J. Robinson
 Vice-President.....Melvin A. Jensen
 Secretary.....Eola E. Gass
 TV Director.....Talbot Johns
 Media Dir.....R. C. Neuman
Radio-TV Accounts: Cinch Products, Inc. (Cake Mixes, Cornbread Mix), Los Angeles, Calif.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Packard-Bell Co. (Radio and Television Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Pasadena Savings & Loan Assoc.