

**NORTH ADVERTISING, INC.**

430 N. Michigan Ave., Chicago, Ill.  
Phone: WHitehall 4-5030

President.....Don P. Nathanson  
Exec. Vice Pres.....Cyrus H. Nathan  
Treasurer.....Harold Rosenzweig

*Branch Offices*

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

Phone: OXford 7-0414

V.P., Dir. Radio & TV.....Bruce M. Dodge  
9533 Brighton Way, Beverly Hills, Calif.

Phone: CRestview 6-7048

Manager.....Walter N. Hiller, Jr.  
*Radio & TV Account:* Toni Home Permanent, Tip Toni, Prom Home Permanent, Tonette, Silver Curl, Spin Curlers & Softstyle Curlers, Deep Magic Cleansing Lotion, all Chicago.

**R. T. O'CONNELL COMPANY**

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

Phone: PLaza 3-5412

ABP—PPA—APA

President.....R. T. O'Connell  
Exec. Vice Pres.,

Creative Dir.....Ethel Merklen  
Vice President.....George Miller

*Radio Accounts:* Pomatex Co., Inc. (Hair-dressing), 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

President.....David Ogilvy  
Vice Presidents.....Roger K. Lloyd,

Frank Johnson, Herbert Warden, Rollin C. Smith, David Margaretten, Judson Irish, William Dahlman, Eleanor Dean, William S. Blair, James J. McCaffrey, Shelby H. Page

V.P., Radio-TV Dir.....Howard Connell  
*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.; Schweppes Ltd. (U.S.A.).

**OLIAN ADVERTISING CO.**

1010 Lindell Blvd., St. Louis 3, Mo.

Phone: JE 1-4977

Pres.....Harold A. Thomas  
Controller, Asst. to

Pres.....Florence Treadway  
V.P., Copy Chief.....James Spencer

Radio-TV, Prod., Copy.....Peggy Leonhardt  
Media Dir.....Alice McDonough

Fashion Coord.....Patricia Mansfield  
*Radio Accounts:* Sayman Products Co. (Soap); Vinnar Co. (Hurry Curl and Vinnar Cream Shampoo).

*TV Accounts:* General Grocer Co. (Manhattan Coffee); Dining Car Coffee Co.; Knapp-Monarch Co. (Small Electrical Appliances).

**OLMSTED & FOLEY**

1200 2nd Ave. So., Minneapolis 3, Minn.

Phone: FEderal 3-3166

AAAA—ABC—ABP—ANPA—AFA

Exec. Partner.....Ward H. Olmsted  
Exec. Partner.....John T. Foley

Partner.....John K. Mortland  
Partner.....Robert B. Pile

Partners.....G. C. Hellickson,  
Ward W. Olmsted

Radio-TV Dir.....B. G. Morison  
Time Buyer.....W. T. Way

*Radio Accounts:* Avochem, Inc. (Softize Fabric Conditioner); 1st Nat'l Bank of Minneapolis; Hotel Leamington; Hotel Normandy; North Am. Life & Casualty Co.; Northland Milk Co.; Russell-Miller Milling Co., all Minneapolis, Minn.; Lavoptik Co. (Eye Lotion), St. Paul, Minn.; Marshall-Wells Co. (Paint-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.; Rochester Dairy Coop. (Dairy Products), Rochester, Minn.

*TV Accounts:* Avochem, Inc. (Softize Fabric Conditioner); Boutells (Furniture and Appliances); Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington; Northland Milk Co.; Russell-Miller Milling Co. (Am. Beauty/Occident Flour); The Waterbury Co.; The Waterman-Waterbury Co., all Minneapolis, Minn.; Fort Dodge Laboratories, Inc. (Vet. Pharmaceuticals "MLV"), Fort Dodge, Iowa; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.

**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

V.P., Marketing,  
Research.....Freemont Knittle

Asst. to Pres.-Treas.....Robert P. Clark  
Radio-TV Director.....Lou Ergmann

*Radio Accounts:* Andrew Jergens Co. (Jergens), Cincinnati, O.

*TV Accounts:* Andrew Jergens Co.

**W. WALLACE ORR, INC.**

1518 Walnut St., Philadelphia 2, Pa.

Phone: KIngsley 6-4140

PPA—APA

President.....W. Wallace Orr  
V.P. & Asst. to Pres...George J. Kerrigan, Jr.

Sec'y & Treas.....Willard W. Hughes  
Art Dir.....Silvio Romano

Copy Chief.....Morton Berry  
Space & Time Buyer.....Patricia Korth

*Accounts:* Atlantic City Racing Assn.; Mitchell, Henry F. Co.; O'Brien Machinery Co.; Penn Brook Ice Cream Co.; Penn

Branch Frosted Foods; Van Tool, Inc.; Seaboard Radio & TV (WDEL-TV).

**MERRITT OWENS ADV. AGENCY, INC.**

365 New Brotherhood Bldg.,  
Kansas City 1, Kans.  
Phone: Dr 7250  
ABP—ANPA—APA—FAAG

President .....Merritt Owens  
Art Dir., Prod. Mgr.....Tom Horan  
Radio Director.....Earl Allvine  
*Radio Accounts:* De Coursey Creamery Co. (Ice Cream), Kansas City; Inter-State Building & Loan Assn., Kansas City.  
*TV Accounts:* Zephyr Ventilated Awning Co., Kansas City, Kans.; Feld Chevrolet (Cars & Trucks), Kansas City; Kelley-Williams Motor Co. (Ford Dealer), Kansas City; De Coursey Creamery Co.

**PACE ADVERTISING AGENCY, INC.**

19 West 44th St., N. Y. 36, N. Y.  
Phone: MURray Hill 7-4090  
ABP

President .....Elias Schonberger  
Exec. V.P.....Peter Frenkel  
V.P. & Merch. Dir.....David E. Winnick  
Sec'y & Treas.....Max Weintraub  
Copy Chief.....Scymour Altman  
Art Dir.....Elmer Pfeffer  
Prod. Mgr.....Bernard Lubin  
Radio Time Buyer.....Betty Silon  
Media Dir., Space Buyer....June Rutkofsky  
Research Dir.....Jay Dresner  
Pub. Dir.....Barbara Flamm  
Acct. Executives.....David E. Winnick,  
Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon, Peter Frenkel, Elias Schonberger, Michael Schwartz, Henry Lazar, Irwin Mendelsohn  
*Accounts:* American Ronda Corp.; Blue Ribbon Optical Corp.; Downs, Grace.; Evergrip Products Corp.; Foley Irish Corp.; Furniture Specialties Corp.; Glue-Fast Equipment Co., Inc.; Kentucky Distilling Co. Inc.; Klein & Teicholz; Le May, A., & Co. Inc.; Merit Enterprises; Modern Maid Products Co.; Orenstein, N., & Son; Overhead & Modernfold Door; Real Kosher Products; Seminole Furniture Corp.; Simpson, Mark, Mfg. Co.; Stainless Food Equipment Co. Inc.; Viking Air Service; Wagner Mfg.

**PACIFIC NATIONAL ADVERTISING AGENCY**

2124 4th Ave., Seattle 1, Wash.  
Phone: ELiot 1401  
AAAA—ANPA

Chrm. of Board.....Wm. H. Horsley  
President .....Trevor Evans  
Vice Presidents.....George Griffis,  
Milton Foland  
Secretary .....Frank Horsley  
Treasurer, Personnel  
Director.....Calvin W. Franklin  
Radio-TV Dir., Talent Buyer..Grant Merrill  
Merchandising Director.....George Glavin

Media Dir., Time Buyer.Gertrude M. Nyman  
*Branch Offices*

606 Chronicle Bldg., Spokane, Wash.  
Phone: MADison 4371

Manager .....Martin Boss  
715 Cascade Bldg., Portland, Oregon  
Phone: CApitol 1021

V.P., 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.), Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Commission (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Federal Old Line Insurance Co. (Insurance).

*TV Accounts:* Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; William O. McKay Company, Pottlatch Yards, Carstens Packing Company; Montag, Inc.

**PARIS & PEART**

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

ABP—ANPA—APA—PPA—ABC—NOAB  
NBP

Partners.....A. G. Peart, J. A. H. Rehm  
Comptroller .....Thayer Durell  
Media, Research Dir.....H. L. Mooney  
Art Director.....F. Yelinek  
Production Mgr.....R. Largo  
Acct. Supv.....W. F. James, G. M. Cleland  
Acct. Executives.....A. A. Bindrim,  
W. F. Byrne, F. S. Ferry, D. C. Kreinik,  
D. C. Porteous, R. E. Walsh  
Time Buyer.....Nancy Holland  
*Accounts:* A & P Coffee Div.; A & P Nat'l. Bakery Div.; Business Organization, Inc., N. Y.; Coloma, 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.; Ice Cream Novelties Div.; Joe Lowe Corp.; Kammgiesser & Co.; Kansas City Wish-Bone Salad Dressing Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Newark Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Sage Laboratories Inc.; Sara Inc., N. Y.; Silex Co.; Skinner & Eddy Corp. Inc.; 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

President-Treasurer.....C. H. Pearson  
*Radio Accounts:* Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

**PECK ADV. AGENCY, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-0900  
ANPA

Chairman of the Board.....Harry Peck  
President .....Harry Krawit  
Vice-Presidents .....Norman Mack,  
Sidney Alexander, John Schuman  
Time Buyer.....R. Alben  
*Accounts:* Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee Co., Francis H. Leggett (Food Products), N. Y.

**PERRIN-PAUS COMPANY**

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

ABP—ANPA—PPA—APA—AFA—ABC

President.....Earl R. Perrin  
Vice-President.....Donald L. Paus  
Media Dir. & Pres. Asst....Linea Vanderlaag  
Office Manager.....Marion Tagney  
Research Director.....Peggy Knoel  
Director, Industrial Adv....Patrick Charter  
Controller .....Gladys Cook

*Branch Office*

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

Director of Radio, TV and  
Program Development...Elliot Saunders  
Copy Supv. & Acct. Ex....Tye R. Robinson  
Time Buyer & Bus. Mgr....Earl V. Perrin  
Dir, Public Rel. & Publicity....Ted Hudes  
TV Food Consultant.....Kit Kinney  
Prod. Supv.....Joseph Durand  
*Radio & TV Accounts:* Sunbeam Appliance Div., Hardware Div., Stewart Div., Dubuque Packing Co., Faultless Corp.

**PHILLIPS-RAMSEY CO.**

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

Chairman.....W. L. Phillips  
President.....Charles C. Ramsey  
Media Director.....Robert F. Lewis  
Radio-TV Dir.....Orva W. Huff

*Radio Accounts:* Silver Gate Bldg. & Loan (Savings & Loan Assn.), First Nat'l Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.; Alsynite Corp. of America (Fiber Glass Panels); Community Chest; Mrs. Conkling's Bakery; Food Basket (Super Market Chain); Severin Building Company; Walker-Scott Corporation (Department Store); San Diego, Calif.; Hazard Concrete Products, Inc., Better Business Bureau.

*TV Accounts:* 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; Walt Tufford; Walker-Scott Corp.

**PITLUK ADVERTISING COMPANY**

123 Auditorium Circle, San Antonio 5, Texas  
Phone: CApitol 3-6131

APA—PPA—NOAB—SNPA—TAAN  
ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr.  
V.P., Acct. Exec.....Jack N. Pitluk, Jr.  
Acct. Excers.....C. Carolus, Evans Wyatt,  
Sam Riklin, Louis Pitluk  
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.; Roegelien Provision Company (Bacon, Sausages), San Antonio, Tex.

**PORTER & ASSOCIATES**

1001 N. Western Ave., Los Angeles 29, Calif.  
Phone: HOLlywood 5-0580

Owner, Sales Mgr.....Irwin T. Porter  
Partner, Prod. Dept.

Head.....Gertrude T. Porter  
Account Executive.....Jerry Baron  
*Radio Accounts:* Resurgence Foundation for David Seabury School of Psychology (Books); Park Wilshire Hotel; The Open House (Restaurant & Supper Club); Kenosha Auto Transport Corp. (Auto Transportation); Bobby Thatcher Dance Studio (Dance Instruction); Thomas Automotive Products Co. (Hydraulic Conversion Lifters); Mme. Elfrieda Wynne (Voice Instruction); Angelus Furniture & Appliance Co. (Retail Furniture); B. H. Tank & Mfg. Works (Mfg. Storage Tanks); New Car Buyers Service (Auto Sales), all Los Angeles.

**POTTS-WOODBURY, INC. ADV.**

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

ANPA—NOAB—PPA—ABP

Chrm. of Board.....R. J. Potts  
President.....J. B. Woodbury  
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  
Time Buyer.....Helen Church  
Film Buyer.....Al Christy

**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  
Art Dir.....Walter Miller  
Secretary.....Mary E. Johnson  
Radio & TV Director.....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-Pres., Gen. Mgr.....Charles K. Hepner  
 Public Rel. Dir.....N. R. Lorman  
 Head Time Buyer.....Martha Rose  
 Acct. Execs.....Robert Wexler  
 H. Liehenson, 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); 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); John Andre, Inc. (Drug Products).

**CHARLES O. PUFFER ADVERTISING**

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

Phone: FRanklin 6-9519

ABP

President.....Charles O. Puffer  
 Art Director.....John Von Dorn  
 Prod. Mgr.....Glorya Bakken  
 Publicity Dir.....Jack Hess  
 Acct. Exec.....Charles O. Puffer  
*Accounts:* Ceco Steel Products Corp., Jenn-Air Products Co., Inc., Kewanee Boiler Div. of American-Standard, E. J. Lachmann Co., National Chiropractic Ass'n, Sports Unlimited, Wisconsin Malt'ng Co.

**L. W. RAMSEY COMPANY**

230 No. Michigan Ave., Chicago 1, Ill.

Phone: FRanklin 2-8155

ABP—ANPA—APA—PPA—NOAB

Pres. & Treas.....A. C. 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,  
 Carl J. Dueser, 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.; 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, Radio Stations KGLO, WTAD; Rol-screen Co.; Sawyer Biscuit Co. (Western Div.); Station WOC, Tri-City Bestg. Co.; Western Grocer Marshalltown, Ia.

**RANDALL COMPANY**

75 Pearl St., Hartford 3, Conn.

Phone: JACKson 7-1179

President.....Wilbur W. Randall  
 Art Director.....Robert I. Berger  
 Radio & TV Director.....Florence F. Grady  
*Radio Accounts:* Stackpole Moore & Tryon (Clothing), Hartford, Conn.; Savitt Jewelers, Hoffman Wallpaper, George E. Dewey (Moving & Storage), Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.; American Motors (Dodge Dealers), West Hartford, Conn.; Russell Pontiac (Pontiac Dealers), Farmington, Conn.  
*TV Accounts:* Hartford Gas Co., Emerson Radio of Conn., George E. Dewey; State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.; American Motors, West Hartford, Conn.; Russell Pontiac, Farmington, Conn.

**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*

69 Washington St., Newark 2, N. J.

Phone: MARKET 3-5100

Exec. V.P.....Francis R. Risley  
*Radio Accounts:* Wunderrban 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-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

**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

Chrmn. of Bd.....E. E. Sylvestre  
President, Treasurer.....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, Loren P.  
Herder

V.P., Radio & TV Dir.....R. E. Neff  
V.P., Media, Research Dir...Dr. A. R. Root  
Time Buyer.....Coy Perry

*Radio Accounts:* General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc.

*TV Accounts:* Art Instruction, Inc., General 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—ANPA

President.....Wallace Meyer  
Vice-Pres. & Treas.....C. A. Reincke  
Vice-Pres. & Sec.....A. L. Reincke  
Vice-Presidents...Gordon Taylor, J. J. Finn  
Radio-TV Director.....Lew Green  
Media Director.....John Priebe  
Space Buyer.....J. F. Brown

*Radio Accounts:* Chicago Burlington & Quincy (Railroad travel), Anderson Co. (Wipers), Gary, Ind.

**REINGOLD CO., INC.**

69 Newbury St., Boston 16, Mass.

Phone: KEmmore 6-3990

ANPA—PPA—ABP—AAAA—APA—NAAN  
President & Treas.....Harry I. Reingold  
Art Director.....George Wilson

Production Manager.....Ruleffe Barbour  
Copy Director.....Richard Brugman  
Vice President.....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

President.....Emil Reinhardt  
Time Buyer.....A. Leo Bowman  
TV & Radio Dir.....Cecil Webb, Jr.  
Radio, TV Contracts.....Adeline Schow  
*Radio Accounts:* Walter N. Boysen Company (Paints) Oakland and Los Angeles; Home Bakers, Inc. (Bread), Sacramento; Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Pacific Guano Company (Fertilizers), Berkeley; Par-T Pak Beverages (Soft Drinks), Oakland; Tuttle Cheese Company, Oakland; Pacific Tire Co., Oakland; Spreckels-Russell Dairy Co., San Francisco & Burlingame; Yami Yogurt Distr., San Bruno, Calif.

*TV Accounts:* Kilpatrick's Bakery (Bread), San Francisco, Calif; Home Bakers, Inc. (Bread), San Francisco; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.; Yami Yogurt Distr., Burlingame.

**E. W. REYNOLDS LIMITED**

355 King St., West, Toronto 2B, Ont., Canada

Phone: Empire 8-6157

Chairman of Bd.....Edward W. Reynolds  
President.....C. Warren Reynolds  
Director.....N. Stuart Walton  
Radio-TV Dir.....H. E. Karpus  
Director.....H. D. R. Newby

*Branch Office*

1440 St. Catherine's St., W., Montreal, Quebec

Phone: UN 6-1775

Manager.....H. J. Tingle  
*Radio Accounts:* Mutual Benefit Health & Accident (Insurance), Toronto; Moffats, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kolder, Ltd. (Harmonicas & Accordions), Toronto; General Mills Ltd., Toronto; Bendix Co. (Washers, Dryers), Toronto; Freshie (Powdered Soft Drink), Toronto; Pet Milk Co. (Milk Powder & Evap.), St. Louis, Mo.; Can. Foods Ltd. (Restaurants, Soft Drinks), Toronto; Crosley Co. (Refrigerators).

*TV Accounts:* Fleer's Gum Co., Toronto; General Mills (Canada) Ltd. (Cereals and Baking Prods.), Toronto; Moffats Ltd. (Ranges), Toronto; Bendix Co. (Washers, Dryers), Toronto; R. M. Hollingshead Co. (Motor Additive), Toronto; Pet Milk Co. (Milk Powder & Evap.), St. Louis, Mo.; Can. Foods Ltd. (Restaurants, Soft Drinks), Toronto; Crosley Co. (Refrigerators).

**RHOADES & DAVIS**

642 Commercial St., San Francisco 11, Calif.

Phone: EXbrook 2-2870

Partner.....Robert O. Davis  
 General Manager.....Carl Wilkins  
 Media Director.....Stuart Choate  
*Branch Office*

1201 W. Fourth St., Los Angeles 17, Calif.  
 Phone: MIchigan 3296

Partner.....T. D. Scholts  
 Radio-TV Dir.....Gene Thompson  
 Acct. Exec.....G. A. Honold

**FLETCHER D. RICHARDS, INC.**

10 Rockefeller Plaza, New York 20, N. Y.  
 Phone: JU 6-5400

AAAA

Chrmn. of the Bd.....Fletcher D. Richards  
 Vice Chrmn. of Board...Bradley A. Walker  
 President.....Eugene I. Harrington  
 V.P. & Dir. Media.....Emerson A. Elliott  
 Time Buyer.....James M. Kelly  
 Vice Presidents.....Ernest A. Gray,  
 Ellsworth D. Hill, John A. Kuncen, Ken-  
 neth Young

V.P., Dir. Research &  
 Merchandising.....John E. Shepherd  
 Secy. & Treas.....Duane W. Beurnann  
 Dir. Radio, TV Prog.  
 Dept.....Edwin S. Reynolds  
 Dir. Radio, TV Comf.  
 Dept.....Seymour J. Frolick

*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.

Pres., Gen. Mgr.....Eugene Harrington  
 5816 Wilshire Blvd., Los Angeles, Calif.

V.P., Mgr.....Greacen Mitchell  
*Radio Accounts:* American Machine &  
 Foundry Co. (Roadmaster Bicycles); Avo-  
 set 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.; 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.

**M. EVANS RICHMOND  
 ASSOCIATES**

127 So. 22nd St., Philadelphia 3, Pa.  
 Phone: LOcust 7-1674-5

Pres. & Radio Time Buyer

M. Evans Richmond  
 Art Director.....Frank Cartwright  
 Production Mgr.....D. Blaine

*Branch Office*

230 Boylston St., Boston 16, Mass.  
 Yucca Vine Bldg., Hollywood, Calif.  
 TV, Radio Office.....Morey K. Reiss

**RINGER & ASSOCIATES, INC.**

712 S. Curson Ave., Los Angeles 36, Calif.

Phone: WEBster 3-8131

AAAA—ABP—ANPA

President .....Lee Ringer

**DAN RIVKIN ADVERTISING**

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

Owner .....Dan Rivkin

*Radio Accounts:* John Kohler (Clothing),  
 Spiro's Apparel, Schulte Optical Co. (Opti-  
 cal), Philadelphia, Pa.; New York Sample  
 Dress Shop, Phila., Pa.; Moskin Clothes,  
 Chase & Walker (Real Estate), Phila., Pa.

*TV Accounts:* John Kohler (Men's & Boys'  
 Clothing), Philadelphia.

**W. S. ROBERTS, INC.**

1401-95 Fox Bldg., Philadelphia 3, Pa.

Phone: RIttenhouse 6-8763

President.....Wilmer S. Roberts  
 V.P., Radio & TV.....Franklin S. Roberts

*Radio Accounts:* Broad Motors (Ford Deal-  
 er); B. F. Goodrich Retail Stores (Tires);  
 Lerner Markets (Food Chain); MacDonal-  
 d & Campbell (Men's Store); Ironces Co.  
 (Ironing Board Covers), all Philadelphia, Pa.

*TV Accounts:* Broad Motors (Ford Deal-  
 er); Philadelphia Gas Works (Utility); Bry-  
 ant Air Conditioning Corps. (Heating Equip.,  
 Air Conditioning), all Philadelphia, Pa.

**ELWOOD J. ROBINSON & CO.**

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MÜtal 6293

ABP—ANPA—ABC

President.....Elwood J. Robinson

Exec. Vice-President.....Melvin A. Jensen

Secretary.....Eola E. Gass

Vice Presidents.....David R. Fenwick,  
 John Haynes

Radio, TV Dir.....Lee Laufer  
 Media Dir.....R. C. Neuman

*Radio-TV Accounts:* Loma Linda Food Co.  
 (Ruskets, Gravy Quik), Arlington, Calif.;  
 Packard-Bell Co. (Radio and Television Re-  
 ceivers), Los Angeles, Calif.; California  
 Federal Savings & Loan Assoc., Los Angeles,  
 Calif.; Dried Fig Advisory Bd., Fresno,  
 Calif.; The Hale Co. (Home Builders), Gar-  
 den Grove, Calif.; Pioneer Savings & Loan  
 Assn., Los Angeles, Calif.; Wilco Co. (Clear-  
 ex Glass Cleaner), Los Angeles, Calif.

*TV Accounts:* California Federal Savings  
 & Loan Assn., Los Angeles, Calif.; Gerity-  
 Michigan Corp. (Dishwasher), Adrian,  
 Mich.; Hoffman Candy Co. (Cup-O-Gold Can-  
 dy Bar), Los Angeles, Calif.; Loma Linda  
 Food Co. (Ruskets, Gravy Quik), Arlington,  
 Calif.; Los Angeles Dept. of Water & Power,  
 Los Angeles, Calif.; Pasadena Savings &  
 Loan Assn., Pasadena, Calif.; Utility Appli-  
 cation Corp. (Heating Equip., Coolers & Fans,  
 Coffers & Sattler and Occidental Gas Ranges),  
 Los Angeles, Calif.

**ROCHE, WILLIAMS & CLEARY, INC.**

135 S. LaSalle St., Chicago 3, Ill.

Phone: RAndolph 6-9760

ANPA—ABP

**President.....J. P. Roche**  
**Treasurer.....D. J. Kelly**  
 Vice-Presidents...N. Weston, Lloyd Maxwell,  
 J. V. Gilmour, John Hayes Kelly, M. F.  
 Williamson, W. H. Savin, George Lyman,  
 Rhoades V. Newbell, R. H. Stracke, Frank  
 Hakewill  
 Radio, TV Director.....Kirby Roche  
 Time Buyer.....Guy V. Dustman  
*Radio Accounts:* Chicago, Milwaukee, St.  
 Paul & Pacific R. R. (The Milwaukee Road),  
 Chicago; Hardware Mutual Casualty Co.,  
 Stevens Point, Wis.; John Puhl Products  
 (Ecey White Bleach), Revere Camera Co.  
 (Revere Cameras & Projector), Stewarts Private  
 Blend Coffee Co., Chicago.  
*TV Accounts:* Chicago, Milwaukee, St.  
 Paul & Pacific Railroad, Chicago; Stewarts  
 Private Blend Coffee Co., Chicago; Hardware  
 Mutuals, (Insurance), Stevens Point, Wis.

**ROCKLIN IRVING & ASSOCIATES**

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

**President.....Irving Rocklin**  
**Continuity Director.....M. Lovinger**  
 Account Executives.....Arthur Golden,  
 Jan Marinello, Robert Spencer, Gerald Ad-  
 dis, Edw. Lovinger  
**Radio Director.....Trina Shuchat**  
 Art Director.....Patricia Boyd  
 TV Director.....Ira Segall  
 Film Director.....Sue Wurtzburg  
 Production.....Helen Wurtzburg  
*Radio Accounts:* Chicago Furniture Mart;  
 Studebaker Sales Co.; Cole-Finder Mercury;  
 Kay-Den Beauty Supplies; Morton Motors;  
 Floor Coverings by Roxy, all Chicago.  
*TV Accounts:* Walton Motors; Communi-  
 ty Surplus Stores; Cadillac Heating; Cole-  
 Finder Mercury; Chicago Furniture Mart;  
 Union Life Insurance, all Chicago.

**ROGERS & SMITH ADV. AGENCY**

20 North Wacker Dr., Chicago 6, Ill.  
 Phone: DEarborn 2-0020  
 ABP—ANPA—APA—PPA—SNPA—NOAB  
 SAAA

**President.....P. C. Fewell**  
 Exec. V.P., Mgr.....Ray H. Reynolds  
 Asst. Treasurer.....Howard N. Smith  
**Treasurer.....George C. Huppertz**  
**Secretary.....Olive A. Kinloch**  
 Vice-President.....Robert L. Headen  
*Branch Offices*  
 InsurOmedie Bldg., Dallas 1, Tex.  
 Exec. V.P. & Mgr.....R. E. Brooks  
 903 McGee St., Kansas City 6, Mo.  
 Exec. V.P. & Mgr.....B. G. Wasser  
*Radio Accounts:* Butterfield Canneries  
 (Canned Fruits and Vegetables), Muncie,  
 Ind.; Little Crow Milling Co. (Coco Wheats  
 Cereal), Warsaw, Ind.; KMBC, Brest, Co.  
*TV Accounts:* T. W. Burleson & Son  
 (Honey), Waxahachie, Texas; 1st Nat'l Bank  
 in Dallas, Dallas, Texas; Butterfield Canneries  
 (Canned Fruits and Vegetables), Muncie,  
 Ind.; Little Crow Milling Co. (Coco Wheats

Cereal), Warsaw, Ind.; S. E. Mighton Co.  
 (Doggie Dinner Dog Food), Bedford, Ohio.

**RONALDS ADV. AGENCY, LTD.**

701 Keefer Bldg., Montreal, Can.  
 Phone: University 6-9471  
 ABC—ANPA

**President.....Russell C. Ronalds**  
 Exec. Vice-President.....F. deB. Walker  
 Treasurer, Director.....Angus Ahern  
 V.P., TV, Radio Dir.....Peter Golick  
*Branch Offices*  
 108 Peter St., Toronto, Ont., Canada  
 Phone: EMpire 3-0237  
**Manager.....R. J. Avery**  
 409 Petroleum Bldg., Edmonton  
 Alberta, Can.  
 Phone: 2-8356  
**Manager.....W. A. Bishop**

**WILLIAM GANSON ROSE, INC.**

1330 Williamson Bldg., Cleveland 14, O.  
 Phone: TOWER 1-6171  
 Pres., Treas., Radio Dir.

**William Ganson Rose**  
 Vice-Presidents...Frank Pelton, L. C. Brown  
 Production Mgr.....Joan Burke  
*Radio Accounts:* Bailey Co., Higbee Co.,  
 Mass. Mutual Life Insurance Co., Public  
 Square Relations.

**ROSE-MARTIN, INC.**

21 West 46th St., New York 36, N. Y.  
 Phone: JUDson 2-3550  
 ABP—ANPA—APA

**President.....Irl W. Rose**  
 Vice-Pres.....Irl W. Rose, II  
 V.P., Gen. Mgr.....John A. Boulle  
 V.P., Vedia Director.....G. M. Rundbaken  
 Production Manager.....Ethel Whelan  
 Comptroller & Off. Mgr...D. R. Rademaker  
*Radio Accounts:* Bankers Trust Co., New  
 York, N. Y.; H & M Packing Co. (Coronet  
 Prune Juice), Brooklyn, N. Y.; Restaurant  
 Associates (Corner House Restaurants), New  
 York, N. Y.; Noxon, Inc. (Metal Polish),  
 New York, N. Y.; Atmore, (Mince Meat &  
 Plum Pudding), Philadelphia, Pa.  
*TV Account:* Bankers Trust Co., New York,  
 N. Y.

**IRVING ROSEN ADVERTISING**

230 Fifth Ave., New York 1, N. Y.  
 Phone: OREGon 9-1926

**Owner, Time Buyer.....Irving Rosen**  
*Radio Accounts:* Fur Dressers & Fur Dyers  
 Assn., The Wenley Co., New York, N. Y.;  
 Ask Pharmaceutical Co., Astoria, L. I., N. Y.

**ROSS ROY, INC.**

2751 East Jefferson Ave., Detroit 7, Mich.  
 Phone: LORain 7-3900  
 ABP—ANPA—PPA—NOAB

**President.....Ross Roy**  
**Exec. V.P. &**  
 Gen. Mgr.....Thomas G. McCormick  
 Sr. V.P., Acct. Supv.....Carroll F. Sullivan  
 V.P. & Art Dir.....John W. Hutton

V.P., Acct. Suprs....William Gerstenberger.  
 Wm. W. Shaul, Robert A. Dearth  
 V.P., Creative Dir.....Spencer F. Hill  
 Secretary.....Erwin H. Haass  
 Treasurer.....Lathrop P. Morse  
 Comptroller.....Harry W. Mellen  
 V.P., Media Dir.....Carl E. Hassel  
 Research Dir.....Robert E. Riordan  
 Production Director.....William L. Miller  
 Publicity Dir.....Albert C. Nute  
 Merch. Dir.....Kenneth S. Loring  
 Personnel Dir.....George Macier  
 Librarian.....Florence Armstrong  
 Acct. Executives:.....Albert E. Bowles,  
 Richard G. Dorn, G. Robert Hankinson,  
 Robert C. Lyon, William H. Mathews,  
 Robert R. Roy, James L. Rast

**Branch Offices**

307 No. Michigan Ave., Chicago 1, Ill.  
 Phone: RAndolph 6-7000

Vice President.....James Quinn  
 122 East 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 7-2944

Vice-Pres.....William M. Ziegler, Jr.  
 1680 North Vine St., Hollywood 28, Calif.  
 Phone: HOLlywood 9-6263

Vice-Pres. ....Maurice G. Vaughn  
 Ross Roy of Canada, Ltd.  
 410 Canada Trust Bldg., Windsor, Ont.  
 Phone: Clearwater 6-2371

Vice Pres.....Harold J. G. Jackson  
*Accounts:* Aseptie-Thermo Indicator Co.;  
 Chrysler Corp. of Canada, Ltd.; Chrysler  
 Corp., Parts Div.; Chrysler Div., Chrysler  
 Corp.; DeSoto Div., Chrysler Corp.; Dodge  
 Division, Chrysler Corp.; Eljer Div., Murray  
 Corp.; Esquire Socks Div.; Export Div.,  
 Chrysler Corp.; Honey Co.; Johnston Pic  
 Co.; Magnecord, Inc.; Modern Homes Corp.;  
 Mortell, J. W. Co., Inc.; Murray Corp. of  
 Am.; Plymouth Div., Chrysler Corp.; Pre-  
 pared Products Co., Inc.; Serval, Inc., Air  
 Conditioning Div.

**RUDER & FINN, INC.**

130 E. 59th St., New York 22, N. Y.  
 Phone: PLaza 9-1800

Chairman of Board.....David Finn  
 President.....Wm. Ruder  
 Art Director.....Noel Weber  
 Publicity Director.....Paul B. Zucker  
 TV Director.....Chester Burger  
*Accounts:* Bettinger Corp.; Borgenicht,  
 Jack; Gibraltar Corrugated Paper Co. Inc.;  
 Inskip, J. S.; House of Louis Feder; Midwest  
 Research Institute; Ruder Brothers; Trans-  
 film Inc.

**CHARLES L. RUMRILL & CO., INC.**

339 East Ave., Rochester 4, N. Y.  
 Phone: BAKer 7900

AAAA-ABP-ANPA-PPA

President.....C. L. Rumrill  
 Treas. & V.P.....H. R. Hanson  
 Vice Presidents.....N. A. Gallagher,  
 G. M. Prince, W. T. Jensen  
 Secretary.....G. G. Wallington  
 Radio-TV Director.....James Trayhern

*Radio Accounts:* Brighton Place Dairy,  
 Community Savings Bank, Rochester, N. Y.  
*TV Accounts:* Community Savings Bank.

**LOWE RUNKLE CO.**

1305 Liberty Bank Bldg., Okla. City 2, Okla.  
 AAAAA-ABP

President.....Lowe Runkle  
 Vice-Presidents.....Roger Pi-lmy,  
 Howard Neumann, Monty Mann,  
 Radio, TV Director.....Keith Mathers  
*Radio Accounts:* Cain's Coffee Co. (Coffee,  
 Tea, Spices); Local Federal Savings and  
 Loan; Liberty National Bank (Banking);  
 Arkansas City Flour Mills (Flour), Arkansas  
 City, Kans.; Dulaney Distributing Co. (Ap-  
 pliance Distributors); Air Products (Dis-  
 tributors), Okla. City; Okla. Farm Bureau,  
 Okla. City.

*TV Accounts:* Cain's Coffee Co. (Coffee,  
 Tea, Spices); Liberty National Bank (Bank-  
 ing); Southwestern Bell Telephone (Tele-  
 phone Service), Oklahoma City; Oklahoma  
 Publishing Co. (Newspapers); Consolidated  
 Gas (Gas Utility), Oklahoma City, Okla.;  
 Safeway Stores, Okla. City; Okla. Farm Bu-  
 reau, Okla. City.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 6-6400

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

Chrmn Exec. Comm.....F. Barry Ryan  
 Chrmn. of the  
 Bd.....Paul E. Watson (Chicago)  
 President.....Robert M. Watson  
 Exec. V.P., Plans & Creative  
 Services.....F. Kenneth Beirn  
 V.P., Dir. of Radio & TV.....George Wolf  
 Radio & TV

Copy Chief.....Douglas MacNamee  
 Mgr. of Radio &  
 TV Production.....Roland Howe  
 Suprv. of Film Prod.....Philip Feld  
 TV Art Dir.....Ken Haverstick  
 Business Mgr.....Havis Medwick  
 Prod. Supervisor.....Edwin R. Rooney, Jr.  
 Asst. Prod. Supervisors.....Dorothy Rivers,  
 Ted Storb  
 Mgr., Time Buyers.....Vincent DeLuca  
 Time Buyers.....Charlotte Corbette,  
 Gordon Hughes  
 Asst. Time Buyers.....George Heffernan,  
 Edward Sherinian

**Branch Offices**

360 North Michigan Ave., Chicago 1, Ill.  
 Phone: FInancial 6-1833

Exec. V.P.....H. B. Groseth  
 Exec. V.P., Radio, TV.....R. W. Metzger  
 Carew Tower, Cincinnati 2, Ohio  
 Phone: GARfield 5800

V.P. & Manager.....John L. Magro  
 1412 Main St., Dallas 2, Texas  
 Phone: RIVerside 6453

V.P. & Manager.....John Simmons  
 7430 Second Boulevard, Detroit 2, Michigan  
 Phone: TRinity 4-2200

Exec. V.P., Eastern Div.....Tod Reed



6920 Sunset Boulevard, Hollywood, Calif.  
Phone: HOLlywood 9-3611

Manager .....Tom Hargis  
5615 Fannin St., Houston 4, Texas  
Phone: CApitol 4-1741

Manager.....Theodore F. Keady  
3440 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUUnkirk 8-0571

V.P. & Pacific Coast Mgr....John H. Weiser  
611 Olive St., St. Louis 1, Mo.  
Phone: MAIn 1-0127

Sr. V.P. & Mgr.....Oscar A. Zahner  
2650 University Ave., St. Paul 14, Minn.  
Phone: PRior 7711

V.P. & Manager.....James R. Ralhders  
235 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 2-4616

V.P., Manager.....Ray Mount Rogers  
1218 Third Avenue, Seattle 1, Wash.  
Phone: ELliott 1572

V.P. & Manager.....F. G. Mullins  
1275 National Press Bldg., Washington 4,  
D. C.  
Phone: EXecutive 3-6730

Manager.....Donald J. Wilkins  
80 Richmond Street West, Toronto 1, Ont.  
Canada

Phone: EMpire 6-1515

Manager. Acct. Exec.....John Brookman  
*Radio and TV Accounts:* Adler Co., Allied  
Florists Association of Illinois, American  
Kitchens, Baldwin Piano Co., Banquet Can-  
ning Co., Capitol Frito Corp., Comfort Mfg.  
Co., Emery Industries Inc., Frito New York,  
Inc., Hancock Oil Co., Krey Packing Co.,  
Lever Brothers, Ltd., Lewis-Howe Co.,  
Thomas J. Lipton, Thomas J. Lipton, Ltd.,  
Markus Campbell Co., Nally's Inc., Oshkosh  
B'Gosh, Inc., Pacific Coast Paper Mills, Pa-  
cific Finance Corp., Palm Beach Co., Pepsodent  
Sales, Ltd., Pharma-Craft Corp., Reddi-  
wip Co., Safeway Stores, A. E. Staley Mfg.,  
United Wallpaper Inc., Wolverine Shoe and  
Tanning Co., William Wrigley, Jr. Co., Zono-  
lite Co., Chocolate Products Co., Thomas  
Emery & Sons, Inc., Glaser-Crandell Co.,  
Jacob Ries Bottling Works, Inc., Janney Sem-  
ple Hill & Co., Jel Sert Co., Lincio Products  
Distributing Co., Minnesota Hospital Ser-  
vice Association, Minnesota Consolidated Can-  
neries, Inc., Old Judge Foods Corp., Seattle  
First National Bank, So Good Potato Chip  
Co., Sun Oil Co., Texas Bank & Trust Co.,  
Texas State Optical Co., Wallerstein Co.,  
Waxed Paper Merchandising Council, West-  
ern Gear Works, Radio Cincinnati, Inc.  
(Radio Station WKRC); Radio Station  
KJET, Houston, Tex.; Radio Station KTHH,  
Houston, Tex.

**LEWIS EDWIN RYAN ADVERTISING**

726 Jackson Place, N. W., Washington, D. C.  
Phone: REpublic 7-7606

AAAA-ABC-ABP-ANPA-AFA

Owner.....Lewis Edwin Ryan  
Gen'l Mgr.....John F. Hardie  
Comptroller.....Preston D. Coiner  
Sr. Acct. Exec.....William R. Doores  
Prod. Mgr.....David F. DeYoung

Acc't. Exec.....Samuel E. Hunsaker,  
Donald H. Dixon  
Art Directors.....James W. Steele  
William R. Clifford  
Dir., Radio-TV.....William J. Green  
Copy Chief.....Louise Scheiman  
Creative Director.....Walter Kerwin

**BEN SACKHEIM, INC.**

The Plaza, 2 West 59th St., New York 19,  
N. Y.

Phone: PLaza 1-2200

NBP-AAAA-ABP-ANPA-APA-NOAB  
PPA

President .....Ben Sackheim  
Exec. Vice-Pres.....George B. Pampel  
Sercy, Treas.....S. M. Sackheim  
Copy Chief.....Anne Green  
Art Director.....Arthur Singer  
Production Manager.....Bernard Spiro  
Media Director.....William Galker  
Research Dir.....B. W. Saas  
Account Executives.....Jerome G. Hahn,  
George B. Pampel, Glenda Sullivan,  
 Sylvia Sackheim, Ted Breining  
*Radio Accounts:* The Autoyre Company  
(Kitchen and Bathroom Accessories), Oak-  
ville, Conn.; Peter Pan Foundations, Inc.  
("Merry-Go-Round" Brassieres), Flex-Let  
Corp. (Flex-Let Watch Bands & Beau Brum-  
mel Men's Jewelry), E. Providence, R. I.  
*TV Accounts:* Flex-Let Corp., E. Provi-  
dence, R. I.; Peter Pan Foundations, Inc.  
(Brassieres), New York.

**ST. GEORGES & KEYES, INC.**

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

Phone: PLaza 5-1180

AAAA-ABP-ANPA-ABC

President.....Stanley J. Keyes, Jr.  
Vice-President.....John L. Fitzgerald  
Vice-Pres.-Art Director...Alfred A. Anthony  
Vice-Pres.-Copy Chief.....Ward Seeley  
V.P.-Sls. Prom.....R. K. Snively  
Production Manager.....William Korcak  
V.P., Media Dir.....James J. Freeman  
Publicity Director.....Torrey Stearns

*Branch Offices*

1004 No. Charles St., Baltimore 18, Md.  
Phone: PLaza 2-0809

*Radio Accounts:* Davison Chemical Co.,  
Div. of W. R. Grace & Co. (Fertilizers), Bal-  
timore, Md.; Josiah Wedgwood & Sons,  
(China), N. Y., N. Y.

*TV Accounts:* Davison Chemical Co., Div.  
of W. R. Grace & Co., Baltimore.

**WALKER SAUSSY ADVERTISING,  
INC.**

Penthouse, Texas Co. Bldg., New Orleans 16,  
La.

Phone: CAAnal 9212

ANPA-ABP-NOAB

President .....Walker Saussy  
Vice Presidents.....Joseph Shields, Jr.,  
D. W. Ziegelasch  
Radio Time Buyer.....Stanley Starr  
Acct. Executives.....Jules Robert,  
James S. Byrne



*Radio Accounts:* American Brewing Co., Miami, Fla.; Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea); L. A. Frey & Sons (Meat Products).

*TV Accounts:* American Brewing Co., Miami, Fla.; Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugar Refinery; Hibernia Homestead (Building Loans).

**FRANK B. SAWDON, INC.**

270 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-1324

President.....Frank B. Sawdon  
Vice-President.....Jerry Bess  
Secretary.....Victor Sawdon  
Radio-TV Production.....Jack Wilcher  
Coordinator.....James Hackett

*Branch Office*

75 E. Wacker Drive, Chicago, Ill.  
Phone: Dearborn 2-0826

Office Manager.....Tom Mannos  
*Radio Accounts*—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.

*TV Accounts*—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.

**SCHECK ADV. AGENCY, INC.**

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

President.....Julius Scheck  
V. P., Radio-TV Dir.....E. Grant Scheck  
Secy. & Treas.....Morris Scheck  
Prod. Mgr., Art Dir.....Henry R. Scheck  
Copy Chief.....E. Bimberg  
Space Buyer.....Frank M. Craumer  
Account Executives...William H. Andrews,  
E. Grant Scheck, Morris Scheck, Julius Scheck.

*Radio Accounts:* Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.

*TV Accounts:* Fischer Baking Co. (Baked Goods), Hanovia Chem. & Mfg. Co. (Health Lamps), Newark, N. J.; Charms Candy, Asbury Park, N. J.; American-Limoges (Dinner Ware).

**SCHEIDELER, BECK & WERNER, INC.**

487 Park Ave., New York, N. Y.  
Phone: MURray Hill 8-8866  
ABC—ABP—ANPA

President.....Joseph Scheideler  
Exec. V.P., Treas.....Joseph Beck  
Secretary.....Eugene Hulshizer  
Dr. Radio-TV Timebuying....Vera Brennan  
TV Director.....Walter Ware

*Radio Accounts:* Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes, Protex Soap, Blue Barrell Soap), New York, N. Y.; C. F. Mueller Co. (Macaroni, Spaghetti & Egg Noodles), Jersey City, N. J.; The Mc-

Ihnenney Co. (Tabasco Sauce), New Iberia, La.; International Salt Co. (Sterling Salt), Scranton, Pa.; Newsweek Magazine (Newsweek), New York City.

*TV Accounts:* Manhattan Soap Co. (Sweetheart Soap, Blue-White Flakes, Protex Soap); C. F. Mueller Co. (Macaroni, Spaghetti & Egg Noodles); The McIlhenny Co. (Tobasco Sauce); Int. Salt Co. (Sterling Salt).

**SCHENKER COMPANY**

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

Pres., Media Dir., Space Buyer  
Sydney R. Raiké  
Vice-Pres.....J. E. Schenker  
Art Dir.....M. Rickabaugh  
Radio Time Buyer & Prod. Mgr.  
Space Buyer.....C. D. Domin  
Account Executives.....S. R. Raiké,  
J. E. Schenker, C. D. Domin  
*Accounts:* Chicago Cycle Co.; Escalante, Jos. F., Co.; Howe Ice Machine Co.; Wallace, J. D. & Co.

**SCHOLTS ADVERTISING SERVICE**

1201 W. 4th St., Los Angeles 17, Calif.  
Phone: MICHigan 2396  
ABP—ANPA

Owner.....T. D. Scholts  
Radio-TV Dir.....Althea Hubbard

**GORDON SCHONFARBER & ASSOCIATES, INC.**

58 Weybosset St., Providence 3, R. I.  
Phone: GASpee 1-4813-45  
ABP—ANPA—APA—NOAB—PPA

Exec. Vice-Pres....Gordon Schonfarber, Jr.  
V.P., Prod. Mgr.....Russell C. Edwards  
Vice-Pres., Copy Chief.....John B. Swift  
Secretary.....Amanda C. J. Olsson  
Radio-TV Dir.....R. J. McVicker, Jr.

*Radio Accounts:* Gladding's, Inc. (Radios), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Paris Fabric Shop, Providence; Calif. Artificial Flowers, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence.

*TV Accounts:* Old Colony Cooperative Bank; Gladdings, Inc.; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

**SCHWIMMER & SCOTT, INC.**

814 N. Michigan, Chicago 11, Ill.  
Phone: WHIEhall 4-6886  
ANPA—APA—PPA—NBP—AAAA

President.....R. J. Scott  
V.P., Creative Dir.....Leo J. Krakover  
V.P., Radio-TV Dir.....Robert S. Knapp  
Treasurer.....Harry Heilig  
Media Dir., Time  
Buyer.....Robert Riemenschneider, Jr.

*Radio Accounts:* Chicago Stadium, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Spiegel, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wis.; Boyer International Lab., Buddy Roy Popcorn Co., Chicago; Little Dutch Candy Mill Corp., Chicago.

**RUSSEL M. SEEDS CO., INC.**

919 No. Michigan Ave., Chicago 11, Ill.  
Phone: Whitehall 3-2133  
ANPA—APA—PPA

President .....Freeman Keyes  
Exec. Vice Pres.....Harry H. Maus  
Vice Pres. Gen. Mgr.....H. B. Goldsmith, Jr.  
Vice Presidents.....A. D. Keyes  
Daniel Foster, Harley B. Hobbs, James  
Witherell, L. J. Marshall, Dean Landis,  
P. F. Marshall, Fred Willson  
Sec.-Treas.....E. V. Owen  
Time Buyer.....Merle Myers  
Radio-TV Director.....R. B. Young  
Dir. Film Prod.....Allen Lee

*Branch Offices*

121 Monument Circle, Indianapolis 9, Ind.  
MElrose 5-1361  
V.P. in Chg.....Paul Richie  
418 S. Robertson Blvd., Los Angeles, Calif.  
Phone: CRestview 4-7613

Manager.....Lou Place  
*Radio Accounts:* Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup), Fort Wayne, Ind. Admiral Corp., Chicago.

*TV Accounts:* Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.; Admiral Corp., Chicago; Topco Assocs. (Canned Foods), Chicago.

**ED SHAPIRO INC.**

1612 Market St., Philadelphia 3, Pa.  
Phone: LO 4-2877  
ANPA—ABP

President .....Edward Shapiro  
Vice-President.....Leonard Goldsmith  
Secretary.....H. Hyman Shapiro  
Treasurer.....Edward L. Frater  
Art Director.....Jack Garry  
*Radio Accounts:* Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

*TV Accounts:* Sealy Mattress Co.; Philadelphia Model Hobbies Association; Price Vacuum Stores.

**JOHN W. SHAW ADVERTISING, INC.**

51 E. Superior St., Chicago 11, Ill.  
Phone: MOhawk 4-6323  
ANPA—APA—PPA—NBP

President & Treas.....John W. Shaw  
Vice-Presidents.....David E. Gurrant.  
P. L. O. Smith, Arch Macdonald  
Dir., Radio, TV

& Commercial Films.....H. Ketting  
*Radio Accounts:* The Quaker Oats Company, Chicago, Ill.

*TV Accounts:* The Quaker Oats Company, Chicago; Dormeyer Corp., Chicago; Webster-Chicago Corp., Chicago; Frank Fehl Brewing Co., Louisville, Ky.

**SILTON BROTHERS INC.**

131 Clarendon St., Boston 16, Mass.  
Phone: CO 7-3730  
ABP—ANPA—FAAG—PPA

President.....Myron L. Silton  
Exec. V.P.....Jason N. Silton  
V.P., Producer, Buyer.....E. W. Hoffman  
Treas., Media Dir.

Radio-TV Buyer.....Ramon N. Silton  
V.P. Art.....Andre B. Paquette  
Asst. Treas.....Ruth B. Comerford  
Media Analyst.....Marie E. Kachinski

*Radio Accounts:* Craftsman Insurance Co. (A. & H. Insurance), Boston; New England Provision Co. (Meats), Boston, Mass.; Homestead Motor Car Co.; Boston; Barcolene Co. (Detergents), Boston; Boston Bonnie Fisheries (Frozen Sea Food); Hotel Kenmore; Kendall Manufacturing Co. (Soapine), Sears Roebuck & Co. (Boston and Suburban Retail Stores), all Boston, Mass.; Metropolitan Furniture Co. (Retail Furniture Store), Lynn, Mass.

*TV Accounts:* Craftsman Insurance Co. (Accident & Health Insurance); New England Provisions Co. (Meats); The Barcolene Co. (Detergents Manufacturer); Elm Farm Foods Co. (Retail Food Chain); Homestead Motor Car Co. (Used Car Dealer); Sears Roebuck & Co. (Boston and Suburban Retail Stores), all Boston, Mass.; Mutual Shoe Sales Co. (Foot Flaires Shoes Mfgr.), Maynard, Mass.

*Estimated Radio-TV Billings:* \$400,000.00.

**SIMON & GWYNN**

3329 Poplar Ave., Memphis 11, Tenn.  
Phone: 62-1691  
SNPA—ANPA—APA—NOAB—ABP

FAAG  
Partners.....Milton Simon, H. N. Gwynn

*Branch Office*

924 Stahlman Bldg., Nashville, Tenn.  
Phone: 5-8909

Manager.....W. M. Holder  
*Radio-TV Accounts:* American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Rouco Foods), American Tea & Coffee Co.

**SIMONS-MICHELSON CO.**

1126 Lafayette Bldg., Detroit 13, Mich.  
Phone: Woodward 3-3000  
AAAA—ANPA—ABP

Partners.....Leonard N. Simons  
Lawrence J. M. Michelson  
Prod. Mgr.....Arthur H. Copland  
Space Buyer.....C. Allison Belcher

Art Director.....Al Sielaff  
 Radio-TV Director.....Richard N. Hughes  
*Radio Accounts:* Cunningham's Drug Stores (Drug, etc.), Keopplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); People's Outfitting Co. (Dept. Store); Dossins Food Products (Pepsi-Cola); General Electric Supply Co. (Appliances); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Lix (Cough Formula), Detroit; Stone's Jewelers, Detroit; Schmid's (Beer), Detroit; Wrigley's Super Markets, Detroit; Park Furniture Co.; Epps Four Great Stores (Sporting Goods); Holden Builders; Keene Television; Kwik Kafe of Detroit, Inc. (Vending Machine Coffee), all Detroit.

*TV Accounts:* Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); General Electric Supply Co. (Appliances); Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.; Lix.

**W. J. SMITH CO.**

Martin Brown Bldg., Louisville 2, Ky.  
 Phone: Jackson 2163  
 APA—SNPA—ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith  
 Vice-Pres. & Secy.....G. B. Smith  
 Media Dir. & Copy Chief.....H. D. Peltier  
 Radio Dir.....I. M. Diebold  
 Account Executives.....P. M. Shaughnessy,  
 H. D. Peltier, W. J. Smith  
*Radio Account:* Peerless Mfg. Co.

**SMITH, TAYLOR & JENKINS, INC.**

223 Fourth Ave., Pittsburgh 22, Pa.  
 Phone: ATLantic J-9312  
 ABP—ANPA—APA—FAAG

President.....Ronald P. Taylor  
 Bd. Chrmn., Treas.....Robert M. Jenkins  
 Television Dir.....Thomas J. MacWilliams  
 Radio Director.....Les Sterne  
 Acct. Executives.....Ronald P. Taylor,  
 Robert E. Quaid, W. C. Sutherland, R. M. Jenkins, E. V. Hudson, Jules A. Petreces,  
 J. J. Matelan, R. K. Pearson, William D. Morrissey

**SON DE REGGER ADV. AGENCY INC.**

1020 Locust St., Des Moines 9, Ia.

Phone: 3-3185

ANPA—APA—ABP—FAAG  
 President, Space Buyer, Radio Time  
 & Acct. Exec. Treas....Les Son De Regger  
 Secretary.....A. H. Son De Regger  
 Art Dir.....D. D. Neal  
 Prod. Mgr.....Joseph Daniels  
*Radio Accounts:* National Soap & Refining Co., Grocers Wholesale Co.

**C. JERRY SPAULDING, INC.**

201 Commercial St. Worcester 8, Mass.  
 Phone: PLeasant 3-4789  
 Pres., Treas. & Radio Time Buyer

C. Jerry Spaulding  
 Secretary.....H. H. Hartwell  
 Art Director.....Harvey Ball  
 Prod. Mgr.....Charles Rice  
 Acct. Exec.....Robert F. Hayward  
*Radio Accounts:* Coronado Hotel, Peoples Savings Bank, Mechanics Natl. Bank, Smith & Fyfe, Inc. (Ice Cream) Worcester.

**RAYMOND SPECTOR COMPANY, INC.**

445 Park Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-4407  
 ABP—ANPA—APA—PPA

President, Treas.....Raymond Spector  
 Client Service.....Bert Schwartz  
 Art Director.....Irving Trabich  
 Production Manager.....Richard Scott  
 Dir. of Pub. Rel.....Millie T. Trager  
 Research Director.....Cal Morris  
 Radio-TV Director.....Dick Blaine  
*Radio-TV Account:* Hazel Bishop, Inc. (Lipstick and Complexion Glow), New York, N. Y.

**SPITZ ADVERTISING AGENCY, INC.**

530 Oak St., Syracuse 3, N. Y.  
 Phone: 9-5581  
 ABP—ANPA

Owner, Acct. Exec.....William Spitz  
 Art Director.....Phillip Gabriel  
 Copy Chief.....Cynthia Proulx  
 Production Mgr.....Diane Davis  
 Space & Time Buyer.....Martha Matlews  
 Radio-TV Director.....Ed Herr  
*Radio Accounts:* Empire Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse Mohican Stores Inc. (Food Markets), Syracuse & Auburn, N. Y.; Pilgrim Packing Co., (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Syracuse National Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

*TV Accounts:* Bedding Furniture Supermarket (Furniture), Syracuse; Empire Card Co. Inc. (Greeting Cards), Elmira, N. Y.;

Gardner & North Roofing & Siding Co.; Hotel Syracuse; Ononadaga Supply Co., Inc. (Appliances), Syracuse; Outdoor Store (Sporting Goods), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spectator-Genesee Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., Greeting Cards), Syracuse; Syracuse Glass Co.; Syracuse National Shows, Inc.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

**SPITZER & MILLS LIMITED**

50 King Street W., Toronto 1, Can.  
Phone: EMpire 6-2811

President.....G. F. Mills  
Exec. Vice-Pres.....J. W. Spitzer  
Gen. Mgr. & Sec.-Treas.....W. H. Reid  
Radio TV Director.....T. R. Hart  
Account Executives.....J. R. Charles,  
F. J. Collins, W. G. Wallace, L. F. McCarty,  
W. F. Nugent, J. Gillard, B. Whale,  
S. Boswell, G. F. Mills, J. W. Spitzer, W. H.  
Reid, J. Bramm, D. McMillan, F. E. Smith,  
W. S. Karn

*Branch Office*

3405 Addington Ave., Montreal, Quebec  
Phone: WA 0344

Co. Mgrs.....D. McCrimmon, J. Randle  
Radio Dir.....P. E. Corbeil  
Acct. Executives.....J. Randle,  
D. McCrimmon, E. Miller, A. Rigby, R. N.  
Rodricks, R. Morrin, E. Bellamore, F. Brunet,  
H. Smith

**BARTON A. STEBBINS ADVTG.**

3142 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: Dunkirk 8-8131

ABP—ANPA—APA—AAAA—NOAB

Owner.....Barton A. Stebbins  
Acct. Execs.....A. W. Gudelman, Nat Jeffras  
Time Buyer.....A. W. Gudelman  
*Radio Accounts:* Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los Angeles.

*TV Accounts:* Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles

**STERLING ADV. AGENCY, INC.**

535 5th Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-3400

ANPA—PPA

Chairman of Board.....S. M. Broun  
President.....Joseph S. Edelman  
Treasurer.....Herbert Goldsmith  
Media. Radio. TV Dir.....  
Time Buyer.....Alfred B. Udow

**STOCKTON, WEST, BURKHART, INC.**

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

AAAA—ABP—ANPA—APA—PPA—NOAB  
Chmn. of Board.....William Z. Burkhart  
VP, Sec. & Copy Chief.....Ranald S. West  
Pres., Dir. of Contract.....Joseph D. Nelson, Jr.  
Exec. V.P., Treas.....C. Thomas Martin  
VP & Dir. Media.....Robert A. McDowell  
Television Director.....Gary Lee  
Dept. Mgr., Time Buyer.....Douglas Burch

*Radio Accounts:* Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.

*TV Accounts:* United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

**STORM ADVERTISING CO., INC.**

72 East Ave., Rochester 4, N. Y.  
Phone: Baker 9140, 9149

Pres., Treas., Media Dir.....Morry Storm  
V.P.—Radio & TV Dir. &

Acct. Ex. Time Buyer.....Jean Schantz  
Prod. Mgr.....Elmer Foote  
Office Manager.....Janet Thomas

*Radio and TV Accounts:* Harry Forman Cl. Company (men's clothing), Rochester; Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Vaisey-Bristol Shoe Company, Inc. (manufacturer of children's shoes), Rochester; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Cramer Drug Company (drugs), Rochester; Baker's Jumping-Jack Bootery (Shoes), Rochester-Elmira-Geneva, N. Y.; A Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewelers, Rochester; M. E. Silver Corp. (Motorola Distributor), Rochester; Snyder's Seat Covers, Rochester; Stanley Optical Co., Rochester; Style House (Rugs), Rochester.

**DANIEL F. SULLIVAN CO., INC.**

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

AAAA—ABP—ANPA—APA—NBP—PPA

President.....Daniel F. Sullivan  
Sales Dir.....Robert N. Sullivan  
Treas., Space Buyer.....William H. Sullivan

*Radio Accounts:* Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston.

**SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.**

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

Phone: ORegon 9-2500

ANPA—APA—NOAB—PPA—NBP

President.....Raymond F. Sullivan  
 Vice-Pres.....Donald D. Stauffer  
 Vice-Pres.....Robert T. Colwell  
 Vice-Pres.....S. Heagan Bayles  
 Vice-Pres. Sery.....John P. Colhane  
 Vice-Pres.....Ralph Smith  
 Vice-Pres. & Treas...T. Newton Weatherby  
 Vice-Pres.....Lloyd W. Baillie  
 V.-P. & Copy Chief.....Joseph Leopold  
 V.-P. & Media Dir.....Francis Minchan  
 V.-P. & Merch. Dir.....Daniel O'Meara  
 Vice Pres.....Kenneth McAllister  
 Vice Pres.....Herbert A. Vitriol  
 Vice-Pres.....A. K. Spencer  
 Vice-Pres.....Luther H. Wood  
 Vice-Pres.....Maitland Jones  
 Vice-Pres.....Samuel Carter III  
 Vice-Pres.....Ida S. Raisback  
 Vice-Pres.....Barrett Welch  
 Vice-Pres.....William M. Spire  
 Vice-Pres.....Clemens F. Hathaway  
 Vice-Pres.....Joseph Hardie  
 Research Dir.....Timothy J. Healy  
 V.-P. & Head Art Dir.....Robert West  
 Prod. Mgr.....George Andrew  
 Controller.....M. Herbert King  
 V.-P. & Radio-TV Dir.....Philip H. Cohen  
 Radio-TV Bus. Mgr.....Frank Reed

*Branch Office*

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

Vice-Pres. &  
 TV-Radio Dir.....Jack Van Nostrand  
 Assistant.....John G. Cole

**J. WALTER THOMPSON COMPANY**

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

Phone: MURray Hill 3-2000

AAAA—ABP—ANPA—APA

Chairman.....Stanley Resor  
 Vice Chairman.....Henry C. Flower, Jr.  
 Vice Chairman.....Samuel W. Meek  
 President.....Norman H. Strouse  
 Vice Presidents.....Donald Anderson,  
 Robert W. Ballin, Robert Black, Arthur  
 Blomquist, Joseph Boyle, Harry Deines,  
 Robert Dennison, Jr., John Devine, Samuel  
 Dobbs, Herbert Drake, Margaret King Ed-  
 dy, Wallace Elton, Don Francisco, Edward  
 Graham, William Griffin, Jr., Robert Haig,  
 Jr., Maurice Hanson, Howard Henderson,  
 Henry Herrmann, Kennett Hinks, C. Mau-  
 rice Holland, Thayer Jacarci, Arno John-  
 son, Henry C. L. Johnson, John J. Kirn,  
 Standish Marsh, Thomas Mason, Robert  
 McDonald, Ezra McIntosh, William Mc-  
 Kamy, William McKeegan, Jr., John Mon-  
 sarat, John Morse, Philip Mygatt, Thomas  
 O'Grady, Lucile Platt Reaves, Vergil Reed,  
 William Resor Charles Rheinstrom, Ed-  
 mund Rice, Edward Robinson, Jr., O'Neill  
 Ryan, Jr., Edmund Smith, Lewis Snyder,  
 Frank Stephenson, Nancy Stephenson. Jo-

seph Stone, Winfield Taylor, Edward  
 Thomas, Robert Urban, Ruth Waldo, Sam-  
 uel Walker, Shirley Woodell, William  
 Fiske Wright, William Pelton Wright, Jr.  
 V.P., Radio-TV.....H. Bart McHugh  
 V.P., Secretary.....Howard Kohl  
 Treasurer.....Luther O. Lemon  
 V.P. & Dir. of Media.....Arthur A. Porter  
 Time Buyers.....James O. Luce,  
 Jayne Shannon, Anne Wright  
 Talent.....Virginia C. Spraglo

*Branch Offices*

410 No. Mich. Ave., Chicago, Ill.

Phone: MOhawk 4-6700

Vice Pres., Mgr.....George C. Reeves  
 In Chrg. Radio-TV Dept.....Peter Cavallo  
 535 Griswold St., Detroit, Mich.  
 Phone: WO 2-8890

V.P., Mgr.....John L. McQuigg  
 6399 Wilshire Blvd., Los Angeles, Calif.  
 Phone: WE 3-7201

Vice Pres.....Tom R. Cooper  
 V.P., Radio-TV Dept.....Cornwell Jackson  
 220 Miracle Mile, Coral Gables, Fla.  
 Phone: Miami 83-5187

Manager.....Eugene Austin  
 320 California St., San Francisco, Calif.  
 Phone: GA 1-3510

V.P., Pacific Area Mgr.....Harry A. Lee  
*Radio Accounts:* Kraft Foods Co.; Ford  
 Dealers Assn.; Swift & Co.; Shell Oil Co.;  
 Johns-Manville Corp.; Ward Baking Co.; Pan  
 American; Quaker Oats Co.; Lever Brothers;  
 Standard Brands; Scott Paper Co.; Mentho-  
 latum; Schlitz Beer.

*TV Accounts:* Aluminum, Ltd.; Atlantis  
 Sales; Brillo Manufacturing Co.; Clum King  
 Sales; Eastman Kodak; Johns-Manville  
 Corp.; Ford Div., Central Fund; Kraft Foods  
 Co.; Lever Brothers; Libby, McNeill & Lib-  
 by; Pan American; Quaker Oats Co.; Scott  
 Paper Co.; Swift & Co.; Sylvania; Assoc.  
 Hospital Service of N. Y.; United Medical  
 Service, Inc.; Ballantine; Bowman Dairy;  
 Boyle Midway, Inc.; Safeway; Seven-Up;  
 Shell Oil Co., Inc.; Southeastern Trailways;  
 Standard Brands; Ward Baking Co.; W. F.  
 Young, Inc.; Ford Dealers Assn.; Schlitz  
 Beer.

**TRACY, KENT & CO., INC.**

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

Phone: ELdorado 5-4404

ABP—ANPA—APA—PPA—NBP

Chairman of Board.....Wm. Irwin Tracy  
 Pres.....Frank S. Kent  
 Vice-Pres. & Art Dir.....Hugh F. Donnell  
 Treas. & Sec.....Geo. M. Pease  
 Vice-Pres.....F. Haas, F. Nye, Leo E. Kirby  
 Buyer.....F. W. Hlass  
 Radio & TV Director.....P. A. Baecker  
*Radio Accounts:* J. W. Beardley's Sons,  
 (Food Products), Newark, N. J.; Cadie  
 Chemical Products, Inc. (Polishing cloths),  
 New York, N. Y.; Charles & Co., Inc. (Bon  
 Voyage Shop), New York, N. Y.; Deldwood  
 Dairy Co., Inc. (Milk & Dairy Products),  
 Yonkers, N. Y.; Filler Products, Inc. (Snack

Foods), Atlanta, Ga.; Adolph Goldmark & Sons, Corp. (Imported Foods), New York, N. Y.; Cristede Bros., Inc. (Grocers), New York, N. Y.; Moore & Co. Soups, Inc. (Bon Vivant Soups), Newark, N. J.

*TV Accounts:* Cadie Chemical Products, Inc. (Polishing Cloths), New York, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Cristede Bros., Inc. (Grocers), New York, N. Y.; New Jersey Egg Institute (Jersey Jill Eggs), Lakewood, N. J.; Terry Candy Co., Elizabeth, N. J.

**TRACY-LOCKE CO., INC.**

2501 Cedar Springs Road, Dallas 1, Texas  
Phone: Sterling 4741

AAAA-ABP-ANPA-AFA

President ..... Morris Hite  
Exec. Vice-Pres. .... Clay W. Stephenson, Jr.  
Vice-Pres., Treas. .... John H. Wellenkamp  
Radio, TV Director .... Lawrence E. DuPont

*Branch Office*

2332 Wittolcombe, Houston 25, Texas  
Phone: MO 7-3306

Vice-President ..... Clay W. Stephenson, Jr.  
1501 Canal St., New Orleans 16, La.  
Canal 9278

Exec. .... G. C. Mossman  
*Radio Accounts:* Borden Co. (Southern District); Comet Rice Mills, Houston; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Reserve Life Insurance Co., Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. & KRLD, Dallas, Tex.

*TV Accounts:* Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Hagar Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

**WILLIAM VON ZEHLE & CO., INC.**

441 Lexington Ave., New York 17, N. Y.  
Phone: MU 2-9010

Pres., Radio-TV Dir. .... Wm. von Zehle  
Copy Chief ..... Otto Riess  
Treasurer ..... Kathleen Banks  
Secretary ..... Anthony Sarnataro

*Accounts:* Bernheimer, D. F., & Co.; Colonial Boat Works; Complete Machinery & Equip. Co.; Dyson Shipping, N. Y.; Emery, John S. Co.; First New Hampshire Corp.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Industrial Aromatic Inc.; International Projector Corp.; Jadov, B. Inc.; K & W Products Corp.; Meyer, N. S. Inc.; Mohegan International; North Atlantic & Gulf Steamship Co.; Pan-Atlantic Steamship Line; Richmond Screw Anchor Co. Inc.; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.; Young, Adam J. Inc.

**GEOFFREY WADE ADVERTISING**

20 N. Wacker Drive, Chicago 6, Ill.

Phone: STate 2-7369

ABC-ANPA

Exec. Dir. .... Albert G. Wade, II  
General Manager ..... Paul McCluer  
Prod. Service Dir. .... Lawrence W. Davidson  
Research Dir. .... Gordon Norberg  
Art Director ..... J. B. Hoopes  
Dir. Radio Pgsms. .... P. C. Lund  
Controller ..... L. J. Franel  
Media Director ..... Louis J. Nelson  
Space, Time Buyer ..... David S. Williams  
Dir. of Network TV Pgsms. .... Jack Farnell  
Dir. of TV ..... Booth Luck

*Branch Offices*

Wade Advertising Agency, Inc.  
6381 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-7457

Exec. Vice Pres. .... Robert E. Dwyer  
Vice Pres. .... Snowden Hunt, Jr.  
Director, Radio-TV Oper. .... Edgar Pierce  
10 East 49th St., New York, N. Y.  
Phone: PLaza 5-4156

Manager ..... Forrest T. Owen  
*Radio Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin), Elkhart, Ind.; Miles California Co., Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; Sec's Candy Shops, Los Angeles & San Francisco.

*TV Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, Bactine), One-A-Day (Brand) Vitamins, Elkhart, Ind.; Alberto-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; Sec's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc.), Los Angeles.

**HUGO WAGENSEIL & ASSOCIATES**

Talbot Bldg., Dayton 2, Ohio

Phone: HEMlock 5542

AAAA -ABP-APA-PPA-ANPA

CAAN

President ..... Hugo Wagenseil  
Secy.-Treas. .... G. Wagenseil  
Acct. Executive ..... W. H. Ford  
Radio Director ..... F. R. Harwood

**WALKER & DOWNING,  
GENERAL AGENCY**

532 Oliver Bldg., Pittsburg 22, Pa.

Phone: GRant 1-1900

ABP-ANPA

President ..... William S. Walker  
Vice-Presidents ..... C. P. Richardson,  
F. L. Newmeyer, Jr.  
Account Executives ..... C. P. Richardson,  
F. L. Newmeyer, C. F. Hoffman, Frank G.  
Orr, A. F. Young  
Radio & TV Director ..... R. B. Stevens  
Asst. Radio-TV Dir. .... W. E. Burge  
*Radio Accounts:* Allegheny Ludlum Steel

Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; I. N. Hagan Ice Cream Co. (Milk & Ice Cream), Uniontown, Pa.; Niagara Manufacturing & Distributing Corp. (Mechanical Massage Equipment), Adamsville, Pa.; Pittsburgh Coke & Chemical Co. (Insecticides), Pittsburgh, Pa.

*TV Accounts:* Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Kaufmann's Department Store, Pittsburgh; I. N. Hagan Ice Cream Co., Uniontown, Pa.; Niagara Manufacturing & Distributing Corp., Adamsville, Pa.; Pittsburgh Coke & Chemical Co.

**NORMAN D. WATERS & ASSOCIATES, INC.**

6 East 39th St., N. Y. 16, N. Y.  
Phone: MURray Hill 4-8950  
ABP—ANPA—PPA

President.....Norman D. Waters  
Vice President.....Bliss Woodward  
Secretary.....Elaine L. Waters  
Treas., Gen. Mgr.....Louis Landesman  
Space Buyer.....Fay Marenus  
Production Mgr.....Robert Arch  
Traffic.....L. Sanford Waters  
Office Manager.....Rose Berger  
Art Director.....Robert Bergman  
Mechanical Art.....Frank Martin  
Asst. to Pres.....Sheridan Sands  
Account Execs.....Norman Waters,  
Bliss Woodward, Leonard Koven, Roy Friedlander

Paris, France, 1 Ave. Franco-Russe  
Manager.....Faith Shipway

**WILLIAM WARREN, JACKSON & DELANEY**

45 W. 45th St., New York 36, N. Y.  
Phone: JUDson 6-0350  
ABP—APA—ANPA

Partners.....Harry Solow, Jr.,  
William W. Solow, S. P. Jackson  
Radio Dir.....Harry Solow, Jr.  
TV Director.....S. P. Jackson  
Asst. to Director.....William W. Solow  
Mgr. TV Commercials.....Harry Alleva  
TV Program Dir.....Edward O'Brien  
Copy Chief.....Dorothy Scheler  
Account Executives.....William Solow,  
S. P. Jackson, Milton Schwartz, J. C. Silberman, Jack Wilson, Paul Kopp, George Deller, Jack Halloran, John Callis

*Radio Accounts:* Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason

& Hamlin Piano Co.; Modell Jewelers; Michael's Brothers (Dept. Store), Schane Pontiac Corp., Old Reliable Oldsmobile, Zenith Radio Corp., Tri-State Buick Dealers Assn., all New York, N. Y.

*TV Accounts:* Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center, Chinchilla Industries, Inc.; Dale Dance Studios; Davega Stores; Monarch Buick Co., Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., Warren Connolly (Appliances), all New York, N. Y.

*Estimated Radio-TV Billings:* \$900,000.

**WARWICK & LEGLER, INC.**

230 Park Ave., New York 17, N. Y.  
Phone: MURray Hill 4-5800  
AAAA—ABC—ABP—ANPA—APA  
NOAB—PPA

President.....H. Paul Warwick  
Vice-Presidents.....Henry Legler,  
S. O. Youngheart, Lester M. Malitz, Arthur Deerson, Thomas H. Shanley, Tevis Huhn, Harry Berk, Harold Jaeger  
Radio & TV Director...William P. Warwick  
Asst. Radio-TV Dir...Robert Steen, Joe Gratz  
*Branch Office*

2405 W. 8th St., Los Angeles 57, Calif.  
Phone: DUNKirk 3-1141

Vice Pres., Mgr.....C. E. Staudinger  
TV & Radio Dir.....Cecil Underwood  
*Radio Accounts:* Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Ruppert Brewery; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.

*TV Accounts:* Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Ruppert Brewery.

**WASSER, KAY & PHILLIPS, INC.**

610 Clark Bldg., Pittsburgh 22, Pa.  
Phone: Grant 1-5752

President.....G. S. Wasser  
Vice Pres.....E. J. Laughlin  
Media Director.....Harry Anderson  
Art Dir.....Virginia Hubach  
Radio, Television Director.....Alvin Roth  
Account Executive.....G. S. Wasser  
Copy Chief.....Irene Wilson  
*Radio & TV Accounts:* Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; T-K Roofing Mfg. Co., Chester, W. Va.; City Products Corp. (Ice), Pittsburgh, Pa.

**WATTS, PAYNE—ADV., INC.**

900 S. Main St., Tulsa 3, Okla.  
Phone: DIAMond 3-8108  
ABP—ANPA—AAAA—AFA

Chairman of the Board.....Don Watts  
Pres., Treas.....Oscar E. Payne  
Vice Presidents.....Leslie S. Hauger,  
Don Dyer  
Sery., Radio-TV Dir.....Don S. Mitchell



Asst. Treasurer.....Jack Buchman  
 Account Executives.....Don Watts,  
 Oscar E. Payne, Leslie S. Hauger, Don  
 Dyer, Don S. Mitchell, Thurman Glenn,  
 George Breidenbach.

Radio-TV Traffic.....Sally Milstead  
*Radio Accounts:* Okla. Tire & Supply Co.,  
 Tulsa; Mid-West Chevrolet, Tulsa; 1st National  
 Bank, Tulsa; Commercial Nat'l Bank,  
 Muskogee; 7-Up Distributors, Tulsa; Pepsi  
 Cola Distributors, Tulsa; Palace Office Sup-  
 ply, Tulsa; United Fed. Sav. & Loan, Tulsa;  
 Bell Oil & Gas Co., Tulsa; Okla. Natural Gas  
 Co., Tulsa.

*TV Accounts:* Oklahoma Tire & Supply  
 Co.; Standard Electric Supply Co., Tulsa;  
 1st National Bank; Chili Bowl Seasoning;  
 Mid-West Chevrolet; Hanna Lumber Co.,  
 Tulsa; Palace Office Supply, Tulsa; Ray  
 Allen Shoes, Tulsa; Burt's Ice Cream, Tulsa;  
 Okla. Natural Gas Co., Tulsa; Jitney Jungle  
 (Grocery Chain), Tulsa.

**WEISS & GELLER, INC.**

400 North Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 3-2100  
 ANPA—PPA—NOAB

President.....Edward H. Weiss  
 Vice Presidents.....Irving Auspitz,  
 Bernard Gross, Jerome Joss, Bruce Dodge  
 V.P., Sec. Radio, TV Dir., Marvin L. Mann  
 V.P., Art Dir.....N. Lee King  
 V.P., Dir. of Research.....Joseph White  
 Media Dir., Radio, TV Time

Buyer.....Jack Bard  
 Treasurer.....Ernest Stern  
 Production Manager.....Leo Sikes  
 Radio, TV Time Buyer.....William Stenson  
 Acct. Execs.....Arthur Ramsdell, Bennett  
 Cooper, Hubert Doering, John Clayton,  
 Richard Sachse, George Gruenwald, Grady  
 Boles, John Harpham, Kerry Sheeran,  
 Roger Moran, Ken Murison, Byron Bonn-  
 heim, Robert Fierst

*Branch Offices*

400 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 3-4070

V.P., Dir. Radio-TV.....Max Tendrich  
 9533 Brighton Way, Beverly Hills, Calif.  
 Phone: CRestview 6-7048

**E. TAYLOR WERTHEIM**

347 Madison Avenue, New York 17, N. Y.  
 Phone: MURray Hill 4-7545

Owner, Media Dir.....E. Taylor Wertheim  
 Copy Chief, Space Buyer.....Ray Buras

**WESTERN ADVERTISING AGENCY, INC.**

1848 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: WEbster 8-2681  
 ABC—ABP—ANPA

President.....Edward E. Keeler  
 Vice Presidents.....William Wilson,  
 C. M. Grove

V.P., Radio-TV Dir.....Edmund A. Lytle  
 Copy Chief.....Raymond E. Banks  
 Media Dir.....Nroine Freeman  
*Radio Accounts:* Alemite Co. of Calif.;

Battle Creek Food Co., Los Angeles, Calif.;  
 Bowie Pies; Pig'n Whistle Brands, (Candy);  
 Calif. Wholesale Electric; Ontra Cafeterias;  
 Community Bank; First Thrift Of Los An-  
 geles; Huntington Park First Savings; First  
 Federal Sav. & Loan of Wilmington, Calif.;  
 Gallenkamp's Stores Co.; Mills Sales Co.;  
 Librascope, Inc.; G. M. Giannini Co.

*TV Accounts:* Gallenkamp's Stores Co.;  
 Pierpoint Landing; General Electric Supply  
 Co.

**WEXTON COMPANY, INC.**

11 East 47th St., New York, N. Y.  
 Phone: MU 8-4050  
 ABP—ANPA

President.....Larry Schwartz  
 Vice Presidents.....Ted Graucanson,  
 Kenneth Rader, Ed Greenberg

Secy.-Treas.....Howard Wechsler  
 Acct. Supervisor.....George Gilbert  
 Radio-TV Dir.....Dan Wallack

*Radio Accounts:* Speert & Co. (Combs);  
 Ambrosia Cosmetics (Facial Cleansers);  
 Ken Research; Gibson-Momser Co., Inc.  
 (Brushes); Doak Pharmaceutical, all New  
 York City; W. Gobel (Hummel Figurines),  
 Bavaria; Kalart Co., Plainville, Conn.

*TV Accounts:* Research for Better Living,  
 Inc. (T. W. O. Reducing Preparation);  
 Thompson Medical Products (San Cura  
 Ointment); Sinclair Pharmaceutical; Lady  
 Brett Candles, all New York, N. Y.; Burndy  
 Engineering Co. (Electrical Products), Nor-  
 walk, Conn.; Berko Electric Mfg. Corp.  
 (Radiant Heating), Queens Village, N. Y.;  
 Reliance Pencil Corp., Mt. Vernon, N. Y.

*Estimated TV Billings:* \$150,000.00.

**WHERRY, BAKER & TILDEN, INC.**

919 North Michigan, Chicago 11, Ill.  
 Phone: DELaware 7-8000  
 AAAA—ABC—ABP—ANPA

President.....Larry Wherry  
 Vice Presidents.....Bruce A. Baker,  
 Louis E. Tilden, Clifford Bolgard, Charles  
 A. Wilcox, Robert Ferguson

Dir. of Radio & TV.....Louis E. Tilden  
 Media Dir.....Clifford Bolgard

**WINIUS-BRANDON COMPANY**

1706 Olive St., St. Louis 3, Mo.  
 Phone: CHestnut 1-6380  
 AAAA—ABP—ANPA

President.....Enno D. Winius  
 Sr. Vice-Pres.....C. A. Brandon  
 Vice-President, Treas.....W. L. Sanborn  
 Media Dir.....George R. Bishop  
 V.P., Radio-TV Dir.....V. L. Morelock  
 Vice Pres., Acct. Exec.....Walter Winius  
 Vice Pres.....William H. Austin  
 Vice Pres., Creative Dir.....James D. Nevins

*Radio Accounts:* American Investment Co.  
 of Ill. (Loan Corp.), St. Louis; Bardenheier  
 Wine Co., St. Louis; Boatmen's Bank, St.  
 Louis; H. C. Cole Milling (Flour), Chester,  
 Ill.; Bar-B-Quik (Frozen Ribs), St. Louis;  
 Deep Rock Oil Corp. (Petroleum), Tulsa,  
 Okla.; Chevrolet Dealers Assn. of Greater

St. Louis; Miller Products Co. (Insect Repellent); Katy Railroad, St. Louis.  
*TV Accounts:* Deep Rock Oil Corp.; American Investment Co. of Ill.; Bar-B-Quik; Chevrolet Dealers of Greater St. Louis; Manhattan Coffee Co., Carling Brewing Co., Miller Products Co. (Insect Repellent); Bardenheier Wine Cellars, all St. Louis, Mo.

**WOODWARD & BYRON, INC.**

50 West State St., Westport, Conn.  
 Phone: CApital 7-9554

Ch. of Bd.....Mark B. Byron  
 President.....Van Lear Woodward, Jr.  
 Vice Pres.....Thomas F. Cosgrove  
 Secretary.....John Boyd  
 Vice Pres.....Kenneth Hammond

**WYATT ADVERTISING AGENCY**

401 Navarro St., San Antonio 5, Texas  
 Phone: CA 6-2226  
 SNPA

Owner.....William I. Wyatt  
 Art Dir.....William J. Lytle  
 Prod. Mgr.....James Thompson  
 Copy Chief.....Esther Stith  
 Radio Dir.....Tom Holbrook

**YOUNG & RUBICAM, INC.**

285 Madison Ave., New York 17, N. Y.  
 Phone: Murray Hill 9-5000  
 ANPA—AAAA—ABC—ABP

President.....Sigurd S. Larmon  
 Exec. V.P., Co-Chmn. Plans  
 Brd.....Louis N. Brockway  
 V.P., Co-Chmn. Plans Brd.,

A. V. B. Geoghegan  
 V.P., Art Director....Frederick S. Sergenian  
 Senior Vice President.....Frank Fagan  
 Sr. V.P., Contact Dept.....Harry Harding  
 Sr. V.P., New Business..William H. Howard  
 V.P., Dir. Radio-TV....Robert P. Mountain  
 Vice Presidents, Radio-TV.....David Levy,  
 Joseph A. Moran

Mgr., Radio-TV Pub.....Harry Rauch  
 V.P., Mgr. Copy Dept...John B. Rosebrook  
 V.P., Dir. Int'l. Div.....Lorimer B. Slocum  
 V.P., Gen. Counsel.....David Miller  
 V.P., Merchandising Dir.....Samuel Cherr  
 V.P., Dir. Pub. Rel.....Ken R. Dyke  
 V.P., Dir. Research.....Dr. Peter Langhoff  
 Mgr. of Radio-TV Oper.....D. Y. Bradshaw  
 V.P., Dir. Copy, Radio-TV

Com's.....George H. Gribbin  
 V.P. Chg. Acct. Planning  
 & Supv.....Rod Erickson  
 Vice-Presidents.....Milford Baker,  
 Harry B. Carpenter, George B. Dippy, J.  
 Brooks Emory, Jr., Frank L. Henderson,  
 Alexander Kroll, A. Gardiner Layng, Robert  
 P. Mountain, Walter K. Nield, William  
 L. Shinnick, Albert Tilt, Jr., Walter B. C.  
 Washburn, Edward Bond, Robert H. Brinkerhoff,  
 Robert Clayton, Montagu G. Miller,  
 Bernard Pagenstecher, Paul Richardson,  
 Louis P. Weil, J. P. Wilkerson, Thomas W.  
 Clark, H. Kierstead, Randolph McKelvey,  
 William D. Thompson

*Branch Offices*

333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: FInancial 6-0750  
 V.P., Mgr.....John F. Whedon  
 645 Griswold St., Detroit 26, Mich.  
 Phone: Woodward 1-0067  
 Manager.....James W. Johnson  
 6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 9-2731  
 V.P. Radio-TV Dir.....Walter Bunker  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: DOUGlas 2-6977

V.P., Mgr.....Edward A. Merrill, Jr.  
*Radio Accounts:* Thomas J. Lipton, Inc.;  
 Piel Bros., Inc.; General Foods Corp.; General  
 Electric Co.; Cannon Mills, Inc.; Gulf  
 Oil Corp.; Procter & Garable Co.; American  
 Home Foods, Inc.; Metropolitan Life Insur-  
 ance Co.; Bristol-Myers Co.; Sanforized  
 Div. of Cluett, Peabody & Co., Inc.; Borden  
 Co.; Drackett Co.; General Cigar Co., Inc.;  
 Hunt Foods, Inc.; International Harvester  
 Co.; Life Savers Corp.; Singer Sewing Ma-  
 chine Co.; Time Inc.; P. Lorillard Co.;  
 Cudahy Packing Co.; American Bakeries  
 Co.; Drake Bakeries, Inc.; Johnson & John-  
 son; Northern Paper Mills; Personal Prod-  
 ucts Corp.; Simmons Co.

*TV Accounts:* Thomas J. Lipton, Inc.;  
 Piel Bros., Inc.; Duffy-Mott Co., Inc.; Procter  
 & Gamble Co.; General Electric Co.;  
 General Cigar Co., Inc.; Singer Sewing Ma-  
 chine Co.; Borden Co.; General Foods  
 Corp.; Gulf Oil Corp.; Simmons Co.; John-  
 son & Johnson; Goodyear Tire & Rubber  
 Co., Inc.; Bristol-Myers Co.; P. Lorillard  
 Co.; American Home Foods, Inc.; Interna-  
 tional Silver Co.; Sanforized Div. of Cluett,  
 Peabody & Co., Inc.; Drackett Co.; Elgin  
 National Watch Co.; Hunt Foods, Inc.; Rem-  
 ington-Rand, Inc.; American Bakeries;  
 Cudahy Packing Co.; Drake Bakeries, Inc.;  
 Max Factor & Co.; Time, Inc.; Permacel  
 Tape Corp.; Northern Paper Mills; Interna-  
 tional Harvester Co.

**YOUNT COMPANY**

12 East 10th Street, Erie, Pa.  
 Phone: 2-2816

Owner.....M. A. Yount  
 Acct. Executives.....M. John Yount,  
 George R. Rinderle  
 Production Mgr.....Arthur M. Elder  
 Secretary.....Luella Drenning  
 Art Director.....Richard Bitting  
 Artist.....Lee Tillman  
*Radio Accounts:* The Erie Brewing Co.,  
 Erie, Pa.

*TV Accounts:* The Erie Brewing Co., Erie,  
 Pa.; Harris Inc. (New and Used Automob-  
 iles), Erie, Pa.

**ZANPHIR, PETER, ADVERTISING**

565 5th Ave., New York 17, N. Y.  
 Phone: PL 3-8340  
 ABP

*Radio & TV Accounts:* TV Programs of  
 America, The Katz Agency.

# **Top Agency Presidents**

• **Pictures and profiles of the men who held the billing reins for the top twenty-five ad agencies in the nation. Total investment by these agencies in radio and television in 1955 amounted to more than \$675,750,000.**



**BEN DUFFY**, president of BBD&O, has spent his entire career with the firm. Starting at 17 as an office boy, the young Irishman became head of the media department in 1928 when the George Batten company merged with BD&O to form the present company. Baptized Bernard Cornelius, sometime in this period Ben lost his given name, and now only uses it for the most formal signatures. In 1934 he became director of media; in 1938 a vice-president and director; in 1941 executive VP; in 1945 general manager; and finally, in 1946, president. In 1951 Ben found time to author the standard "Profitable Advertising in Today's Media & Markets." He is also a member of the Board of Directors of the Audit Bureau of Circulations; member of the Advisory Committee on Advertising of the Proprietary Association of America.

**NORMAN H. STROUSE**, the new president of J. Walter Thompson, has spent virtually all of his business career in advertising. He was an advertising salesman with the Seattle Post-Intelligencer for four years before joining the J. Walter Thompson Company's San Francisco office in 1929, where he served in a variety of capacities, including account representative. Strouse enlisted in the Air Corps, as a private, declining an officer's commission, early in the Second World War. He ended his service as a Major, with a Legion of Merit, three campaign stars and a Medal of Merit from the Philippine Government. In 1945 Strouse went to the Detroit office of the Thompson Company where he became a vice president, and later manager of the office.



**ADOLPH J. TOIGO**, president of Lennen & Newell, Inc., is a strong believer in research, and has spent much of his agency career as a research director. While holding a full time job with John H. Dunham, a Chicago agency, after his graduation from the University of Chicago in 1929, he was a football line coach for Stagg. In 1936 he came east to manage the research department of Benton & Bowles, and four years later moved to Geyer, Cornell, & Newell in a similar capacity. In 1943 he became a vice-president and research director of William Esty Co., and soon became chairman of the plans board and supervisor of the Colgate account. In 1952 he helped change Lennen & Mitchell into Lennen & Newell, and became a vice-president.

**SIGURD STANTON LARMON**, president and chairman of the board for Young & Rubicam, Inc., began his career as a salesman in 1914 with various companies before becoming district manager of Columbia Phonograph Co. in 1922. In 1925 he joined N. W. Ayer & Son as an account executive. Larmon became associated with Y & R in 1929, reaching his present position in 1942. Born in Stanton, Iowa, July 21, 1891, he attended Dartmouth College, receiving his B.S. degree in 1914 and his M.A. in 1948. Larmon is a member of the U. S. Advisory Commission on Information, a trustee of the Committee for Economic Development and a member of the Research & Policy Committee for the government. He is also vice chairman of the U. S. Council of the International Chamber of Commerce.



**MARION HARPER, JR.**, president of McCann-Erickson, was born on May 14, 1916, in Oklahoma City, Oklahoma, attended Phillips Academy, Andover, Mass., and was graduated from Yale University in 1938. During the following year he joined McCann-Erickson. After serving successively as manager of copy research, vice-president in charge of research and merchandising, and assistant to the president, Harper became president of McCann-Erickson in December, 1948. At that time the agency had 24 offices and 1,200 employees. Today it operates from 34 offices in sixteen countries and its employees total 2,775. During the same period, the agency's business volume has more than doubled. Harper is also the author of "Getting Results from Advertising."



**WARNER S. SHELLY**, president of N. W. Ayer & Son, Inc., can really claim to have started his career at the bottom. His first job, in 1920, involved working under the Hudson River on the Hudson tubes. This was a full-time job, and he was also taking full-time courses at Fordham University Law School. His double career caught the attention of friends who worked for N. W. Ayer & Son. He joined Ayer in 1923, worked up steadily through several departments to become a vice president and manager of client service in the New York office in 1938, and a director in 1951. In the latter year he was also elected president. In the average year he travels about 50,000 miles by plane visiting clients throughout the country and as far away as South Africa.

**ATHERTON W. HOBLER**, Chairman of the Executive Committee of Benton & Bowles, Inc., has been associated with the firm since 1932 when he joined as an equal partner, becoming president a year later. A University of Illinois graduate, Mr. Hobler entered the advertising field as an assistant in the media department of the Gardner Agency in St. Louis, but after six months joined the Appleton Manufacturing Co. as an auditor. By the time he was 24 he had complete authority over sales and marketing, but returned to Gardner in 1919, and by 1922 was vice-president and general manager. Three years later he came to New York as an account executive with Erwin Wasay & Co., and later became a partner. The native of Chicago became chairman of the board of B & B in 1941.



**MILTON H. BIOW**, chairman of the board and chief executive officer of the Biow Company, has never worked for an agency other than his own. Born in New York on July 24, 1892, and attending schools there, Milt entered the advertising business as a young man, founding his own firm in 1918. He has a keen interest and appreciation of English antiques, whether it be furniture, silver, china or glassware. His mid-Manhattan air-conditioned town house on East 62nd St. is filled with fine pieces, as are the offices of the Biow Co. Strongly disliking personal publicity, his biography in *Who's Who* is limited to a few lines. He married the former Milise Lane Banning on January 9, 1944. Biow's first principle is to constantly re-examine advertising and merchandising, to quote him, "with an ear to the familiar cash register ring."

**FAIRFAX M. CONE**, president of Foote, Cone & Belding since 1951, formed the company in 1943 in association with Emerson Foote and Don Belding—all three vice-presidents of the dissolved Lord & Thomas Agency. He started out with L & T as a copywriter after three months on the staff of the San Francisco Examiner. Within nine years he became a vice-president of the agency and manager of the San Francisco office. In 1941 he became executive vice-president and manager of the Chicago office. Since the formation of FC&B Mr. Cone has been successively chairman of the executive committee, chairman of the board, and since 1951, president. He is also a past chairman and currently a member of the advisory council of the AAAA.



**JOHN P. CUNNINGHAM**, president of Cunningham & Walsh, Inc., has been with the same firm, or its predecessors, since he entered the advertising field as an artist fresh from a World War I tour in the Navy. A Harvard graduate, he started in the art department of C & W's predecessor, the Newell Emmett Co., and quickly moved into copy territory. He was appointed vice-president in 1931 and later became the agency's creative head. When C. D. Newell retired in 1949, Cunningham became executive vice-president. At this time the agency changed its name to reflect current principals. He was elected president in 1954, at which time Fred Walsh became chairman of the board. During World War II, he was a chairman of the creative advertising committee for the U.S.O.



**JAMES H. S. ELLIS**, president of the Kudner Agency, Inc., has been with the firm since 1935, when it was founded by Arthur Kudner. A native of Rensselaer, Indiana, Jim Ellis entered the advertising field after service with the A.E.F. in the first World War. His first position was with a firm in Columbus, Ohio, and in 1928 joined Erwin, Wasey & Co. as copy chief. On the death of Mr. Kudner in 1944, Mr. Ellis succeeded him as president, and in 1945 became head of the newly formed Kudner Agency, Inc. Jim is board chairman of the National Outdoor Advertising Bureau and a former member of the Board of Directors of the American Association of Advertising Agencies. A resident of New York City, he is married to the former Maxine Courtney Ford, and the father of three sons.

**LEO BURNETT**, chairman of the board, Leo Burnett Company, Inc., started out to be a newspaperman on his home town paper, the St. John's (Mich.) Weekly, and after his graduation from the University of Michigan, worked for the Peoria (Ill.) Journal. He moved on to become editor of the Cadillac Motor Car Company house organ, and advanced to the position of advertising manager. Mr. Burnett held positions with the Homer McKee agency, Indianapolis, and Erwin, Wasey & Co., Chicago, before opening his own firm—with a staff of seven, and three accounts—in mid-depression 1935. Best known for his creative work, Mr. Burnett is still actively in charge of the agency's creative work. The parents of three children, the Burnetts live on a farm in Lake Zurich, Ill.



**BARTON A. CUMMINGS**, president of Compton Advertising, Inc., is probably one of the youngest chief executives of a multi-million-dollar corporation in the nation, heading up an agency that has more than doubled its billings in the past 8 years. Following his graduation from the University of Illinois in 1935, he joined his father's agency in Rockford, Ill., and later was associated with Swift & Co., and Benton & Bowles. During the early part of the war, he worked with the OWI and the OPA, later joining the Navy. After V-J Day, Bart spent a short time with the Maxon Agency, and in 1947 joined Compton as an account executive. Three years later he became a vice-president, and in 1952 was elected a director. In January 1955 he was elected president.

**HENRY G. LITTLE**, chairman of the board and president of Campbell Ewald Co., Detroit, has been in advertising for 36 years, all but three of them in the agency field. He started with Lord & Thomas in 1919, and seven years later was transferred to the San Francisco office. In 1935 he opened an office in Dayton, Ohio, to handle the Frigidaire account. After becoming a vice-president he left the agency to manage the Cincinnati office of Roy S. Durstine, and then moved to the general managership of Campbell Ewald Co. A year later he became executive vice-president and a director. He was elected president in 1952, and chairman of the board in 1953. Henry was recently elected chairman of AAAA board of directors and its operations committee.



**WILL C. GRANT**, president of Grant Advertising, Inc., established his agency in 1935 at Dallas, Tex., after selling advertising for R. R. Donnelley & Sons from 1932 to 1934. He also sold for W. F. Hall Printing Co. Grant opened the home office in Chicago in 1937. The New York office opened three years later, and several foreign branches are now open. Grant was born in Dallas on Aug. 9, 1906 and attended high school there. He entered Southern Methodist University in 1924. While working his way through, Grant sold so much advertising for the student annual paper that the university abolished the paper on the grounds that big business was not a suitable student endeavor. Grant is also a member of the Indian Hill Club, and the Racquet Club.



**HOWARD D. WILLIAMS**, newly named chairman of the board of directors of Erwin, Wasey & Co., received his B.S. degree from Massachusetts Institute of Technology in 1911. He joined the Chicago Sanitary District as an engineer the same year. Williams has successfully worked for James McCreery & Co., New York City, Stewart Dry Goods Co., Louisville, and the National Cash Register Co., Dayton, where he was vice-president in charge of foreign operations, before entering the advertising field. At Erwin, Wasey & Co., Williams held several posts, becoming president and general manager in 1947 and now chairman. He is a member of the American Association of Advertising Agencies, director of the Advertising Research Foundation and a 32nd degree Mason. Williams is a World War I veteran.

**CLIFFORD I. FITZGERALD**, president of Dancer-Fitzgerald-Sample, Inc., has swapped titles of president and chairman of the board with H. M. Dancer for twelve years. After graduating from Dartmouth College, the young native of St. Louis founded the Fitzgerald Advertising Agency in New Orleans in 1927, at the age of 24. In 1937 he left his partners to manage the Chicago office of Sherman & Ellis & Co., In 1941 Cliff joined Blackett-Sample-Hummert as vice-president and over-all supervisor of the agency's Procter & Gamble account. In 1943, the organization became Dancer-Fitzgerald-Sample, Inc. Cliff married the former Isabel Hanway in 1924, and is now the proud grandfather of six.



**WILLIAM B. LEWIS**, president of Kenyon & Eckhardt, Inc., brought a broad background of experience in broadcasting to the firm when he joined them in 1944. Starting as an apprentice at J. Walter Thompson, he joined CBS in 1935 as commercial program director, and a year later became the first vice-president in charge of programs, and the network's youngest vice-president. In 1941, at the request of New York's Mayor LaGuardia, Lewis went to Washington as Chief of the Radio Division in the Office of Facts and Figures, with the job of coordinating the government's radio activities. When the OWI was formed in World War II, he was appointed Chief of the Domestic Radio Bureau, and organized and operated the Radio Allocation Plan. Returning to CBS briefly, Lewis joined Kenyon & Eckhardt in 1944 as a vice-president.

**ROBERT M. GANGER**, chairman of the board of the D'Arcy Advertising Co., spent twenty-four years with Geyer, Newell & Ganger, Inc., and its predecessors, and did a three-year stint with P. Lorillard and Co., before coming to the D'Arcy agency in his present position in 1953. Fresh from Ohio State University, he started with the Geyer Co., of Dayton, Ohio, as an office boy, and in four years—in 1930—was a branch office manager, and in another three, a vice-president. A native of Greenville, Ohio, Bob became a director of P. Lorillard in 1950, and in 1952 was elected president, to become the youngest of prexies in tobacco's Big Five. In 1953 he assumed his present post with D'Arcy. Besides introducing Embassy and Kent for Lorillard, Bob's achievements also include the "Man of Distinction" campaign.



**ROBERT M. WATSON**, president of Ruthrauff & Ryan, Inc., joined the firm as an account executive in the San Francisco office in 1940, and subsequently became manager of that office. In 1943 he moved to the New York office, and in 1946 became vice-president. Six years later he was named executive vice-president in charge of eastern operations. Before joining R & R Bob had been a newspaper reporter, copy writer, salesman, and retail advertising and sales promotion manager. Mr. Watson married the former Frances Baldwin, and is a resident of Greenwich, Connecticut.



**ROBERT E. ALLEN**, president of Fuller & Smith & Ross, Inc., joined the agency in 1936 as an account executive, after having his own agency in Philadelphia. In the position of account executive Bob directed the advertising and marketing activities of more than a dozen clients, and gained the experience that has won him a reputation as an expert in marketing and a champion of integrated merchandising. In 1945 he was made a vice-president, and after the death of the late Allen L. Billingsley in 1954, he was elected to the presidency. From 1950 until his election to the presidency, he had served as manager of the agency's New York office. A graduate of Temple and Columbia Universities, he is, at 42, among the youngest presidents of any major agency in the nation.

**ERNEST A. JONES**, president of MacManus, John & Adams, Inc., at 40, is the youngest president of a major advertising company in the nation. With MJ&A since 1938, he came to New York in 1950 to open the New York office, and was elected vice-president at that time. A graduate of the University of Michigan, he returned to Detroit in 1953 as executive vice-president and account supervisor of the Dow Chemical account, and more recently of the Pontiac Motor Division account. While a senior at Michigan, W. A. P. John, then president of MJ&A, visited the campus and was impressed by Ernest, who was business manager of the Michigan Daily. He offered him a job soon after his graduation in 1938.



**MAURICE H. NEEDHAM**, founder and president of Needham, Louis & Brorby, Inc., has led the agency which bears his name a long way in the 31 years he's served as chief executive officer. From a single room and three modest accounts billing \$270,000, NL&B has grown to occupy the top three floors of Chicago's newest and tallest structure—the Prudential building. It represents 17 of the nation's top advertisers, whose billings amount to more than \$30,000,000 per year. Needham recently delivered a talk entitled "Towards the Complete Man," outlining the belief he's held since college days that it's the man with a broad base of education in the humanities who makes the most effective leader in advertising, or in any other business.

**WALTER C. AYERS**, president of Brooks, Smith, French & Dorrance, Inc., is a "salesman." He has been a retail and wholesale salesman, field training supervisor, district manager, branch and sales manager. This covered 17 years before he joined BSF&D's merchandising staff in 1939. A year later he was vice-president in charge of research; by 1954 a senior partner; in 1950 executive vice-president, and in 1955 he became president. Commenting on business, Ayers recently said, "With the U. S. national product forecast at \$415 billion in 1960, and with competition in almost all major industries in the 'dog eat dog' stage, it seems we are heading into the toughest fight in the history of business for the greatest stakes in the history of business."



**RAYMOND F. SULLIVAN**, president of Sullivan, Stauffer, Colwell & Bayles, upon graduating from Yale in 1920, joined Ruthrauff & Ryan as a copy writer and within six years became a vice-president. By the middle thirties he was a director of the agency. In July, 1946, along with Donald T. Stauffer, Robert T. Colwell and Heagan Bayles, he founded Sullivan, Stauffer, Colwell & Bayles, Inc., and became president of what is today's largest post-war agency. Under Sullivan's leadership, SSC&B has grown from \$4,500,000 billings in 1947, the first full calendar year of operations, to approximately \$33,000,000 in 1955.



# **Who's Who** in the **Ad Agency Field**

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**BIOGRAPHICAL SKETCHES**

**OF SOME OF THE TOP-  
LEVEL VICE-PRESIDENTS,  
TIME BUYERS, ACCOUNT**

**EXECUTIVES, AND**

**OTHER AD AGENCY**

**OFFICIALS**



**FRANK WHITE**, chairman of the board, McCann-Erickson Corporation (International), was born in Washington, D. C., and educated at George Washington University. Beginning as an accountant in 1921 he later became assistant to the president of the Union News Company, 1924-29 and then treasurer of the Literary Guild of America from 1929-35. In 1942 he became a vice-president of CBS and in 1948 president of Columbia Records, Inc. This began a series of presidencies: president and director of the Mutual Broadcasting System, in June, 1952, president and director, NBC, January-August, 1953, and chairman of the board of McCann-Erickson Corporation (International) since January, 1954. He is a director of the Better Business Bureau of New York, and also a member of the Armed Forces Advisory Committee for the Northeast Area, and Sigma Nu.

**FRANK SILVERNAIL** heads the radio-TV time buyers department at BBD&O, and is considered a veteran of the field. Before joining NBC as merchandising counsel in 1929, Frank broke into the broadcasting game as a guitar artist on WEAJ in the early days. He was first with Pedlar & Ryan before joining Young & Rubicam in a similar capacity and then later, in 1943, moved to BBD&O. A graduate of the University of Rochester, Frank often recalls his undergraduate days where even then he laid plans for a career in sales promotion and time-buying techniques, techniques that have embarked him on a time-buying vocation that comprises handling radio-TV campaigns for every type of product from soap to cigarettes and from beer to automobiles.



**LESLIE L. DUNIER**, director of radio and television for the Emil Mogul Company, became interested in radio after doing a short stint with the Armed Forces Network in England during World War II. He began his advertising career with the Sterling Agency, then for a number of years headed his own agency and specialized in servicing radio-television spot advertisers. At Mogul he plans the air media strategy for Esquire Shoe Polish, Manischewitz Wine, Rayco Seat Covers, Block Drug, National Shoes, Barney's, and many others. When time allows Les enjoys traveling and meeting with the many station people he has done business with through the years.

**RICHARD P. POWELL**, vice-president in charge of information services for N. W. Ayer & Son, has a background of newspaper work, public relations, and free-lance writing involving scores of magazine stories, articles and serials, and ten mystery novels. After graduating from Princeton University in 1930, he joined the Philadelphia Evening Public Ledger, where he worked at everything from police reporter to feature writer. In 1940 he joined Ayer's public relations department, but in 1942 was called to active duty in the War Department's public relations bureau. Later he served on MacArthur's public relations staff, and handled many of the press arrangements for the Japanese surrender ceremonies. Returning to Ayer, he was elected a vice-president in January of 1952.



**NICHOLAS E. KEESELY**, senior vice president in charge of radio and TV for Lennen & Newell, Inc., has many current hits to his credit, including "Two for the Money," "Queen For a Day," "Home," and "Today." Born in Philadelphia in 1910, Nick attended Temple University and the Charles Price Advertising School. His first radio advertising job was with N. W. Ayer & Sons, starting in 1928. In his fifteen years with the firm, he held the positions of everything from producer to account executive. In 1943 he became program sales manager of CBS, and later with MBS. He is a member of the New York Committee of the Academy of Television Arts & Sciences, and is on the Arthritis and Rheumatism Foundation's Radio Committee.



**WALTER WARE**, director of television for Scheideler, Beck & Werner Agency, broke into commercial TV in the days of hall-room studios, and hot lights. The native Kentuckian started in radio on the home-town station, WLAP, Lexington, and in 1941 joined the Maxon Agency in New York as a copy writer. He put his theatrical knowledge to work in television experimentation in 1945 by launching the first experimental TV show from the Dumont Wanamaker studios. He is credited with the success of New York's first women's daytime show, "Missus Goes A'Shoppin'", telecast direct from supermarkets. Walt set up the TV department for SB&W when the agency was launched in 1951.



**JANE DALY**, vice president and radio-TV director of the Earle Ludgin Company, Chicago, joined the company as a young secretary in 1942, and then later became the first vice president at the year-end corporate meeting. Three years after she joined the agency she became the assistant time buyer, and soon after that became head of the radio-TV department. As newest of the agency's vice presidents, Jane continues as radio-television director, a position which she has held for the past several years.



**ARTHUR A. KRON**, executive vice president, treasurer and radio-TV director of Gotham-Vladimir Advertising Co., is unique in having been with the one agency his entire career, joining Gotham in 1916. Virtually a one-man agency, he is the founder of the International Advertising Convention which he initiated while president of the International Ad Association. Also active in other professional groups, he is charter member of the Association of International Ad Agencies, and the Association of Ad Men & Women, vice chairman and treasurer of the New York World Trade Week Committee, as well as active in the RTES, Radio Pioneers, and others. Chief interests on the outside are golf, gardening, and pistol-shooting.

**LYNN DIAMOND**, radio and television time buyer for the Emil Mogul Company, joined the agency's time buying department in March of 1953 as executive assistant and was upped to radio and television time buyer in July of the same year, working primarily on the Rayco Auto Seat Cover account. She joined the agency after two years at Cecil & Presbrey, where she was assistant to the account executive on Tintair. Her present job is a prodigious one, since Rayco is a chain of franchised retailers with over 100 stores in approximately 90 markets, and each outlet operates on an individual budget allocation. All radio and television advertising is planned on a local spot basis.



**HERBERT GRUBER**, business manager of the radio and television department of Edward Kletter Associates, Inc., was previously head time buyer at the now defunct Cecil & Presbrey, Inc., before assuming his present duties, where he is concerned primarily with the purchase of all radio and television time and the execution of all such contracts for clients. A veteran specialist in the time-buying field, Gruber, previous to joining Cecil & Presbrey, Inc., had been with the Biow Company for several years in the same capacity as the post he now holds. Delving in both art and the more strenuous game of tennis, both actively and passively, form two of his most favorite pastimes.



**JAMES C. DOUGLASS**, vice president in charge of radio and TV for Ted Bates and Company had been, after the war, production manager of the Colgate-Palmolive-Peet Company's radio unit in Sydney, Australia, working for their ad agency, the George Patterson Company, Ltd. He was also formerly vice president in charge of radio and TV at the Erwin Wasey Company. After graduating from Hastings College Conservatory of Music and the University of Nebraska, Jim joined WAAW (now KOWH) in Omaha, as assistant manager in charge of programs. Later he shifted to Central States Broadcasting System as program director, and then later to CBS as program production manager in St. Louis. During the war he was a Lieutenant Commander in the United States Navy.

**ROBERT FOREMAN**, vice president of the radio-television department of Batten, Barton, Durstine & Osborn, is the youngest man to have been made a vice president of the agency. Starting in the trade copy department 17 years ago, then into consumer advertising, Bob was a VP 10 years later. He headed the first segregated radio group of the agency and, in that capacity, helped with the development of the famous "Chiquita Banana" and "Willie the Penguin" commercials. The author of a bi-monthly radio-TV copy column, Bob has an avid interest in early Americana, and lives in a 150-year-old farm in Westport, Conn.



**GERALD GIBSON**, chief time buyer at Doherty, Clifford, Steers & Shenfield, Inc., returned to his native state of New Jersey to embark on his agency career with McCann-Erickson, where he estimated radio-TV time for Lever Brothers' products, after he had begun his broadcasting career as a time salesman for WJOY, Burlington, Vt. He joined Doherty, Clifford, Steers & Shenfield in 1953, as time buyer on the Pharmaco and Minit-Rub accounts. He was subsequently promoted to his present post as head of the time-buying department, supervising the purchase of spot radio and TV and network buying for such accounts as Borden, Bristol-Myers, Curtis Publishing Company, Sonotone, and other top-notch clients.

**WINSLOW H. CASE**, vice president of Geyer Advertising, Inc., has been associated with Stinson Aircraft, La Driere Art Service and Chesterfield cigarettes and has served on the advertising faculty of the University of Columbia since first entering the advertising field back in 1927. Formerly associated with Campbell-Ewald as senior vice president, he is known as a major contributor in the development of that agency's television department, working closely with Chevrolet officials in their TV expansion. Active in the presentation of "Famous Jury Trials" and the Notre Dame grid games on DuMont for Chevrolet, Case supervised more than sixty remote events at N. Y.'s Madison Square Garden.



**ROGER PRYOR**, vice president in charge of radio and television at Foote, Cone & Belding, started off in show business at the age of 18, when he played summer stock and gradually moved to leading parts on Broadway and Hollywood. With an exceptionally large background in the entertainment field, Roger finally moved into radio, first as an orchestra leader, then as MC on the Gulf Screen Program. He joined Foote, Cone & Belding in 1947 as director of television. Among the clients he has presented on TV are Union Oil, Sunkist, Pepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer, and the New York Central Railroad.



**DAN SEYMOUR**, radio and television supervisor of J. Walter Thompson Company, is a well-known radio veteran, as well as a pioneer in television, both as a performer and as a producer. His greatest fame came as the emcee of the very popular "We the People" show on radio, and Dan was largely responsible for the long list of firsts accredited to the show. While at Amherst College, Dan was active in campus dramatics, and at 18 went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques. Dan was with Young & Rubicam for five years in a position similar to his present one with the Thompson Agency, which he joined in 1955.

**HARRY WAYNE McMAHAN**, vice-president in charge of TV-radio commercials and a member of the Creative Plans Board at McCann-Erickson, Inc., is the author of "The Television Commercial," and "TV Production Handbook," which is scheduled for publication late this year. Mac was born a Hoosier, raised in Texas and transplanted to California before moving to New York two years ago to join McCann-Erickson. In 1935 he wrote and produced his first advertising film, and in 1939 founded Five Star Productions, Inc., in Hollywood. Since then he has written more than 3,000 commercials, and supervised production on more than three times that many. McMahan's articles in television production have appeared in trade publications in both Britain and America, and have been translated into Spanish and Japanese.



**SAMUEL H. NORTHCROSS**, vice president and director of television for the William Esty Company, is a scholar with a background in both the newspaper and audience measurement field. After graduation from North Carolina University, Sam studied at Oxford University, England, and returned to enter the newspaper field as reporter and country editor for the Washington Herald. He spent five years with the George Gallup organization in public opinion and audience research, before joining Young & Rubicam for a two-year period. A veteran of the Army Air Corps, from which he emerged with the rank of captain, Sam was a vice president and manager of television production for Esty for five years before his appointment as over-all director of the agency's television department.

**JOHN R. SHEEHAN**, vice president and director of radio and television for Cunningham & Walsh, Inc., launched his career as a featured vocalist at WGY, Schenectady, under Kolin Haeger. Moving over to the business side of radio, John became assistant to the station manager and, in 1936, joined General Electric as manager of international broadcasting. In this position he inaugurated, staffed, and managed GE's full-time FM station and had supervision of the planning and editing of GE's documentary and institutional films. After Pearl Harbor, he was appointed Chief of Facilities and Radio Operations of OWI, and was responsible for all communications for both OWI and the Armed Forces Radio.



**MYRON P. KIRK**, senior vice president and director of television and radio for the Kudner Agency, Inc., is a veteran advertising man, and was a pioneer of many of today's radio and TV formats. He received training in the banking, brokerage, agency, theatre, radio, and movie businesses and, from 1938 to 1941, he served as a vice president of Famous Artists, and had previously been a vice president of Ruthrauff & Ryan, Inc. He joined the Kudner Agency as director of radio and was among the first to recognize the potential of TV. He is credited with many of the experiments which helped the medium come of age. Becoming vice president of radio and television, he helped set the pattern of the original Berle show and of the Caesar-Coca show.



**JOHN PAUL MARSICH**, assistant media director for the Kudner Agency, has attended Columbia and New York University, graduating from NYU with a degree in Business Administration. He began his advertising career with NBC in 1940. In 1943 he left NBC to join the service. As a lieutenant in the navy, he commanded an LSM in the Pacific Theater until the end of hostilities, whereupon he returned to the television department of NBC. By 1949 he had advanced to supervisor of production costs on all network shows. He served in that capacity until August of the same year, when he accepted an offer from Kudner to join the agency as assistant business manager of the radio-television department.

**GEORGE POLK**, radio-TV supervisor with Batten, Barton, Durstine, & Osborn, Inc., attended Hotchkiss and Pomfret Schools in Connecticut. With BBD&O since 1950, George is a graduate of Erskine College, South Carolina, getting his BA degree with the class of 1950. He started his advertising career in the mail room of BBD&O and, progressing steadily, he went on to research, time buying, to his present post, where he works with Robert Foreman, vice president in charge of the radio-television department. George, still single, is a native New Yorker.



**LOCKE TURNER**, media director of Batten, Barton, Durstine, & Osborn, Inc., Los Angeles, joined the firm after graduation from Stanford University, and has now been with BBD&O for the past seven years. He began as a trainee and was promoted successively to production and account duties. Prior to being named media director, he was an assistant account executive on the Rexall Drug account for a period of four years. He was married to Barbara Walsh early in 1955, she being the assistant to the research director of BBD&O, Los Angeles.

**FRANK MINEHAN**, vice president, media director and member of the plans board at Sullivan, Stauffer, Colwell & Bayles, had before that post spent a short time as media director at Pedlar & Ryan. With Sullivan, Stauffer, Colwell & Bayles since 1946, Frank had been media director and a Brand Man at Lever Brothers Company in Cambridge, Massachusetts, before coming to New York. After graduating from a finance school in Boston, he began his business career as a public accountant and school teacher. After joining Lever Brothers Company, he switched to advertising and he has continued brilliantly in the field since that time.

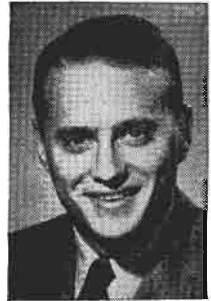


**GEORGE KERN**, associate media director of Lennen & Newell, Inc., started in the advertising business in 1923 with the Chicago office of the George Batten Company, now known as BBD&O. After several years there in various departments and capacities, including several weeks in the New York office, George joined Blackett, Sample, Hummert (now Dancer, Fitzgerald & Sample) in 1931, as an assistant account executive on the Parker Pen, Insulite, Stewart-Warner accounts, remaining there for several years. In 1940 he joined Benton & Bowles as chief time buyer. During World War II, he served on the staff of General MacArthur in the Moral Services Section. Prior to joining Lennen & Newell, he was associated with Benton & Bowles.



**LEONARD F. ERIKSON**, vice president of McCann-Erickson in charge of the central radio-television department, started with CBS in the early days of commercial radio, after receiving a degree in journalism from the University of Wisconsin and a graduate degree from the Harvard School of Business Administration. His first major position with CBS was as Western sales manager working out of Chicago, and later on as general sales manager in New York. After 14 years with the network, Leonard went to BBD&O in 1945 as assistant to president Ben Duffy, and handled liaison between management and the radio department. His next move was to Kenyon & Eckhardt, where he was vice president and director of radio and TV.

**HENRY FOWNES**, vice president, director of the radio and television department, and manager of the New York office of MacManus, John & Adams, Inc., started his advertising career in the mail room of Benton & Bowles. It wasn't long before Hank was appointed to the post of assistant executive on the lucrative TIDE account, but soon after left to become a radio-television producer with Fenton Productions. In this post he serviced numerous accounts, among them those of Cadillac and Pontiac, whose primary agency is the MacManus Agency, with head offices in Michigan. When they decided to open offices in New York, Hank was chosen to head the air waves department, later becoming manager of the New York office and vice president.



**WALTER CRAIG**, vice president in charge of television for Norman, Craig and Kummel, started his career in show business, but in 1930 moved into the ground floor of radio as program director of the old World Broadcasting System. A native of St. Louis, Walter left World to found his own producing firm, and created top shows for clients such as Chevrolet, United Drug, Coca-Cola, Beechnut Packing, Carter Products, and Wheaties. Illness forced him to retire for two years to his home in Bucks County, Pennsylvania, where he raised cocker spaniels and Guernsey cattle. Unable to leave the field completely, however, he acted as radio consultant for Street & Finney, until his return to full harness in November, 1942, as program director for WMCA.

**GEORGE WOLF**, vice president and director for radio and television for Ruthrauff & Ryan, Inc., joined the firm in 1953 after seven years with Foote, Cone & Belding, where he was director of radio and TV, supervising a large part of the agency's eighteen-million-dollar-a-year airtime billings. George started out as a free-lance radio writer and producer, contributing to many of the leading programs of the pre-war era. After Pearl Harbor, he served with the Signal Corps Motion Picture Center, assigned to writing and producing documentary training films. After the war, Wolf wrote and produced a weekly network institutional show for NBC, in addition to working on special assignments.



**ALVIN KABAKER**, manager of the Hollywood office of Compton Advertising, Inc., is unique in that he was a practicing attorney before turning to the advertising field. Receiving both a Bachelor of Arts and a law degree from the University of Chicago, Al practiced law two years before venturing into advertising as a copywriter with Blackett-Sample & Hummert of Chicago, the predecessor of Dancer-Fitzgerald & Sample, Inc. Rising to the production field, he supervised shows such as "Beulah," "Mystery Theatre," and "A Date With Judy," while manager of the Hollywood office. After seventeen years with DFS, Al moved to Compton this year as manager of the Hollywood office.



**NORINE FREEMAN**, media director for Western Advertising Agency, Los Angeles, was a news reporter for more than fifteen years on mid-Western newspapers, such as the Toledo Blade, the Toledo News-Bee, and the Cincinnati Post. With this background of newspaper reporting, she left the newspaper field for publicity and public-relations work in New York, where she was an account executive with Earle Ferris, Inc., and later radio director of Carl Byoir Associates. Norine left New York for Chicago, where she became publicity director and radio-TV planning director for W. B. Doner and Company. She went to Los Angeles in 1951, and was media director for the Gables Company, before joining Western Advertising Agency.

**PETER ARNOLD KRUG**, director of radio and television for Calkins & Holden, was formerly with Hicks & Greist for seven years in the same capacity and, prior to that, served as business manager of the radio department of Donahue & Co. He has directed radio and television activities for such clients as Prudential Insurance of America, Stokely-Van Camp, Marculus Manufacturing Company, Oakite, Stereo-Realist Cameras, and other nationally-known accounts. His non-agency experience includes five years as program director, writer and performer with WEBR, Buffalo, N. Y., and an earlier stint with WNBX, Springfield, Vt., now WKNE, as station manager.



**BETH BROBERG**, media director for the Mayers Company, went from USC to Foster & Kleiser Company, where she learned the advertising business working in various departments, including the posting and sales. She left Foster & Kleiser after four years to join West-Marquis, Inc., where she started as a general employee and at the end of a two-year period, was assisting the media director, production manager and chief accountant. Two years later she joined the Jere Bayard Associates as media director where, for three years, she selected various media and kept all agency media records. She was associated with Grant Advertising Agency before joining the Mayers Company in 1951.

**JOHN GAUNT**, director of television and radio for Grant Advertising, now divides his time between supervising such programs as ABC's "Make Room For Daddy" and "Lawrence Welk Show" and NBC's "Roy Rogers Show", in addition to creating filmed commercials for national Grant clients. Formerly a director and producer of many top-rated network shows, Gaunt, when recently asked to define his position, replied, "Television and radio broadcasting today is made commercially possible only by combining the talents of two widely divergent types of creative people—the artistic theatrical type and the sales managerial type—each is able and resourceful."



**H. PIERSON MAPES**, general manager and vice president in charge of radio and TV in the New York office of Hutchins Advertising Company, Inc., joined the May Radio Corp. in 1930 and became sales promotion and merchandising manager in 1933. In the same year he moved from May to Philco as sales promotion manager. Coming into TV via radio advertising and merchandising, Mapes joined the Hutchins agency in 1945 and has been responsible for the radio and television activities of Philco Corporation ever since, with a notable series of shows, including "Radio Hall of Fame," "Bing Crosby Show," and the "Philco Television Playhouse" on NBC-TV. Pierson also supervises planning of Philco conventions and other national activities.





**DON BLAUHUT**, radio-television director of Edward Kletter Associates, holds a Bachelor of Arts degree from Ohio State, which he gained in three rather than the customary four years. A native New Yorker, Don has been associated with the H. B. Humphrey Agency, and in 1950 joined the Peck Advertising Agency as the assistant to the director of radio and television, and the following year was advanced to become director. In 1952 he joined Raymond Spector as radio-television director, where he worked principally on "This Is Your Life." In 1953 the young veteran of World War II joined Kletter in a similar capacity, and is working on such programs as "The Red Skelton Show," "Meet Millie," "Douglas Edwards With the News," and "Masquerade Show."

**VICTOR SEYDEL**, vice president for radio and television for Anderson & Cairns Agency, never had any doubt about his career. A star performer on the school and dramatic society boards of Grand Rapids, Michigan, and later Pottstown, Pennsylvania, Vic was all set to enter Michigan University, when an RKO theatre manager offered him a summer job as a song and dance man in Chicago. The job lasted two and a half years, and Vic's been connected with show business ever since. He started in radio with the old Blue Network, now ABC, as a director, and worked on such top shows as "Counter-Spy" and "Ladies Be Seated." In 1944 he became Eastern radio and television director in the New York office of the Walker & Downing Agency, and later moved on to Anderson & Cairns in a similar capacity.



**FRANKLIN ROBERTS**, vice president and director of radio and television at the Will Roberts Advertising Agency in Philadelphia, brings a wealth of varied experience to his duties. While studying at the University of Pennsylvania, Frank was both a campus correspondent and sports writer for the Philadelphia Evening Bulletin. Upon graduation his first position was with the Harry Feigenbaum Ad Agency as radio continuity writer. He soon became a director for radio and television and, in addition, wrote musical jingles for both mediums and created TV commercials. From there, Frank moved to his present position, where he maintains an active interest in Philadelphia's television association, and is an active sportsman.

**EDWARD RATNER**, radio-TV director of Friend-Reiss, has had a varied career as a ghost writer for a syndicated column, a short-story writer, and a free-lance script writer, although he is only 31. A veteran of World War II, in which he served as an aerial gunner, Ed received a degree in English from NYU and received his first experience in advertising as a radio-TV copy chief with Product Services, Inc., where he created and scripted numerous shows for both mediums. A native New Yorker now residing in Hudson County, New Jersey, Ed is a member of the Radio Writers Guild since 1946, and a director of the Metropolitan Advertising Men.



**BARBARA JONES**, Donahue & Coe time buyer, is a graduate of Smith (cum laude) and formerly on the staffs of Mademoiselle, Life, and Television magazines, free-lancing with scripts to all major outlets. The blonde member of the Jones Girls' time-buying triumvirate, none of whom are related, Barbara, after a stint with the package firm of Video Associates, Inc., embarked on her agency career with Grey where, for over five years, she ran the gamut of production, business management, talent buying, et al, to become the administrative assistant to the radio-TV vice president. She's been in her present post for over 30 months, and lives in Greenwich Village.



**EDNA S. CATHCART**, chief television and radio time buyer for J. M. Mathes, Inc., is one of that small group of advertising personalities who have maintained a long and unbroken association with one firm. Edna started with the Mathes firm in 1937, and since then has gained a broad experience in all branches of the advertising field. Her first taste of huckstering was with Young & Rubicam, where she spent three years. At present Edna is responsible for the purchase of all broadcasting time for the firm, which handles such accounts as Canada Dry Ginger Ale, Inc., Ludens, Inc., the Northern Warren Corp., Bates Fabrics, and the Capehart Farnsworth Co.



**WILLIAM L. WEDDELL**, vice president in charge of broadcasting for the Leo Burnett Company, Inc., joined the firm in 1946 after a long association with the National Broadcasting Company, which he joined in 1929, soon after his graduation from the University of Chicago. With NBC he served as sales promotion manager, account executive, and chairman of the operations committee in Chicago. Later, he became radio director for Erwin Wasey & Co. Bill is a member of the National Committee on Television and Radio Policies of the AAAA.



**CHARLES W. CURRAN**, television film producer at McCann-Erickson, Inc., commenced his advertising career with general agencies in Chicago before coming to New York. In 1931, after his play "Ad-Man" was made into a feature by RKO-Radio Pictures, Charlie went into film production with several major companies. During the war he served at the Naval Photo Center as head of writers and directors division. He's been in the production of film for television since 1947, and was given many awards for the work of his company, Times Square Productions, Inc., before returning to the agency field. He also found time to author the "Handbook of Television and Film Technique." Charlie is a member of the Variety Club, the Lambs, RETS, and SMPTE.



**JOSEPH P. BRAUN**, vice-president in charge of media at Kenyon & Eckhardt, Inc., joined the firm in 1933 as an office boy. Over the years he has advanced through various jobs within the agency, including media clerk, research reporter, statistician, and space buyer. In 1942 he was appointed media director, and in 1947 was elected vice-president. He was elected a director in the same year. Joe is a member of the AAAA Media Committee and a director and member of the Executive Committee of the National Outdoor Advertising Bureau. He is unusual in the advertising field in that Kenyon & Eckhardt has been his only agency affiliation.



**WICKLIFFE W. CRIDER**, vice president in charge of radio and TV for Kenyon & Eckhardt, Inc., has been with the firm since 1952. A graduate of Penn State, he began his advertising career as an apprentice with J. Walter Thompson Co., and soon worked his way to the radio publicity department, and thence into production. He moved to BBD&O as a developer of new programs for radio and TV. He ultimately became vice president of that department.



**WILLIAM R. SETH, JR.**, vice president and director of radio and television of Lewin, Williams & Saylor, Inc., has a solid background in local radio. A graduate of the University of North Carolina, Bill has been an announcer, disc jockey, and news editor, and has managed stations in Fredericksburg, Virginia, and Youngstown, Ohio. For a time Bill was with NBC Spot Sales and, in 1948-49 was the director of advertising for Muzak. Prior to his present connection, he was vice president in charge of television and radio for Needham & Grohmann, and earlier was radio director of O'Brien and Dorrance. A member of AFTRA, Bill keeps his perspective by doing occasional spot announcements, in addition to being account executive for four advertisers.

**TOM McDERMOTT**, vice president of radio-television programming at Benton & Bowles, has set an astonishing record for a young man in his early thirties. Tom got a head start as a writer and producer of shows while a student at Manhattan College, as a youthful organizer of a local dramatic society, and as a summer theatre producer. Prior to entering advertising, Tom worked on the staffs of WNYC and WOV and wrote and directed for Irene Wicker, "The Singing Lady." He has directed "When A Girl Marries," "The Prudential Family Hour," and has written, produced and directed scores of other top-flight shows. A lifetime student of the drama, Tom has studied at Fordham, Columbia, and NYU. He joined B&B in 1942.



**JEAN L. SIMPSON**, radio and television time buyer at Doyle, Dane & Bernback and formerly time buyer at Anderson & Cairns Agency, is a native of New Jersey, specifically, Passaic. She went out West for her education, receiving a B.A. degree in sociology from Oberlin College in 1947. She began her time-buying career with Anderson, Davis & Platte in 1950, continuing after the agency merged with John A. Cairns Company to form Anderson and Cairns. She's a specialist in the spot field, handling only spot radio and TV while other colleagues handle network purchases. Her outside interests lie mainly in the field of architecture, being the wife of architect John E. Grocco.

**ROBERT W. DAY**, vice president and radio-television director of Albert Frank-Guenther Law, Inc., has a well-deserved reputation as one of the leading radio-television authorities for Wall St. After graduation from Harvard, he was associated with Broadcast Advertising, Inc., in Boston, where he served as the merchandising representative for network food programs from 1939 to 1942. The war years were spent as a lieutenant in the Navy, and the first post-war period with the John Hancock Mutual Life Insurance Company. Bob has also been radio-TV director of Lynn Baker, Inc., and H. B. Humphrey in New York.



**PAUL GUMBINNER**, director of radio and TV for the Lawrence C. Gumbinner Advertising Agency, Inc., was one of the creators of the station-break and singing commercials. In 1929, Paul sold the idea of a fifteen-second singing commercial to George Washington Hill of the American Tobacco Company, and then made a tour of the country, explaining the methods radio stations could use to gain revenue by selling station-break time. Paul pioneered in the creation of filmed television commercials in 1947, using his own apartment as a studio, and shooting exteriors on Riverside Drive.



**MILDRED FULTON**, chief time buyer for McCann-Erickson's Bulova Watch Company account, has served in the same capacity for nine years. Starting on the account in 1947 with the Biow Company, Mildred moved with it to McCann-Erickson in January, 1955. Her experience before that was rather varied, having worked with organizations ranging from tree surgeons to country clubs. During the war she worked as secretary and administrative assistant to Edward W. Barrett, former assistant Secretary of State, with the Office of War Information. Moving to New York City in 1945, Millie entered the advertising field with Free & Peters. She is a native of Stamford, Connecticut, and among her many hobbies, she enjoys doing portraits in oil best.



**BERNARD G. RASMUSSEN**, manager of broadcast media at Fuller, Smith & Ross, Inc., started as an accountant with Seagram Distillers Corporation. A native of Brooklyn, with a degree in Business Administration from Fordham University, during World War II he saw service as an Air Force navigator in Europe. Bernard joined Ruthrauff & Ryan in 1947 as a timebuyer. He has been with Fuller, Smith & Ross, Inc., in his present capacity since 1952.



**JAMES ZABIN**, radio and TV director and partner in the Posner-Zabin Agency, has a well-versed background and a wide community of interests that include trusteeship in the N. Y. Society for Ethical Culture, a board member of the Riverside Community House, member of the New York Financial Advertisers, and former officer of the Associated Motion Picture Advertisers and other professional groups. The co-author of "Understanding Advertising," Zabin is equally talented in his artistic pursuits, having exhibited in numerous shows. He began his ad career with Paramount Pictures, later going with United Artists and thence to the Hann-Metzger Agency (now Buchanan Company) for 15 years.



**MARVIN L. GRANT**, vice president, radio-TV director, and account executive of the Dobin Agency, gained his triple-threat versatility as a free-lance writer-producer-director with the William H. Weintraub Co., where he had an outstanding record of many national radio programs to his credit. He moved over to the Mann-Ellis Agency in a position similar to his present one, where he had overall supervision of radio-TV from time buying through production, as well as executive on six accounts. Grant joined Dobin in his present position in 1955.



**KENNETH G. MANUEL**, vice president and director of TV and radio at D. P. Brothier & Co., entered broadcasting as the discovery of the veteran Harry Bannister, quickly becoming a full-time newscaster and commentator on WWJ, Detroit. He became a TV pioneer when he inaugurated the first major educational telecast, "Television University," staged on WWJ-TV in collaboration with the University of Michigan, the University of Detroit, and Cranbrook Institute of Science. Manuel's alma mater, the University of Michigan, where he was an outstanding sports star, continued the series on the same station as "Telecourses," and has won many commendations for it.



**PHILLIP ROUDA**, Chicago vice president in charge of radio and TV for Bozell & Jacobs, Inc., joined the agency in October, 1944, as a copy-writer, after serving with the Army Air Forces as a radio instructor. He has been with the agency for ten years. His previous background included motion picture work with National Screen Service and Filmack in writing and production and also varied motion picture and other advertising. His radio and TV work at Bozell & Jacobs includes program and spot buying for the cream of the agency's clients. He has won six Chicago Federation Advertising Club awards for individual ads and campaigns handled as creative account executive. He was educated at the University of Chicago.

**EVELYN LEE JONES**, business manager of the radio and television department, and chief time buyer of Donahue & Coe, Inc., joined the agency as a copy writer, later shifting to the administration and business division. She has been with the agency since 1943 and, prior to that, Evelyn was at City Hall as Civilian Defense Volunteer Aide to the late Fiorello H. LaGuardia. Immediately prior to World War II, she was director of advertising for Theatre-on-Film, Inc. Evelyn has been on the board of directors of Advertising Women of New York, Inc., from 1954-55. She attended Columbia University and Rochester University. Marriage entered the picture in 1934 when she met Charles Reed Jones.



**RINO NEGRI**, vice president and member of the Executive Committee of the Emil Mogul Company, is a leading authority on the advertising and marketing of Italian-American products, particularly in the radio-television media. Born and raised in Venice, Italy, Rino is a graduate of the College of Milan, and speaks and writes five languages fluently. He got his start in advertising as an Italian language announcer at WOV, New York. Rino became associated with Mogul in 1945, and since then has directed the very successful campaigns for Ronzoni Macaroni Company, Berolio Importing Company, Gem Oil, and Berio Olive Oil, which have proven his mastery of the Italian-American market.

**ALVIN Q. EHRLICH**, vice president in charge of radio and television for Kal, Ehrlich & Merrick, of Washington, D. C., is a pioneer and long-time leader of the advertising field in our nation's capital. Al, always active in civic and advertising affairs, was twice president of the Washington Advertising Club, has been a director of the Better Business Bureau, and is a member of the Radio Pioneers. He entered advertising in 1929 as manager of Raleigh Haberdasher's advertising, and joined the Kal Agency in 1932. Within three years he was a partner in the firm, and after three years in the service during the war, rejoined the firm which reorganized as Kal, Ehrlich & Merrick.



**JOHN P. ATHERTON**, vice president and director of radio and television for the Atherton & Currier Agency, brings a unique talent to his position. John is an accomplished musician and composer, and has created both music and lyrics for many of the agency's radio and television jingle commercials, in addition to many musical novelty announcements. He studied at the Oberlin (Ohio) Conservatory of Music and, after receiving a B.A. degree in music from Bard College in 1942, he spent the next 38 months in the U. S. Army, 20 of them in the South Pacific theater. On his return in 1945, he joined the agency and, in addition to his musical work, has assumed the duties of radio and television director.



**KAY OSTRANDER**, time buyer for the Dan B. Miner Company in Los Angeles, went to work as a secretary for McNeil & McCleery, a Los Angeles agency in 1948, where she remained until 1950. She first became interested in advertising agency work while employed by CBS-KNX in the post-war days. The vice president in charge of radio and television at the Miner Company, Hilly Sanders, offered her the job as time buyer for the agency. Kay has just passed her fifth anniversary with the agency and looks forward to being with Dan B. Miner Company long enough to have one of her daughters replace her at the job.

**ROGER C. BUMSTEAD**, media director of David J. Mahoney, Inc., was formerly with the Maxon Agency as a time buyer. He assumed his present post in January, 1954. His responsibilities at Maxon included recommendations on spot-time purchase, market research, rating and cost per M analysis. The accounts he served included Packard Motor Car Company (television network programs and radio announcement campaigns), Snow Crop Marketers and Gillette Safety Razor Company. Prior to that he was with the Katz Agency for over two and a half years in the promotion and sales data department.



**HAROLD A. DAVIS**, head time buyer for Erwin Wasey & Company, joined the organization in October, 1953, when he switched over from Doherty, Clifford, Steers & Shenfield, where he was assistant to the head time buyer. While there, he became buyer on the Bristol Myers, Borden's and Welch accounts. He got his start in the advertising business at Benton & Bowles, after spending four years with the Air Force, serving in China with the 14th Air Force, and then taking a Bachelor's degree at Marietta College, Marietta, Ohio. His first position with Benton & Bowles was that of budget coordinator on Procter & Gamble.

**JERRY BERGHOFF**, executive vice president and radio-TV time and talent director of Berghoff Associates, Inc., Los Angeles, has a background of actor, producer, director, and writer for radio-TV shows in Seattle and Los Angeles. He organized the department of radio-TV at Berghoff Associates in 1949, and now directs all media, space, and time buying, besides handling account executive duties for the agency's fifty national manufacturing accounts. He is a charter member of Sigma Beta Chi, an honorary fraternity, married, and the father of one son, Eddie Marc.



**E. A. "TIM" ELLIOTT**, media director and vice president of the Fletcher D. Richards Agency, has spent his entire career (over a quarter of a century) with one agency. He directs the purchase of TV and radio time for U. S. Rubber, Eastern Airlines, Dixon Ticonderoga Pencils, Waterman Pen, American Machine & Foundry, among others, as well as serving as account supervisor on many key accounts. He came to Detroit from Canada when he was 19 to join Campbell-Ewald and when the separate corporate entity of Campbell-Ewald of New York became the Fletcher D. Richards Agency he was made a board member of the new organization, as well as remaining a vice president and media director.



**WILLIAM W. LEWIS**, radio-TV director on the General Electric account at the Maxon Agency, is a former director of the radio-TV department at the Geyer Advertising Agency and first entered the broadcasting field through the writing route. He's a graduate of the Pasadena College of the Theater in 1941, has acted in two off-Broadway shows, and later developed an interest in radio writing. He did a few free-lance scripts for NBC, where he was subsequently employed as a continuity writer and announcer. He worked on early experimental shows until 1943, when he entered the Army Air Corps, serving as a pilot until the end of World War II. After discharge he worked with Redwood Products, Inc., in a promotion capacity, then later started a 1,000-watt radio station in the Boston area.

**WALTER BOWE**, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc., has been head of the department at Ogilvy, Benson & Mather, Inc., after receiving good training at Benton & Bowles in a time-buying capacity. A well-rounded agency time buyer, Walter currently handles time purchases for Pall Mall, Speidel, Vim and other top accounts. He spearheaded the large-scale radio campaigns for Lever Brothers' Good Luck Margarine, in conjunction with the New York state conversion to yellow oleo three years ago and brought fast sales results to the sponsor. Walt's radio baptism dates back to high-school production in his home town of Syracuse, New York, followed by workshop experience at Syracuse University's Radio-TV School.



**NEWMAN F. McEVOY**, vice president and media director of Cunningham & Walsh, has had previous experience in retailing and in industrial marketing which has provided the background and insight so vital to this highly specialized advertising function. He has been buying space and time for national and local advertisers since 1928. Among the accounts for which McEvoy has supervised media planning and buying are Chesterfield, Sunshine Biscuits, The Texas Company and E. R. Squibb & Sons. He has served as president of the Media Men's Association and is an active member of the Radio-Television Executives Society.

**DONALD QUINN**, media director of Doherty, Clifford, Steers & Shenfield, Inc., has been responsible for radio-TV time on a wide variety of programs, ranging from the "Garry Moore Show" to "Hilltop House," and has supervised extensive spot buying and participation programming. Don entered the advertising field eight years ago via the research department of Lennen & Mitchell, but soon after switched to media work. Later, while at Ruthrauff & Ryan, Inc., he continued the radio-TV work which opened the path to his present post. Born in Northampton, Mass., Don currently resides in Bronxville, New York, with his wife Margot and their two children, Susan and Douglas.



**LYDIA RHYDHOLM HATTON**, chief radio and TV time buyer for Foote, Cone & Belding in Los Angeles, spent one year at Ohio Wesleyan University at Delaware, then transferred to the Washington Square College of New York University, majoring in retailing and advertising, where she received her B.A. degree in January, 1948. Shortly thereafter, she joined the media department of Alfred J. Silberstein-Bert Goldsmith, Inc., in New York City. Lydia entered the doors of Foote, Cone & Belding for the first time in September of 1949 as a member of the typing department. In October of 1952 she was named chief time buyer. Lydia was born and raised in Cleveland, Ohio.

# CANADIAN ADVERTISING AGENCIES

● Following is a list of CARTB sanctioned advertising agencies.

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Aikin, Earl, Ltd.	35 Hayden Street	Toronto	WA. 2-3138	Phyllis Judson	Ken Wright
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	MA. 6541	Don DeNike	Don DeNike
Atherton & Currier, Inc.	37 James Street S.	Hamilton	JA. 7-9284	Jim Elliott	Jim Elliott
Baker Advertising Agency, Ltd.	109 Adelaide St. W.	Toronto	EM. 3-5418	Eleanor Austen	Eleanor Austen
	1315 Yonge St.	Toronto	WA. 4-2101	Dick King (Radio)	Jack Hotier
				Don Farrow (TV)	
Bennett & Northrop, Inc.	1557 Mackay St.	Montreal	HA. 9247		Roger Lack
Bingham, John McKenney, Ltd.	Maritime Life Bld.	Halifax	3-8164	Llewellyn Lewis	Llewellyn Lewis
	32 Front Street W.	Toronto	EM. 2-2641	McCrae J. Cooper	McCrae J. Cooper
	4643 Cavendish Blvd.	Montreal	WA. 5032	Stan Lorrman	Stan Lorrman
	541 William Street	Preston	OL. 3-4464	E. Gordon Lowen	E. Gordon Lowen
	257 Osborne St.	Winnipeg	422564	Ronald A. Kearns	Ronald A. Kearns
Bleasdale Advertising, Ltd.	1664 West Broadway	Vancouver	CE. 4154	Harry Bleasdale	Harry Bleasdale
Brooks Advertising, Ltd.	1104 Douglas Street	Victoria	2-6741	Roy Partridge	Roy Partridge
Burnett, Leo Co. of Canada, Ltd.	21 Dundas Square	Toronto	EM. 8-2396	John Maxwell	James B. McRae
Burns Advertising Agency, Ltd.	133 Richmond St. W.	Toronto	EM. 6-5801	Ralph Novak	Ralph Novak
	1247 Guy Street	Montreal	FI. 5257	Arnold Clare	Robert McCausland
Caldwell, Spence Agency	556 Yonge St.	Toronto	WA. 2-6698	John Heaton (Radio)	S. W. Caldwell
	447 Jarvis Street	Toronto	WA. 2-2103	Doc Savage (TV)	
Canadian Advertising Agency, Ltd.	Sun Life Building	Montreal	UN. 6-7711	John Blandford	John Blandford
	80 King Street W.	Toronto	EM. 3-3051	Irvin Teitel	Irvin Teitel
	Electric R'lwy Chambers	Winnipeg			
Carter, Garry J. of Canada, Ltd.	615 Dominion Bank Bld.	Vancouver	TA. 1938	K. L. Johnson	K. L. Johnson
Cockfield, Brown & Co., Ltd.	59 Avenue Road	Toronto	WA. 4-2505	Bob Howe	Bob Howe
	Canada Cement Bld.	Montreal	UN. 1-1771	Earl Box	Wm. B. Hannah
	185 Bloor St. E.	Toronto	WA. 4-5492	Cam Logan	Wis McQuillin
	Electric R'lwy Chambers	Winnipeg	923538	John Burke-Gaffney	John Burke-Gaffney
Collyer Advertising, Ltd.	1164 Melville St.	Vancouver	PA. 1111	Geoff Holloway	Geoff Holloway
Copeland, Don H. Advertising, Ltd.	822 Dominion Sq. Bld.	Montreal	UN. 6-3411	Nan Frazer	Nan Frazer
Crombie Advertising Co., Ltd.	442 Sherbourne St.	Toronto	WA. 2-5969	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
	391 St. James Street W.	Montreal	MA. 5246	Vic Gray	Vic Gray
	24 King Street West	Toronto	EM. 4-7204	Ed Davey	Ed Davey
Dancer-Fitzgerald-Sample Advertising (Canada, Ltd.)	200 St. Clair Avenue W.	Toronto	WA. 4-8425	Gilbert Numms	Gilbert Numms
Denne, A. J. & Co., Ltd.	90 King St. W.	Toronto	EM. 4-3444	Lillian Ryan	Ralph McKeown
Desbarats Advertising Agency	487 Legaultetiere St. W.	Montreal	EM. 6-4835	Duncan Desbarats	Duncan Desbarats
Dominion Broadcasting Co.	4 Albert Street	Toronto	EM. 3-3383	Hat B. Williams	Hat B. Williams
Erwin Wasey of Canada, Ltd.	610 Church Street	Toronto	WA. 1-5187	Tom Reid	Bruce Gale



# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director	
Ferres Advertising, Ltd.	63 Duke Street	Hamilton	JA. 9-1116	E. Boyd Heaven	E. Boyd Heaven	
Foster Advertising, Ltd.	149 Alcorn Avenue	Toronto	WA. 4-4681	Joan St. Croix	Alex MacKay Mary Newton Charlotte Toupin	
Gibbons, J. J., Ltd.	Sun Life Bld. 165 McDermott Avenue 46 St. Clair Avenue E. Dominion Sq. Bld. 272 Main Street 1840 McIntyre St. 513 8th Avenue West 206 Petroleum Bld. 1533 West Pender St. 651 Church Street 7 King Street East 1510 Drummond Street 57 Bloor Street West 353 St. Nicholas 35 Hayden Street 407 Barrington Street 631 Spadina Avenue 94 Yonge Street 1265 Stanley Street 447 Main Street E. 480 Leguachetiere St. W. 1455 West Georgia St. 80 King St. W. 255 Davenport Road 1178 West Pender St. 800 Bay Street 402 Montreal Trust Bld. Toronto Gen. Trusts Bld. 401 Kerr Block Imperial Bank Bld. 623 Dominion Sq. Bld. 111 Richmond St. W. 410 Dominion Sq. Bld. 237 Queen Street 911 Elec. P'ly Chambers 1240 West Pender St.	Montreal Winnipeg Toronto Montreal Winnipeg Regina Calgary Edmonton Vancouver Toronto Toronto Montreal Toronto Montreal Toronto Hafifax Toronto Toronto Montreal Hamilton Montreal Vancouver Toronto Toronto Toronto Winnipeg Calgary Regina Edmonton Montreal Toronto Montreal Ottawa Winnipeg Vancouver	UN. 6-7901 922151 WA. 4-8391 UN. 6-5805 927373 3-2787 2-5437 2-7512 PA. 0157 WA. 4-7364 EM. 6-0731 HA. 0131 WA. 2-5125 PL. 4131 WA. 4-3753 3-9373 WA. 4-6671 EM. 3-2438 UN. 6-4806 JA. 2-1155 UN. 6-4835 PA. 9174 EM. 3-8314 WA. 4-8481 TA. 6221 WA. 3-9887 931629 24445 37570 24072 UN. 6-8391 EM. 4-0231 UN. 6-9751 5-4301 926321 MA. 6268	Walter Reeves Rupert Burdick Bruce Johnston R. P. Wilson Bill Bell Tom McMillan (Mrs.) Hazel Bakes Dick Canney Mary Goletz Tom Deans John Chilman B. E. Rioux Pat Hennessy A. H. Evelyn (Mrs.) Vera Percival Evan Morton George Temple Gordon Hinch Duncan Desbarats M. Tyler Lloyd Hafford John Holden William E. Bellman S. B. Hayward John Hart Leslie White George R. Bothwell	Charlotte Toupin	Walter Reeves Rupert Burdick Bruce Johnston R. P. Wilson Bill Bell Tom McMillan (Mrs.) Hazel Bakes Dick Canney Mary Goletz Tom Deans John Chilman B. E. Rioux Pat Hennessy A. H. Evelyn (Mrs.) Vera Percival Evan Morton George Temple Gordon Hinch Duncan Desbarats M. Tyler Lloyd Hafford John Holden William E. Bellman S. B. Hayward John Hart Leslie White George R. Bothwell
MacLaren Advertising Co., Ltd.	111 Richmond St. W. 410 Dominion Sq. Bld. 237 Queen Street 911 Elec. P'ly Chambers 1240 West Pender St.	Montreal Toronto Ottawa Winnipeg Vancouver	UN. 6-8391 EM. 4-0231 UN. 6-9751 5-4301 926321 MA. 6268	Dave McMaster Mary Moran Larry Trudel W. F. Harrison E. P. Thomson John Hoyland	Dave McMaster Hugh Horler Larry Trudel W. F. Harrison E. P. Thomson John Hoyland	

# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
McCann-Erickson, Inc.	200 Bloor Street East	Toronto	WA. 2-2133	Shirley Carter (Radio) Greg Paul (TV) Mary Kaye (TV)	Alan B. Cullimore
McConnell Eastman & Co., Ltd.	1980 Sherbrooke St. W.	Montreal	GL. 6121	Alex B. Shepherd	Larry Dampier
	Huron & Erie Bldg. 147 University Ave. Dominion Sq. Bldg. 173 Portage Ave. 1198 West Pender St. 153 St. Clair Ave. W. Bank of Commerce Bldg. 371 Richmond St.	London Toronto Montreal Winnipeg Vancouver Toronto Windsor London	44528 EM. 3-7004 UN. 6-7941 935541 MA. 2161 WA. 4-6681 CL. 2-7297 3426		Austin Moran
McCracken, W. A., Ltd.	1510 Drummond St. 47 Fraser Ave. 250 Portage Ave. 591 Burrard St.	Montreal Toronto Winnipeg Vancouver	MA. 4152 KE. 3561 923491 MA. 3284		
McGuire Advertising, Ltd.				(Mrs.) Evelyn Duncan	Glenn Smith Andy McGuire
McKim Advertising, Ltd.				John Finn Bill Mills Joan Bridge Beverly Nicholl Andy Brown John Cummings Phyllis Scott Kay Schneider	Bill Mills Wilf Charland Keith Chase Don MacMillan Andy Brown John Cummings Eddie Gould
Muter, Culiner, Frankfurter & Gould, Ltd.	112 1 Bay Street, 209 Shaldo Bldg.	Toronto	WA. 4-5736	D. Ryan M. Tyler Michael Jackson Joyce Rhodes George Vale P. E. Giguere	Gerald Wren E. Maloney Michael Jackson Wib Perry George Vale
Nattall & Maloney, Ltd.		Calgary Edmonton	692370 44910	Mary Barrer E. M. Plant Bob Poyntz Maurice Lalonde	Mary Barrer E. M. Plant Bob Poyntz Maurice Lalonde
O'Brien Advertising, Ltd.	1455 West Georgia St. 464 Yonge Street 222 Simcoe Street 380 Victoria Street 639 8th Avenue	Toronto Toronto Toronto Toronto Quebec	PA. 9174 WA. 4-3708 EM. 6-8266 EM. 3-6047 43549		
Pennell, Margaret Advertising	81 Queen St. W.	Toronto	EM. 4-2079		
Plant, Elton M., Co.	303 Bartlet Bldg.	Windsor	CL. 4-1159		
Poyntz, Alford R. Advertising, Ltd.	95 King St. E. 4109 St. Catherine St. W.	Toronto Montreal	EM. 3-8716 GL. 4245		
Purkis, Thornton, Ltd.	1200 St. Denis St.	Toronto	EM. 3-3762		
Quebec Advertising Agency	1290 St. Denis St.	Montreal	MA. 9401		
Reynolds, E. W., Ltd.	355 King St. W. 1440 St. Catherine St. W. Keefe Bldg.	Toronto Montreal Montreal	EM. 8-6157 UN. 6-1775 UN. 6-9471		
Ronalds Advertising Agency, Ltd.					
	108 Peter St. 409 Petroleum Bldg. Canada Trust Bldg.	Toronto Edmonton Windsor	EM. 3-0237 28356 EL. 6-2371		
Ross Roy of Canada, Ltd.					

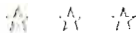
# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ruthrauff & Ryan, Inc.	80 Richmond St. W.	Toronto	EM. 6-1515	Eleanor Shinnick	Ramsay Lees
Schneider Cardon, Ltd.	2024 Peel St.	Montreal	MA. 8024	Monty A. Isaacs	Monty A. Isaacs
	501 Yonge St.	Toronto	WA. 4-9779	Gordon Allen	Gordon Allen
Sills, Allan R. & Co.	137 Wellington St. W.	Toronto	EM. 8-6434	Allan R. Sills	Allan R. Sills
Smith, R. C. & Son, Ltd.	380 Victoria St.	Toronto	EM. 4-9396	G. Alec Phare	G. Alec Phare
Spitzer & Mills, Ltd.	40 King St. W.	Toronto	EM. 6-2811	Susie McCullagh	Ralph Hart
	3405 Addington Ave.	Montreal	WA. 0344	Pauline Goyette (Radio)	Paul Corheil
				Paul Corheil (TV)	
Stanfield, Harold F., Ltd.	Dominion Square Bldg.	Montreal	UN. 6-8741	Ernie Smith	Ernie Smith
	67 Richmond St. W.	Toronto	EM. 6-5454	Olive Jennings	Olive Jennings
Stevenson & Scott, Ltd.	126 1/2 University Ave.	Montreal	UN. 6-9361	Sheldon Lodge	Sheldon Lodge
	100 Adelaide St. W.	Toronto	EM. 3-5773	Burf Kaye	Burf Kaye
	402 West Pender St.	Vancouver	PA. 5824	Roy Hunter	Roy Hunter
Stewart-Bowman-Macpherson, Ltd.	410 Province Bldg.	Vancouver	PA. 3531	Lloyd Muir	Lloyd Muir
	337 8th Ave. W.	Calgary	2-1432	Pat Williams	Peggy Newbury
	10020 109th St.	Edmonton	25107	Jean Richards	June Duncan
	333 Somerset Bldg.	Winnipeg	924346	(Mrs.) Helen McMahon	(Mrs.) Helen McMahon
Tandy Advertising Agency, Ltd.	88 Richmond St. W.	Toronto	EM. 8-8648	Amy Lynch	John Bradley
	20 Carlton St.	Toronto	EM. 3-6362	Mary-Ellen Freeborn	A. C. Haight
Thompson, J. Walter Co., Ltd.	602 Dominion Sq. Bldg.	Montreal	UN. 6-6771	Ron Kirkwood	Mariette Mineau
	600 University Ave.	Toronto	EM. 3-9402	Phyllis Sivell	Frank Flint (Radio)
					John Lingman (TV)
Thompson-Peterson Advertising Agency, Ltd.	215 Victoria St.	Toronto	EM. 8-8091	David Fenn	David Fenn
	913 Sun Life Bldg.	Montreal	UN. 6-9745		
Vamplew Advertising	1175 Bay St.	Toronto	WA. 3-5589	Thomas Vamplew	Thomas Vamplew
Vickers & Benson, Ltd.	1440 St. Catherine St. W.	Montreal	UN. 67701	Henault Champagne	Henault Champagne
	110 Church St.	Toronto	EM. 4-6301	(Mrs.) Laura Jensen	Leonard J. Kennedy
Walsh Advertising Co., Ltd.	1767 Walker Rd.	Windsor	CL. 6-2671		
	44 King St. W.	Toronto	EM. 3-3053	(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
	660 St. Catherine St. W.	Montreal	UN. 6-8921	Jean Monte	Jean Monte
Weill & Eby, Inc.	67 Yonge St.	Toronto	EM. 2-1176	Jo-Anne Rebstock	Bob Weill
Whitehall Broadcasting, Ltd.	1510 Drummond St.	Montreal	MA. 4152	Wif Charland	Wif Charland
Willis Advertising	22 1/2 Richmond St. W.	Toronto	EM. 3-2073	Victor C. Snack	Victor C. Snack
Woodhouse & Hawkins	1175 Bay St.	Toronto	WA. 2-4864	Art McGregor	Frank Deaville
Young & Rubicam, Ltd.	660 St. Catherine St. W.	Montreal	UN. 6-8941	Helen Quinn	
	44 King St. W.	Toronto	EM. 2-2341	Doreen Dunlop	Bill Byles

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# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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14 Gregory Hall, Urbana, Illinois  
Urbana 7-6611, Ext. 3394

## OFFICERS FOR 1956 YEAR

### *President*

Frank E. Schooley, WILL (Radio Station), University of Illinois, Urbana, Illinois

### *Vice-President*

John Dunn, Director, Oklahoma ETV Authority, P. O. Box 2005, Norman, Oklahoma

### *Treasurer*

Robert J. Coleman, Director, Radio Station WKAR, Michigan State University, East Lansing, Michigan

### *Secretary*

William Harley, Radio Station WHA, University of Wisconsin, Madison 6, Wisconsin

## DIRECTORS

### *Region I*

Arthur Weld, Jr., Television Program Director, Radio & Television Center, Syracuse University, Syracuse 10, N. Y.

### *Region II*

Earl Wynn, Station WUNC, University of North Carolina, Chapel Hill, N. C.

### *Region III*

Ola Hiller, Station WFBE, Flint Public Schools, Administration Bldg., Oak Grove Campus, Flint, Michigan.

### *Past President & Member of the Board*

Graydon Ausnus, Station WVOA, University of Alabama, University, Ala.

### *Region IV*

Burton Paulu, Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota

### *Region V*

John Schwarzwald, Station KUHF, University of Houston, 3801 Cullen Blvd., Houston, Texas.

### *Region VI*

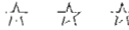
Edwin Adams, Director, KUOW (Radio Station), University of Washington, Seattle, Washington

### *Executive Director*

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

# NAEB MEMBERSHIP LIST

## Active Membership of the National Association of Educational Broadcasters



### ALABAMA

City	Call Letters	Licensee	Executive
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV

### CALIFORNIA

Berkeley	KPFA (FM)	Pacifica Foundation	Lewis Hill, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	M. Rod Shepherd, General Manager
San Diego	KSDS (FM)	San Diego City Schools	Edwin G. Barrett, Program Dir.
San Francisco	KQED (TV)	12th & Russ Streets Bay Area ETV Assn.	James Day, General Mgr.
San Mateo	KCSM (FM)	165 Post Street San Mateo Jr. College	Richard P. Marsh, Prog. Dir.
Stockton	KCVN (FM)	Baldwin Ave. & San Mateo College of the Pacific	

### COLORADO

Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyres, Dir. Speech, Drama, Radio
Denver	KRMA (TV)	Denver Public Schools	Henry H. Mamet, Mgr., Radio-TV

### FLORIDA

Miami	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Bronson, Dir. Voc. & Adult Ed.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir., Commun. & Radio
Tampa	WTUN (FM)	University of Tampa	Franklin Moody, Director of Radio
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director

### GEORGIA

Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir. Radio Ed.
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### ILLINOIS

Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois St. Teachers College	Robert V. Esmond, Dir., Radio-TV
Elgin	WEPS (FM)	Board of Education	E. H. Hoke, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Fedderson, Chm. Radio-TV
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley

### INDIANA

Bloomington	WFUI (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 Garfield St.	Mitchell Gerbick, Manager
Greencastle	WGRE (FM)	DePauw University	Harold T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Alwyn Carder, Program Director
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr
New Castle	WYSN (FM)	New Castle-Henry Twnsp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.

### IOWA

Ames	WOI (AM)	Iowa State College	Richard B. Hull, Radio-TV Director
Ames	WOI (FM)	Iowa State College	Richard B. Hull
Decorah	KWLC (AM)	Luther College	Leslie G. Rude, Director of Radio
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer

KANSAS

City	Call Letters	Licensee	Executive
Emporia	KSTE (FM)	Kansas State Teachers College	Tex Smiley, Dir., Radio-TV
Lawrence	KFKU (AM)	Univ. of Kansas	Bruce A. Linton, Director Radio-TV
Lawrence	KANU (FM)	Univ. of Kansas	Bruce A. Linton
Manhattan	KSAC (AM)	Kansas State College	Kenneth Thomas, Director
Manhattan	KSOB (FM)	Kansas State College	Ken Thomas
Ottawa	KTJO (FM)	Ottawa University	W. D. Bemmel, Dean of the College
Wichita	KMUW (FM)	Univ. of Wichita	G. D. Goodrich, Manager

KENTUCKY

Lexington	WBKY (FM)	Univ. of Kentucky	Mrs. Camille Halyard, Director of Radio-TV
Louisville	WFPK (FM)	Louisville Free Public Library	H. E. Salley, Mgr.
Louisville	WFPL (FM)	Louisville Free Public Library	H. E. Salley, Head Audio-Visual Dept.

LOUISIANA

Baton Rouge	WSLU (FM)	Louisiana State University	Mrs. Lucile Ruby, Coordinator, Radio-TV
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MARYLAND

Baltimore	WBJC (FM)	Baltimore Jr. College Alameda & 33rd St.	Clarence T. DeHaven, Manager
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MASSACHUSETTS

Amherst	WMUA (FM)	Univ. of Mass.	Joseph Larson, Manager
Boston	WRUR (FM)	University of Boston	Leo Martin, Director Div. Communication Arts
Boston	WERS (FM)	Emerson College	Charles Dudley, Chrmn. Dept. Broad
Boston	WGBH (FM)	Lowell Instit. Co-op Broadcasting Council	Parker Wheatley, Manager
Boston	WGBH (TV)	Lowell Instit. Co-op	Parker Wheatley, Manager
Springfield	WEDK (FM)	Bestig. Council of Springfield	William J. Sanders, Supt. of Schools

MICHIGAN

Ann Arbor	WUOM (FM)	Univ. of Michigan	Waldo Abbot, Director of Broadcasting
Detroit	WDTR (FM)	Board of Education	Kathleen N. Lardie, Supervisor, Radio-Television
Detroit	WDET (FM)	Wayne University	Paul B. Rickard, Director, Radio-Television
Detroit	WTVS (TV)	Detroit Ed. TV Found., Inc.	William A. Wood
East Lansing	WKAR (AM)	Michigan State Univ.	Robert J. Coleman, Dir. of Broadcasting
East Lansing	WKAR (FM)	Michigan State Univ.	Robert J. Coleman
East Lansing	WKAR (TV)	Michigan State Univ.	Armand L. Hunter, Director
Flint	WFBE (FM)	Board of Education	Miss Ola Hiller, Dir. Radio Educ.
Flint	WFUM (FM)	Univ. of Michigan	Waldo Abbot, Dir. of Broadcasting
Highland Park	WHPR (FM)	School District of Highland Park	Robert A. Stevens, Prog. Dir.
Kalamazoo	WMCB (FM)	Western Michigan College of Educ.	Wallace Garneau, Dir. of Broadcasting

MINNESOTA

Minneapolis	KUOM (AM)	Univ. of Minnesota	Burton Paulu, General Manager
Northfield	WCAL (AM)	St. Olaf College	Milford C. Jensen, General Manager

MISSOURI

St. Louis	KETC (TV)	St. Louis Ed. TV Association	
St. Louis	KSLH (FM)	Board of Education 517 S. Theresa Ave.	Miss Marguerite Fleming, Director

NEBRASKA

Lincoln	KUON (TV)	University of Nebraska	Jack J. McBride, Dir. of Ed. TV
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NEW JERSEY

Newark	WBGO (FM)	Board of Education 31 Green St.	Marie Scanlon, Supervisor Radio-Television
South Orange	WSOU (FM)	Seton Hall College	A. Paul Klose, Program Director

NEW MEXICO

Albuquerque	KANW (FM)	Board of Education	Mrs. Rose J. Jones, Director
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NEW YORK

Bronx	WFUV (FM)	Fordham Univ.	Ralph M. Rourke, Prog. Mgr.
Brooklyn	WNYE (FM)	Board of Education 29 Fort Greene Pl.	James F. Macandrew, Dir. of Broadcasting
Floral Park	WSHS (FM)	Sewanhaka H.S.	W. A. Gregory, Director of Radio
Ithaca	WITJ (FM)	Ithaca College	Robert Earle, Dir. of Radio
New York	WNYC (AM)	Municipal Broadcasting System 2500 Municipal Bldg.	Seymour N. Siegel, Director
New York	WNYC (FM)	Municipal Broadcasting System	Seymour N. Siegel
Springville	WSPE (FM)	Griffith Instit. & School 85 Buffalo St.	Edward Larson, Director
Syracuse	WAER (FM)	Syracuse University	Kenneth G. Bartlett, Dir. of Broadcasting
Troy	WHAZ (AM)	Rensselaer Polytechnic Institute	Hiram D. Harris, Manager

City	Call Letters	Licensee	Executive
<b>NORTH CAROLINA</b>			
Chapel Hill	WUNC (TV)	Consolidated Univ. of North Carolina	
Chapel Hill	WUNC (FM)	Univ. of North Carolina	John Young, Manager
Greensboro	WGPS (FM)	Greensboro Public Schools	R. Thorpe Jones, Dir. Audio-Visual Educ.
High Point	WHPS (FM)	High Point H.S.	D. P. Whitley, Principal
<b>NORTH DAKOTA</b>			
Grand Forks	KFJM (AM)	Univ. of North Dakota	Myron Curry, Director
<b>OHIO</b>			
Akron	WAPS (FM)	Akron Public Schools	Cyril Jones, Dir. Radio-TV Ed.
Athens	WOUU (FM)	Ohio Univ.	Archie Greer, Acting Dir. of Radio
Bowling Green	WBGU (FM)	Bowling Green State Univ.	Sidney Stone, Director
Cincinnati	WCET (TV)	Greater Cincinnati TV Ed. Foundation	Uberto Neely, General Mgr.
Cleveland	WBOE (FM)	Board of Education	Katherine Matchett
Columbus	WOSU (AM)	Ohio State Univ.	Robert C. Higgy, Director
Columbus	WOSU (FM)	Ohio State Univ.	Robert C. Higgy
Delaware	WSLN (FM)	Ohio Wesleyan Univ.	Stuart Postle, Adv. Radio Dept.
Kent	WKSU (FM)	Kent State Univ.	Walton D. Clarke, Dir. of Radio
Oxford	WMUB (FM)	Miami Univ.	Stephen C. Hadlaway, Dir., Radio-TV
Toledo	WTDS (FM)	Toledo Public Schools 1901 Central Ave.	Harry D. Lamb, Dir. Radio-TV
<b>OKLAHOMA</b>			
Norman	WNAD (AM)	Univ. of Oklahoma	Hugh Mix, Acting Dir.
Norman	WNAD (FM)	Univ. of Oklahoma	Hugh Mix
Norman	KETA (TV)	Oklahoma TV Authority	John Dunn, Director
Norman	KOKH (FM)	Board of Education	Miss Elaine Tucker, Program Director
Shawnee	KBGC (FM)	Oklahoma Baptist University	Darrel Baergen, Manager
Stillwater	KOAG (AM)	Oklahoma A & M College	John Woodworth
Norman	KOED (TV)	Oklahoma Ed. TV Authority	John Dunn, Director
Stillwater	KAMC (FM)	Oklahoma Ed. TV	John Woodworth
Tulsa	KWGS (FM)	Univ. of Tulsa	Edward S. Dumit, Dir., Radio-TV
<b>OREGON</b>			
Corvallis	KOAC (AM)	Oregon State College	James M. Morris, Program Director
Eugene	KWAX (FM)	Univ. of Oregon	E. A. Kretsinger, Acting Dir. of Radio
Portland	KBPS (AM)	Portland Public Schools	Patricia L. Green, Manager
<b>PENNSYLVANIA</b>			
Grove City	WSAJ (AM)	Grove City College	Dale O. Smock, Chief Engineer
Philadelphia	WPWT (FM)	Philadelphia Wireless Tech. Instit.	William W. Zerfing
Philadelphia	WRTI (FM)	Temple Univ.	John R. Roberts, Dir., Radio-TV
Pittsburgh	WDUQ (FM)	Duquesne Univ.	B. Kendall Crane, Director
Seranton	WUSV (FM)	Univ. of Seranton	Rev. Richard F. Grady, S.J., Director
Pittsburgh	WQED (TV)	Metrop. Pittsburgh Ed'l TV Station	John F. White, Mgr.
<b>SOUTH CAROLINA</b>			
Columbia	WUSC (FM)	Univ. of S. Carolina	Lawton G. Wiles, Director, A-V Aids
<b>SOUTH DAKOTA</b>			
Vermillion	KUSD (AM)	Univ. of S. Dakota	Edward J. Slack, Director
<b>TENNESSEE</b>			
Knoxville	WUOT (FM)	Univ. of Tennessee	Kenneth D. Wright, Dir. of Broadcasting
Plainview	KHBL (FM)	Wayland Baptist College	Reed Harris, Student Manager
<b>TEXAS</b>			
Abilene	KACC (FM)	Abilene Christian College	Lowell G. Perry
El Paso	KVOF (FM)	Texas Western College	Virgil C. Hicks, Radio Instructor
Houston	KUHF (FM)	Univ. of Houston	John Schwarzwalder, Station Mgr
Houston	KUHT (TV)	Univ. of Houston	John Schwarzwalder, Station Mgr.
<b>UTAH</b>			
Logan	KVSC (FM)	Utah State Agri. College	Burrel F. Hansen, Director
<b>WASHINGTON</b>			
Pullman	KWSC (AM)	State College of Washington	Allen Miller, Manager
Seattle	KUOW (FM)	Univ. of Washington	Ken Kager, Director, Div. of Radio-Television
Tacoma	KTOY (FM)	Tacoma Public Schools	Merle Kimball, Program Mgr.
<b>WISCONSIN</b>			
Madison	WHA (AM)	Univ. of Wisconsin	H. B. McCarty, Director
Madison	WHA (FM)	Univ. of Wisconsin	H. B. McCarty
Madison	WHA (TV)	Wisconsin State Radio Council	H. B. McCarty, Director
<b>HAWAII</b>			
Honolulu	KUOH (FM)	University of Hawaii	Chester F. Caton, Dir., Univ. Radio
<b>PUERTO RICO</b>			
San Juan	WIPR (AM)	Oficina de Radio-emision Publica	Francisco Arrivi, Manager

# WHERE IS RADIO?



Here, room by room, is an accurate account of radio sets in homes in the United States as compiled by both the Radio Advertising Bureau and a Politz Research Inc. Study.

	Fall 1955*	Spring 1954**
Living Rooms .....	25,500,000	25,320,000
Bedrooms .....	24,000,000	21,560,000
Kitchens .....	17,200,000	16,100,000
Dining rooms .....	4,500,000	4,390,000
Other rooms in homes.....	8,800,000	7,370,000
Total, in U. S. homes .....	80,000,000	74,740,000
Total, in automobiles .....	31,000,000	26,180,000
Total, outside homes, except in cars ...	10,000,000	(Not estimated)
GRAND TOTAL, IN U. S.....	121,000,000	100,920,000 (in homes and cars only)

\* RAB

\*\* Politz Research Inc. Study

## NARTB Regional Wage Comparison For Sales Managers and Salesmen In RADIO Broadcasting—Feb., 1955

(average gross weekly wages\*)



<b>NORTH CENTRAL</b>	
Sales Manager .....	\$149.85
Salesman .....	\$113.38
<b>SOUTHEAST</b>	
Sales Manager .....	\$148.19
Salesman .....	\$101.83
<b>MOUNTAIN-PACIFIC</b>	
Sales Manager .....	\$146.56
Salesman .....	\$100.84
<b>SOUTH CENTRAL</b>	
Sales Manager.....	\$138.07
Salesman .....	\$ 93.04
<b>NORTHEAST</b>	
Sales Manager .....	\$137.50
Salesman .....	\$ 96.90

\* Excludes cities of 1 million or more population.



# **Federal**

**Communications Commission**

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**HOW TO APPLY  
FOR FCC LICENSE**

**PERSONNEL**

# **National**

***Association of Radio and  
Television Broadcasters***

**PERSONNEL  
COMMITTEES**

# FEDERAL COMMUNICATIONS COMMISSION



HEADQUARTERS: NEW POST OFFICE BUILDING, WASHINGTON 25, D. C.

Phone: EXecutive 3-3620

Personnel as of February 1, 1956

## Commissioners

### Chairman

**GEORGE C. McCONNAUGHEY**

(Term Expires June 30, 1957)

*Administrative Assistant:* ROBERT D. L'HEUREUX

*Legal Assistant:* CHARLES M. GOWDY

*Engineering Assistant:* CHRISTIAN E. ROGERS, JR.

**ROSEL H. HYDE**

(Term Expires June 30, 1959)

Legal Assistant—DEE W. PINCOCK

**EDWARD M. WEBSTER**

(Term Expires June 30, 1956)

Legal Assistant—ROBERT M. KOTEN

Engineering Assistant—  
EVERETT G. HENRY

**ROBERT T. BARTLEY**

(Term Expires June 30, 1958)

Legal Assistant—MAX D. PAGLIN

Engineering Assistant—  
KENNETH W. MILLER

**JOHN C. DOERFER**

(Term Expires June 30, 1961)

Legal Assistant—EVELYN F. EPPLEY  
Engineering Assistant—  
JAMES B. McELROY

**ROBERT E. LEE**

(Term Expires June 30, 1960)

Legal Assistant—  
DAVID C. WILLIAMS  
Engineering Assistant—  
WILLIAM B. CAMPBELL

**RICARD A. MACK**

(Term Expires June 30, 1962)

Legal Assistant—H. EARL BARRER  
Engineering Assistant—  
JOHN E. DOANE

## Office Of The Secretary

*Secretary*

**MARY JANE MORRIS**

*Assistant Secretary,* WILLIAM P. MASSING

### INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION

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### MAIL AND FILES DIVISION

Mary E. Sprague, *Chief*

### DOCKETS DIVISION

Jessie R. Blaine, *Chief*

### TECHNICAL ASSISTANCE DIVISION

Gordon J. Kent, *Chief*

### MINUTES DIVISION

Annette Hutterly, *Chief*

### LIBRARY DIVISION

Helen A. Clark, *Chief*

### MESSENGER DIVISION

John W. Brown, *Chief*

## Office of Hearing Examiners

JAMES D. CUNNINGHAM, *Chief*

JAY A. KYLE, *Assistant Chief*

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Thomas H. Donahue  
Annie N. Huntting

Hugh B. Hutchison  
H. Gifford Irion  
Herbert Sharfman  
Elizabeth C. Smith

**Office of Opinions and Review**

JOHN L. FITZGERALD, *Chief*  
 EDGAR W. HOLTZ, *Asst. Chief*  
 HORACE E. SLOANE, *Asst. Chief (Engineering)*

*Attorneys*

John H. Conlin	Edward C. McKenzie
Gennaro J. Consalvo	Donald J. Berkemeyer
Raymond L. Hodges	Charles Frederick
Sarah Ann Mobley	Forest McClenning
Paul W. Schuch	David Warren

*Engineers*

Horace E. Slone            Hideyuki Noguchi  
 George K. Ashenden, Jr.

*Accountant*

Charles S. Borum

**Office of Administration**

*Executive Officer and Acting Budget Officer*

ROBERT W. COX

Richard F. Solan, *Administrative Assistant*

**ADMINISTRATIVE SERVICES DIVISION**

Paul H. Sheehy, *Chief*

**ORGANIZATION AND METHODS DIVISION**

Eric G. Stewart, *Chief*

**BUDGET AND FISCAL DIVISION**

James H. Baillard, *Acting Chief*

**PERSONNEL DIVISION**

Gilbert H. Hatfield, *Personnel Officer*

**Office of Reports and Information**

GEORGE O. GILLINGHAM, *Chief*

**INFORMATION BRANCH**

Salina M. Lindo

**REPORTS BRANCH**

Eva O. Melton  
 Lily M. Marshall

**Office of Chief Engineer**

EDWARD W. ALLEN, JR., *Chief Engineer*  
 Virgil R. Simpson, *Assistant Chief Engineer*  
 John A. Willoughby, *Assistant to the Chief Engineer*

**FREQUENCY ALLOCATION & TREATY DIVISION**

Albert L. McIntosh, *Asst. Chief Engineer*

**LABORATORY DIVISION**

Edward W. Chapin, *Asst. Chief Engineer*

**TECHNICAL RESEARCH DIVISION**

William C. Boese, *Asst. Chief Engineer*

**CONTROL OF ELECTROMAGNETIC RADIATION GROUP**

Ralph J. Renton, *U. S. Supervisor.*

**Broadcast Bureau**

EDWARD F. KENEHAN, *Chief*  
 James E. Barr, *Assistant Chief*  
 Lavelle W. Hughes, *Administrative Assistant*

**BROADCAST FACILITIES DIVISION**

Walther W. Guenthen, *Chief*  
*Aural New & Changed Facilities Branch*  
 Wallace E. Johnson, *Chief*  
*Existing Facilities Branch*  
 Harold L. Kassens, *Chief*  
*Technical & Allocations Branch*  
 Bruce S. Longfellow, *Chief*  
*TV Applications Branch*  
 Sol Schildhouse, *Chief*  
*Hearing Branch*  
 Robert J. Rawson, *Chief*

**RULES AND STANDARDS DIVISION**

Hart S. Cowperthwait, *Chief*

**ECONOMICS DIVISION**

Hyman H. Goldin, *Chief*

**RENEWAL AND TRANSFER DIVISION**

Joseph N. Nelson, *Chief*  
*Transfer Branch*  
 Robert H. Alford, *Chief*  
*Renewal Branch*  
 Millard F. French, *Chief*  
*Compliance Branch*  
 LeRoy Schaaft, *Chief*  
*Control Section*  
 Melba Z. Templeman, *Chief*

**LICENSE DIVISION**

Clara M. Iehl, *Chief*  
*TV Branch*  
 Marguerite Van Dyke, *Chief*  
*AM Broadcasting Branch*  
 Quentin S. Proctor, *Chief*  
*FM Branch*  
 Helen Marston, *Chief*



## Regional Managers

EMERY H. LEE  
Region 1  
954 Federal Building, 641 Washington St.  
New York 14, N. Y.

PAUL H. HERNDON, JR.  
Region 2  
718 Atlanta Nat'l Bldg.  
50 Whitehall St., S.W.  
Atlanta 3, Ga.

JOE H. McKINNEY  
Region 3  
323-A Customhouse  
San Francisco 26, Calif.

GEORGE V. WILTSE  
Region 4  
802 Federal Office Building, Seattle 4, Wash.

LEE R. DAWSON  
Region 5  
P.O. Box 1124, Lanikai Oahu, Hawaii

WILLIAM J. McDONNEL  
Region 6  
832 U. S. Court House, Chicago 4, Ill.

## District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN  
1600 Customhouse  
Boston 9, Massachusetts

2. ARTHUR BATCHELLER  
748 Federal Building  
New York 14, New York

3. ROGER E. PHELPS  
1005 U. S. Customhouse  
Philadelphia 6, Pennsylvania

4. HYMAN A. COHEN  
400 McCauley Bldg.  
400 E. Lombard St.  
Baltimore 2, Maryland

5. EDWARD BENNETT  
Room 402, Federal Building  
Norfolk 10, Virginia

6. W. D. JOHNSON  
718 Atlanta Nat'l Bldg.  
50 Whitehall St., S.W.  
Atlanta 3, Georgia

### Sub-Office

ANDREW BAHLEY  
214 P. O. Building  
Savannah, Georgia

7. ARTHUR S. FISH  
312 Federal Building  
Miami 1, Florida

### Sub-Office

CHALMER H. NEEB  
409-410 P. O. Building  
Tampa 2, Florida

8. VACANCY  
400 Audubon Building  
New Orleans 16, Louisiana

### Sub Office

GEORGE E. FRANKLIN  
419 U. S. Court House & Customhouse Bldg.  
Mobile 10, Alabama

9. LOUIS L. McCABE  
324 U. S. Appraisers Building  
Houston 11, Texas

### Sub-Office

ERIC D. COBURN  
329 P. O. Building  
Beaumont, Texas

10. VACANCY  
500 Terminal Annex Building  
Dallas 2, Texas

11. BERNARD H. LINDEN  
539 U. S. P. O. and Court House Building  
Los Angeles 12, California

### Sub-Office

NEY R. LANDRY  
15-C U. S. Customhouse  
San Diego 1, California

### Ship Office

J. LEE SMITH  
Room 326, U. S. P. O. and Courthouse  
San Pedro, California

12. FRANCIS V. SLOAN  
323-A Customhouse  
San Francisco 26, California

13. JOSEPH H. HALLOCK  
507 U. S. Courthouse  
Portland 5, Oregon

14. HERBERT H. ARLOWE  
802 Federal Office Building  
Seattle 4, Washington

15. WILLIAM E. CLYNE  
521 Customhouse  
Denver 2, Colorado

16. DONALD A. MURRAY  
208 Uptown P. O. and Federal Bldg.  
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of Radio and Television

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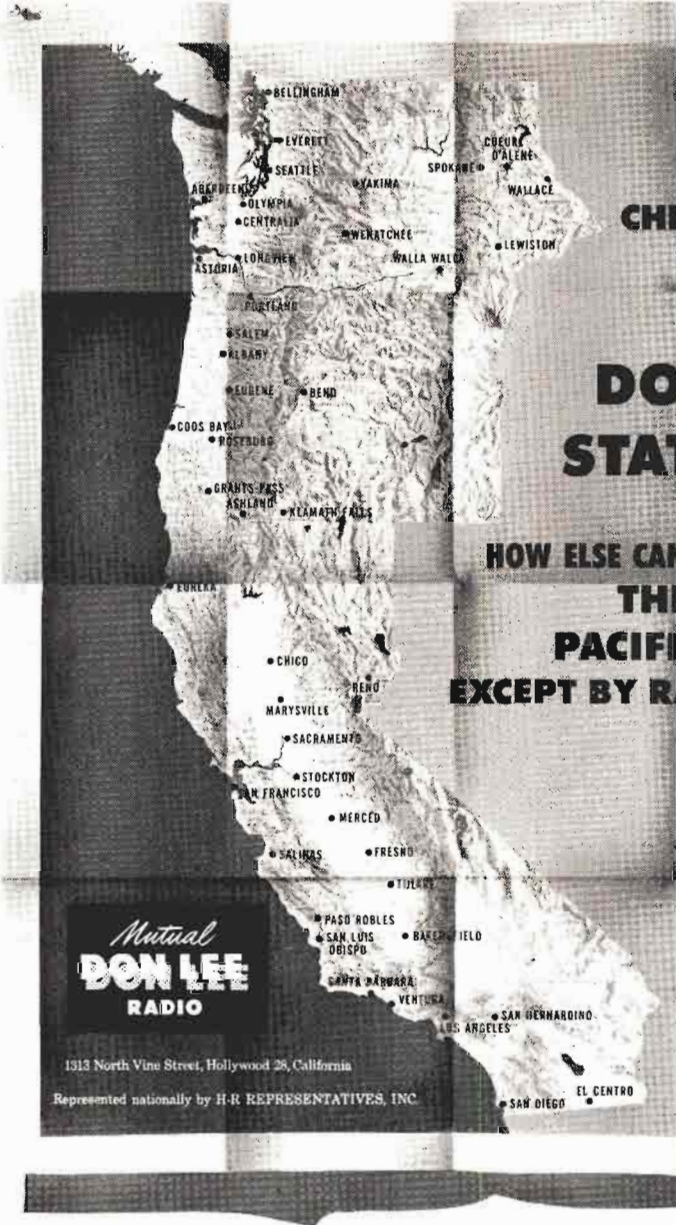
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**45**  
**DON LEE**  
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**HOW ELSE CAN YOU COVER**  
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**EXCEPT BY RADIO\*...?**

*Mutual*  
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1313 North Vine Street, Hollywood 28, California  
 Represented nationally by H-R REPRESENTATIVES, INC.

The 17+ million people who live on the Pacific Coast identify the Don Lee station as *their* station... warm, friendly, believable... most typical of the informal West Coast mode of living.

The Don Lee Network, in its twenty-eighth year as a respected member of these West Coast communities... an active participant in their daily life... serves 5,560,000 radio homes in California, Oregon, Washington, Idaho and Nevada.

**\*DON LEE IS PACIFIC COAST RADIO**





# **Radio Networks**

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**AFFILIATED STATIONS**

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**U. S. A. NETWORK MAPS**

# Network Radio To Experience Renaissance



By  
**ROBT E. KINTNER**  
President  
American Broadcasting  
Company

**T**HE time to sell network radio, not to sell it short, is now.

This medium possesses the power and magic needed by national advertisers and requires only a vigorous and positive selling approach, such as was used to create it from nothing after World War I to one of America's great sales agents before World War II.

By virtue of its coast-to-coast facilities, network radio at a very low cost-per-thousand delivers potential clients quickly and efficiently. The key to success lies in finding the proper means and time for the particular product.



Network radio commercials also serve as the perfect complement to other forms of advertising. It's a known fact that people associate what they hear on radio with commercial copy placed on television, in newspapers or magazines! And once again, at a low cost, network radio can buttress the campaign of many advertisers.

Back in the early days of the industry, our predecessors had to use every bit of ingenuity and resourcefulness at their disposal to put across to the public a then unknown and unpredictable form of communication. When their critics said it couldn't be done, they did it, to paraphrase a line from Edgar Guest. Radio executives admittedly had one advantage in those days over present-day men; there was no past experience to guide them.



Creativity, time and money have been lacking in the more recent years of network radio because of the pressure of developing television. But the time has come when TV has reached a degree of maturity and at ABC for example, greater attention is being placed on radio.

We have added new program properties including Walt Disney's "Magic Kingdom" bringing to the aural medium the talent of one

of America's great creative artists. This new daytime entry is planned to meet some of the desires of morning audiences, yet while it is new, it is really only old time showmanship of which Disney is a master.

With the "Breakfast Club," also heard in the morning, ABC has found this property as valuable as ever. To insure its financial success, we have found it necessary to change our selling techniques, accommodating advertisers in smaller segments, from five minutes, one-time only to any other amount of time over a year or more. The results have been gratifying, proving that network radio needs only the right combination of time and program for the advertiser to buy.



ABC has experimented in other areas of programming, particularly the nighttime, and will continue to try new ideas and techniques to eventually discover what the public and the advertiser wants, knowing that ultimately our endeavors will pay off. Since we are in business for a profit, we have faith in what we're doing and have no intention of going out of the radio business.

While research men have come up with every kind of statistic about radio ("radio set sales are greater than television," "radios are everywhere," "radio appeals to the individual at work or play") television has still copped the headlines on sales and programs. Many radio executives have succumbed to thinking negatively and defensively as a result. Personally, I think this is a great failure on their parts.

Other industries have suffered set-backs such as motion pictures, records, etc. But we have all seen how they have snapped out of the doldrums and are now doing well.



Difficulties often serve to rally the best in a person or an industry, and I sense that this is happening in many areas of network radio at this very moment. Self-confidence is being restored and better efforts are being made to compete with other media. It is quite possible that network radio, within the next year or so, will experience a renaissance, gathering strength as the industry learns to utilize fully its tremendous but now latent potential.

Radio networks can still do the best job in many fields of endeavor and I believe they will continue to do so.

Not expecting miracles overnight, ABC believes that with patience and ability, we will accomplish what some pessimists say can't be done and return network radio to its respected position in American life.

# AMERICAN BROADCASTING CO., INC.

(A Division of American Broadcasting-Paramount Theatres, Inc.)

7 West 66th Street, New York 23, N. Y.

Telephone Number: SUsquehanna 7-5000

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# Radio's New Threshold Of Achievement



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By  
**ARTHUR HULL  
HAYES**  
President  
CBS Radio

---

**T**HE exciting thing about radio today is that it keeps breaking through its own high "ceilings."

In 1955, there were just short of 15 million radio sets produced--the biggest year for set production since 1948. Equally impressive is the fact that this tremendous year for radio set production came at a time when there were already a record number of radios--**some 132 million of them**--on the job in the nation. Also, out-of-home radio grew to be as large in numbers as the entire medium of television. And still radio continues to grow, expanding as rapidly as the manufacturer can make listening available in new and different ways.



Such vast acceptance of radio, of course, means that advertisers must continually re-examine it as an advertising medium. Last year, therefore, was one in which the greatest emphasis was placed on informing advertisers of radio's basic low costs and vast audiences. It was a year of enlightenment for many advertisers. Now, in 1956, radio emerges as a powerful all-purpose tool for the big national advertiser, and one highly effective, as well, for the low-budget advertiser who needs both frequent and continuing exposure.



Thus, at the beginning of 1956, we find Chesebrough-Ponds entering daytime radio with co-sponsorships of many different Monday through Friday programs. Hazel Bishop is purchasing a full 15-minute show each weekday, Monday through Friday. Lever Brothers, after a brief absence, is returning to network radio in a similar way. The F. C. Russell Company is purchasing evening segments of "The Bing Crosby Show." F. W. Woolworth has gained customers and prestige through its presentation of an hour-long "live" Sunday musical program. The Insurance Company of North America chose network radio for its fabulous Christmas Eve "Christmas Sing With Bing." And all this activity is

taking place on one radio network--CBS Radio.

These new purchases of network radio, of course, augment a list of long-established ones--General Motors, Brown & Williamson, Liggett & Myers, General Foods, Longines-Wittnauer, Wrigley's, Campbell Soup Company, Standard Brands, Pillsbury Mills and many more.

Among all the radio networks, there has been a definite accent on the versatility of radio. Radio's new audiences, its audiences of all kinds of people doing all kinds of things, has been our hue and cry. There is no time of day or night when there is a dearth of listeners, whether at home or away. During one specific 15-minute period on a Sunday afternoon, for example, Nielsen found that more than 3 million auto radios were in use. And during many weekday evening periods, auto radio listening adds more than one-third to the in-home audience.



There have been many and varied approaches to reaching these vast audiences on the move, busy with their avocations, driving about the country, and those merely relaxing at home. One pattern seems to have wooed and won more listeners more consistently than any other. And that pattern is the one which CBS Radio adopted. Regular programming of popular stars and programs--the established favorites--has regularly gained for CBS Radio greater audiences than any type of programming by any other network. The serial-dramas continued to draw the biggest audiences in daytime radio. CBS Radio, through nearly all of 1955, produced all ten of the most popular daytime shows. In the evening, favorites Bing Crosby, Edgar Bergen, Our Miss Brooks, Amos 'n' Andy, Gunsmoke, among others, continued to out-draw the competition. Day and night, listeners continued to choose the name stars and the big shows as their favorite form of radio entertainment.



And while all the business of programming and selling was going on, there were other examples of radio's inherent ability to serve its listeners more effectively than anything else known to man. The devastations of hurricanes and floods were reported almost the instant they struck. There were many exciting on-the-spot reports from Geneva as well as everywhere else in the world--including Russia, for the first time since 1947. Radio news rose to new heights during the year; CBS Radio exceeded previous peacetime records with 101 news broadcasts a week.

Last year, network radio regained a great part of its glory and is now on the threshold of new and greater achievements.

# CBS RADIO



## CBS RADIO NETWORK

AS OF JANUARY 1, 1956





# CBS, INC.

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*485 Madison Avenue, New York 22, N. Y.*

*Telephone: PLaza 1-2345*

*Registered Telegraphic Address—COLUMBIA NEW YORK*

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Network Sales  
William Shaw.....Sales Manager  
Ben Lochridge.....Eastern Sales Manager  
Frank Nesbitt.....Manager of Sales Development

## Pacific Coast Office

Jack Donahue.....Sales Manager

## Chicago Office, 410 Michigan Ave.

Roger K. Huston.....Manager

## Detroit Office, Fisher Bldg.

William Firman.....Manager

## News and Public Affairs

Sig Mickelson.....Vice President in Charge  
John F. Day.....Director of News  
Irving Gitlin.....Director of Public Affairs  
Robert Skedgell.....Executive Producer,  
Radio News  
John Jefferson.....Associate Director, Public Affairs  
Theodore Koop.....Director of News and  
Public Affairs, Washington  
William MacPhail.....Director of Sports

## Operations

Horace Guilloette.....Vice President in Charge  
James Sirmons.....Manager of Network  
Operations  
Davidson Vorhies.....Manager, Technical  
Operations and Chief Engineer, WCBS  
Lawrence Gumbinner.....Traffic Manager  
Julius Mattfield.....Director of Music Library  
Lucile Singleton.....Manager of Record and  
Script Library

## Press Information

Irving Fein.....Vice President  
George Crandall.....Director  
Lloyd Brownfield.....Director of Press  
Information, Hollywood  
Sidney Garfield.....Director of Exploitation  
Edward Reynolds.....Manager  
Anne Harding.....Manager, Service Division  
Raymond Hughes.....Manager, Magazine Division

## CBS-OWNED STATIONS

### WCBS and WCBS-FM

485 Madison Ave., New York 22

Carl Ward.....General Manager  
Henry Untermeyer.....Sales Manager  
Sam Slate.....Program Manager  
Dave Driscoll.....Director of News and  
Public Affairs  
Murray Gross.....Promotion Manager  
Milton Rich.....Manager, Press Relations

### KCBS and KCBS-FM

Palace Hotel, San Francisco 5

KCBS and KCBS-FM  
Jules Dunde.....General Manager  
Roland Kay.....Sales Manager  
Evelyn Clark.....Promotion Manager

## **KMOX**

401 S. Twelfth Blvd., St. Louis 2

Robert Hyland.....General Manager  
Charles Burge.....Sales Manager  
Mark Russell.....Program Manager  
Foster Brown.....Promotion Manager

## **KNX and KNX-FM and Columbia Pacific Network**

6121 Sunset Blvd., Los Angeles 28

Bert West.....General Manager  
Donald Ross.....Sales Manager  
Robert Sutton.....Program Manager  
John Asher.....Promotion Manager

## **WBBM and WBBM-FM**

410 N. Michigan Ave., Chicago 11

H. Leslie Atlass.....Vice President in Charge  
of Central Division, General Manager of WBBM  
E. H. Shomo.....Assistant General Manager  
James Hensley.....Sales Manager  
Thomas A. Bland.....Program Director  
C. W. Doebler.....Promotion Manager

## **WEEI and WEEI-FM**

182 Tremont St., Boston 12

Harvey Struthers.....General Manager  
Emmett J. Heerd Jr.....Sales Manager  
Eugene King.....Program Manager  
Jack Curry.....Promotion Manager

## **HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS**

Edward W. Wood Jr.....General Sales Manager and  
General Manager, HPL Program Services Inc.

## **CBS RADIO SPOT SALES**

Wendell Campbell.....Vice President in Charge  
Henry Flynn.....General Sales Manager  
Milton Alliston.....Assistant to Gen. Sales Mgr.  
Ole Morby.....Manager, Sales Development  
Richard Hess.....Research Manager  
Fred Heywood.....Sales Promotion Manager  
Richard Cruise.....Mail Order Dept. Manager

## **Chicago Office, 410 N. Michigan Ave.**

Gordon F. Hayes.....Western Sales Manager

## **Atlanta Office, 800 Peachtree St.**

David Kittrel.....Sales Manager

## **Detroit Office, Fisher Bldg.**

Ralph Patt.....Sales Manager

## **Los Angeles Office, Columbia Square**

Jack Woolley.....Sales Manager

## **San Francisco Office, Palace Hotel**

Byron Nelson.....Sales Manager

## **Station Relations**

William A. Schudt, Jr.....V.P. in Charge  
Eric Salline.....Manager

## **Research**

Harper Carraine.....Director of Research  
Edward Reeve.....Sales and Promotion  
Research Manager  
Howard Miller.....Manager, Coverage and  
Marketing Research

## **Sales Promotion and Advertising**

Irving Fein.....Vice President  
Louis Dorfsman.....Director  
Murry Salberg.....Director of Program  
Promotion  
Arnold Benson.....Director Station Promotion  
Service  
Richard Golden.....Director, Network Sales  
Presentations  
Edward Kaylen.....Associate Director,  
Network Sales Presentations  
Naomi Andrews.....Network Copy Chief  
William Jayme.....Director, Network Copy  
Irving Miller.....Director, Art Service,  
CBS-Owned Stations Promotion  
Joseph Tole.....Production Manager

# Radios Bought Every 4 Seconds In America



By **JOHN B. POOR**  
Executive  
Vice President  
Mutual Broadcasting  
System

**T**ODAY'S miniaturized radio receivers, research-developed in the war years, blue-printed for consumers in 1950 and made available on a mass scale last year, are charting the metamorphic turns in current broadcasting operations.

And they're doing it intangibly as well as tangibly.

Most obvious effect has been the sudden realization of the tremendous number of sets in use, approximately 125-million, or one for every 1.4 people. The RAB's latest brochure states there is a radio for every person in America over nine years old . . . and recent RETMA figures show that there is a radio purchased in the United States every four seconds -- 365 days a year!! I'm sure these radios were not bought to be used as book-ends.



These startling statistics have awakened broadcasters and advertisers to the co-related fact that radio is the most mobile of the mass communications media. Perhaps the best tribute to the manufacturer's ingenuity has been the development of the miniature tube and the transistor which has made radio so small and portable that today there are people who literally "wear" their sets. It can be listened to -- and be a constant companion -- no matter where the listener might be and no matter what he or she are doing at the time they're listening.

The most pregnant intangible effect, on the other hand, was the realization too that radio's very acceptance as an essential part of our daily lives had obliterated the aura of romance, of mystery, of actual luxury that had previously excited listeners, and naturally advertisers.



This aura now surrounds television, the luxury item. Radio is the accepted thing, the life necessity as common to the American people as the shoes they wear, the bread they eat and the automobiles they drive. Radio is part of everyday life. People would be lost without it.

But they wouldn't realize that loss until radios were taken from them. That's how

well radio has become integrated into our standards of living. It has even become the No. 1 item on Civil Defense lists.

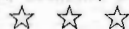
This absorption pattern has not been sudden. Originally, as a luxury item, radios were handsome furniture pieces in living rooms -- just like television sets are today. Then gradually came the need for second, third and fourth sets in homes -- just like there is similar need today for more tv receivers in homes. This prompted development of smaller, table models.

But now the radio-tv receiver set parallel changes markedly. Radios were made, too, for automobiles and trucks. America began spending more of its time on wheels. Radio listening became more mobile -- more and more of the personalized and companionate type than the central entertainment unit in the home.



War-time development of pocket-sized sets rushed this pattern much faster. Today radio sets, in most homes, are in every room that's used. They're carried in pockets. They're in the cabs of trucks, in cars and taxicabs, in busses, on farm tractors and on motorcycles and bicycles. Last year over 13-million radio sets were manufactured -- and they were almost a fifty-fifty split in types between automobile sets and small portables, table models and clock-radios.

This mobility, as we call it, has prompted the new selling and programming techniques we initiated in 1955 and which we will continue to emphasize, with the cooperation of our 560 affiliated stations, throughout 1956.



Mutual foresaw changes in listening trends two years ago when the J. A. Ward survey was authorized to measure total radio audiences throughout the day plus the activities and locales of listeners (bedrooms, living rooms, dens, offices, kitchens, etc.). From the welter of statistics that became available to us, Mutual initiated its new programming and selling concepts last year. Continued faith by the nation's top advertisers in Mutual's effectiveness encouraged us to develop the multiple-broadcast, shorter-time-period pattern that now marks our schedule.

Mutual is unique in that it operates solely as a radio network. It is our belief that network radio, with its vast potential audience, is a valuable and essential means of national communication. We feel that the industry has an obligation to those who invested their money in the millions of radio sets. Conversely, we believe the adequate fulfillment of this obligation will, in itself, bring about the necessary economic stability, and establish, on a firm basis, the true impact of this medium with both the listening public and the advertisers.

# MUTUAL BROADCAST

- ALABAMA**  
 WCTA ANDALUSIA  
 WPCF ANNISTON  
 WILD BIRMINGHAM  
 WEBJ BREWTON  
 WKUL CULLMAN  
 WWSL DECATUR  
 WKAL DEMOPOLIS  
 WJCI FLORENCE  
 WWDW GADSDEN  
 WJBR HALEYVILLE  
 WBHP HUNTSVILLE  
 WTBB JACKSON  
 WKAB MOBILE  
 WAPX MONTGOMERY  
 WJHO OPELIKA  
 WFBF SYLACAUGA  
 WHTB TALLADEGA  
 WTBP TROY  
 WTBC TUSCALOOSA
- ARIZONA**  
 KRAV BISEE  
 KMTI DOUGLAS  
 KCL3 FLAGSTAFF  
 KOY PHOENIX  
 KTUC TUCSON  
 KVNC WINSLOW  
 KYMA YUMA
- ARKANSAS**  
 KVRC ARKADLPHIA  
 KQTA BATESVILLE  
 KAND CAMDEN  
 KAGH CROSSETT  
 KGMH FAYETTEVILLE  
 KFSA FORT SMITH  
 KFFA HELENA  
 KXAR HOPE TEX  
 KWFC HOT SPRINGS  
 KBTM JONESBORO  
 KXLR LITTLE ROCK  
 KYMA MAGNOLIA  
 KTLD MOUNTAIN HOME  
 KOTN PINE BLUFF  
 KKRJ RUSSELLVILLE  
 KJDA SILVAN SPRINGS  
 KWAK STUTTGART
- CALIFORNIA**  
 KAFY BAKERSFIELD  
 KXOC CHICO  
 KXGO EL CENTRO  
 KLEH EUREKA  
 KYNO FRESNO  
 KHJ LOS ANGELES  
 KMYC MARYSVILLE  
 KYOS MERCED  
 KPRL PASO ROBLES  
 KJDA SACRAMENTO  
 KSNW SALINAS/MONTEREY  
 KFAM SAN BERNARDINO  
 KGB SAN DIEGO  
 KFRC SAN FRANCISCO  
 KVFC SAN LUIS OBISPO  
 XDS SANTA BARBARA  
 KXJB STOCKTON  
 KCOK TULARE-VISALIA  
 KVEN VENTURA
- COLORADO**  
 KGIW ALAMOSA  
 KMIN DENVER  
 KJLP DURANGO  
 KGLN GLENWOOD SPRINGS  
 KFJX GRAND JUNCTION  
 KBNZ LA JUNTA  
 KLMR LAMAR  
 KCSJ PUEBLO  
 KVRH SALIDA  
 KOLR STERLING  
 KCRF TRINIDAD
- CONNECTICUT**  
 WICC BRIDGEPORT  
 W0TH HARTFORD  
 WMLC NEW LONDON  
 WMCJ WATERBURY
- D.C.**  
 WDC WASHINGTON
- FLORIDA**  
 WNDW DAYTONA BEACH  
 WRIF GAINESVILLE  
 KJHP JACKSONVILLE  
 WKFV KEY WEST  
 WNNN LAKE LAND  
 WBE LEESBURG  
 WTVS MARIANNA  
 WMMB MELBOURNE  
 WKAT MIAMI  
 WBYW MILTON-PENSACOLA  
 WORZ ORLANDO  
 WRFI PALATKA  
 WPCF PANAMA CITY  
 WQWJ QUINCY  
 WTSP ST. PETERSBURG-TAMP  
 WCFP SEBRING  
 WSTU STUART  
 WNTI TALLAHASSEE  
 WTMV VERO BEACH  
 WRK WEST PALM BEACH  
 WSR WINTER HAVEN
- GEORGIA**  
 WDEC AMERICUS  
 WQXI ATLANTA  
 WBBQ AUGUSTA  
 WNCB BRUNSWICK  
 WBHF CARTERSVILLE  
 WPKX COLUMBUS-PHENIX CITY  
 WMM DALTON  
 WEDD DAWSON  
 WMLT DUBLIN  
 WSDC ELBERTON  
 WBEH FIZGERALD  
 WGGG GAINESVILLE  
 WKBU GRIFFIN  
 WLAG LA GRANGE  
 WREY MACON  
 WMYC MILLEDGEVILLE  
 WAGA MOUNTAINE  
 WDBA NEWNAN  
 WRGA ROWE  
 WSCP SAVANNAH  
 WMS STATESBORO  
 WCFE THOMASTON  
 WTA THOMSON  
 WGS TIFTON  
 WLET TOCOGA



- IDAHO**  
 KVIN COEUR D'ALENE  
 KIFI IDAHO FALLS  
 KHLC LEWISTON  
 KFSD NAMPA-BOISE  
 KWK POCATELLO  
 KLIX TWIN FALLS  
 KWAL WALLACE
- ILLINOIS**  
 WKRO CAIRO  
 WGN CHICAGO  
 WJPF HERRIN  
 WIRL PEORIA  
 WCVS SPRINGFIELD
- INDIANA**  
 WBIW BEDFORD  
 WKJG FORT WAYNE  
 WFBM INDIANAPOLIS  
 WSAF LAFAYETTE  
 WSAJ LOGANSPORT  
 WAOV VINCENNES
- IOWA**  
 KCRG CEDAR RAPIDS  
 KROS CLINTON  
 KSTT DAVENPORT  
 KDEC DECAHOR  
 KXOM DES MOINES  
 WDBO DUBUQUE  
 WFFD FORT DOUGE  
 KRB MASON CITY  
 KFNF SHENANDOAH  
 WATELX WATERLOO  
 KCOG CENTERVILLE  
 KFAD FAIRFIELD
- KANSAS**  
 KQND DODGE CITY  
 KTM EMPORIA  
 KWGB GOODLAND  
 KND INDEPENDENCE  
 KSAL SALINA  
 KTOP TOPEKA  
 KAKE WICHITA
- KENTUCKY**  
 WLEB BOWLING GREEN  
 WCTT COBBIN  
 WCPM CUMBERLAND  
 WHIR DANVILLE  
 WTKY FRANKFORT  
 WHLN HAZLAN  
 WKIC HAZARD  
 WDN LEXINGTON  
 WKLK LOUISVILLE  
 WFCM MAYSVILLE  
 WWH OWENSBORO  
 WPKY PIKEVILLE  
 WREY REKY  
 WFC SOMERSET  
 WVKY WINCHESTER
- LOUISIANA**  
 WAFB BATON ROUGE  
 KEUN EUNICE  
 KJEF JENNINGS  
 KADK LAKE CHARLES  
 KAPR MARKSVILLE  
 KLIC MONROE  
 WTPS NEW ORLEANS  
 KENT SHREVEPORT
- MAINE**  
 WFAI AUGUSTA  
 WABI BANGOR  
 WICE BIDDEFORD  
 WCOL LEWISTON-AUBURN  
 WPCR PORTLAND
- MARYLAND**  
 WCBM BALTIMORE  
 WCEM CAMBRIDGE  
 WDKY CUMBERLAND  
 WIEJ HAGERSTOWN  
 WBDC SALISBURY
- MASSACHUSETTS**  
 WNAE BOSTON  
 WALE FALL RIVER  
 WFLM FITCHBURG  
 WNAJ GREENFIELD  
 WNAH LOWELL-LAWRENCE  
 WNBH NEW BEDFORD  
 WBRK PITTSFIELD  
 WNAS SPRINGFIELD  
 WOCB WEST YARMOUTH  
 WAB WORCESTER  
 WARE WARE
- MICHIGAN**  
 WATZ ALPENA  
 WBCB BATTLE CREEK  
 WATT CADILLAC  
 WTKL DETROIT  
 WDBC ESCANABA  
 WBBC FLINT  
 WFB IRON RIVER  
 WJMS IRONWOOD  
 WJMS JACKSON  
 WJMS MANISTEE  
 WJMS MARQUETTE  
 WJMS POKESYKE  
 WJSC SAGINAW-BAY CITY  
 WJSC TRAVERSE CITY
- MINNESOTA**  
 KAUS AUSTIN  
 KJMS BEAUMONT  
 KLM BRainerd  
 WDSZ DULUTH/SUPERIOR  
 WVELETH  
 KJSM FAIRMONT  
 WJMS FERGUS FALLS  
 WJMS GRAND RAPIDS  
 WJMS MINNEAPOLIS-ST. PAUL  
 KWAD MADENA
- MISSISSIPPI**  
 WLOS BILOXI-GULFPORT  
 WBR BROOKHAVEN  
 WDK CLARKSDALE  
 WJRU COLUMBIA
- MISSOURI**  
 WCFVS CAPE GIRARDEAU  
 WJNO FLAT RIVER  
 WJMS HANNIBAL-QUINCY  
 WKOS JEFFERSON CITY  
 WJMS JOPLIN  
 WJMS LEBANON  
 WJMS MEXICO  
 WJMS ST. JOSEPH  
 WJMS ST. LOUIS  
 WJMS SEDALIA  
 WJMS SPRINGFIELD
- MONTANA**  
 KSMY BILLINGS  
 KNPR BUTTE  
 KJMS GREAT FALLS  
 KJMS HAVER  
 KCAP HELENA  
 KCRZ KALISPELL  
 KQLE LEWISTOWN  
 KJMS LINCOLN  
 KATL MILES CITY  
 KDT MISSOULA  
 XJYI SHELBY  
 WCKB SIOUX
- NEBRASKA**  
 WJMS BEATRICE  
 WJMS HASTINGS  
 KOF KEARNEY  
 KLR LINCOLN  
 KHR MKCOK  
 WJMS OMAHA  
 WJMS SCOTTSBLUFF
- NEVADA**  
 XEL ELKO  
 XRAM LAS VEGAS
- NEW JERSEY**  
 WJMS ATLANTIC CITY
- NEW MEXICO**  
 KALO ALBUQUERQUE  
 KQLE ALBUQUERQUE  
 KXP ARTESA  
 KXCA CLOVIS  
 KVCB FARMINGTON  
 WJMS HOBBS  
 XJBE LAS CRUCES  
 KQFL ROSWELL  
 KJMS TUCUMCARI
- NEW YORK**  
 WJMS ALBANY  
 WJMS ALBANY  
 WJMS BATAVIA  
 WJMS BINGHAMTON  
 WJMS BUFFALO  
 WJMS ELmira  
 WJMS HORNELL  
 WJMS JAMESTOWN  
 WJMS JONESTON
- NEW YORK (cont.)**  
 WJMS OGDENSBURG  
 WJMS PLATTSBURG  
 WJMS ROCHESTER  
 WJMS SYRACUSE  
 WJMS WATER TOWN  
 WJMS WATKINS  
 WJMS MALDEN
- NORTH CAROLINA**  
 WJMS ASHEVILLE  
 WJMS BURLINGTON  
 WJMS CHARLOTTE  
 WJMS ELIZABETH CITY  
 WJMS FAYETTEVILLE  
 WJMS GREENSBURG  
 WJMS GREENVILLE  
 WJMS HENDERSON  
 WJMS JACKSONVILLE  
 WJMS LENOIR  
 WJMS LUMBERTON  
 WJMS MT. AIRY  
 WJMS NEW BERN  
 WJMS NEWTON  
 WJMS RALEIGH  
 WJMS ROANOK  
 WJMS SALISBURY
- NORTH DAKOTA**  
 KGOO BISMARCK-MANDAN  
 KDLR DEVILS LAKE  
 KYXO FARGO  
 KNOX GRAND FORKS  
 KEYJ JAMESTOWN  
 KJMS MINOT  
 KOVC VALLEY CITY
- OHIO**  
 WJMS AKRON  
 WJMS CINCINNATI  
 WJMS CLEVELAND  
 WJMS COLUMBUS  
 WJMS IRONTON  
 WJMS MARIETTA  
 WJMS MLEC SANDUSKY  
 WJMS STEUBENVILLE  
 WJMS YOUNGSTOWN-WARR



# MUTUAL BROADCASTING SYSTEM

*Executives and Staff*  
1440 Broadway, New York 18, N. Y.  
Telephone: LOngacre 4-8000

## Executive Personnel

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Thomas F. O'Neil.....Chairman  
Elbert M. Antrim.....WGN, Chicago,  
Vice Chairman  
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Sterling Graham.....WHK, Cleveland  
Gordon Gray.....WOR—WOR-TV Division  
Benedict Gimbel, Jr.....WIP, Philadelphia  
John B. Poor.....MBS, N. Y.  
Ward D. Ingram...Don Lee Network, Hollywood  
Robert A. Schmid.....MBS, N. Y.  
Frank Schreiber.....WGN, Chicago  
J. Glen Taylor...General Teleradio, Inc. N. Y.  
Harry Trenner.....MBS, N. Y.

### Officers

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J. Glen Taylor.....Vice President  
James E. Wallen...Vice President and Secretary  
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Harry Trenner...V.P. in Charge of Sales  
Sidney P. Allen.....Vice President  
Carroll Marts.....Vice President  
Herbert Rice.....Vice President  
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Elisha Goldfarb.....Assistant Secretary  
William Reagan.....Assistant Secretary

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Elisha Goldfarb.....Legal Counsel  
William Reagan.....Legal Counsel

Patrick Winkler.....Director of Personnel,  
Purchasing and General Auditor  
Adolph Opfinger.....Labor Negotiations  
Gaile Dody.....Supervisor, Central Steno  
Margaret Lanigan...Supervisor, File & Reception  
Audrey Zelner...Supervisor, Listeners Service  
Augusta Hall.....Telephone Supervisor  
Margaret Riordan...Supr., Wire Communications

### Legal Counsel

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Russel, Jr., of Kirkland, Fleming, Green,  
Martin & Ellis, Washington, D. C. & Chicago  
Emmanuel Dannet...of McGoldrick, Dannett,  
Horowitz & Golub, N. Y.  
Elisha Goldfarb.....MBS, N. Y.

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Robert Monroe...Vice President in Charge  
Harold M. Wagner...Manager of Program Oper.  
Walter Law...Director of Radio and TV Clearance  
Ann Brown...Music Copyright Supervisor  
Nathan Abramson...Manager of Entertainment  
Bureau  
Milton Burgh.....Director of News and  
Special Events  
Jack Burnett.....Director of Sports  
Edwin T. Otis.....Executive Producer  
Joseph F. Keating...Production Manager

### Station Relations and Engineering

Robert Carpenter.....Director  
Charles King.....Eastern Representative  
Thomas Duggan...Western Representative



John Hayes.....Office Manager—Recording  
 Leslie Learned...Manager of Engineering Traffic

Ken Nybo.....Secretary, KBMY, Billings, Mont.  
 Thomas H. Anderson.....KALL, Salt Lake City,  
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 Willard Deason.....KVET, Austin, Texas  
 Ed H. Dunbar.....WBBQ, Augusta, Ga.  
 George T. Frechette...WFHR, Wisconsin Rapids,  
 Wis.  
 Tom E. Gibbens.....WAFB, Baton Rouge, La.  
 Donald J. Horton.....WVLK, Lexington, Ky.  
 Jack Hawkins.....KIUN, Pecos, Texas  
 Harold P. Kane.....WJOC, Jamestown, N. Y.  
 Ralph J. McElroy.....KWVL, Waterloo, Ia.  
 Berton Sonis.....WTIP, Charleston, W. Va.  
 Robert M. Wallace.....WOHS, Shelby, N. C.

### Advertising, Press Relations and Research

Richard Puff.....Director in Charge  
 Francis X. Zuzolo...Director of Press Information  
 and Audience Promotion  
 R. Jackson Foster.....Manager of Graphic  
 Presentations  
 Nathan Stone.....Manager of Research  
 Phyllis Hoecker.....Sales Presentations

### Sales

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 Sidney Allen.....V.P., Eastern Sales Manager  
 Carroll Marts.....V.P., Mid-Western Division  
 Bud Zeidman.....Manager of Commercial  
 Operations  
 Sara Joseph.....Supervisor of Contracts  
 Grace Haynes.....Supervisor of Affidavit

### Washington

Robert Hurleigh.....Director of Washington  
 Operations

### Detroit

John Donohue.....Executive In Charge

### Chicago

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 Virgil Reiter.....Midwest Sales Manager  
 Dorothy Reynolds...Midwest Sales Service Manager  
 Myrtle Goulet.....Office Manager and  
 Program Traffic  
 Joseph Savage.....Publicity and Promotion

### Mutual Affiliates Advisory Committee

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 Ray Butterfield...Vice Chairman, WLOX, Biloxi,  
 Miss.

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Frank W. Knowlton	Jack I. Straus
M. G. O'Neil	J. Glen Taylor
Thomas F. O'Neil	Gordon Gray
John B. Poor	Norman Knight
A. M. Quinn	John Cleghorn
Robert A. Schmid	Dwight Martin

#### Officers

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John B. Poor.....	Vice President
John Cleghorn.....	Vice President
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J. Glen Taylor.....	Vice President
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William Regan.....	Asst. Secretary
Patrick J. Winkler.....	General Auditor

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T. F. O'Neil	F. W. Knowlton
J. B. Poor	J. G. Taylor
M. G. O'Neil	

**WJAR-TV  
CHANNEL**

**10**

**PROVIDENCE**

**OUTSTANDING IN LOCAL PROGRAMS**

**OUTSTANDING IN REGIONAL COVERAGE**

**OUTSTANDING IN MERCHANDISING**

**NBC BASIC . . . ABC SUPPLEMENTARY**

***4 rich markets\* and nearly 3,000,000  
consumers await your message.***

***They'll see it on* POWERFUL**

**\*PROVIDENCE, WORCESTER,  
FALL RIVER, NEW BEDFORD**

**10**

**WJAR-TV Providence, R. I.**

**➤ Represented nationally  
by WEED TELEVISION**

# Radio Now Provided With Fresh New Role



By  
**ROBERT W.  
SARNOFF**  
President  
The National  
Broadcasting Company

**T**HE broadcasting industry, as it enters 1956, can look back upon a year in which these three facts became clearly apparent: first, television is now well anchored as a powerful moving force in the nation's economy; second, the growth of color television into a national service will soon hit snowballing dimensions; third, the new program and sales concepts of network radio, whatever the title given to them, have provided radio with a fresh and hopeful role in the age of television.



For Pat Weaver and myself, and for everyone at NBC, the year just ended has been one of progress and promise. We expanded our color TV schedule by 500 per cent to reach a total of 46 hours live color programming per month. We created new programming forms such as "Wide Wide World," "Matinee Theatre," and "Project 20," and new radio services such as "Monitor" and "Weekday." We pioneered the "Color Spread" sales plan, making big-time evening hits available for the first time to a wide base of advertisers on a single-insertion basis.



During 1955, NBC ordered a \$12,000,000 expansion of its color production facilities in New York, Hollywood and Chicago, to be completed by September, 1956. These added facilities were designed to permit doubling our color schedule to 80 hours a month. As part of this project, the NBC-owned station in Chicago, WNBC, becomes the world's first all-color station.

The Maurice Evans dramatic series opened up new vistas in television's constant effort to upgrade its product, and developed new Sunday afternoon audiences.

The year was marked by a more mature approach to world problems. Koestler's great drama, "Darkness at Noon," and the dramatic history "Nightmare in Red," brought thunderbolt impact to the subject of Communism. The full-hour "Meeting at the Summit" provided a stirring prelude to the Geneva talks.



"Wide Wide World" freed television from the constraints of the studio and set it to moving back and forth about the United States, across borders into Canada and Mexico, and over water to Cuba with electronic speed. And the great fulfillment of this program is yet to come -- when transoceanic television becomes a reality within a very few years.

A new kind of television documentary was pioneered with "Assignment: India," a full-hour "by-line" presentation featuring Chester Bowles.

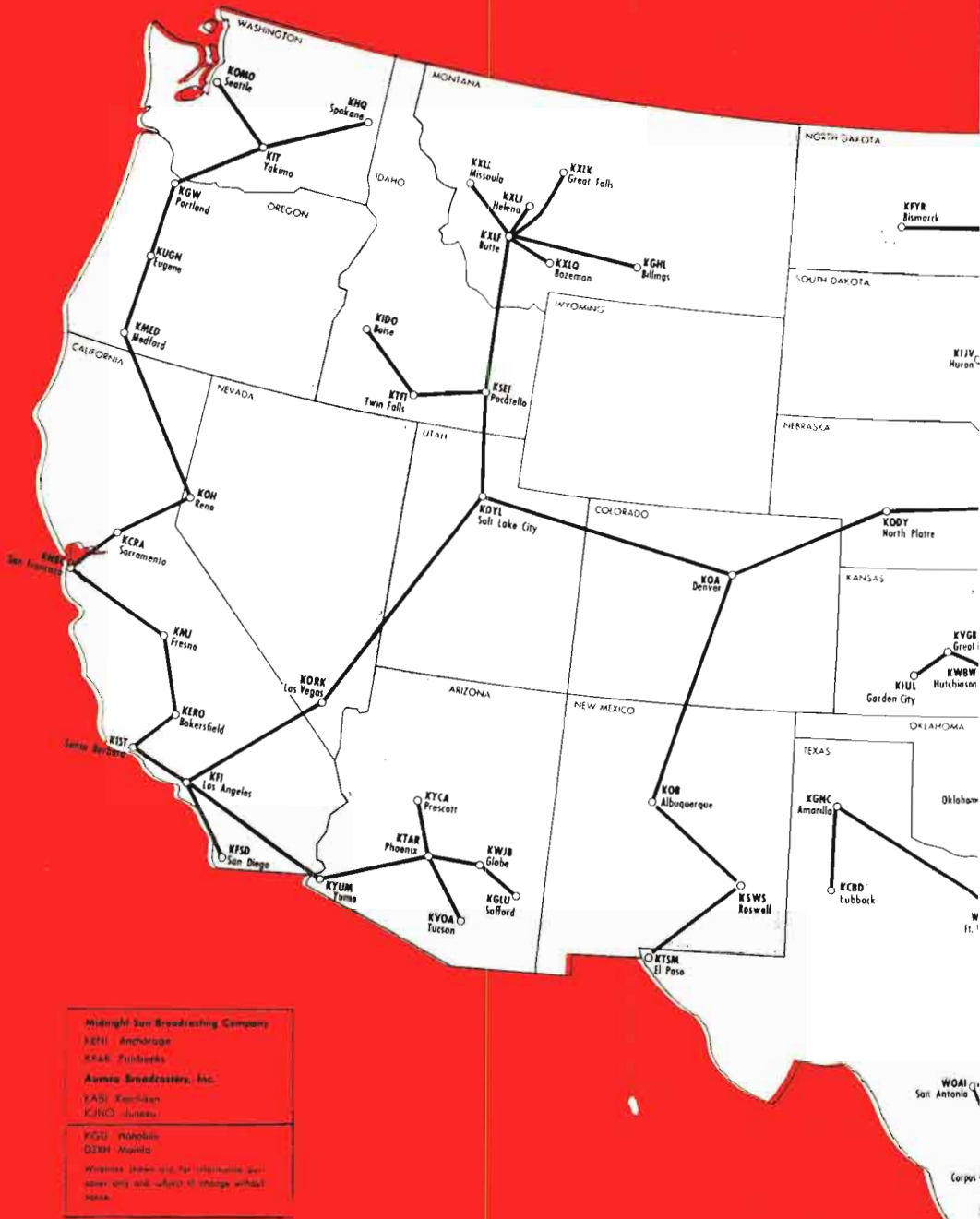
During 1955, the NBC enlightenment campaign was broadened, with more entertainment programs inserting elements of cultural and educational value into the format. We also set up the television industry's first Children's Program Review Committee to provide us with added guidance in improving our children's shows.



Looking toward television's talent needs of the future, NBC created the Talent Development Program, a multi-million dollar project designed to seek out and develop new stars, writers, producers and technicians.

Greater flexibility in programming was accompanied by greater flexibility in sales. Multiple sponsorship advanced to a point where it accounted for more than half our entire schedule. The network served 231 clients in 1955 as against 210 in 1954 and 165 in 1953. All in all, NBC-TV showed an increase of 34.6 per cent in total gross billings over the previous year, and a gain of 22.5 per cent in overall income.

# NATIONAL BROAD



Midnight Sun Broadcasting Company  
 KFTI Anchorage  
 KXAR Fairbanks

Aurora Broadcasters, Inc.  
 KASJ Ketchikan  
 KJNO Juneau

PGO Honolulu  
 ODRH Manila

Wireless stations for information purposes only and subject to change without notice.



# NATIONAL BROADCASTING COMPANY, INC.



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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

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 Robert C. Hitchens..... Sales Presentation Manager  
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 George Dietrich..... National Manager of Radio Spot Sales  
 Mort Gaffin..... Mgr., New Business & Promotion  
 Caroline Herbert..... Manager of Sales Service

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 William N. Davidson..... Ass't Gen. Mgr.  
 William A. Berns..... Manager of News and Public Service  
 Don Bishop..... Director of Press and Publicity  
 Max Buck..... Director of Advertising, Promotion and Merchandising  
 Arthur Hamilton..... Manager of Production and Business Affairs  
 Sherman Hildreth..... Mgr., Tech. Operations  
 James V. Coleman..... Supervisor, Tech. Operations  
 George C. Stevens..... Sales Manager, WRCA  
 Steve White..... Program Manager for WRCA

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 John M. Keys..... Director of Sales  
 Chet Campbell..... Mgr., Press  
 Howard C. Luttgens..... Mgr., Tech. Operations  
 Rolland J. Reichert..... Mgr., Operations  
 Edmund Souhami..... Mgr., Personnel & Legal  
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 Neil Murphy..... Station Business Manager  
 John F. Whalley..... Staff Executive

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Bert A. Meda..... Business Mgr.  
 Jack R. Wagner..... Mgr., Programs  
 Jos. Baker..... Mgr., Tech. Operations

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 James Kovach..... Director of Programs  
 John Levan..... Station Business Manager  
 Lefferts A. McClelland..... Director of Operations  
 John G. Rogers..... Engineer-in-Charge  
 Jay Royen..... Director of Publicity

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 Morris Wattenberg..... Mgr., Advtn & Prom.  
 S. E. Leonard..... Manager, Technical Operations  
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 Hal Waddell..... Radio Sales Manager  
 Ed Wallace..... Radio Program Manager

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 Oscar C. Turner..... Personnel and Labor Relations Manager  
 Sheldon B. Hickox, Jr..... Dir. Station Relations  
 Ralph F. Shawhan..... Dir., Press & Publicity

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##### Rome

Merrill Mueller, Secondo Piano AP, Piazza Grazzolo 5, Rome, Italy.



# Keystone Hits America's Prime Audience



By  
**SIDNEY J. WOLF**  
President  
Keystone Broadcasting  
System, Inc.

**T**HE primary motivation of advertising is to substantiate sales incentive at trade and consumer levels. In order to do this it is basic that to move goods it is a necessity to also move people.



Keystone moves people in a key way . . . it gets people into motion and keeps them moving in the interest of and in the direction of its advertisers' products. The Keystone Broadcasting System audience listens . . . and moves! Keystone delivers one of the most prime audiences to the advertiser that exists in the nation today. From a fall, 1955 government report, these facts emerged: Keystone's market of Hometown and Rural America contains 25,058,420 radio homes consisting of 87,704,470 people. Within this grouping there are over 4,000,000 farms and less than 30% of them have television. Here in deed is an undeniable primary market which deserves principal consideration for any well-directed sales program that lists national coverage as a requisite.



The Keystone story would not be complete without the almost fantastic kind of mer-

chandising that exists within the realm of Keystone affiliates. This story is unique in the annals of the radio industry . . . unique because of the geographic and population setup of the area in which Keystone operates. Here in the small, widely scattered communities throughout the nation are the small town nuclei of American community living where station personnel is closely associated with the merchants of each specific community. Here a pattern of close cooperation with retail outlets of advertised products happens day in and day out with results that amaze advertisers of every conceivable type of product. Merchandising contests held by several of Keystone's clients have paid off in rich dividends.



Keystone's steady growth is an indication that this approach to advertising is a sound one. Keystone's long list of customers who stay around year after year for this successful treatment is ample testimony to the fact that the advertising dollar spent in the rich Home Town and Rural America market is an investment hard to equal in the media field. Keystone's biggest growth year was 1955 with the list of Keystone's affiliates growing to 875 stations.



1956 will probably be Keystone's biggest year in volume of sales to date and this in itself is a commentary on the need for using Keystone as a **supplement** to the rapid expanse of television . . . getting through to the vast daytime market where TV is not a factor in the audience story.

# KEYSTONE BROAD

## ALABAMA

WRFS Alexander City  
WCTA Andalusia  
WANA Anniston  
WEBI Brewton  
WRGG Carrollton  
WRKF Clanton  
WKUL Cullman  
WMSL Decatur  
WXAL Demopolis  
WDF Dothan  
WULA Eufaula  
WWWF Fayette  
WOWL Florence-Muscle Shoals  
WZOB Fort Payne  
WETO Gadsden  
WGYV Greenville  
WGSV Guntersville  
WJBB Haleyville  
WERH Hamilton  
WBHP Huntsville  
WPBB Jackson  
WWWB Jasper  
WMOZ Mobile  
WMFC Monroeville  
WCRL Oneonta  
WJHO Opelika  
WELR Roanoke  
WWRB Russellville  
WROS Scottsboro  
WHBB Selma  
WFEB Sylacauga  
WHTB Talladega  
WTBF Troy  
WTBC Tuscaloosa  
WTUS Tuskegee  
WETU Wetumpka

## ARIZONA

KCKY Coolidge  
KAWT Douglas  
KCLS Flagstaff  
KDII Hofbrook  
KRIZ Phoenix  
KOLD Yuma

## ARKANSAS

KVRK Arkadelphia  
KBTA Batesville  
KBBA Benton  
KAMD Camden  
KCON Conway  
KAGH Crossett  
KDMS El Dorado  
KXJK Forrest City  
KH0Z Harrison  
KFA Helena  
KXAR Hope  
KBHS Hot Springs  
KBTM Jonesboro  
KVLK Little Rock  
KVSA McGehee  
KDas Malvern  
KENA Mena  
KHBM Monticello  
K0SE Osceola  
KDRS Paragould  
KDTN Pine Bluff  
KPOC Pocahontas  
KXRI Russellville  
KWCB Searcy  
WU0A Siloam Springs  
KBRS Springdale  
KWAK Stuttgart

## CALIFORNIA

KIBS Bishop  
KBMX Coalinga  
KRDU Dinuba  
KBAB El Cajon  
(San Diego)  
KDAC Fort Bragg  
KGST Fresno  
KCVR Lodi  
KGER Long Beach  
KYDS Merced  
KSF Needles  
KMOR Oroville  
KPRL Pasco Robles  
KAFP Petaluma  
KTIP Porterville  
KBLF Red Bluff  
KVEC San Luis Obispo  
KSMA Santa Maria  
KSPA Santa Paula  
KROG Sonoma  
KSUE Susanville

KTKR Taft  
KTUR Turlock  
KUDU Ventura  
KHUB Watsonville

## COLORADO

KGIV Alamosa  
KRLN Canon City  
KVFC Cortez  
KRAI Craig  
KLIR Denver  
KIUP Durango  
KFTM Fort Morgan  
KYOU Greeley  
KBNZ La Junta  
KLMR Lamar  
KLVC Leadville  
KLVJ Loveland  
KSLV Monte Vista  
KUBC Montrose  
KDZA Pueblo  
KVRH Salida  
KCRT Trinidad

## DELAWARE

WSUX Seaford

## FLORIDA

WTRL Bradenton  
WTAN Clearwater  
WKKO Cocoa  
WDFC Dade City  
WFBF Fernandina Beach  
WINK Fort Myers  
WARR Fort Pierce  
WGGG Gainesville  
WGMA Hollywood  
WJVB Jacksonville Beach  
WKWF Key West  
WRWB Kissimmee  
WIPC Lake Wales  
WLBE Leesburg  
WNER Live Oak  
WTYS Marianna  
WPPB Miami  
WSBB New Smyrna Beach  
WTMC Ocala  
WMPF Palatka  
WKAP Panama City  
WPRY Perry  
WPLA Plant City  
WFOY St. Augustine  
WTRR Sanford  
WKXY Sarasota  
WJCM Sebring  
WSTU Stuart  
WMEN Tallahassee  
WTNT Tallahassee  
WEBK Tampa

## GEORGIA

WAAG Adel  
WJAZ Albany  
WDEC Americus  
WGAU Athens  
WAUG Augusta  
WMGR Bainbridge  
WHAB Baxley  
WMOG Brunswick  
WGRA Cairo  
WCLB Camilla  
WLBB Carrollton  
WBHF Cartersville  
WGAA Cedartown  
WJMJ Cordela  
WFGS Covington  
WLLI Dalton  
WDDW Dawson  
WGLS Decatur  
WDMG Douglas  
WMLT Dublin  
WSGC Elberton  
WBHB Fitzgerald  
WPFM Fort Valley  
WGA Ganysville  
WKEU Griffin  
WCEH Hawkinsville  
WBRG Jesup  
WLFA Lafayette  
WLAG La Grange  
WFOM Marietta  
WVWG Milledgeville  
WMRE Monroe  
WMA Moultrie  
WFRG Rome  
WFRP Savannah

WWNS Statesboro  
WSFT Thomaston  
WTWA Thomson  
WLET Tooea  
WJEM Valdosta  
WVOP Vidalia  
WAYX Waycross  
WBRU Waynesboro  
WRLD West Point  
WIMO Winder

## IDAHO

KGEM Boise  
KCAR Burley  
KIFI Idaho Falls  
KRPL Moscow  
KWIK Pocatello  
KPST Preston  
KRXK Rexburg  
KSPT Sandpoint  
KLIX Twin Falls

## ILLINOIS

WOKZ Alton  
WBYS Canton  
WROY Carmi  
WCNT Centralia  
WEJC Charleston  
WITY Danville  
WORA Edingham  
WFIW Fairfield  
WEBQ Harrisburg  
WJPF Herrin  
WKEI Kewanee  
WPRC Lincoln  
WSMI Litchfield  
WKAI Macomb  
WKIC Metropolis  
WMMC Mt. Carmel  
WNIJ Murphysboro  
WLVN Olney  
WPRS Paris  
WPEO Peoria  
WKID Urbana

## INDIANA

WCBC Anderson  
WBNL Boonville  
WLO Frankfort  
WKAM Goshen  
WITZ Jasper  
WTLZ Kendallville  
WSTO Linton  
WSAL Lagansport  
WORX Madison  
WMRI Marion  
WARU Peru  
WFGW Portland  
WSLM Salem  
WJCD Seymour  
WIVA South Bend  
WICJ Tell City

## IOWA

KASI Ames  
KJAN Atlantic  
KCOG Centerville  
KCHA Charles City  
KCHL Cherokee  
WIL Medford  
KSIB Creston  
KFMA Davenport  
KDEC Decorah  
KLIL Estherville  
KFAD Fairfield  
KXIC Iowa City  
WRIB Mason City  
KLEJ Atlantic  
KTFE Webster City

## KANSAS

KSOK Arkansas City  
KARE Atchison  
KCRB Chanute  
KNGK Concordia  
KTMN Emporia  
KMDO Fort Scott  
KIUL Garden City  
KWGB Goodland  
KAYS Hays  
KWBW Hutchinson  
KIND Independence  
KCLD Leavenworth  
KMAN Manhattan  
KNEX McPherson  
KJRG Newton  
KLKC Parsons

KSEK Pittsburg  
KWSK Pratt

## KENTUCKY

WBRT Bardstow  
WCLB Benton  
WLBJ Bowling Green  
WTCO Campbellsville  
WAIN Columbia  
WCTT Corbin  
WZIP Covington  
WCPM Cumberland  
WHR Danville  
WIEL Elizabethtown  
WFKY Frankfort  
WFKN Franklin  
WKAY Glasgow  
WHLN Harlan  
WKIC Hazard  
WSON Henderson  
WKOA Hopkinsville  
WLBN Lebanon  
WLEX Lexington  
WLNW Louisville  
WFMW Madisonville  
WFTM Maysville  
WMIK Middlesboro  
WOMI Owensboro  
WSP1 Paintsville  
WPKT Pikesville  
WPRT Prestonsburg  
WPKY Princeton  
WEKY Richmond

## LOUISIANA

KDBS Alexandria  
KTRY Bastrop  
WKIC Bogalusa  
WABG Covington  
KOLA De Ridder  
WFRP Hammond  
KCIL Houma  
KJEF Jennings  
KAPB Marksville  
KLIC Monroe  
KMRC Morgan City  
KWJZ Natchitoches  
KANE New Iberia  
WWEZ New Orleans  
KREH Oakdale  
KSLO Opelousas  
KRUS Ruston  
KBSF Springhill  
KSUL Sliderville  
KTLD Tallulah

## MAINE

WABM Houlton  
WRUM Rumford

## MARYLAND

WCEM Cambridge  
WAYE Dundalk  
WPTX Lexington Park

## MASSACHUSETTS

WVOM Brookline  
WREB Holyoke  
WHL Medford  
WHP North Hampton  
WARE Ware

## MICHIGAN

WALM Albion  
WFYC Alma  
WJMS Alpena  
WLEW Bad Axe  
WBRN Big Rapids  
WATT Cadillac  
WMRP Flint  
WBFC Freecount  
WATC Gaylor  
WIBK Iron River  
WJMS Ironwood  
WJPD Ishpeming  
WKLA Ludington  
WMTA Manistee  
WDMJ Marquette  
WMAW Menominee  
WCEN Mt. Pleasant  
WDAF Owosso  
WBUS Muskegon  
WBNB Petoskey  
WHLB Port Huron  
WTCM Traverse City

## MINNESOTA

KASM Albany  
KXRA Alexandria  
KBUN Bemidji  
KBMW Breckenridge  
WKLK Cloquet  
KROK Crookston  
KOLM Detroit Lakes  
WELE Ely  
WEVE Eveleth  
KOZY Grand Rapids  
KF0B International Falls  
KLTF Little Falls  
KNJN New Ulm  
K0KB Owatonna  
WSHB Stillwater

## MISSISSIPPI

WMPA Aberdeen  
WBLE Batesville  
WGCM Biloxi-Gulfport  
WBIP Booneville  
WDOB Canton  
WGLC Centerville  
WRDX Clarksdale  
WCLD Cleveland  
WTCU Columbia  
WCB1 Columbus  
WCMCA Corinth  
WJPR Greenville  
WGRM Greenwood  
WNA Grenada  
WFOR Hattiesburg  
WDC Hazlehurst  
WNLA Indianola  
WKOZ Kosciusko  
WAML Laurel  
WAPF McComb  
WMBG Macon  
WMOX Meridian  
WMS Natchez  
WNAW New Albany  
WMPB Neshoba  
WHOC Philadelphia  
WRJW Picayune  
WSSO Starkville  
WLEO Tupelo  
WQBC Vicksburg  
WABD Waynesboro  
WROB West Point  
WAZF Yazoo City

## MISSOURI

KGMO Cape Girardeau  
KDMO Carthage  
KCRV Caruthersville  
KCRH Charleston  
KCHI Chillihothe  
KDKD Clinton  
KBIA Columbia  
KREJ Farmington  
KJCF Festus  
KWOS Jefferson City  
KIRX Kirksville  
KTCC Malden  
KNIM Maryville  
KNCM Moberly  
KRMO Monett  
KLRB Mountain Grove  
KLET Neosho  
KNEM Nevada  
KWOC Poplar Bluff  
KTRR Rola  
KSGM Ste. Genevieve  
KSMO Salem  
KDRO Sedalia  
KICK Springfield  
KALM Thayer  
KTTN Trenton  
K0KO Warrensburg  
KWRE Warrenton  
KWPM West Plains

## MONTANA

KBMY Billings  
KBNN Bozeman  
KBOW Butte  
KBTG Great Falls  
K0JM Havre  
KCAP Helena  
KGEZ Kalispell  
KXLO Lewiston  
KLBB Libby  
KPRK Livingston  
KATL Miles City  
KBTG Missoula  
K1YI Shelby  
KGXC Sidney

# CASTING SYSTEM

## NEBRASKA

KCOW Alliance  
 KWBE Beatrice  
 KCSR Chadron  
 KJSC Columbus  
 KHAS Hastings  
 KGFV Kearney  
 KLMS Lincoln  
 KBRL McCook  
 KODY North Platte  
 KOGA Ogallala  
 KSID Sidney  
 KAWL York

## NEVADA

KRAM Las Vegas  
 KATO Reno  
 KWNA Winnemucca

## NEW HAMPSHIRE

WMOU Berlin  
 WKXL Concord  
 WLNH Laconia

## NEW JERSEY

WSNJ Bridgeton  
 WNNJ Newton  
 WCMC Wildwood

## NEW MEXICO

KALG Alamogordo  
 KABQ Albuquerque  
 KSVP Artesia  
 KLMX Clayton  
 KOTS Deming  
 KGA&K Gallup  
 KWFW Hobbs  
 KOBE Las Cruces  
 KENM Portales  
 KBIM Rosewell  
 KSIL Silver City  
 KCHS Truth-or-  
 Consaguences  
 KTNM Tucumcari

## NEW YORK

WCSS Amsterdam  
 WMBO Auburn  
 WBRV Booneville  
 WOSC Fulton  
 WJOC Jamestown  
 WVOS Liberty  
 WLFH Little Falls  
 WICY Malone  
 WJAL Middletown  
 WIRY Plattsburgh  
 WNBZ Saranac Lake  
 WIPS Ticonderoga  
 WDLA Walton

## NORTH CAROLINA

WRCS Ahoskie  
 WABZ Albemarle  
 WGWR Asheboro  
 WBBB Burlington  
 WEGO Concord  
 WCKB Dunn  
 WTIK Durham  
 WNCN Elizabeth City  
 WFAI Fayetteville-Fort  
 Bragg  
 WBG0 Forest City  
 WVFV Fuquay Springs  
 WLTC Gastonia  
 WFCM Goldsboro  
 WHNC Henderson  
 WHKP Hendersonville  
 WPEF High Point  
 WJNC Jacksonville  
 WELS Kinston  
 WEWO Laurinburg  
 WLOE Leaksville  
 WJRI Lenoir  
 WBDY Lexington  
 WTSB Lumberton  
 WOPR Monroe  
 WHIP Mooresville  
 WMBL Morehead City  
 WPAQ Mount Airy  
 WOOD New Bern  
 WNNC Newton  
 WKBC No. Wilkesboro  
 WFRS Reidsville  
 WGBT Roanoke Rapids  
 WCEC Rocky Mount

WSTP Salisbury  
 WWGP Sanford  
 WOH5 Shelby  
 WADE Wadesboro  
 WLSE Wallace  
 WHED Washington  
 WHCC Waynesville  
 WENC Whiteville  
 WAAA Winston-Salem

## NORTH DAKOTA

KDLR Devils Lake  
 KDXI Dickinson  
 KNOX Grand Forks  
 KEYJ Jamestown  
 KGCU Mandan  
 KQVC Valley City  
 KEYZ Williston

## OHIO

WOHP Bellefontaine  
 WILE Cambridge  
 WAND Canton  
 WBEX Chillicothe  
 WJER Dover  
 WOHI East Liverpool  
 WFOB Festoria  
 WJEH Gallipolis  
 WIRO Ironton  
 WLMJ Jackson  
 WMVO Mount Vernon  
 WPTW Piqua  
 WLEC Sandusky  
 WCHO Washington Court  
 House  
 WWST Wooster

## OKLAHOMA

KADA Ada  
 KVS0 Ardmore  
 KBWL Blackwell  
 KWIC Chickasha  
 KWHP Cushing  
 KRHD Duncan  
 KSEO Durant  
 KASA Elk City  
 KCRG Enid  
 KTAT Frederick  
 KGYN Guynon  
 KTSJ Hobart  
 KTHH Hugo  
 KTMCM McAlester  
 KGCL Miami  
 KBXK Muskogee  
 KNOR Norman  
 KBYE Oklahoma City  
 KHBG Okmulgee  
 KVLH Pauls Valley  
 KLBG Poteau  
 KOLS Pryor  
 KWFH Tri-City  
 KOMS Tulsa  
 KVIN Vinita

## OREGON

KWIN Ashland  
 KAST Astoria  
 KBKR Baker  
 KBND Bend  
 KWRO Coquille  
 KASH Eugene  
 KRTV Hillsboro  
 KALM La Grande  
 KGAL Lebanon  
 KMCM McMinnville  
 KBOY Medford  
 KRVO Ontario  
 KODL The Dalles  
 KTEL Tillamook

## PENNSYLVANIA

WNCC Barnesboro  
 WBFD Bedford  
 WLOA Braddock  
 WISR Butler  
 WCDL Carbondale  
 WHYL Carlisle  
 WESA Charleroi  
 WCVI Connellsville  
 WOTR Cory  
 WBUX Doylestown  
 WEMR Emporium  
 WESA Ephrata  
 WLEU Erie  
 WFAR Farrell  
 WHUN Huntington  
 WDDA Indiana

WADP Kane  
 WAKU Latrobe  
 WKRZ Oil City  
 WPAZ Pottstown  
 WBAM Pottsville  
 WKMC Roaring Springs  
 WKBI St. Marys  
 WATS Sayre  
 WMAJ State College  
 WY4Z Waynesboro  
 WLYC Williamsport  
 WNOW York

## PUERTO RICO

WHOA San Juan

## RHODE ISLAND

WADK Newport  
 WERI Westerly

## SOUTH CAROLINA

WAKN Aiken  
 WANS Anderson  
 WBAW Barnwell  
 WBEU Beaufort  
 WAGS Bishopville  
 WACA Camden  
 WHAN Charleston  
 WCCD Chester  
 WDC Columbia  
 WELP Easley  
 WOLS Florence  
 WFGN Gaffney  
 WGSW Greenwood  
 WEAB Greer  
 WHSC Hartsville  
 WJMG Lancaster  
 WLBG Laurens  
 WJAY Mullins  
 WMYB Myrtle Beach  
 WKDK Newberry  
 WDX Orangeburg  
 WRHI Rock Hill  
 WSNW Seneca  
 WJAN Spartanburg  
 WFIG Sumter  
 WBCU Union

## SOUTH DAKOTA

KBRK Brookings  
 KDSJ Deadwood  
 KIJV Huron  
 KISD Sioux Falls  
 KWAT Watertown  
 KYNT Yankton

## TENNESSEE

WLAR Athens  
 WFHG Bristol  
 WFMS Chattanooga  
 WJZM Clarksville  
 WKRM Columbia  
 WHUB Cockeville  
 WKBL Covington  
 WAEW Crossville  
 WDKN Dixon  
 WDSG Dyersburg  
 WEKR Fayetteville  
 WHIN Gallatin  
 WHBT Harriman  
 WSTV Humboldt  
 WDXI Jackson  
 WKXX Knoxville  
 WLAJ LaFollette  
 WDXE Lawrenceburg  
 WCOR Lebanon  
 WJLI Lebanon City  
 WJRM Lewisburg  
 WDXL Lexington  
 WCAP Maryville  
 WMMT McMinnville  
 WBRV Memphis  
 WCRK Morristown  
 WGNM Murfreesboro  
 WNAH Nashville  
 WLIK Newport  
 WOKP Oak Ridge  
 WTPR Paris  
 WTRB Cory  
 WSEV Sevierville  
 WEPG South Pittsburg  
 WDBL Springfield  
 WDEL Sweetwater  
 WIGF Tullahoma  
 WENK Union City  
 WCDT Winchester

## TEXAS

KVLF Alpine  
 KZIP Amarillo  
 KBUD Athens  
 KRUN Ballinger  
 K10X Bay City  
 KRCA Baytown  
 KTXC Big Spring  
 KNEL Brady  
 KSTB Breckenridge  
 KWHI Brenham  
 KTFY Brownfield  
 KBOR Brownsville  
 KBWD Brownwood  
 KBEN Carrizo Springs  
 KOTX Childress  
 KST Coleman  
 WTAW College Station  
 KVMC Colorado City  
 KAND Corsicana  
 KIVY Crockett  
 KXIT Dalhart  
 KSKY Dallas  
 KDLK Del Rio  
 KDNT Denton  
 KDDD Dumas  
 KERC Eastland  
 KBLP Falfurrias  
 KFLD Floydada  
 KFST Ft. Stockton  
 KNAF Fredericksburg  
 KBRZ Fresno  
 KGAF Gainesville  
 KLUJ Galveston  
 KCTI Gonzales  
 KGVL Greenville  
 KCLW Hamilton  
 KPAN Hereford  
 KHBR Hillsboro  
 KLSB Houston  
 KSAM Huntsville  
 KBEA Jacksonville  
 KTXJ Jasper  
 KMBL Junction  
 KOCA Kilgore  
 KPET Lamesa  
 KVOZ Laredo  
 KVOW Littlefield  
 KFR0 Longview  
 KRBA Lufkin  
 KNHT Marshall  
 KCMR McCombs  
 KJBC Midland  
 KORC Mineral Wells  
 KVKM Monahans  
 KIMP Mt. Pleasant  
 KOSB Nacogdoches  
 KGNF New Braunfels  
 KRIG Odessa  
 KOGT Orange  
 KNET Palestine  
 KPAT Pampa  
 KFTV Paris  
 KIUN Pecos  
 KVOP Plainview  
 KBOP Ploasanton  
 KRWS Post  
 KOLJ Quanah  
 KMAC San Antonio  
 KCGN San Marcos  
 KSEY Seymour  
 KEVA Shamrock  
 KSN Sherman  
 KSNY Snyder  
 KDWT Stamford  
 KSTV Stephenville  
 KSSJ Sulphur Springs  
 KXOX Sweetwater  
 KTAE Taylor  
 KTEM Taylor  
 KFTS Texarkana  
 KTLW Texas City  
 KTTB Tyler  
 KWOU Val Verde  
 KYWC Vernon  
 KVEL Vernal

## UTAH

KBUH Brigham City  
 KRVN Logan  
 KOPP Ogden  
 KOAL Price  
 KEYV Provo  
 KVEL Vernal

## VERMONT

WSYB Rutland

## VIRGINIA

WKLV Blackstone  
 W1NA Charlottesville  
 WKRE Covington  
 WCVA Culpeper  
 WEVA Emporia  
 WFAA Falls Church  
 WFVA Fredericksburg  
 WFTF Front Royal  
 WBOB Galax  
 WHAP Hopewell  
 WREL Lexington  
 WBRG Lynchburg  
 WMEV Marion  
 WMYA Martinsville  
 WACH Newport News  
 WNYA Norton  
 WSSV Petersburg  
 WLOW Portsmouth  
 WPUV Potlask  
 WRIC Richlands  
 WRIS Roanoke  
 WHLF South Boston  
 WLPM Suffolk  
 WNNT Warsaw  
 WAYB Waynesboro  
 W1NC Winchester  
 WYVE Wytheville

## WASHINGTON

KXRO Aberdeen  
 KPUG Bellingham  
 KELE Centralia  
 KCLX Colfax  
 KCVY Coville  
 KFDR Grand Coulee  
 KNGB Kirkland  
 KWLK Longview  
 KSEM Moses Lake  
 KGY Olympia  
 KONP Port Angeles  
 KAYE Puyallup  
 KENE Toppenish  
 KHSF Vancouver  
 KTEL Walla Walla

## WEST VIRGINIA

WHAR Clarksburg  
 WONE Elkins  
 WTCS Farmington  
 WPLH Huntington  
 WKYR Keyser  
 WVOW Logan  
 WPEM Martinsburg  
 WHJC Matewan  
 WAJR Morgantown  
 MDD Mountville  
 WDFZ New Martinsville  
 WLOH Princeton  
 WLAH Weston

## WISCONSIN

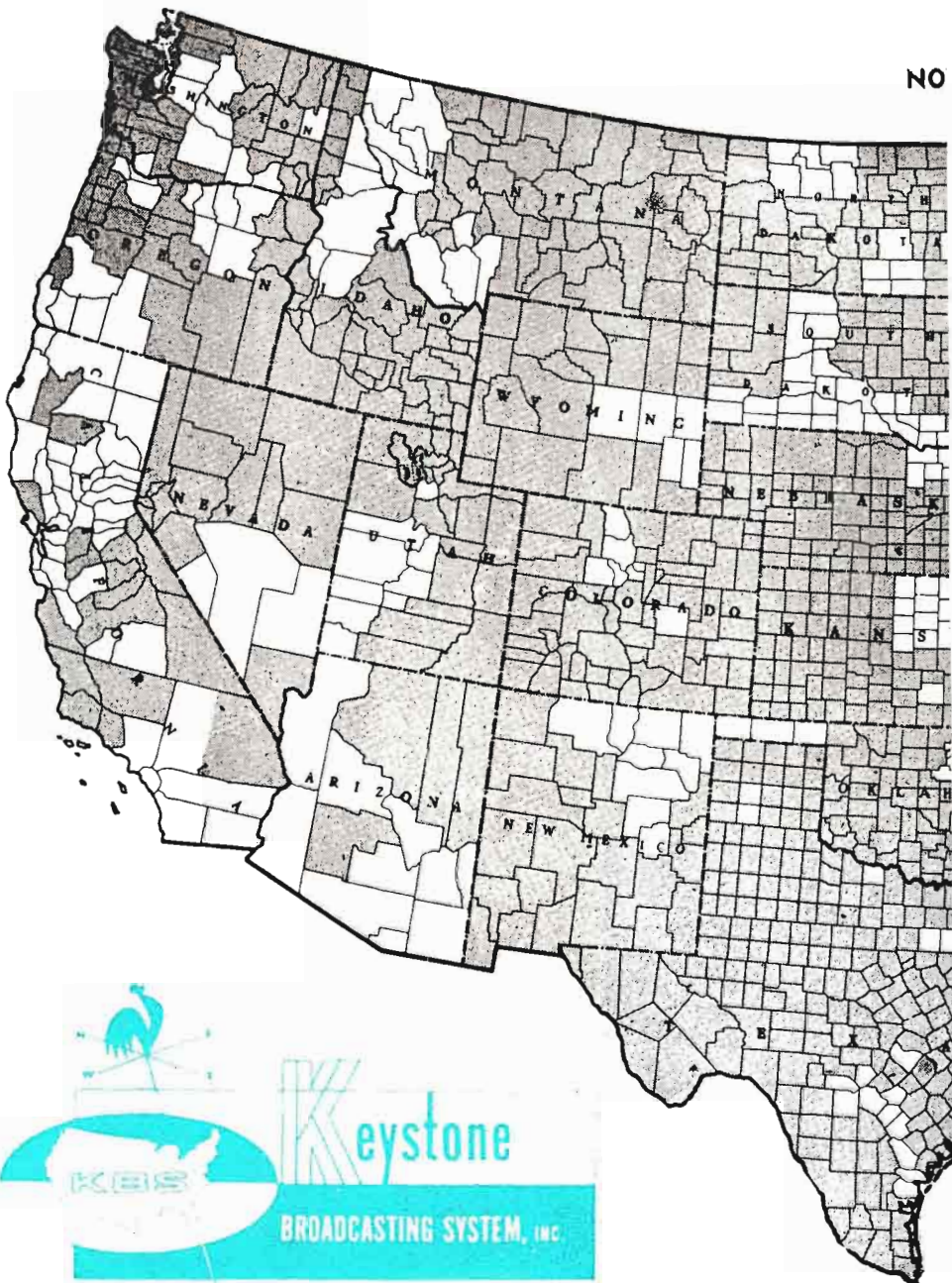
WHBY Appleton  
 WATW Ashland  
 WBEL Beloit  
 WDUZ Green Bay  
 WTKM Hartford  
 WLDX Ladysmith  
 WDLB Marshfield  
 WIGM Medford  
 WMNE Menomonie  
 WFOX Milwaukee  
 WOSH Oshkosh  
 WFPF Park Falls  
 WPLY Plymouth  
 W1BU Poyntette  
 WRAC Racine  
 WRDB Reedsburg  
 WRCO Richland Center  
 W1CH Shawano  
 W1KJ Sparta  
 WSPT Stevens Point  
 KOKR Sturgeon Bay  
 WTRW Two Rivers  
 WTTN Watertown  
 WAUX Waukesha  
 WOSA Wausau

## WYOMING

KWVO Cheyenne  
 KLUK Evanston  
 KOVE Lander  
 KOWB Laramie  
 KROW Powell  
 KRAL Rawlins  
 KVR5 Rock Springs  
 KWOY Sheridan

# KEYSTONE BROADCASTING SYSTEM, INC.

NO



# BROADCASTING SYSTEM

1955



SHADED AREAS INDICATE KEYSTONE COVERAGE  
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS  
FOR PERSONNEL SEE PAGE 288

A SPECIAL MESSAGE  
NATIONAL  
AND REGIONAL  
ADVERTISERS AND  
THEIR AGENCIES...

# Here's Radio Mer

Look for the station with ...

# "RADIO'S BIG LITTLE MAN"

WHEN YOU BUY THE  
STATION THAT OFFERS  
RADIO'S BIG LITTLE MAN ...

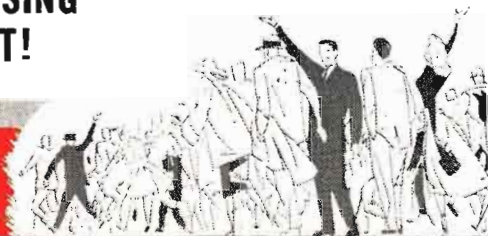
*You get ... the*  
**OUTSTANDING  
STATION**  
in the community!

*You get ... the alert station*  
that gives advertisers

**ALL-OUT  
MERCHANDISING  
SUPPORT!**

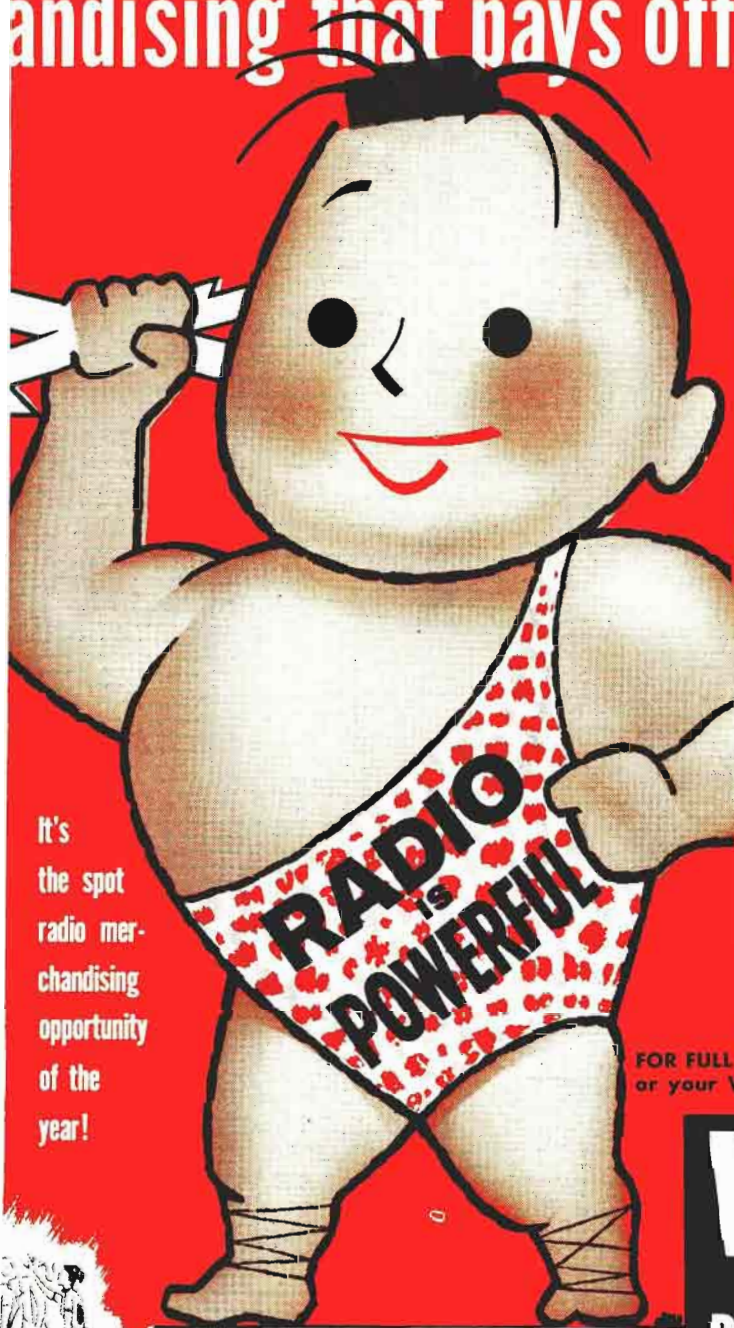
*You get ... the aggressive*  
station that gets

**ACTION FOR  
ITS ADVERTISERS**



**ASK YOUR WORLD AFFILIATED STATION  
THIS AND OTHER IMPORTANT AN**

# Advertising that pays off for you!



It's  
the spot  
radio mer-  
chandising  
opportunity  
of the  
year!

## RADIO'S BIG LITTLE MAN CONTEST...

gives your advertising  
the added audience  
lure of "DREAM  
VACATION" prizes.

Cook's Tour Vacation Trip to

**1. PARIS**  
for two by air  
all expenses paid for 10 days

Cook's Tour Vacation Trip to

**2. VIRGIN ISLANDS**  
for two by air  
all expenses paid for 7 days

Cook's Tour Vacation Trip to

**3. BERMUDA**  
for two by air  
all expenses paid for 7 days

**PLUS** A BIG LOCAL PRIZE PLAN

FOR FULL DETAILS get in touch with **WORLD**  
or your **WORLD AFFILIATE STATION.**

# WORLD

**SALES AND  
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO,  
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

© 1952 BY WORLD BROADCASTING SYSTEM, INC.

## FOR PROFIT-PRODUCING DETAILS OF EXCLUSIVE WORLD "SELLING FEATURES"!

World ideas pay off big for advertisers!

[www.americanradiohistory.com](http://www.americanradiohistory.com)

# KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

## Officers and Directors

Sidney J. Wolf (Director).....President  
 Joseph Bayer (Director).....Vice-President  
 Noel A. Rhys.....Vice-President  
 Edwin R. Peterson.....Vice-President  
 William Bayer.....Vice-President  
 Arthur Wolf (Director).....Secretary-Treasurer

## New York

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

Phone: PLaza 7-1460

Noel A. Rhys.....Vice-President and Eastern Sales Director  
 Charles A. Hammarstrom.....Account Executive  
 Eve Waldo.....Office Manager  
 John Scanlan.....Research Director

## Chicago

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-6303

Sidney J. Wolf.....President  
 Edwin R. Peterson.....Vice-President  
 Arthur Wolf.....Secretary-Treasurer  
 Paul Kolar.....Comptroller  
 Blanche Stein.....Director of Station Relations  
 Anita Larie.....Auditor  
 John C. McFadgen.....Traffic Manager

## Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 3-2910

William Bayer.....Vice-President  
 Henry G. Eschen.....Account Executive

## San Francisco

75 Post Street

Phone: SUTter 1-7440

Don Kerwin.....Account Executive

**SERVICES OFFERED:** The Keystone Broadcasting System is a transcription network which services local radio stations with programming transcriptions, and KBS makes their time available to national advertisers and their agencies at an attractive network package rate.

At present, there are more than 875 Keystone affiliates, located in towns with 10,000 to 250,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in the Keystone primary coverage area total more than 25,058,420 based on Nielsen reports, or one-half millivolt where Nielsen report is not available.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

Many of the nation's largest advertisers are using the facilities of Keystone. Types of programming vary from 25 word spots to one hour shows.



# Spot Can Make Or Break National Business



By  
**ADAM YOUNG**  
President  
Station Representatives  
Association

**V**ERY often the question comes up as to what the Station Representatives Association is doing for the industry. Before explaining this, it is important to understand the basic fundamental upon which this Association operates. We believe that a healthy broadcasting industry should be our aim. With this in mind, we can consider only one thing—what is in the interest of the television and radio stations? Because we are their sales representatives, it is natural that we should be particularly interested in their economic health. The SRA, therefore, feels that basically the good of their own industry is tied so closely to what is good for broadcasters, that, for all practical purposes, their aims should be identical.



Everything in the broadcasting field depends primarily upon the good economic health of all broadcasters. The amount of public service they can perform and the amount of talent they can develop depend upon economic well being. We realize our responsibility in seeing to it that, so far as we are able, the broadcasting business develops financially.

It is a fact that most major radio and television stations depend upon national spot business, for which we are responsible, to such a point that what we do can virtually make or break the broadcasting business. We realize this responsibility and accept it.



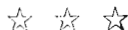
Along with this responsibility goes the need to do two things:

1. Pave the way for the development of a maximum amount of National Spot business.
2. Wage war on anything contrary to the best interests of our clients—the broadcasting stations.

During the past year, the SRA has done a great many things—some of these activities have appeared in the trade press but most of them have not. The station representatives have individually developed a number

of fine presentations to sell both radio and television. Through the offices of the S.R.A. the various representatives went over their individual presentations with competitors, and, it should be noted, that ours is a very competitive business. This exchange of information is beneficial to all representatives because obviously there is no monopoly on ideas. The representatives, therefore, not only effectively sold the medium on an industry-wide basis, but actually shared their ideas and plans with other strong competitors.

As salesmen we realize that the best way to assure yourself of a sale is to make it as easy as possible for the advertiser to buy. This has meant more and more research to show agencies and advertisers that Spot Television and Radio is the best buy and at the same time simplify as many steps along the way to make our medium one that can be handled as inexpensively as possible. We know that even though what we are selling represents the best advertising buy that it is still expensive for advertising agencies to handle. Step by step we are whittling away at this problem. We are trying to eliminate all of the costly bottle-necks.



A good example of this is the standard availability form which was introduced last year. Each one of our members and even some representatives who are not members are, as new forms are printed, accepting the new form. This has been approved by the AAAA. In the industry we know the difficulties that were encountered when an advertiser suddenly put on a large coast-to-coast spot campaign. An agency suddenly needs a great many new timebuyers which usually results in the addition of novices. Standard forms overcome many of the difficulties in training these new people. More and more we are standardizing procedures. This makes spot easier to use and results in what we are trying to accomplish—more income for the stations we represent.



We have many problems that will never be solved, but they can be kept under control by constant surveillance. One such problem is the matter of local versus national rates. In the stations' own interest we have been attempting to establish definite policies on what should be considered local and what should be considered as national business. The definitions can be easily set forth but the interpretation is another matter altogether. By keeping a close watch in this matter, we have saved the industry hundreds of thousands of dollars.

# *Famous on the local scene...*

No man, no company, no broadcasting facility ever attained national prominence without first achieving greatness at home.

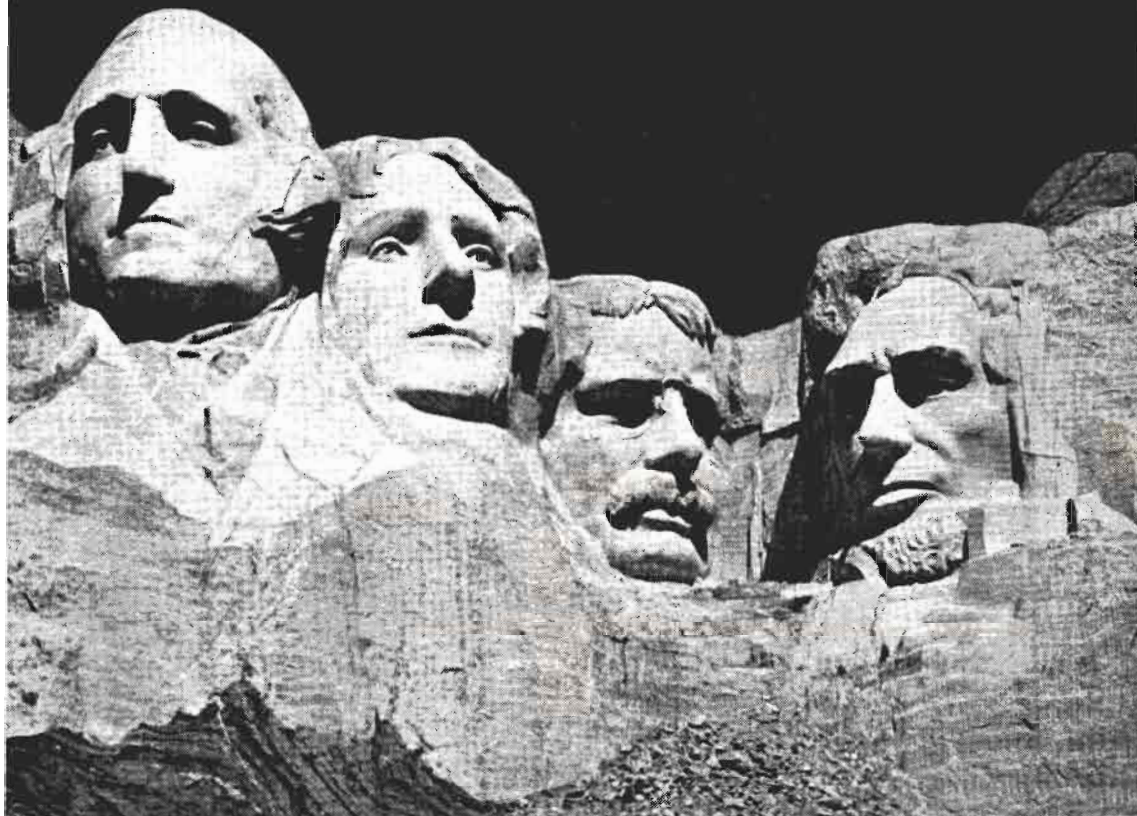
So with the group known collectively as Storer stations.

Look at each one individually. You will find the church, the school, the home — and the station — working together to improve the community.

The adherence to the tradition of leadership at "home" has made Storer stations national institutions.

A Storer station is a local station.

*yet known throughout the nation.*



## STORER BROADCASTING COMPANY

WSPD • WSPD-TV  
Toledo, Ohio

WJBK • WJBK-TV  
Detroit, Mich.

WAGA • WAGA-TV  
Atlanta, Ga.

WGBS • WGBS-TV  
Miami, Fla.

KPTV  
Portland, Ore.

WWVA  
Wheeling, W. Va.

WBRC • WBRC-TV  
Birmingham, Ala.

WJW • WXEL-TV  
Cleveland, Ohio

### NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director

BOB WOOD, National Sales Mgr.

118 E. 57th St., New York 22, MUrray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.

230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

111 Sutter St., San Francisco 4, Calif., SUtter 1-8689



# WORKING PARTNERS



FRANK HEADLEY, President  
 DWIGHT REED, Vice President  
 FRANK PELLEGRIN, Vice President  
 CARLIN FRENCH, Vice President  
 PAUL WEEKS, Vice President

We have found no substitute for experience when it comes to rendering a needed, and effective representative service to station owners and buyers of time.

The mature working partners who started H-R all had long years of experience in this field. The men who have joined with us as we have grown, all have been selected on this basis.

That's why, when we say we "Always send a man to do a man's job!" we mean it!

380 Madison Ave.  
 New York 17, N. Y.  
 OXford 7-2170

35 E. Wacker Drive  
 Chicago 1, Illinois  
 RANdolph 6-6431

6253 Hollywood Boulevard  
 Hollywood 28, Calif.  
 HAllywood 7-6453

155 Montgomery Street  
 San Francisco, Calif.  
 TUxon 2-5701

415 Rio Grande Bldg.  
 Dallas, Texas  
 RANdolph 5149

101 Marietta Street Building  
 Atlanta, Georgia  
 CYPress 7797

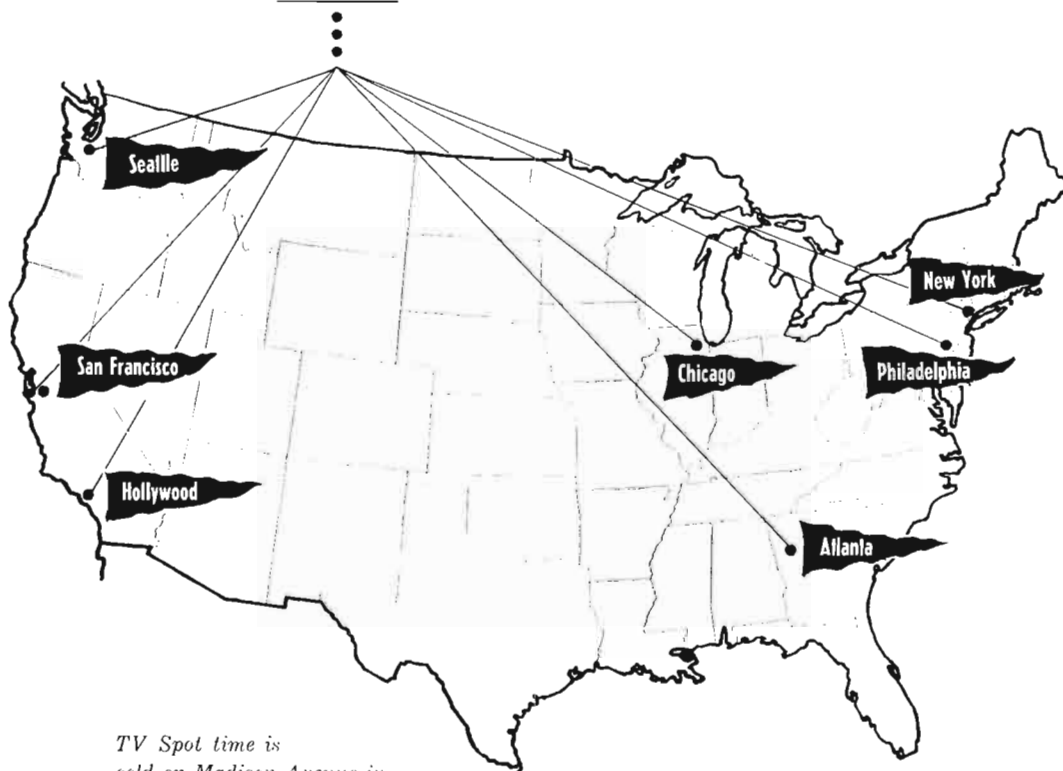
520 Lovett Boulevard  
 Room No. 1D  
 Houston, Texas  
 JUSTin 1601

# **Station Representatives**

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**FOR REPRESENTATIVE  
AFFILIATIONS  
OF INDIVIDUAL  
RADIO AND TELEVISION  
STATIONS TURN TO  
RADIO AND TELEVISION  
STATION LISTINGS**

# Headley-Reed TV provides on the spot...service for TV Spot



*TV Spot time is sold on Madison Avenue in New York but it is also sold through Headley-Reed offices in Chicago, Philadelphia, Atlanta, San Francisco and Hollywood.*

## **Headley-Reed TV**

*provides a nationwide cross-the-country sales organization – designed to serve and sell advertisers and their agencies on the spot!*

*All offices are company owned and operated.*

# Headley-Reed TV

*New York — Philadelphia — Chicago — Atlanta — San Francisco — Seattle — Hollywood*

# RADIO-TV STATION REPRESENTATIVES



## AIRSPOT SALES

64 East Lake St., Chicago, Ill.  
Phone: STate 2-0460

Radio Gen. Mgr. .... Joseph Kapps  
TV Gen. Mgr. .... Capico Kapps

## ALASKA RADIO & TV SALES

370 Lexington Ave., New York City, N. Y.  
Phone: MUrray Hill 5-1303

Network Sales Mgr. .... Charles E. Soden  
Spot Sales Mgr. .... Roy V. Smith

## ALL-CANADA RADIO & TELEVISION

80 Richmond St. W., Toronto, Ontario, Can.  
Phone: EMpire 6-7691

President. .... H. R. Carson  
General Manager. .... J. S. MacKay  
Vice President. .... G. F. Herbert

### Radio Department

Mgr., Station Time Div. .... John Tregale  
Mgr., Program Division. .... C. Dana S. Murray

### TV Department

Manager. .... Reo Thompson  
Mgr., Station Time Div. .... Ross McCreath  
Sales, TV Film. .... Bruce Masters

### Branch Offices

922 Dominion Square Bldg., Montreal, Que.  
Phone: UNiversity 6-9868

Manager. .... Burt Hall  
706 Electric Railway, Chamber Bldg.  
Winnipeg, Manitoba  
Phone: 926-861

Manager. .... M. V. Chestnut  
Taylor, Pearson & Carson Bldg.  
Calgary, Alberta  
Phone: 2-7691

Manager. .... J. E. Cavanaugh  
1161 Melville St., Vancouver, B. C.  
Phone: Tatlow 7641

Manager. .... J. E. Baldwin

## AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.  
Phone: MOhawk 4-6555

President. .... Ralph L. Atlass  
Executive. .... Jerry Glynn

## AVERY-KNODEL INC.

720 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 6-5536

President. .... Lewis H. Avery  
Vice President. .... J. W. Knodel  
Secretary. .... David H. Sandeberg  
Treasurer. .... Philip Schoeder Jr.  
Director. .... Charles C. Coleman Jr.

### Branch Offices

75 East Wacker Dr., Chicago 1, Ill.

Phone: ANDover 3-4710

Vice Pres. .... J. W. Knodel  
235 Montgomery St., San Francisco 4, Calif.

Phone: YUKon 2-2053

Secretary. .... David H. Sandeberg  
6363 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WEBster 3-9583

Executives. .... M. B. Grabhorn, W. E. Moore  
41 Marietta St., N.W., Atlanta 3, Ga.

Phone: CYPress 7545

Executive-in-charge. .... Charles C. Coleman  
1915 Elm St., Dallas 1, Texas

Phone: STerling 5239

Exec. In Charge. .... Clyde B. Melville

## HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.  
Phone: WOODward 2-7298

Gen. Mgr. .... Hil F. Best  
Sales Mgr. .... Michael Best  
Sta. Rel. .... Val A. Best

### Branch Offices

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

Phone: STate 2-5096

Executive-in-charge. .... Hooper Jones  
101 Park Ave., New York 17, N. Y.

Phone: LEXington 2-3783

Geo. T. Hopewell

111 N. LaCienega Blvd., Beverley Hills, Cal.

Phone: BRadshaw 2-7122

681 Market St., San Francisco, Calif.

Phone: EXbrook 7-0544

Mortgage Guaranty Bldg., Atlanta, Ga.

Phone: ALPine 5084

## WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.  
Phone: RICHmond 8-6184

Manager. .... Guy Biddick  
Office Mgr. .... Josephine Corbet

Traveling Reps. .... Burt Zoul, Sid Southerland

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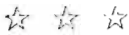
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