

Sullivan, Stauffer, Colwell & Bayles	ORegon	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	Chickering	4-3254
William Warren, Jackson & Delancy	Judson	6-0350
Warwick & Legler, Inc.	Murray Hill	6-8585
William H. Weintraub & Co., Inc.	Circle	7-4282
Weiss & Geller, Inc.	Plaza	3-4070
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Murray Hill	8-0073
Advertising & Selling	Murray Hill	5-9770
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8355
Editor & Publisher	BRyant	9-3052
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	3-6500

RADIO DAILY	Wisconsin	7-6336
Radio & Television Weekly	Walker	5-2576
Sales Management	LEXington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	LEXington	2-6611

TELEVISION DAILY	Wisconsin	7-6336
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	LUXemburg	2-2700

News Associations

Associated Press	Plaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	Plaza	7-1111
Reuters	BRyant	9-8558
Transradio Press Service, Inc.	Murray Hill	2-4053
United Press Associations	Murray Hill	2-0400

Talent Agencies

Batchelor Enterprises, Inc.	Circle	6-4224
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Wallace Downey, Inc.	Circle	6-6646
Fanchon & Marco, Inc.	Chickering	4-3956
Redenick Bros. Artists Corp.	Murray Hill	7-2033
Gale, Inc.	Plaza	7-7100
Hesse & McCaffrey	ELdorado	5-1076
Bob Kerr	Columbus	5-8051
A. & S. Lyons, Inc.	Plaza	3-5181
Minemitter Corp. of America	Plaza	9-7500
A. T. Michaud	Circle	7-2900
Music Corp. of America	Plaza	9-7500
William Morris Agency, Inc.	Circle	7-2160
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033
Franklin H. Small	Judson	6-0123
Roy Wilson (Wilson, Powell & Hayward)	Plaza	9-4961

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LEXington	2-7980
American Communications Assn.	COrtland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	Vanderbilt	6-1810
ASCAP	Plaza	7-2700
American Television Society	Murray Hill	7-9250
AMPA	LUXemburg	2-1790
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	WHIThall	3-8000
Institute of Radio Engineers	REGent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
NARSR	Murray Hill	5-4141
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers' Guild	Murray Hill	6-5251
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Columbus	5-3758
Television Broadcasters' Assn., Inc.	LACKawanna	4-4788

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
Advertisers Recording Service, Inc.	Circle	6-0141
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	Plaza	5-2700
Alton Alexander Productions	LORrainc	8-3100

Ambassador Films, Inc.	Judson	6-2680
American Institute Food Products	Murray Hill	8-4900
Apex Recording Studios, Inc.	Plaza	7-7067
Arts Recording Studios	Plaza	8-0407
Associated Program Service	Plaza	7-7710
Associated Radio & TV Productions	LONGacre	3-7290
Jack Barry Productions Inc.	Murray Hill	9-6199
Basch Radio & TV Productions	Murray Hill	2-8877
Bass & Co., Inc.	Whitehall	3-0580
V. S. Becker Advtg. Service	LUXemburg	2-1040
Beltone Recording Corp.	LUXemburg	2-2920
Ford Band Radio Productions, Inc.	Circle	7-2236
Ruth & Gilbert Braun	SCHuyler	4-8896
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	Wisconsin	7-9244
Cinefacts, Inc.	Circle	6-0951
Cinemat, Inc.	Murray Hill	4-1562
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	Oregon	9-3595
Decca Records, Inc.	Columbus	5-2303
Roy DeGroot, Consultants, Inc.	Murray Hill	7-9149
Empire Broadcasting Co.	Plaza	9-4500
Mildred Fenton Productions	Plaza	9-8266
Fisher Productions	PENnsylvania	6-9557
Edward H. Ford	LUXemburg	2-5188
Allen A. Funt Radio Productions	Murray Hill	5-1211
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Columbus	5-4888
Harry S. Goodman Radio Productions	Plaza	5-6131
Les Hafner & Co.	Plaza	3-4840
Laurence Hammond Productions, Inc.	Plaza	9-2210
Arthur Henley Productions	ILLinois	9-6729
Ted Hudes Radio Productions	Murray Hill	2-0276
Hummert Radio Features	Plaza	5-2700
International 16mm Corp.	Plaza	7-2265
Kermit-Raymond Corp.	Plaza	9-4770
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	Judson	6-5700
Bob Loewi Productions, Inc.	Murray Hill	8-2600
Phillips H. Lord, Inc.	Plaza	5-2211
Charles Michelson, Inc.	Plaza	7-0695
Motion Pictures Stages, Inc.	Plaza	3-4840
William Morris Agency, Inc.	Circle	7-2160
Murphy-Lillis Productions, Inc.	Murray Hill	6-2142
Music Corp. of America	Plaza	9-7500
Muzak Corp.	Plaza	7-7710
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	Murray Hill	6-5862
Original Radio Productions, Inc.	SCHuyler	4-8896
Press Associations, Inc.	Plaza	7-1111
Procter Productions, Inc.	Judson	6-4360
Radio Artists Corp.	Murray Hill	8-0944
Radio Events, Inc.	Murray Hill	7-1669
Radio Features of America	LUXemburg	2-5130
Radio-Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	Murray Hill	7-7979
Reeves Sound Studios, Inc.	Oregon	9-3550
Roberts Radio, TV Stage & Screen Studios	Judson	6-0076
Rackhill Radio	Plaza	9-7979
Bernard L. Sackett TV Productions	LUXemburg	2-1690
Bernard L. Schubert, Inc.	Murray Hill	8-0944
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	Judson	2-3791
Henry Souvaine, Inc.	Circle	7-5666
Richard Stark & Co.	Circle	6-7337
Richard Strout Productions	Murray Hill	2-6924
Irvin Paul Suids, Inc.	Templeton	8-7025
Telemated Cartoons	Murray Hill	6-8933
Television Screen Productions, Inc.	Murray Hill	2-8877
Torchlight Productions	Wisconsin	7-0771
Towers of London, Ltd.	LUXemburg	2-5131
Transcribed Radio Shows	LUXemburg	2-3530
Transcription Broadcasting System	ELdorado	5-5511
Transfilm, Inc.	LUXemburg	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino Inc	Circle	6-4575
Video Associates, Inc.	Plaza	3-7966
Chick Vincent Co.	ELdorado	5-0734
Van Baumann Studio	Rhineland	4-5508
Proger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
Wolff-Feldman Enterprises, Inc.	LACKawanna	4-3450
World Broadcasting System, Inc.	Murray Hill	8-4700
World Video, Inc.	Plaza	9-3870
Wynn Wright Associates	Plaza	3-4417
Frederick W. Ziv Co., Inc.	Murray Hill	8-4700

Radio and Television TELEPHONE NUMBERS in CHICAGO



AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBMM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEDC	ROckwell	2-9461
WENR	ANdover	3-7800
WGES	SACramento	2-1700
WGN	SUperior	7-0100
WHFC	ROckwell	2-7756
WIND	WHitehall	4-2170
WJJD	STATE	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MHigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	AMBassador	2-1128
WEFM	STATE	2-1357
WEMS	Financial	6-2551
WMOR	ANdover	3-6050
WOAK	SACramento	2-6272
WXRT	WHitehall	4-1711

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	ANdover	3-7800
WGN-TV	Financial	6-0011
WNBQ	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-7800
Columbia Broadcasting System	WHitehall	4-6000
Kcystone Broadcasting System	STATE	2-4590
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

John Blair & Co.	SUperior	7-8659
The Branham Co.	CENtral	6-5726
Burn-Smith Co.	CENtral	6-4437
Capper Publications	CENtral	6-5977
Crosley Broadcasting Corp.	STATE	2-0366
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
The Katz Agency	CENtral	6-4006
Joseph Hershey McGillvra	STATE	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CENtral	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	FRanklin	2-2359
John H. Perry Associates	HARRison	7-8085
Edward Petry & Co.	DElaware	7-8600
Radio Sales	WHitehall	4-6000
Radio Advertising Co.	CENtral	6-1742
William C. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
Sears & Ayer, Inc.	SUperior	7-8177
The Walker Co.	ANdover	3-5771
Weed & Co.	RANdolph	6-7730

Advertising Agencies

Aubrey, Moore & Wallace, Inc.	Financial	6-1600
Auspitz & Lee	WABash	2-0315
N. W. Ayer & Son, Inc.	RANdolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDO	SUperior	7-9200
Gordon, Best, Co., Inc.	STATE	2-5060

Hill Blackett & Co.	STATE	2-0950
Bozell & Jacobs, Inc.	CENtral	6-6503
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	DElaware	7-5522
Leo Burnett Co., Inc.	CENtral	6-5959
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewald Co.	CENtral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Doremus & Co.	CENtral	6-9132
Erwin Wasey & Co.	RANdolph	6-4952
Albert Frank-Gunther Low, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgan	CENtral	7-6746
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	SUperior	7-3000
H. W. Kastor & Sons Advertising Co.	CENtral	6-5331
W. E. Long Co.	RANdolph	6-4606
MacFarland, Aveyard & Co.	RANdolph	6-9360
Maxon, Inc.	WHitehall	4-1676
C. L. Miller Co.	CENtral	6-1640
Mitchell-Faust Advertising Co.	STATE	2-6610
Needham, Louis Brorby, Inc.	STATE	2-5151
Presba, Fellers & Presba	CENtral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RANdolph	6-9760
Ruthrauff & Ryan, Inc.	Financial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STATE	2-7369
Weston-Barnett, Inc.	WHitehall	4-7725
Young & Rubicam	Financial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Richard Brodley Associates	WHitehall	4-5543
Dirk Courtenay & Associates	INdependence	3-0225
Louis G. Cowan & Co.	RANdolph	6-2022
Chartoc-Coleman Productions	RANdolph	6-6150
Chicago Recording Co.	CENtral	6-5275
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	DElaware	7-8800
Feature Productions	STATE	2-8999
Green Associates	CENtral	6-5593
Wendell Hall Music Maker Prod.	GRaceland	2-6418
Hollywood Recorded Features, Inc.	LONGbeach	1-6730
William Morris Agency	STATE	2-3632
Jewell Radio Productions	Financial	6-4474
Beulah Karney, Inc.	STATE	2-5060
Herbert S. Laufman	WEBster	9-2302
Les Lear Productions Corp.	ANdover	3-7233
Art Linick Enterprises	SUperior	7-3311
Manogram Radio Programs, Inc.	ANdover	3-7169
Morton Radio Productions, Inc.	CENtral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
Radio Features, Inc.	FRanklin	2-4392
RCA Manufacturing Co.	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	STATE	2-3153
Hol Tate Radio Productions	SHeldrake	3-0880
Tele-Radio Creations, Inc.	MOhawk	4-0015
Television Adv. Productions, Inc.	STATE	2-5941
Wright Radio Productions	SUperior	7-1280
Frederic W. Ziv Co.	FRanklin	2-8917

News Agencies and Ass'ns.

Associated Press	STATE	2-7700
International News Service	ANdover	3-1234
Press Association, Inc.	STATE	2-4581
Transradio Press Service	STATE	2-7904

RADIO DAILY	ANdover	3-6050
United Press	RANdolph	6-4172

Radio and Television TELEPHONE NUMBERS in LOS ANGELES



AM Radio Stations

KALI (Pasadena)	RYan 1-7149
KECA	HUdson 2-3141
KFAC	DUNkirk 4-1231
KFI	DUNkirk 2-2121
KFMV	Hillside 7406
KFOX	MADison 2247
KFVD	DUNkirk 8-2345
KFWB	HEmpstead 5151
KGER	MADison 2551
KGFJ	Hillside 0201
KGIL (San Fernando)	STANley 7-3467
KHJ	HUdson 2-2133
KIEV (Glendale)	CHARleston 5-2388
KLAC	HUdson 2-7311
KMGM	TEXas 0-3311
KMPC	HOLlywood 9-5341
KNX	HOLlywood 9-1212
KOWL (Santa Monica)	Santa Monica 4-6761
KRKD	TUCKer 7111
KUSC	Richmond 7-2295
KVUN	HOLlywood 5771
KVVC	MICHigan 4784
KWIK (Burbank)	CHARleston 0-2111
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6991

FM Radio Stations

KECA-FM	HUdson 2-3141
KKI-FM	DUNkirk 2-2121
KFMV	Hillside 7406
KHJ-FM	HUdson 2-2133
KKLA-FM	DUNkirk 8-7793
KMGM	TEXas 0-3311
KMPC-FM	HOLlywood 5341
KRKD-FM	TUCKer 7111
KUSC	Richmond 7-2295

Television Stations

KECA-TV	NORmandy 3-3311
KFJ-TV	DUNkirk 2-2121
KLAC	HUdson 2-7311
KNBH	HOLlywood 9-6161
KTLA	HUdson 2-2301
KTSL	HUdson 2-2133
KTTV	HUdson 2-1301

Networks

American Broadcasting Co.	HUdson 2-3141
Columbia Broadcasting System, Inc.	HOLlywood 9-1212
Don Lee Broadcasting System	HUdson 2-2133
Mutual Broadcasting System	HUdson 2-2133
National Broadcasting Co.	HOLlywood 9-6161
United-Pacific Network	EXposition 1339

Station Representatives

American Jewish Broadcasting	NORmandy 2-5546
Avery-Knodel, Inc.	TUCKer 2095
Walter Biddick Co.	Richmond 6184
John Blair & Co.	GRAnite 6103
Blair TV, Inc.	GRAnite 6103
Bolling Co., Inc.	GLADstone 8045
The Branham Co.	DUNkirk 8-8158
Howard C. Brown Co.	HOLlywood 9-6045

Burn-Smith Co., Inc.	Richmond 6184
F M Repts., Inc.	Hillside 2450
Forjoe & Co.	DUNkirk 2-1171
Free & Peters	HOLlywood 9-2151
Gene Grant & Co.	YORk 8812
W. S. Grant Co.	VANDyke 6341
Irene Griffith Co.	HUdson 2-7391
Headley-Reed Co.	Hillside 7738
George P. Hollingsbery	MADison 6-3633
The Katz Agency	TUCKer 3219
Keenan & Eickelberg	DUNkirk 2-8458
Joseph Hershey McGillvra, Inc.	DUNkirk 7-4388
Tracy Moore	HOLlywood 9-5408
NBC-KNBH Spot Sales	HOLlywood 9-6161
Benton Paschall Co.	HOLlywood 9-5237
John Pearson Co.	DUNkirk 7-4388
Edward Petry Co.	MICHigan 8729
Radio Sales	HOLlywood 9-1212
Wm. G. Rambeau Co.	DUNkirk 9-8281
Paul H. Raymer	HUdson 2-2376
Walker Co.	DUNkirk 2-3200
Weed & Company	Hillside 8611
Western Radio Sales	GRAnite 0656

Advertising Agencies

Abbott Kimball Co., Inc.	DUNkirk 7-7305
Ad Associates	TUCKer 5713
R. H. Alber Co.	HOLlywood 9-8273
Allied Advertising	DUNkirk 7-7331
Anderson-McConell	WEBster 8139
Associated Advertising Agency, Inc.	DUNkirk 8-3145
Atherton Advtg.	WEBster 3-3488
N. W. Ayer & Son	HEMPstead 4871
Ball & Davidson, Inc.	YORk 7947
Banning Co.	DUNkirk 8-3456
Bass-Luckoff of Hollywood	BRAdshaw 2-3396
Ted Bates, Inc.	HOLlywood 9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood 9-7337
(Los Angeles)	WEBster 1-1234
Beaumont & Hohman, Inc.	MADison 9-2676
Benton & Bowles, Inc.	Hillside 9151
Berghoff Associates, Inc.	BRAdshaw 2-2625
Biow, Inc.	HEMPstead 2377
W. Earl Bothwell, Inc.	GRAnite 6114
Botsford, Constantine & Gardner	VANDyke 0796
Brisacher, Wheeler & Staff	WEBster 8143
Buchanan & Co.	DUNkirk 8-2313
Leo Burnett Co., Inc.	DUNkirk 8-8131
Campbell-Ewald Co.	Richmond 6204
Cecil & Presbry, Inc.	HEMPstead 2324
Coleman-Jones	MADison 6-5869
Compton Advertising, Inc.	HOLlywood 9-8107
Cunningham & Walsh, Inc.	GRAnite 6131
Dancer, Fitzgerald & Sample, Inc.	HUdson 2-3256
Davis, Harrison, Simmonds	HUdson 2-2311
Roy S. Durstine Inc.	DUNkirk 8-3411
Erwin-Wasey & Co., Ltd.	WEBster 1-1211
William Esty & Company	HUdson 2-3366
Ted H. Factor	DUNkirk 8-8111
Dick Fishell & Assoc.	CRestview 5-4557
Footo, Cone & Balding (H'wood)	HOLlywood 9-6265
Footo, Cone & Balding (L. A.)	MICHigan 7651
Frank Ford	GLADstone 1768
A. Newton Free Co.	MICHigan 1195
John F. Freiburg & Co.	NORmandy 3-2111

General Advtg.	Hempstead 5129
Glasser-Gailey	DUnkirk 4-2141
Glenn Gordon	VAndick 1466
Grant Adv. Inc.	HOLLYWOOD 9-5371
Will Grant	TRinity 1384
Harrington-Whitney & Hurst	WEBster 3-5577
Heasley & Heasley	CRestview 5-6875
Hixson & Jorgensen, Inc.	MUTual 8331
Honig-Cooper Co.	PRospect 5317
Irwin-McHugh	BRadshaw 2-5455
W. C. Jeffries Co.	DUnkirk 2-8271
Dana Jones Co.	TUcker 6131
Raymond Keane	WEBster 1-1489
Edwards S. Kellogg Co.	DUnkirk 2-8811
Kenyon & Eckhardt	HILLside 8368
William Kester	HILLside 9251
J. B. Kiefer	DUnkirk 2-8373
Kudner, Inc.	HEmnstead 4815
Lander-Young	DUnkirk 8-7194
Lennen & Mitchell, Inc.	CRestview 1-7221
Lockwood-Shackelford	DUnkirk 8-3121
Dudley L. Logan	MAdison 9-1604
Mack-Wharton	RIchmond 7-5477
Mays & Co.	TRinity 8534
McCann-Erickson	HILLside 8268
McKee, Burns & McKee	HOLLYWOOD 9-1109
McNeill & McCleery	HUdson 2-2337
Dan B. Miner	TRinity 9711
Thomas Moody & Assoc.	DUnkirk 2-1127
Raymond R. Morgan	HEmpstead 4191
H. C. Morris & Co., Inc.	HILLside 8233
Murray-Dymock-Carson, Inc.	WEBster 5277
Needham, Louis & Brarby	HUdson 2-2391
Nelson Advtg. Service	MICHigan 0548
Mike Newman & Associates	HUdson 2-1208
N. J. Newman	TRinity 7664
Pacific Advtg. Service	PRospect 5803
Lyman Peters, Inc.	CHARleston 5-3619
Wesley H. Parter	HEmpstead 1590
L. W. Ramsey Co.	HOLLYWOOD 9-3523
Larry Raymond Co.	YORk 8125
Lee Ringer Advtg.	DUnkirk 7-8131
Roche-Eckhoff & Assoc.	HOLLYWOOD 9-5363
Rockett-Lauritzen	PEPublic 2-9141
Ross-Gardner-White	DUnkirk 7-7211
Ruthrauff & Ryan	HILLside 7593
Ross Sawyer	WEBster 6275
Scholts Advtg. Service	MICHigan 2396
Russel M. Seeds	HUdson 2-1206
Seidel Advtg.	HUdson 2-7296
The Shaw Co.	MUTual 5161
Dean Simmons	WEBster 2-5787
Smith, Bull & McCreery	HEmpstead 5671
Barton A. Stebbins	TRinity 8821
Sudler Co.	TRinity 0709
Sullivan, Stauffer, Colwell & Bayles, Inc.	HILLside 2119
Taggart & Young	WEBster 3-8108
J. Walter Thompson Co. (Hollywood)	HILLside 7241
(Los Angeles)	MAdison 2661
The Tullis Co.	HEmpstead 6831
Universal Advtg.	HILLside 8218
Van der Boom Hunt, McNaughton, Inc.	MAdison 6-8337
Wade Advtg.	MICHigan 8608
Warwick & Legler	HEmpstead 8163
R. W. Webster	MAdison 9-2283
Milton Weinberg Co.	TUcker 4111
Adolphe Wenland	CRestview 4-5241
Ward Wheelock Co.	HILLside 9221
Western Advtg. Inc.	DUnkirk 7-7367
Young & Rubicam	HOLLYWOOD 9-2734

**Radio-TV Program and
Transcription Cos.**

Audio-Video Recorders, Inc.	CRestview 5-4373
Bill Bates	HEmpstead 6062
B & B Recording Studios	THornwall 1397
George R. Bentel & Assoc.	GRanite 8608
Walter Biddick Co.	RIchmond 6184
Capitol Records	HOLLYWOOD 9-8171
The Cardinal Co.	HEmpstead 1177
Eddie Chevic Productions	CRestview 4-5403
Leslie Clucas	HOLLYWOOD 5111
Columbia Records, Inc.	BRadshaw 2-5411
Commodore Productions	HOLLYWOOD 9-8229
Bing Crosby Enterprises	BRadshaw 2-2771
Crosby & Fogle	GRanite 3171
Des Autels & Graham	HUdson 2-2291
Jerry Devine Productions	HUdson 2-1228
Eccles Recordings, Inc.	HILLside 8351
Electro-Vox Recording Studio	GLadstone 2189
Bruce Eells & Assoc.	HOLLYWOOD 9-5869
Jerry Fairbanks Productions	HUdson 2-1101
Finley Transcriptions, Inc.	BRadshaw 2-5841
Five Star Productions	HOLLYWOOD 9-5280
General Artists Corp.	CRestview 1-8101
General Radio Productions	BRadshaw 2-6211
Mitchell Gerts Agency, Inc.	CRestview 4-5491
Grace Gibson Productions	GRanite 5543
John Guedel Productions	HEmpstead 5186
Andrew G. Hickox Productions	HOLLYWOOD 9-2281
Hollywood Central Recording Studio	HEmpstead 0270
Hollywood Music Recording Studios	HEmpstead 5407
Inter-Calif. Bcstg. System	MUTual 2759
Robert Kenneth James, Inc.	CRestview 4-6041
Robert Joseph Television Productions	SUnset 1-1331
Lawrence & Lee Productions	GLadstone 5242
Lawrence Productions	GRanite 5543
C. P. MacGregor Sound Studios	DUnkirk 4-4191
Ted MacMurray & Co.	HILLside 4305
Mayfair Transcription Co.	CRestview 1-8151
Fred C. Mertens & Assoc.	DUnkirk 3-7372
Les Mitchel Productions	FLorida 3-1105
Monogram Radio Programs, Inc.	GLadstone 8045
Music City	HOLLYWOOD 9-8211
Ed Paul Phillips Agency	HUdson 2-7245
Precision Recording Co.	PLEASEnt 5-7633
George Logan Price, Inc.	DUnkirk 3-7372
Radio Recorders, Inc.	HEmpstead 3282
Radiovision Productions	HOLLYWOOD 9-7078
RCA, Victor Division (Recording Studios)	HILLside 5171
Jack Rourke Productions	HEmpstead 6811
James L. Sachier Agency, Inc.	HEmpstead 7178
Script Associates	CRestview 1-7231
Sentinel Productions	MAdison 6-6476
Standard Radio Transcription Service, Inc.	HEmpstead 6828
Richard Strout Productions	WEBster 9-931
Studio & Artists Recorders	HILLside 2-7145
Sunshine Audio Sales & Service	HILLside 8741
Teetee Film Co.	OREgon 2-1444
Tel-Air Associates	CRestview 1-0704
Telefilm, Inc.	GLadstone 2079
Telemount Pictures, Inc.	HOLLYWOOD 9-7205
Telepix Corp.	HOLLYWOOD 9-8371
Tele-Radio, Inc.	HILLside 8351
Tele-Sound Productions	CRestview 6-7371
Television Films of America	HEmpstead 0270
Teleways Radio Productions	GLadstone 2624
The Thomas Co.	BRadshaw 2-1447
TV Ads, Inc.	HILLside 6564
20th Century Television	DUnkirk 8-1323
United Productions of America	CRestview 5-6875
Universal Recorders	CHARleston 0-7171
Vallee-Video	HOLLYWOOD 9-8282
Wilding Picture Productions of Calif.	HILLside 6118
Fletcher Wiley Productions	WEBster 0183
Hal Wilson Productions	HOLLYWOOD 9-1212
Herbert Wixson	HOLLYWOOD 9-1714
World Broadcasting System	SUnset 2-3580
WRS, Recording Lab.	HEmpstead 5121
Frederic W. Ziv	GLadstone 1454
	HEmpstead 5121

Radio-TV Phone Numbers in LOS ANGELES

Radio Artists Agencies

Larry Allen	HEmpstead 0421
American Federation of Radio Artists	Hillside 5125
Artists Agency Corp.	CREstview 6-1071
Stanley Bergerman	CREstview 6-3196
Phil Bloom	CREstview 4-6064
Business Administration Co.	CREstview 6-7071
Century Artists	HUdson 2-1283
Cinema Authors & Artists Agcy.	CREstview 6-6241
Columbia Artists Management	HEmpstead 5316
Hallam Cooley Agcy.	CREstview 5-6161
Jack Creamer	GLadstone 9683
Everett N. Crosby	BRadshaw 2-2771
Ken Dolan & Co.	HOLLYwood 9-3558
Famous Artists	CREstview 1-5222
Federal Artists Corp.	CREstview 5-5251
Ferry & Pickman	CREstview 5-4588
Frederick Bros.	CREstview 1-6244
General Artists	CREstview 1-8101
Mitchell Gertz	CREstview 4-5491
Bruce Gear	CREstview 5-1660
Goldstone Agcy.	CREstview 6-1071
Mitchell J. Hamilburg	CREstview 5-4171
Hartford Agency	CREstview 4-5416
Lou Irwin	CREstview 1-7131
Sam Jaffe	CREstview 6-6121
Paul Kohner	CREstview 1-5165
Earl Kramer	CREstview 6-2338
Levee-Short	CREstview 5-0626
Levee-Stark	CREstview 1-5781
A. & S. Lyons	CREstview 1-6131
McConkey Artists Corp.	HEmpstead 7141
MCA Artists, Ltd.	CREstview 6-2001
Monter-Gray	CREstview 1-1191
William Morris	CREstview 1-6161
George Rosenberg	CREstview 1-8121
Radio Registry	Hillside 8321
Radio Artists Corp.	CREstview 1-7111
Art Rush	Hillside 5161
The Salkow Agcy.	CREstview 1-9134
James L. Saphier	CREstview 1-7231
Schwarz Agency	CREstview 4-6301
Louis Shurr	CREstview 1-1116
Edward Sherman	CREstview 5-0186
Stempel-Olenick	CREstview 1-7141
A. George Volck	CREstview 6-3121
D. M. Winkler	CREstview 1-7244
Chas. Wendling	CREstview 6-2348

Publications

Broadcasting-Telecasting	HEmpstead 8181
Hollywood Reporter	Hillside 7411
RADIO DAILY	GLadstone 8436
Radio Life	Hillside 9275
Radio News	TUcker 9213
Variety	HOLLYwood 1141
Radio Artists Directory	Hillside 0101

Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc.	HUdson 2-7251
Facts Consolidated	WY 3181
C. E. Hooper, Inc.	HOLLYwood 9-3553
Moffett Research Co.	HEmpstead 5653

Radio-TV, Govt. Phone Numbers in WASHINGTON, D. C.

Federal Departments and Agencies

American National Red Cross	REpublic 8300
Archives, National	DIstrict 0520
Capitol U. S. (Senate, House of Reps.)	NAtional 3120
Censors, Bureau of the	TRinidad 3000
Commerce, Department of	STERling 9200
Copyright Office—Library of Congress	NAtional 2722
Court of Customs & Patent Appeals	NAtional 4696
Executive Mansion	NAtional 1414

FEDERAL COMMUNICATIONS

COMMISSION	EXecutive 3620
Federal Trade Commission	EXecutive 6800
Government Printing Office	DIstrict 6840
Interior, Department of the	REpublic 1820
Justice, Department of	REpublic 8200
Labor, Department of	EXecutive 2420
National Labor Relations Board	STERling 7373
National Military Establishments	
Air Force, Department of The	REpublic 6700
Army, Department of The	REpublic 6700
Navy, Department of The	REpublic 7400
National Research Council	EXecutive 8100
Patent Office	STERling 1200
Post Office Department	DIstrict 5360
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.)	NAtional 3120
Radio Script & Transcription	
Exchange	REpublic 1820, Ext. 2225
State, Department of	REpublic 5600
Supreme Court of The U. S.	EXecutive 1640
White House	NAtional 1414
Blair House	REpublic 1681

Non-Governmental

Clear Channel Broadcasting Service	EXecutive 0255
Frequency Modulation Ass'n	HUdson 7170
National Association of Broadcasters	DEatur 9300
National Press Club	REpublic 2500

RADIO DAILY

Wiscason	3271
HObart	7627
NAtional	2292

Radio Manufacturers' Association	NAtional 4901
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AM Radio Stations

WARL	OWens 7800
WBCC	OLiver 2800
WEAM	OWens 7100
WFAX	Falls Church 0900
WGAY	Shepherd 1050
WINX	REpublic 8000
WMAL	NAtional 5400
WOL	METropolitan 0010
WOOK	STERling 7265
WPJK	Overlook 3000
WQQW	EXecutive 8676
WRC	REpublic 4000
WTOP	METropolitan 3200
WWDG	NAtional 7203

FM Radio Stations

WASH-FM	DIstrict 1356
WCFM	REpublic 8688
WRC-FM	REpublic 4000
WWDG-FM	NAtional 7203

Television Stations

WMAL-TV	NAtional 5400
WNBW	REpublic 4000
WOIC	STERling 0600
WTTG	STERling 5300

News Services

Associated Press	DIstrict 1500
International News Service	NAtional 1733
Transradio Press	NAtional 1178
United Press	EXecutive 8430

NBC...America's No.1

* *In the long run, it's results that count . . . solid, measurable results that have linked these national advertisers to NBC year after year, together with dozens of other leaders now building up similar long runs . . . obvious effectiveness that in 1949 won 24 new network sponsorships for NBC . . . busiest network in America.*

THE NATIONAL BROADCASTING COMPANY

A service of Radio Corporation of America

on NBC for more than 20 years:

The American Tobacco Company

Bristol-Myers Company

Cities Service Company

General Foods Corporation

General Mills, Incorporated

Standard Oil Company of California

National Dairy Products Corporation

The Procter & Gamble Company

Radio Corporation of America

Sterling Drug, Incorporated

Sun Oil Company

on NBC for more than 10 years:

Brown & Williamson Tobacco Corporation

Advertising Medium

on NBC for more than 15 years:

American Home Products Corporation

B. T. Babbitt, Incorporated

Colgate-Palmolive-Peet Company

The Firestone Tire and Rubber Company

S. C. Johnson & Son, Incorporated

Miles Laboratories, Incorporated

Philip Morris & Company, Ltd., Inc.

Campana Sales Company

E. I. du Pont de Nemours & Company, Inc.

Lever Brothers Company

Lewis-Howe Company

Liggett & Myers Tobacco Company

Manhattan Soap Company

The Pure Oil Company

R. J. Reynolds Tobacco Company

Skelly Oil Company

BENRUS SALUTES

the more than 150 radio stations coast
to coast which broadcast Benrus time
signals and announcements to approximately
28,000,000 radio homes daily. Also the
many TV stations televising Benrus sight-
sound spots to select audiences in key
metropolitan areas.

BENRUS

*official watch of famous airlines**

*Reg. U. S. Pat. Off.



RADIO HOLDING ITS OWN AS TELEVIEWING EXPANDS

by

BILL SILAG

Staff Writer, Radio Daily

A STATISTICAL analysis of TV's highly publicized impact on audio broadcasting reveals, on an overall basis, that radio is more than holding its own in set ownership, estimated listening hours and time and talent billings.

As of January 1, 1950, there were in operation almost 3,000 AM and FM stations blanketing the country as against only 98 video outlets in slightly more than 50 cities each servicing a 40-mile listening area. And, as of this writing, there are in use in excess of 80 million audio receivers as compared with an estimated four million TV sets.

A. G. Nielsen, of Nielsen-Ratings, says that radio homes have increased from 28,000,000 in 1940 to 39,281,000 this year. He says that it would be a "serious error" for advertisers to conclude now that radio is all washed up and that advertising appropriations should be shifted to other media.

He points out that the increase in radio homes has been accomplished by an increase in listening hours per home. and bolsters this statement by directing attention to the 129,000,000 home listening hours in the Jan.-March period of 1943 as compared with the 198,000,000 listening hours in the comparable 1949 period.

Nielsen says that TV's impact on daytime radio listening is negligible following the introduction of a TV receiver into the home, but adds that the impact is more telling in the evening hours. He reports that in the first four months of 1949, radio listening was down only 2 per cent in all areas, only 5 per cent (presumably an effect of TV) in metropolitan areas, and was up 4 per cent in medium cities and 2 per cent in small towns and rural areas.

Any predictions, he admits, regarding future TV effects on radio involves many unresolved questions; however, in

1954, says Nielsen, 38 per cent of the 13,100,000 radio homes in 500,000 population cities will have TV; 36 per cent of the 13,800,000 radio homes in 5,000 to 500,000 population cities will be TV equipped; and, in rural areas, only 4 per cent of an estimated 16,100,000 radio homes will have video.

Considering radio listening in TV equipped homes, the *Second Quarterly Status of The Television Industry* states that while AM listening declined immediately following the introduction of video into the home, it gradually increased again over a twelve month period until, during the last four months, it settled at a point not far below that originally held. It reported a daily average in radio listening of 3.97 hours at the end of 12 months as against an original average of 4.13 listening hours before TV's introduction into the home.

Business-wise, TV affected radio not at all during 1949, nor should it in 1950. Major advertisers, in appropriating TV expenditures, are not changing their radio appropriations for the coming year. Predictions by web execs are for a record radio year in 1950, an opinion which has the full concurrence of agency chiefs, advertisers, trade associations and others who should know.

NBC Research predicts that national spot sales will increase in 1950, as will local station billings; and says that the record breaking web sales of recent years will decline only slightly. \$676,000,000 in radio time expenditures are anticipated for this year.

Video, as radio's chief competitor, should not be underestimated by broadcasters; but the time has not yet come when it should be held in awe. As NBC chief Joseph McConnell says, 1950 will be a good year for "all of us in the radio industry who are nimble of foot and mind."

"Direct From Paris"

RDF

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

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



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

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

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

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

NEWS SERVICES



Associated Press

New York—50 Rockefeller Plaza PLaza 7-1111

Executives

Executive Director Kent Cooper
General Manager Frank J. Starzel
Asst. General Manager for Radio Oliver Gramling
Secretary Lloyd Stratton
Assistant Secretary Charles Honce
Radio News Editor Tom O'Neil

International News Service

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

Executives

General Manager Seymour Berkson
Editor-In-Chief Barry Faris
Sales Manager Frank J. Nicht
Business Manager William B. Goode

Press Association, Inc. (Associated Press)

New York—50 Rockefeller Plaza PLaza 7-1111

Executives

President Kent Cooper
V.P. and Assistant General Manager Oliver Gramling
Radio News Director Tom O'Neil

Reuters

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

Executives

Manager D. Kimpton Rogers
News Editor A. W. V. King
Accountant M. Hathaway
Chief Washington Correspondent Paul Scott Rankine

Transradio Press Service, Inc.

New York—521 Fifth Avenue MUrray Hill 2-4053-4

Executives

Chairman of the Board Herbert Moore
President Robert E. Lee Moore
V.P. and General News Manager Rex R. Goad

United Press Associations

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

Executives

President Hugh Baillie
Vice-President & General Business Manager Jack Bisco
V.P. and General News Manager Earl J. Johnson
Radio News Manager Phil Newsom
General Sales Manager Leroy Keller
Radio Sales Manager Alfred F. Harrison



Still the best mousetrap...



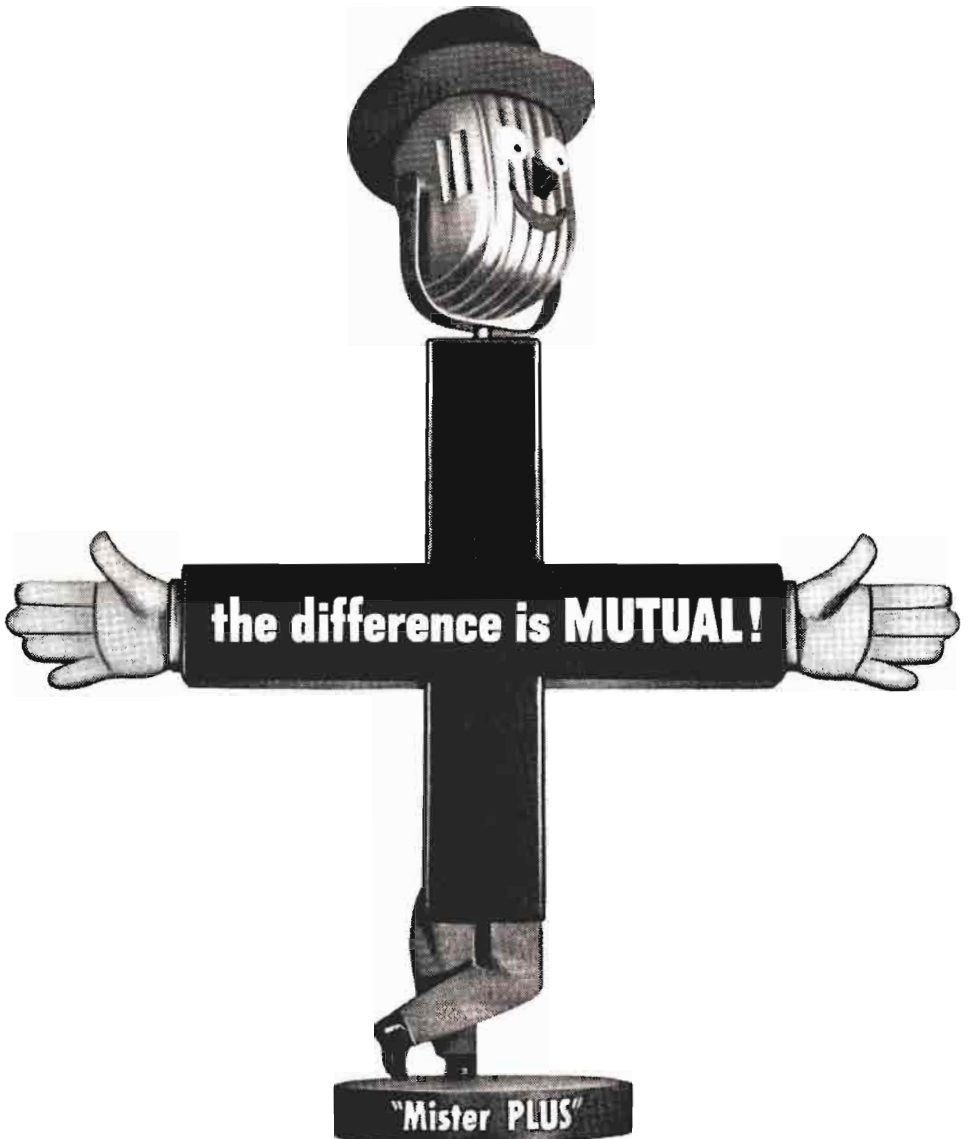
*In all advertising, there's only one medium
where one advertiser reaches over half the
families of the country...21,000,000 families!
...with one program in one month.*
He does it with Network Radio...on CBS.*

The Columbia Broadcasting System

www.americanradiohistory.com

*And forty-nine other CBS advertisers reach their customers... everywhere in America week in, week out... at an average cost of approximately 85¢ per thousand people, the lowest cost of *actual* "advertiser circulation" in all major advertising media today.

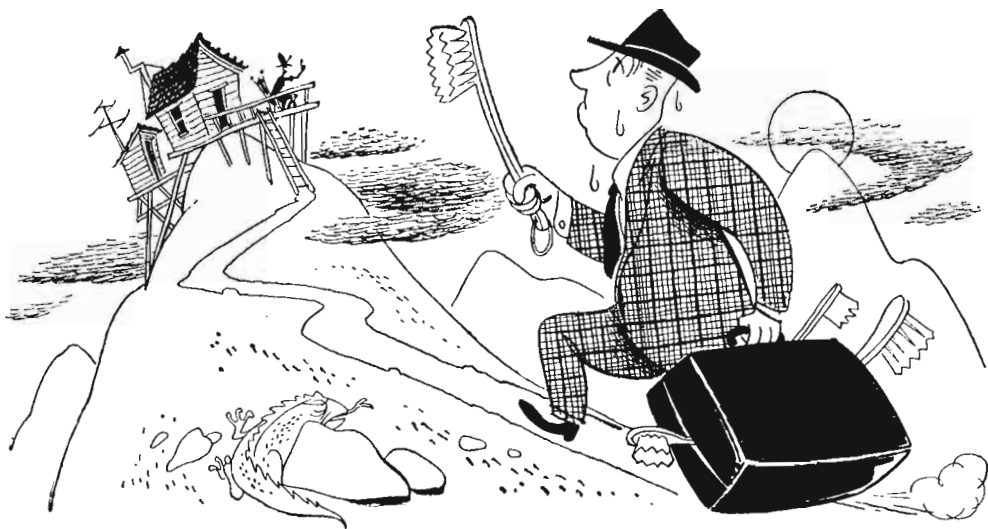
A single symbol
and four significant
words... to convey
a new concept
of network radio
in 1950:



NON-COMMERCIAL AM STATIONS OF THE U. S.

As Listed By The Federal Communications Commission, Jan. 1, 1950

City	Call Letter	Licensee	Freq. (Kc.)	Power (Watts)
CALIFORNIA				
Los Angeles	KFSG	Echo Park Evangelistic Assn.	1150	2500 d;1000 n
Pasadena	KPPC	Pasadena Presbyterian Church	1240	100
COLORADO				
Denver	KPOF	Pillar of Fire	910	5000 d;1000 n
ILLINOIS				
Chicago	WMBI	The Moody Bible Inst.	1110	5000
Urbana	WILL	University of Illinois	580	5000 d
INDIANA				
La Fayette	WBAA	Purdue University	920	5000 d;1000 n
IOWA				
Ames	WOI	Iowa State College	640	5000 d
Boone	KFGQ	Boone Biblical College	1260	250 d
Decorah	KWLC	Luther College	1240	250
Iowa City	WSUI	The State U. of Iowa	910	5000
KANSAS				
Lawrence	KFKU	University of Kansas	1250	5000
Manhattan	KSAC	Kansas State College	580	5000 d; 500 n
MICHIGAN				
East Lansing	WKAR	Michigan State College	870	5000 d
Lapeer	WMPC	The Liberty St. Gospel Church	1230	250
MINNESOTA				
Minneapolis-St. Paul	KTIS	Nwstrn. Theo. Sem.	900	1000 d
Minneapolis-St. Paul	KUOM	University of Minn.	770	5000 d
Northfield	WCAL	St. Olaf College	770	5000 d
MISSOURI				
Clayton-St. Louis	KFUO	Lutheran Church-Mo. Synod.	850	5000
NEW JERSEY				
Zaraphath	WAWZ	Pillar of Fire	1380	500 d;1000 n
NEW YORK				
Brooklyn	WBBR	Watch Tower Soc.	1330	5000
New York	WNYC	City of N. Y.	830	1000
NORTH DAKOTA				
Grand Forks	KFJM	U. of North Dakota	1440	1000 d; 500 n
OHIO				
Columbus	WOSU	The Ohio State U.	820	5000
OKLAHOMA				
Norman	WNAD	U. of Oklahoma	640	1000 d
OREGON				
Corvallis	KOAC	Oregon State Agric. College	550	5000
Portland	KBPS	Benson Polytechnic School	1450	100
PENNSYLVANIA				
Grove City	WSAJ	Grove City College	1340	100
SOUTH DAKOTA				
Rapid City	WCAT	S. Dak. Sch. of Mines & Tech.	1230	100 d
Vermillion	KUSD	University of South Dakota	920	500
WASHINGTON				
Pullman	KWSC	State College of Wash.	1250	5000
WISCONSIN				
Madison	WHA	University of Wisconsin	970	5000 d
Stevens Point	WLBL	State of Wisc., Dept. of Agric.	930	5000 d



Some sales are more profitable than others .

American Broadcasting Company

ABC

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO





.. So sell hardest where you sell best!

NO MATTER WHAT YOU HAVE TO SELL

ABC

COVERS AMERICA'S BEST MARKETS—EFFICIENTLY!

How One Advertising Agency Looks At Television

No one knows all the answers, today.

But it is unsafe, we believe, to regard Television as anything less than potentially the greatest advertising medium yet known.

Believing that, we have, in the last five years spared no effort to develop facilities which will enable Y&R clients to get on

outstanding value for every dollar spent in the Television field.

And we have told our clients what we believe ourselves: that outstanding values are now, and will be increasingly, available.

Young & Rubicam supervises and directs TV advertising for the following clients:

TELEVISION SHOWS

<i>CLIENT</i>	<i>PROGRAM</i>
Duffy-Mott Company, Inc.....	"Hollywood Screen Test"
Dictaphone Corporation	"Manhattan Spotlight"
General Electric Company.....	"The Fred Waring Show"
General Foods Corporation	
Jello Family of Desserts.....	"The Aldrich Family"
Sanka Coffee	"The Goldbergs"
Gulf Oil Corporation.....	"We, The People"
Goodyear Tire & Rubber Co., The..	"The Goodyear-Paul Whiteman Revue"
International Silver Company....	"Silver Theater"
Lipton, Inc., Thomas J.....	"Arthur Godfrey's Talent Scouts"
Schlitz Brewing Company, Jos....	"Schlitz Family Parade"
Packard Motor Car Company.....	"Holiday House"

TELEVISION SPOT CAMPAIGNS

Borden Company, The	General Foods Corporation	Simmons Company
Bristol-Myers Company	Johnson & Johnson	Petri Wine Company
Duffy-Mott Company, Inc.	O-Cedar Cor'n.	

YOUNG & RUBICAM, INC.

Advertising -- New York Chicago Detroit San Francisco Hollywood
Montreal Toronto Mexico City London

BUSINESS

Agency and Sponsor Network Billings



Research Firms



Advertising Agencies



Radio-TV Station Representatives

NINETEEN FIFTY





America runs on
BULOVA
TIME

Again in 1949, as in years past—more Americans chose BULOVA than any other fine watch in the world.

Again, we at BULOVA depended more and more on spot radio and spot television as our principal advertising media. And, we know that the success of these campaigns was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

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

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE



NEW YORK

Network Billings

AGENCY AND SPONSOR

American Broadcasting Co. 1949 Agency Gross Billings

Dancer-Fitzgerald-Sample, Inc.	\$5,185,036
J. Walter Thompson Company	3,586,220
McCann-Erickson, Inc.	2,202,688
Lennen & Mitchell, Inc.	2,122,919
Hutchins Advertising Co., Inc.	1,961,929
Leo Burnett Company, Inc.	1,916,781
The Biow Company, Inc.	1,818,107
Wm. H. Weintraub & Co., Inc.	1,599,396
Kudner Agency, Inc.	1,551,131
Young & Rubicam, Inc.	1,410,951
Batten, Barton, Durstine & Osborn, Inc.	1,178,775
Compton Advertising, Inc.	1,071,156
Tatham-Laird, Inc.	1,036,808
Warwick & Legler, Inc.	983,752
Maxon, Incorporated	915,375
Cecil & Presbrey, Inc.	926,891
C. J. La Roche & Co., Inc.	818,138
Sherman & Marquette	813,275
Benton & Bowles, Inc.	809,960
Lawrence C. Gumbinner Adv. Agency, Inc.	809,838
Knox Reeves Advertising, Inc.	678,919
Sullivan, Stauffer, Colwell & Bayles, Inc.	661,231
Needham, Louis & Brorby, Inc.	636,198
Doherty, Clifford & Shenfield, Inc.	607,191
Robert W. Orr & Associates, Inc.	602,382
Geyer, Newell & Ganger, Inc.	192,976
The Joseph Katz Company	396,722
Weinstein & Company	360,352
Roche, Williams & Cleary, Inc.	355,238
H. B. Humphrey Company	318,110
R. H. Alber Company	311,381
Hixson & Jorgensen, Inc.	321,721
Weiss & Geller, Inc.	288,870
MacManus, John & Adams, Inc.	283,951
Raymond Spector Company, Inc.	266,580
Foote, Cone & Belding	211,083
Zimmer-Keller, Inc.	225,631
Roy S. Durstine, Inc.	218,168
Lambert & Feasley, Inc.	202,311
Buchanan & Company, Inc.	170,272
Thwing & Altman, Inc.	160,587
Grey Advertising Agency, Inc.	139,092
Klau-Van Pieterseon-Dunlap Associates	137,811
Tucker Wayne & Company	131,151
Western Adv. Agency, Inc.	125,389
Huber Hoge & Sons	110,180
Gotham Adv. Company, Inc.	105,722
Gardner Advertising Co.	67,021
Hirshon-Garfield, Inc.	61,977
Liller, Neal & Battle Adv. Agency	59,514
The Clements Company, Inc.	58,711

W. L. Gleason & Company	18,757
Morey, Humm & Johnstone, Inc.	11,015
John C. Dowd, Inc.	38,172
Ewell & Thurber Associates	27,807
MacKenzie-Advertising	21,701
Politiels	24,428
Beaumont & Holman, Inc.	21,160
Lockwood-Shakelford	20,596
John F. Murray Adv.	15,780
Russell, Harris & Wood, Inc.	13,516
Pacific National Advertising	13,352
Irwin-McHugh Adv. Agency	13,260
Charles W. Hoyt Company, Inc.	13,101
No. Agency	11,808
Hill & Knowlton, Inc.	11,761
Wiltman & Callahan	11,710
Furman, Feiner & Co., Inc.	11,181
Phillip J. Meany Company	11,036
Brisacher, Van Norden & Staff, Inc.	6,720
Raymond R. Morgan Co.	6,210
Abbott Kimball Co., Inc.	5,981
Cowan & Whitmore Adv. Agency	1,969
Honig-Cooper Company	2,160
Glasser-Galley, Inc.	1,110
West-Marquis, Inc.	1,050

TOTAL \$12,312,225

Mutual Broadcasting System 1949 Agency Gross Billings

Cecil & Presbrey, Inc.	\$ 1,872,202
Wade Advertising Agency	1,159,329
J. Walter Thompson Company	1,211,655
McCann-Erickson, Inc.	1,036,566
Sherman & Marquette, Inc.	956,559
Neal D. Ivey Co.	919,121
Gardner Advertising Co., Inc.	861,119
Benton & Bowles, Inc.	757,195
Kudner Agency, Inc.	688,810
Grey Advertising Agency, Inc.	580,802
Roy S. Durstine, Inc.	566,737
William H. Weintraub Co., Inc.	561,593
Grant Advertising, Inc.	190,180
Sullivan, Stauffer, Colwell & Bayles, Inc.	175,537
Erwin Wasey & Co., Inc.	161,612
Ruthrauff & Ryan, Inc.	156,978
Gotham Advertising Co., Inc.	128,589
Aubrey, Moore & Wallace, Inc.	102,201
Hill Blackett & Co.	387,239
Brown Radio Productions, Inc.	360,302
Walker & Downing	355,345
Stanley G. Boynton Advertising Co.	322,181
Western Advertising, Inc.	299,130
Maxon, Inc.	278,918
H. B. Humphrey Co.	221,178
Huber & Sons, Hoge	211,203

Since 1898...

THE
AGENCY
OF
THE
SHOW
WORLD



WILLIAM MORRIS
AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON

Agency—Network—Sponsor Billings

O'Neil, Larson & McMahon...	172,332
Dorland, Inc.	155,917
Glenn-Jordan-Stoetzel, Inc.	111,668
Harry B. Cohen Advertising Co.	122,688
Evans Associates Co.	113,818
Batten, Barton, Durstine & Osborn, Inc.	100,528
St. Georges & Keyes, Inc.	70,080
Birmingham, Castleman & Pierce, Inc.	67,070
Raymond Spector, Inc.	63,018
Ewell & Thurber Associates... ..	62,774
Tracy-Locke Co., Inc.	49,939
Ralph H. Jones Co.	45,960
Van Sant, Dugdale & Co., Inc.	44,405
William Esty Co., Inc.	32,860
Crook Advertising Agency	30,730
Weston-Barnett, Inc.	23,551
Klinger Advertising Corp.	20,488
Henri, Hurst & McDonald, Inc.	18,759
Charles W. Hoyt Co., Inc.	14,560
J. M. Mathes, Inc.	11,352
Brook, Smith, French & Dor- rance, Inc.	8,811
Sorensen & Co.	8,800
Counselors Advertising Co.	5,876
Furman & Feiner Co., Inc.	5,804
Raymond R. Morgan Co.	5,421
Smith, Bull & McCreery, Inc.	5,310
Leo Burnett Co., Inc.	4,518
Brooks & Co.	4,096
Buchanan & Co., Inc.	2,904
Charles Schlaifer & Co., Inc.	1,371

TOTAL **\$18,071,695**

American Broadcasting Co. 1949 Sponsor Expenditures

General Mills, Inc.	\$ 4,805,036
Sterling Drug, Inc.	2,392,910
Swift & Company	2,236,418
P. Lorillard Company	2,122,919
Pillsbury Mills, Inc.	2,054,016
Phileo Corporation	1,961,929
The Quaker Oats Co.	1,631,713
Pepsi-Cola Company	1,438,411
Libby, McNeill & Libby	1,335,742
The Procter & Gamble Co.	1,074,156
A. & M. Dept. of G. E.	977,168
Equitable Life Assurance Society	909,025
Westinghouse Electric Corp.	904,137
The Norwich Pharmaceutical Co.	809,838
Association of Amer. Railroads	776,311
Gillette Safety Razor Co.	731,151
The Texas Company	677,225
U. S. Steel Corp. of Delaware...	670,775
Derby Foods, Inc.	636,198
Kaiser-Frazer Sales Corp.	623,292
Bristol-Myers Company	607,491
General Motors Corporation...	603,420
The Andrew Jergens Co.	602,382
Pacific Coast Borax Co.	584,620
Seeman Brothers, Inc.	537,160
Speidel Co.	519,169

Nash-Kelvinator Corp.	492,976
The Goodyear Tire & Rubber Company, Inc.	136,736
The Frank H. Lee Company...	428,351
Philip Morris & Co., Ltd., Inc.	407,125
American Oil Company	396,722
Carter Products, Inc.	385,558
Chesebrough Mfg. Co., Cons'd..	380,148
Geo. A. Hormel & Co.	377,456
Eversharp, Inc.	365,533
United Electrical, Radio & Machine Workers of America	360,352
Revere Camera Co.	355,238
Gospel Broadcasting Assn.	314,384
Richfield Oil Corp.	321,724
Christian Science Pub. Soc.	321,418
Elgin-American Div. of Illinois Watch Case Company	288,870
Champion Spark Plug Co.	283,951
Smith Brothers	278,673
Bruner-Ritter, Inc.	266,580
Fruehauf Trailer Co.	225,631
Serutan Co.	218,168
H. J. Heinz Company	214,224
Phillips Petroleum Co.	202,341
Toni, Inc., Div. of Gillette Safety Razor Co.	199,683
General Foods Corporation...	195,006
William H. Wise & Co., Inc.	160,587
The Drackett Co.	146,971
Club Aluminum Products Co.	143,352
Adam Hat Stores, Inc.	140,685
Miller Brewing Company	137,811
American Bakeries Company...	131,154
Servel, Incorporated	130,514
Voice of Prophecy, Inc.	125,389
Lutheran Laymen's League....	105,722
Petri Wine Company	101,943
Radio Offers Company	85,485
Farnsworth Tele & Radio Corp.	71,727
The U. S. Air Force Recruiting Service	67,021
The Southern Baptist Convention	59,544
P. J. Ritter Co.	58,711
Globe Mills, Pillsbury Mills, Inc.	53,199
Waltham Watch Company	48,813
Dawn Bible Students Assn.	48,737
Langendorf United Bakeries, Inc.	44,160
The Analyst Co.	41,400
Richfield Oil Corp. of N. Y.	41,015
First National Stores, Inc.	38,472
Wilson Sporting Goods Co.	27,806
Doubleday & Company, Inc.	24,995
Stanley Home Products, Inc.	24,909
Beauty Factors, Inc.	24,704
Politicians	24,428
Greystone Press	23,992
Pacific Greyhound Lines....	21,160
California Medical Association...	20,596
Whitchall Pharmaceutical Company	18,598
National Assn. of Mfrs.	17,482
Safeway Stores, Incorporated...	14,030
U. S. Sixth Army Command...	13,546
Fisher Flouring Mills Co.	13,352
Budget Finance Plan, Inc.	13,260
Dr. A. Posner Shoes, Inc.	13,161
Inland Steel Co.	11,764



M C R A

LONDON NEW YORK CHICAGO BEVERLY HILLS SAN FRANCISCO
CLEVELAND DALLAS DETROIT BOSTON MINNEAPOLIS

Agency—Network—Sponsor Billings

United Steel Workers of Amer.	11,710
The Textile Workers' Union of America	11,184
Green Spot, Inc.	11,036
Butler Packing Company	6,720
Institute of Religious Science	6,210
Regal-Amber Brewing Co.	5,984
R. C. W. Enterprises	1,969
Fisher Body Div. Gen. Motors Corp.	1,022
Dr. Hiss Shoe Stores	2,160
Made O'Day Corp.	1,110
Gen. Petroleum Corp. of Calif.	1,050
TOTAL	\$12,312,225

Mutual Broadcasting System 1949 Sponsor Expenditures

Miles Laboratories, Inc.	\$ 1,316,129
Philip Morris & Co., Ltd.	1,310,050
Johns-Manville Corp.	1,211,655
Ralston-Purina Co.	1,196,956
Rousson Art Metal Works	1,142,961
National Biscuit Co.	1,066,566
Quaker Oats Co.	956,559
Bayuk Cigars, Inc.	919,124
General Foods Corp.	757,195
U. S. Tobacco Co.	688,810
Serutan Co.	566,737
Cudahy Packing Co.	490,180
R. B. Sealer, Inc.	461,612
Lutheran Laymen's League	428,589
Williamson Candy Co.	402,201
Wander Co.	387,239
Mutual Benefit Health & Accident Ass'n of Omaha	373,391
Mail Pouch Tobacco Co.	369,905
Helbros Watch Co.	363,201
Noxema Chemical Co.	336,079
Radio Bible Class	322,181
Voice of Prophecy Inc.	299,130
Gillette Safety Razor Corp.	278,918
Christian Reformed Church	255,186
Doubleday & Co.	197,337
Trimount Clothing Co.	179,099
Rhodes Pharmaceutical Co.	172,332
Shotwell Manufacturing Co.	143,200
Carter Products Inc.	139,458
National Council of Protestant Episcopal Churches	128,871
Grove Laboratories, Inc.	122,688
Kaiser-Frazer Corp.	163,191
Delaware, Lackawanna & Western Coal Co.	83,581
Piedmont Shirt Co.	72,016
Benjamin Moore & Co.	70,080
Murine Co.	69,218
Conif Products Co., Inc.	67,070
Universal Carloading & Distributing Co.	63,018
Wilson Sporting Goods Co.	62,771
First Church of Christ Scientist	50,875
Burrus Mill & Elevator Co.	49,939
Miami Margarine Co.	45,960
Fram Corp.	44,405
Greystone Press	41,729
R. J. Reynolds Tobacco Co.	32,860
International Milling Co.	30,740
H. C. Cole Milling Co.	27,795
George A. Hormel Co.	25,560
American Bird Products, Inc.	23,554
Ace Markets, Inc.	20,188
Perfect Circle Co.	18,759
Political	14,511
Capehart-Farnsworth, Inc.	11,332
Radio Offer Co.	8,962
Hudson Motor Co.	8,811
Hallcrafters Corp.	8,800
Faydrex Corp.	5,876
Shipstnd & Johnson	5,310
White King Soap Co.	5,421

Wally Frank, Ltd.	1,904
Brown Shoe Co.	1,518
Charles B. Silver Co.	1,096
Paramount Pictures, Inc.	2,901
Twentieth Century-Fox Corp.	1,371
TOTAL	\$18,071,695

Note: December billings estimated.

American Broadcasting Co. TV Industrial Classifications

Foods and Food Products	\$ 285,017
Automobiles, Trucks and Accessories	211,263
Drugs and Toilet Goods	208,577
Publications	131,063
Radios, Refrigerators, Phono & Electrical Appliances	123,169
Beverages	120,852
Cigars, Cigarettes and Tobacco	119,087
Lubricants, Petroleum Products and Fuel	80,148
Clothing and Dry Goods	33,804
Religion	31,271
Photographic Equipment	29,752
Hardware	11,643
Toys	1,560
Miscellaneous	1,185
TOTAL	\$ 1,391,991

American Broadcasting Co. 1949 TV Advertisers

The B. F. Goodrich Co.	\$ 132,595
Time, Inc.	131,063
The Kellogg Company	128,712
Admiral Corporation	123,169
P. Lorillard Company	111,911
Canada Dry Ginger Ale, Inc.	86,082
General Mills, Inc.	75,027
Sun Oil Company	72,958
International Cellulose Cotton Prods. Co.	61,512
Bristol-Myers Company	60,166
The Goodyear Tire & Rubber Co.	56,855
Pal Blade Co., Inc.	52,452
Derby Foods, Inc.	47,588
Blatz Brewing Co.	31,770
Cheesebrough Mfg. Co. Cons'd.	33,297
Young People's Church of the Air	31,271
Bell & Howell Co.	29,752
Chevrolet Dealers Assn., Inc.	21,813
Libby, McNeil & Libby	24,780
A. Stein & Company	22,811
The Delta Mfg. Company Div. of Roekwell Mfg. Co.	14,613
A. Sagner's Son, Inc.	10,960
American Bakeries Company	8,910
The Texas Company	7,490
R. J. Reynolds Tobacco Co.	4,146
The Lionel Corp.	1,560
American Jewish Congress	1,485
Gillette Safety Razor Co.	1,150
TOTAL	\$ 1,391,991

American Broadcasting Co. 1949 Gross Monthly Billings

Month	1949
January	\$ 4,067,907
February	3,845,610

A. & S. LYONS
INC.
MANAGERS OF DISTINGUISHED ARTISTS

22

**YEARS
OF
RADIO
LEADERSHIP**

NEW YORK

**515
MADISON
AVENUE**

BEVERLY HILLS

**177
SO. BEVERLY
DRIVE**

Agency—Network—Sponsor Billings

March	1,238,780
April	3,893,736
May	4,030,915
June	3,387,939
July	2,788,103
August	2,544,141
September	3,076,900
October	3,101,713
November	3,106,989
December	3,656,492
TOTAL	\$12,312,225

Mutual Broadcasting System 1949 Gross Monthly Billings

Month	1949
January	\$ 1,876,124
February	1,677,257
March	1,775,790
April	1,757,132
May	1,788,790
June	1,103,880
July	1,133,315
August	1,119,361
September	1,178,388
October	1,667,482
November	1,316,963
December	1,376,910
TOTAL	\$18,071,695

American Broadcasting Co. 1949 Industrial Classifications

Foods and Food Products	\$13,818,636
Drugs and Toilet Goods	7,056,240
Radios, Refrigerators, Phono & Electrical Appliances	1,544,481
Cigars, Cigarettes and Tobacco	2,530,314
Automobile Trucks and Accessories	2,177,055
Beverages	1,695,188
Laundry Soaps and Cleansers	1,659,076
Lubricants, Petroleum Products and Fuel	1,643,077
Jewelry and Accessories	1,123,732
Insurance and Personal Loans	912,881
Household Furnishings and Accessories	852,392
Transportation and Travel	797,501
Religion	690,036
Steel	670,775
Clothing and Dry Goods	585,770
Publications	534,022
Miscellaneous	452,103
Photographic Equipment	355,238
Toys	90,151
Controversial Issues	40,986
Sporting Goods	27,807
Politicals	24,428
TOTAL	\$42,342,225

Mutual Broadcasting System 1949 Industrial Classifications

Foods & Food Beverages	\$ 4,548,605
Cigars, Cigarettes & Tobacco	3,325,653
Drugs & Toilet Goods	3,251,353

Jewelry & Silverware	1,506,165
Religious	1,485,435
Building Materials	1,211,655
Confectionary & Soft Drinks	645,404
Laundry & Household Supplies	495,601
Finance & Insurance	373,391
Paints & Hardware	318,998
Clothing & Dry Goods	255,633
Stationery & Publishers	239,066
Automobiles & Accessories	175,169
Miscellaneous	143,054
Lubricant, Petroleum & Fuel	83,584
Sporting Goods	62,774
Radio & Phonographs	20,152

TOTAL \$18,071,695

American Broadcasting Co. 1949 Agency TV Gross Billings

Young & Rubicam, Inc.	\$ 187,918
Batten, Barton, Durstine & Osborn, Inc.	132,595
Kudner Agency, Inc.	130,659
N. W. Ayer & Son, Inc.	128,712
Lennon & Mitchell, Inc.	114,941
J. M. Mathes, Incorporated	86,082
Dancer-Fitzgerald-Sample, Inc.	75,027
Hewitt, Ogilvy, Benson & Mather, Inc.	72,958
Foote, Cone & Belding	61,512
Doherty, Clifford & Shenfield, Inc.	60,166
Al Paul Lefton Co., Inc.	52,152
Needham, Louis & Brorby, Inc.	47,588
Kantor, Farrell, Chesley & Clifford, Inc.	34,770
McCann-Erickson, Inc.	33,297
J. M. Camp & Company	31,271
Heuri, Hurst & McDonald, Inc.	29,752
Campbell-Ewald Co., Inc.	24,813
J. Walter Thompson Co.	21,780
Louis A. Smith Company	22,841
Hoffman & York, Inc.	11,643
L. A. Goldman & Company	10,960
Tucker Wayne & Company	8,910
William Esty Company, Inc.	4,146
Reiss Advertising	1,560
No Agency	1,185
Maxon, Inc.	1,150

TOTAL \$ 1,391,991

American Broadcasting Co. 1949 TV Gross Time Sales

Month	1949
January	\$ 6,273
February	18,674
March	26,352
April	47,359
May	132,146
June	119,835
July	149,674
August	115,002
September	155,480
October	217,199
November	214,660
December	219,337

TOTAL \$ 1,391,991

CBS & NBC 1949 Network Billings Not Available

MONARCH SAPHIN

3 **STUPENDOUS** STORES...
DISPLAYING THE WORLD'S
FINEST NATIONALLY KNOWN
BRANDED MERCHANDISE



Name it...we've got it! Over 2000 nationally famous products for home use, personal use, office use...gift giving—brand new, current models in original factory cartons—AT BIG SAVINGS. Come in...compare our prices...convince yourself that Monarch Saphin is the place to shop for QUALITY...for SERVICE...for SAVINGS.

• TELEVISION

- AIR CONDITIONERS
- REFRIGERATORS
- VACUUM CLEANERS
- WASHING MACHINES
- ELEC. APPLIANCES
- SPORTING GOODS
- RADIOS
- RANGES
- CAMERAS
- LUGGAGE
- DIAMONDS
- JEWELRY
- BICYCLES
- GIFTWARE

SEND FOR FREE 68-PAGE CATALOG

MONARCH-SAPHIN

NEW YORK • 56 W. 45th St., bet. 5th & 6th Ave.

Open Daily 'til 6 P.M. Thurs. 9 P.M. MU. 2-1470

BROOKLYN • 1640 Bedford Ave., cor. Crown St.

Open Daily and Sat. 10 A.M.-10 P.M. UL. 6-8007

HEMPSTEAD • 120 Main St.

Open Daily and Sat. 10 A.M.-10 P.M. Wed. 10 A.M.-6 P.M.

HE. 2-9182





SPOT BUSINESS EXPANSION FORECAST FOR 1950

by

T. F. FLANAGAN

**Managing Director, National Association of
Radio Station Representatives**

NATIONAL Spot advertising won added acclaim and recognition in 1949 in the great transition from institutional advertising to practical creation of sales volume at low cost. When the students of advertising go back to study the year of 1949, this change from general to specific advertising will certainly stand out as a highlight of the year.

Now in 1950 a new kind of recognition is coming to National Spot advertising in the more general understanding by advertisers and their advertising agencies of National Spot as a nationwide primary medium for maintaining and increasing volume of business.

All the marketing men agree that our salesmanship lost, during the lush war and post-war years, some of its sharp edge as a marketing tool. That applies to both personal selling and advertising.

1949 was a sort of transition year from the institutional advertising to the specific. There was closer study of markets, of consumer habits, of competition, of the coverage of various media. Out of it came a much sharper attack.

Now in 1950 advertising directors and agency plan men, account men and media men are turning their thoughts toward the power that National Spot advertising has when it is put to its maximum use. Advertising men who once thought of National Spot as a powerful way to introduce a new product, now also think of it as a powerful way to spread that product nationally, and to hold and increase its sales nationally.

Advertising men who used to think of National Spot as a medium to use where the going was hard, or where something supplementary was needed, now think in terms of National Spot as the medium to carry the brunt of the sales burden.

There is a large growth in the number

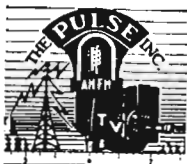
of advertisers using 250 or more radio stations the year-round to cover the country; to blanket a very large proportion of the 94 per cent of all families in this country who now have one or more radio sets.

One of the causes for this growth of National Spot as a major medium is the recognition of the radio commercial as a complete sales presentation, more powerful than any previously known medium in carrying the consumer all the way from complete lack of knowledge of the product right up to the retailer's counter to call for the product by name.

Television has attracted a great deal of attention to itself as an advertising medium because of its extraordinary power of the commercial to make the complete sale. But television has also awakened advertisers to the same power in AM radio.

There are some studies going on to measure the influence of all year-round advertising as against seasonal. Once the jewelry trade and gift items were considered good only for graduation and Christmas. But, like the greeting cards, Bulova and Ronson have developed quite a business in birthday and anniversary gifts, which occur every day in the year. You could make a list as long as your arm of products that were once considered seasonal, but which have improved by extending their advertising over many more months of the calendar.

Fortunately advertising is blessed with thousands of inquisitive minds, more and more digging up the facts and causes. The second half of the century may well be marked by the introduction of a very substantial amount of science into the art of advertising. The purpose of that science will be the isolation of the causes of sales. In that field there is great promise for larger markets and lower costs.



RADIO SETS DO NOT LISTEN — PEOPLE LISTEN . . .

and information about listening done by people can best be obtained by other people in a face to face personal interview. This factor of *rapport* is a cardinal principle of Pulse research.

Full undistorted information about listening can only be obtained *after* that listening is done and without previous "warning" to the listener. In the Pulse technique, there is no advance warning to the listeners that their listening is going to be recorded.

Mechanical "gimmicks" measure mechanical usage of radio sets—but not necessarily listening by people.

Properly filled out diaries attempt to measure listening influenced by the silent censorship diaries exert.

Pulse listening data are based on personal interviews with *people* in a true cross section of radio homes, after the listening was done. There is no surprise or confusion of the short quick telephone call.

For information about the radio or TV audience now in 11 markets—Boston, New York, Northern New Jersey, Philadelphia, Washington, D. C., Chicago, Cleveland, Cincinnati, St. Louis, Los Angeles, and San Francisco.

ASK THE PULSE

110 FULTON STREET

NEW YORK 7, N. Y.

Research Organizations

ADVERTEST RESEARCH

133 Albany St., New Brunswick, N. J.
 Phone: CHarter 7-1564
 605 Broad St., Newark, N. J.
 Phone: MITchell 3-0166

AUDIENCE RESEARCH, INC.

110 E. 42nd St., New York 17, N. Y.
 Phone: MURray Hill 4-5382
 Princeton, N. J.
 Phone: PRinceton 335
 6305 Yucca St., Hollywood, Calif.
 Phone: HILLSide 8103

A. S. BENNETT ASSOCIATES, INC.

347 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 6-9282

CROSLY, INC.

330 W. 42nd St., New York 18, N. Y.
 Phone: BRyant 9-5462
 And
 Mercer St., Princeton, N. J.

ELLIOTT-HAYNES LTD. (Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada
 Phone: GErrard 1144
 Sun Life Bldg., Montreal, Que., Canada
 Phone: PLateau 6494
 441 Seymour St., Vancouver, B. C., Canada
 Phone: Marine 8794

C. E. HOOPER, INC.

(Executive Office)
 10 East 40th St., New York 16, N. Y.
 Phone: LExington 2-3000
 Dry Hill, Norwalk, Conn.
 Phone: NORwalk 8-0606
 230 N. Michigan Ave., Chicago 1, Ill.
 Phone: RANDolph 6-8150
 315 Equitable Bldg., 6253 Hollywood Blvd.
 Hollywood 28, Calif.
 Phone: HOLLYwood 9-3553

INDUSTRIAL SURVEYS CO., INC.

292 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 3-0690
 425 N. Michigan Ave., Chicago 11, Ill.
 Phone: MOhawk 4-4600

JOHN B. KNIGHT CO.

6530 Sunset Blvd., Hollywood 28, Calif.

RICHARD MANVILLE RESEARCH

15 W. 45th St., New York 19, N. Y.
 Phone: LUXemburg 2-4378

McKINSEY & COMPANY

60 East 42nd St., New York 17, N. Y.
 Phone: MURray Hill 7-3123
 208 South LaSalle St., Chicago 4, Ill.
 Phone: RANDolph 6-6980

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.
 Phone: HOLlycourt 5-4400
 500 Fifth Ave., New York 18, N. Y.
 Phone: PENnsylvania 6-2850

NOBLE & SWARS, INC.

7 W. 44th St., New York 18, N. Y.
 Phone: MURray Hill 2-7461

OFFICE OF RESEARCH, INC.

3470 Broadway, New York 31, N. Y.
 Phone: AUdubon 3-2335

ALFRED POLITZ RESEARCH, INC.

400 Madison Ave., New York 17, N. Y.
 Phone: PLaza 9-5200

THE PULSE, INC.

110 Fulton St., New York 7, N. Y.
 Phone: DIgby 9-4532

RADIO COPY

162-25 Depot Road, Flushing, N. Y.
 Phone: FLushing 9-7779

RADIO REPORTS, INC.

220 East 42nd Street, New York 17, N. Y.
 Phone: MURray Hill 7-6658
 519 Sixth Street, N.W., Washington 1, D. C.
 Phone: Executive 2689
 1642 East 53rd Street, Chicago 15, Illinois
 Phone: Hyde Park 3-3215

ELMO ROPER

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

N. C. RORABAUGH CO.

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

ROSS FEDERAL RESEARCH CORP.

2 W. 45th St., New York 19, N. Y.
 Phone: VANDerbilt 6-0600

SPOT RADIO SERVICE

545 W. 112th St., New York 25, N. Y.
 Phone: LExington 2-5032

TEXACO STAR THEATER

Starring

MILTON BERLE

for

The Texas Company

LIGHTS OUT

for

Admiral Corporation

TOPS OF THEIR TYPES
in TV ADVERTISING, too!

STOP THE MUSIC

for

Admiral Corporation

**MARTIN KANE,
PRIVATE EYE**

Starring

WILLIAM GARGAN

for

*United States
Tobacco Company*



KUDNER AGENCY, INC.

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

ADVERTISING AGENCIES

RADIO AND TELEVISION

Personnel



Addresses



Phone Numbers



Membership



Network Accounts



Local Accounts

NINETEEN FIFTY





Lido Belli

NINETEEN years of successful *ITALIAN* language
broadcasting over

RADIO STATION W B N X

Progressive Radio Advertising Co.

260 East 161st Street

New York 51, N. Y.

ADVERTISING AGENCIES

Agency Recognition Symbols

- AAAA . . . *American Association of Advertising Agencies*
 ABC . . . *Audit Bureau of Circulation*
 ABP . . . *Associated Business Papers*
 ANPA . . . *American Newspaper Publishers' Association*
 APA . . . *Agricultural Publishers' Association*
 BMB . . . *Broadcast Measurement Bureau*
 CAN . . . *Continental Agency Network*
 FAAG . . . *First Advertising Agency Group*
 NAAN . . . *National Advertising Agency Network*
 NOAB . . . *National Outdoor Advertising Bureau*
 PPA . . . *Periodical Publishers' Association*
 SNPA . . . *Southern Newspaper Publishers' Association*
 TAAN . . . *Transamerica Advertising Agency Network*

A. W. ADV., INC.

17 E. 53 St., New York 22, N. Y.
 Phone EL 5-5158
 ANPA—APA

President Bliss Woodward
 Radio Dir. Selwyn Rausch
 Account Executive G. F. Mettee
Radio Accounts: Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

AD FRIED ADVERTISING AGENCY

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

Owner-Radio-TV Dir. Ad Fried
 Time Buyer Ruth Grennan
 TV Librarian Ruth Grennan
 Production Mgr. Joseph A. Babando
 Art Director Gerhard Jacobi
 TV Research Ad Fried
 Music Director Elaine Trigger
 Radio Producers: Ruth Grennan, Joseph A. Babando, Elaine Trigger, Gerhard Jacobi (Art), and Ad Fried
Radio Accounts: Cochran & Celli Chevrolet Dealers, Darling Shops (P. C. only) (Ladies Ready-to-Wear); Bigelow Films (Motion Picture Film); Dr. J. J. Citron Dental Offices, Commercial Truck Sales, Cochran & Celli Home Appliance Stores, Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam International (Rug & Upholstery Cleaner); Fox West Coast Theaters (Oakland only); Guarantee Furniture

Co., 30th & San Pablo Warehouse, Henry De Lugach Real Estate, Oakland Lodge No. 324, Moose, General Appliance Co., G & W Refrigeration (Ice Machines); Morse Starrett Products (Wire Rope Cutters); Oakland Frame & Axle Co., Rocil Shoe Co., Rhodes & Jamieson, Ltd., Swans Market, Sports Unlimited, Quality Laundries, West Coast Soap (White Navy), (P. C. Dist.); Powow Scouring Cleanser, (P. C. Dist.); Williams Diary Co., The Quiet Hour, Minit Man Auto Laundries, Foster & Louis Insurance, Lo Fare Cab Co., Lou Winston Co.

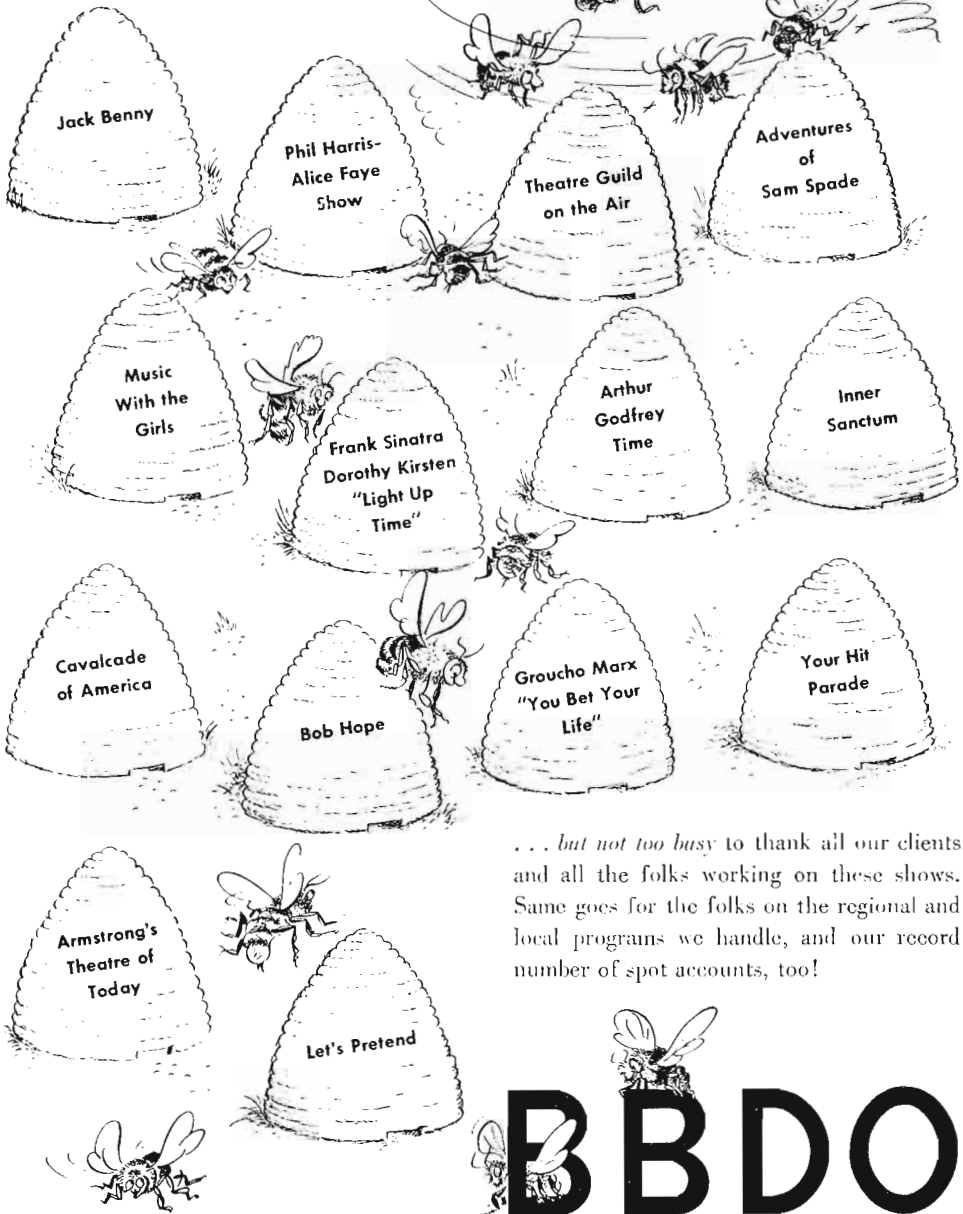
TV Accounts: G & W Refrigeration (Ice Making Machines), Oakland-San Francisco; West Coast Soap Co. (White Navy Soap & Powow); Lo-Fare Cab Co. (Taxi Service); The Quiet Hour (Religion); Quality Laundries (Laundry Service to Cleaning Firms).

WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.
 Phone: Whitehall 4-5210
 ABP—APA

Pres.-Treas. William Hart Adler
 V.-P., Secy., Art Dir. Warren Shuster
 Personnel Dir. James W. Taylor
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 Program Planning.....David M. Hausdorff

Radio Accounts: Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee, Post Toasties, Grape-Nuts Flakes); Horowitz-Margareten (Food Products); I. Rokeach & Sons, Inc. (Food Products, Soaps, Cleansers); Breakstone Bros. (Dairy Products); R. B. Davis Co. (Davis Baking Powder, Coconalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmacal Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sun-sweet Prune Juice, Mott's Apple Juice); Penick & Ford, Ltd., Inc. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); American Maize Products Co. (Amazo Instant Dessert); Florida Citrus Exchange (Florigid Orange & Grapefruit); The Birkett Mills (Wolff's Buckwheat Products); Arnold Bakers (Arnold Bread); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); J. L. Prescott Co. (Dazzle); Gordon Baking Co. (Silvercup Bread); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Procter & Gamble Co. (Crisco, Tide); Maltex Co., Inc. (Maltex Cereal); G. Washington Coffee Co. (G. Washington Instant Coffee); Public National Bank & Trust Co.

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TV Accounts: Meyer Greentree, (Men's clothing), Richmond, Va.

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trical Appliances), Carpenter Oil Co. (Cory-
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pliances), Omaha Public Power District
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P. F. Petersen Baking Co. (Bakery Prod-
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TV Accounts: Haffenreffer & Co., Pickwick
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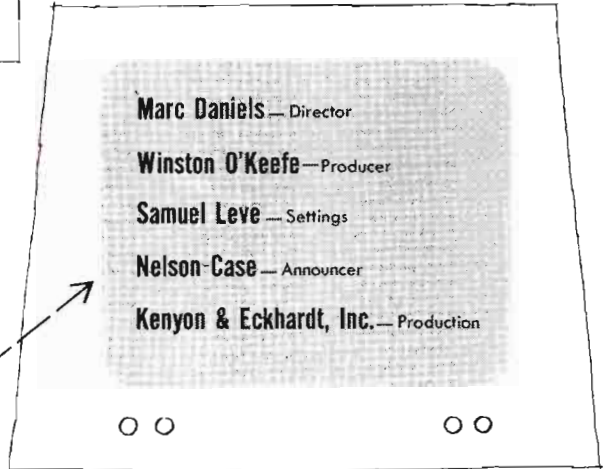
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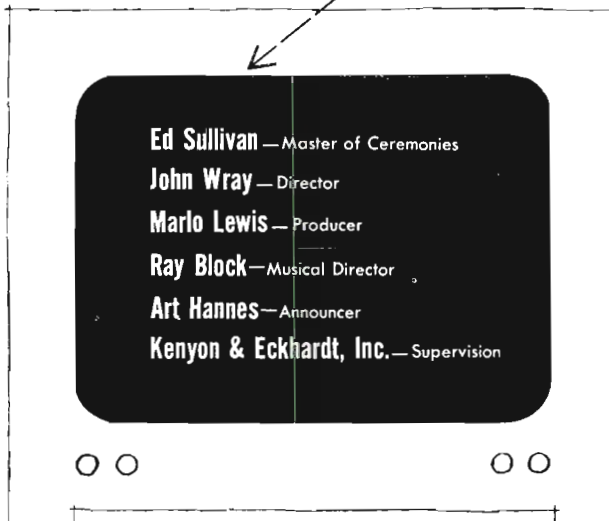
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TV Accounts: Star Piano Co. (Pianos), Duro Furniture Co. (Furniture), Los Angeles; Auction Park (Auction), Culver City, Calif.

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TV Accounts: C. H. Masland & Sons (Carpets), Carlisle, Pa.; Alexander Smith (Rugs & Carpets), Yonkers, N. Y.

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TV Accounts: French Bootery (Women's Shoes, Retail), Cincinnati, O.

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TV Accounts: Pacific Citrus Products Co. (Hawaiian Punch), Fullerton, Calif.

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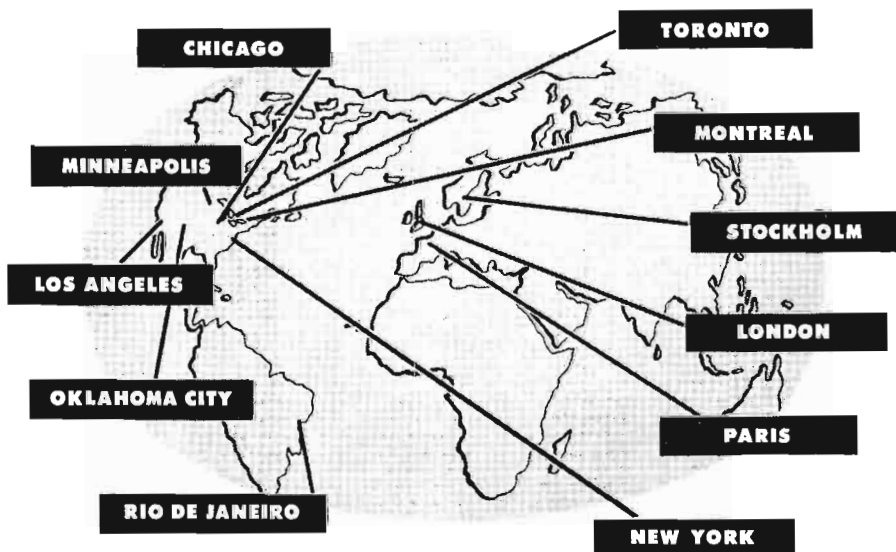
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TV Accounts: General Ice Cream Corp., Martin Jacobi (Haberdashery), Hambleton Terminal Corp. (Gas & Oil), Buffalo, N. Y.

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Branch Office

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Phone: Hollywood 9-2161

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Creams, Palmolive Soap, Octagon Products),
Continental Baking Co. (Wonder Bread,
Hostess Cup Cakes), Grocery Store Pro-
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Inc. (Carter's Little Liver Pills), American
Home Food Products (G. Washington In-
stant Coffee), Standard Brands, Inc. (Blue
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TV Accounts: Colgate-Palmolive-Peet Co.
(Colgate Dental Cream), Continental Bak-
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TV Accounts: Curtis Publishing Co., De Soto, Ethyl Corp., Hamilton Watch Co., Minneapolis Brewing Co., Minn. Mining & Mfg. Co., Roosevelt Raceway, Emerson Drug Co., B. F. Goodrich, Remington Arms, Inc., Barcalo Mfg. Co., Schaefer, F. & M. Brewing Co., Schick, Inc., Bon Ami Co., Consolidated Edison Co., Cream of Wheat, First National Bank of Boston, Fort Pitt Brewing Co., General Baking Co., D. L. Clark, General Time Corp., Hygeia Nursing Bottle Co., Rexall Drug Co., Easy Washing Machine Co., Murine Co., New York Telephone Co., Peter Hand Brewery, Servel, Standard Oil of Calif., United Fruit Co., Western Auto Supply, Wildroot Co., Du Pont, Golden State Co., MJB Co., TWA, Fedders—Quigan Corp.

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TV Accounts: Land Title Bank & Trust Co., Phila., Pa.; Sanson Hosiery Mills, Inc. ("Picturesque" Stockings), New York, N. Y.;

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TV Accounts: Bowers Battery, Crystal Rock Beverage Co. (Soft Drinks), Reading, Pa.

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Radio Accounts: Longines-Wittnauer Watch Co. Inc., New York, N. Y.

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TV Accounts: General Foods Corp. (Maxwell House Coffee), Procter & Gamble (Tide), Crosley Division—AVCO Manufacturing Corp., Arnold Bakers, Inc., The Best Foods, Inc. (Nucoa, Farina, H-O Oats, Presto).

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TV Accounts: Globe Bottling Co. (Wilshire Club Beverages), Los Angeles, Calif.; Peter Paul Inc. (Mounds & Almond Joy Candy Bars), Naugatuck, Conn.; Van Camp Sea Food Co., Inc. (Chicken-of-the-sea & White Star Tuna), Los Angeles, Calif.; Zausner Foods Inc. (Cheese), Harrison, N. J.

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TV Accounts: Du Mont Laboratories, (Du Mont Telesets), Paramount Pictures (Feature Film), Monitor Equipment Co., (Monitor Washer), United Artists (Feature Film), New York, N. Y.

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223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATLantic 1-4139

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Vice-PresidentEdgar E. Eaton
Media Dir. & Sec.....Dolores E. McCarthy
Radio Dir.Lillian Jacobs
Radio & TV Dir.....G. Norman Burk
Time Buyer.....D. E. McCarthy
Asst. Director.....Lillian Jacobs

Radio Accounts: W. Boehm Co. (Macaroni, Noodles), Central Lincoln-Mercury, Inc. (New and Used Cars), Electronic Disc Systems (Office Machines), D. J. Kennedy Co. (Kitchen Equipmt. Storm Sash, etc.), Liberty Baking Co. John McClements, Inc. (Florist), Meadow Gold Dairies, Inc., Meadow Gold Foods Co. (Frozen & Packaged Foods), Midtown Motors, Inc. (New and Used Fords), Pittsburgh Products Co. (Crosley Dealer), Standard Floor Co. (Flooring & kitchen equip.), Watson-Standard Co. (Paints and Varnishes), National Coffee Distrib., Inc., National Electronics, Inc. (Air-King TV Sets), Pittsburgh, Pa.

TV Accounts: Meadow-Gold Dairies, Inc., Midtown Motors, Inc. (New and Used Fords), Pittsburgh, Pa.

BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.
Phone: FLuancial 6-4616

APA—PPA

Owner.....S. W. Grossman
Art Director.....Jerome Leve
Production Manager.....R. C. Mackey
Copy Dir.....S. S. Kain
Account Executive.....M. A. Harvis
Radio Accounts: Auto Lamp Mfg. Co. Graphic Arts Monthly, Seatmaster Co.

BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-3800
ANPA—APA—PPA

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Philip D. Simons
Secretary.....James H. Kristof
Radio Director.....William Coop
Account Executives.....F. J. Woods,
P. D. Simons

Radio Accounts: Chicago Tribune, Coronet, Inc.

LEO BURNETT COMPANY, INC.

360 N. Michigan Ave., Chicago 1, Ill.
Phone: CENTral 6-5959

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BMB—NOAB—PPA

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Vice-Pres. & Media Dir.....E. Ross Gamble
Vice-Pres. in Charge of Radio
& TV.....Wm. L. Weddell
Asst. to V. P. In Charge
of Radio & TV.....MacLean Chandler
Radio & TV Prod. Mgr.....Clair Callihan
Radio Traffic Mgr.....Marian N. Rice
Mgr. of Facilities &
EstimatingE. G. Eisenmenger

Branch Office

743 Fifth Ave., New York 22, N. Y.
Phone: PLaza 5-2772

ManagerDonough Prince
Radio Director.....William McIllvain
3632 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 8-8131

ManagerHoward Cheney
Radio DirectorWendell Williams

Radio Accounts: Brown Shoe Co. (Buster Brown Shoe), St. Louis, Mo.; Pure Oil Co., Chicago, Ill.; Minnesota Valley Canning Co. (All products), LeSeur, Minn.; Brewing Corp. of America (Carling's Red Cap Ale), Cleveland, O.; Club Aluminum Co. (Aluminum utensils), Chicago, Ill.; Pillsbury Mills, Inc. (All products), Minneapolis, Minn.

TV Accounts: Pillsbury Mills, Inc. (Pillsbury White Cake Mix, Choc. Fudge Cake Mix), Minneapolis, Minn.; Pure Oil Co.

. . . Advertising Agencies . . .

(Petroleum products), Chicago, Ill.; Brown Shoe Co. (Roblee & Buster Brown Shoes), St. Louis, Mo.; Atchinson, Topeka & Santa Fe (Santa Fe Railroad) Chicago, Ill.; Brewing Corp. of America (Carling's Red Cap Ale), Cleveland, O.; Horlicks Corp. (Bed-time Horlicks), Racine, Wis.; Minnesota Valley Canning Co. (Green Giant Peas & Niblets Whole Kernel Corn), LeSeur, Minn.; Dean Milk Co. (Chocolate Dairy Drink), Chicago, Ill.

BYER & BOWMAN ADVERTISING AGENCY

203 E. Broad St., Columbus 3, O.
Phone: MAin 3276

ABP—ANPA—NOAB—PPA

Partner Herbert Byer
Partner Gus K. Bowman
Partner Joel M. Burghalter
Director Bill Copeland
Acct. Exec. Neil Hallock
Acct. Exec. R. W. Testament

Radio Accounts: Franklin Brewing Co. (Ben Brew Beer), Buckeye Foods (Potato Chips), Columbus, O.; Ashland Refining Co. (Gas and Oil), Ashland, Ky.; Clean Products Co. (Wallpaper Cleaner), Central Bldg. Loan & Savings, Franklin Glue Co. (Household Glue), Wetalene Laboratories (Household Cleaners), Community Chest, State of Ohio (Ohio State Fair), Red Cross (Annual Drive), Columbus, O.

TV Accounts: Franklin Brewing Co. (Ben Brew Beer), Acc Radio (Radio & TV Service), Buckeye Foods (Potato Chips), For Finance Dir. Comm. (Political), Columbus, O.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone: HANcock 6-7600

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Copy Chief Henry W. Patterson
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Radio-TV Director Jan Gilbert

Radio Accounts: Adams & Swett (Rugs), Boston Consolidated Gas Co. (Public Utility), Haffenreffer & Co., Inc. (Pickwick Ale & Beer), Boston Globe (Newspaper), S. S.

Pierce Co. (Importers & Grocers), H. P. Hood & Sons (Dairy Products), Boston and Maine Railroad, Boston; Quincy Savings Bank, Quincy, Mass.; Rock of Ages Corporation (Monuments), Barre, Vt.

TV Accounts: Haffenreffer & Co., Inc. (Pickwick Ale & Beer), Boston and Maine Railroad, Adams & Swett (Rugs), H. P. Hood & Sons (Dairy Products), Boston, Mass.

CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone: SARatoga 4466
PPA

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Vice-Pres. & Treas. C. LeRoy Miller
Secretary George Gettman
Account Executives Louis C. Pedlar, Jr., Betty Reese, Mary Downey.
Media Director George Gettman

Radio Accounts: Baum's Restaurant, Elite Laundry, The Fidelity Trust Co., Jarman Motors, Inc. (Dodge & Plymouth dealers), Baltimore, Md.

TV Accounts: Humline Bros. (Paint), Jarman Motors, Inc. (Dodge & Plymouth dealers), K. Katz & Sons, Inc. (Men's Clothing), Pre-Fab Homes & Supplies, Inc. (Prefabricated homes), Baltimore, Md.

CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.
Phone: PLaza 5-6900

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NOAB—ABC

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Secretary-Treasurer R. P. Clayberger
Partner Z. C. (Jess) Barnes
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Art Director William Chausse
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Manager Outdoor Dept. F. J. Fitzgerald
Media Director Thomas H. Young
Radio-TV Program Dir. Chester H. Miller

Branch Office

333 No. Michigan Ave., Chicago, Ill.

Radio Dept. Manager R. A. Washburn
Radio Accounts: Oakite Products, Inc., O-So-Grape, Modern Food, Van Camp.

TV Accounts: Oakite Products, Inc. Western Biscuit.

CAMPBELL-EWALD CO.

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

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

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Exec. V-P. & Gen Mgr. Henry G. Little
Sr. V-P. & Sec. Treas. Lawrence R. Nelson

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Chairman Radio-TV Dept. Winslow H. Chase
 Mgr. Det. Office. W. Arthur Fielden

Branch Offices

1 E. 57 St., New York 22, N. Y.

Phone: MURray Hill 8-3190

Sr. V-P. Winslow H. Case
 230 N. Michigan Ave., Chicago 1, Ill.

Phone: CEntral 6-1946

V-P. & Gen. Mgr. Earl W. Clements
 714 W. Olympic Blvd., Los Angeles 15, Calif.

Phone: RIchmond 6204

V-P. & Gen. Mgr. R. C. Francis
 995 Market St., San Francisco 3, Calif.

Phone: SUtter 1-8736

Manager T. M. Johnson

Radio Accounts: Chevrolet Motor Division of G. M. Corp., The Detroit Edison Co., Detroit, Mich.; Grocery Store Products Co., Foulds Division, Local Metropolitan Chevrolet Dealer Group, Detroit, Mich.

TV Accounts: Chevrolet Motor Division of G. M. Corp., The Detroit Edison Co., Norge Div. Borg-Warner Corp., Local Chevrolet Dealer Asso. Inc.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: LIncoln 8824

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Copy Writers. Donald Grawert,

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Branch Office

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

Vice-President August C. Ragnow

Radio Accounts: Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Gold Seal Co. (Wax Products), Our Own Hardware (Wholesale Hardware and Paint), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Hilex Co. (Hilex Bleach & Disinfectant), Land O'Lakes Creameries, Inc. (Dairy Products), Northwestern National Bank (General Banking), Quality Checkd Ice Cream Assoc. (Industry Advertising & Merchandising), Red Dot Foods (Potato Chips, Popcorn, Nutmeats), Russell-Miller Milling Co. (Occident Flour & Mixes), Zinsmaster Baking Co. (Bakery Goods.)

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1711 Walnut St., Philadelphia 3, Pa.

Phone: LO 7-8141

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Art Director. Robert Hersch

Acct. Exces. John Shaw,

Robert Weiner, Bernard Binnick

Branch Office

350 Lincoln Rd. Bldg., Miami Beach 39, Fla.

Manager. Sidney B. Gorchov

CARTER ADV. AGENCY

912 Baltimore, Kansas City 6, Mo.

Phone: HA 1356

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TV Acct. Executive. Fred Klemp

Radio Accounts: Rudy Patrick Seed Co. (Feeds & Seeds), Perry Motor Co., May Potato Chip Co., Corn Kurl Chips, Security Nat'l. Bank, Home State Bank, Kansas City, Mo.; Consumers Co-op (Tires, Oil, Feed), City Nat'l Bank, Atchinson, Kans.; Rushton Baking Co., Kansas City, Mo.

TV Accounts: R. B. Jones Inc. (Insurance), Retail Merchants Assn. (Various), Kansas City, Mo.

CASMIER ADVERTISING CO., INC.

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

Phone: MURray Hill 2-2014

ABP—APA

President. David C. Casmir

Copy Chief. James T. Cunningham

Art Director. Ray Tatro

Art Director. William E. Burgess

Production Mgr. C. Wiechmann

Radio-TV Director. Marvin Casmir

Radio Account: Haynes-Griffin (Radio-TV Records), New York.

CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.

Phone: BRyant 9-0390

ABP—APA—ANPA—PPA

President William D'Arcy Cayton

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Art Director. Bob Lee

Radio Director. M. Eaton

Prod. Mgr. C. F. Lucchesi

TV Director. Allan Black

TV Time Buyer. M. Eaton,

Allan Black

Copy Leo Nolan

Publicity K Carr

Radio Accounts: Delicia Chocolate & Candy Mfg. Co., Devexo & Reynold Co., Inc., (Paints & Art Supplies), Wearbest Rugs

. . . Advertising Agencies . . .

(Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant).

TV Accounts: Polaroid TV Filters, Durabilt Irons, Bond Clothing Stores, Chesebrough Mfg. Co.

CECIL & PRESBREY, INC.

247 Park Ave., New York, N. Y.
Phone: PLaza 5-8200

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Media Director Harry Parnas
Radio & TV Dir. Edward E. Simmons
Time Buyer Thaddeus Kelly
Asst. Radio-TV Dir. David G. McAneny

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.

Phone: HEMpstead 2324

Exec-in-Chg. Riley Jackson
Radio Accounts: Philip Morris & Co. Ltd.
Inc. (Philip Morris Cigarettes), New York,
N. Y.; Block Drug Co. (Ammident Tooth
powder & paste, Minipoo, Omega Oil, Poligrin,
Polident), Jersey City, N. J.; Lamont
Corliss (Nestle candy), New York, N. Y.;
Speidel Corp. (Watch bands), Providence,
R. I.; Oyster Shell Products, Denver, Colo.

NELSON CHESMAN COMPANY

Main at Market St., Chattanooga 8, Tenn.

Phone: 6-4942

ABP-ANPA-APA-NOAB-PPA
SNPA

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Partner-Time Buyer Sara M. Kelly
Time Buyer James R. Fox

Radio Accounts: The Chattanooga Medicine Co. (Cardui, Black-Draught, Zyrone, Soltice), Chattanooga; Tennessee Nursery Co. (Nursery and fruit trees), Cleveland; Capital Nursery Co. (Tyler, Texas Roses), Hartley Garment Co. (Dresses), Nashville, Tenn.

CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.

Phone: WA 2-5732

ANPA-PPA-APA-ABC

Pres. & Space Buyer J. L. Wade
Vice-President Elmer Wade

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.

Phone: 6-1179

APA-ABP-NOAB-PPA-SNPA

President-In-Charge of Radio C. P. Clark
Vice-Pres. & Treasurer D. G. Goodwin

Secretary J. D. Clark

Radio Accounts: American National Bank (Institutional), Fletcher & Wilson Co. (Luxury Food Products), Colonial Milling Co. (Polly Rich Flour), Tenn. Valley Marketers (Top Line Appliances).

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.

Phone: Rittenhouse 6-0236

ANPA-PPA

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Secy. & Copy Chief E. D. Masterman
Director of Radio Alice Clements

Radio Accounts: Network: Modern Food Process Co., Hudson Coal Co., Horn & Hardart.

HARRY B. COHEN ADV. CO., INC.

1 E. 57 St., New York 22, N. Y.

Phone: MURray Hill 8-3030

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Print Space Buyer Jeannette LeBrecht
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Edward Aleshire, Harry B. Cohen, Jr.

Research Director William A. Yoell
Radio-TV Dir. Edward Aleshire
Radio Time Buyer John Donaldson
Asst. Time Buyer Viola Nolan

Radio Accounts: The Grove Laboratories (4-Way Cold Tablets, Grove's Chill Tonic, Pfunder's Tablets), St. Louis, Mo.; Grove-Fitch Division (Fitch Shampoo, Fitch Ideal Hair Tonic), Pearson Pharmaceutical Co. (Dew Deodorant), New York, N. Y.

TV Accounts: The Grove Laboratories, Inc. (4-Way Cold Tablets), St. Louis, Mo.; Pearson Pharmaceutical Co. (Dew Deodorant), New York, N. Y.

COLE & CHASON, INC.

331 Madison Ave., New York 19, N. Y.

Phone: MURray Hill 7-6414

PPA

Principal Herbert S. Chason

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Land Bank Bldg., Kansas City 6, Mo.

Phone: HARRison 3964

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Space Buyer Daniel C. Martin
Production Mgr. John C. Fehlandt
Acct. Executive Gardner Reams
Radio Dir. Bill Godden

. . . **Advertising Agencies** . . .

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630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-2800

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Batley, Muriel Haynes, Guy Richards,
Lewis H. Titterton, Henry A. Mattoon, C.
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Chatfield, Merrell Boyce, L. O. Holmberg,
Radio & Television Dept.

Director of Radio & TV

Production L. H. Titterton
Manager of Depts..... Brewster Morgan
Media Director..... Guy Richard
Asst. Media Dir..... Frank B. Kemp
Head Time Buyer..... Henry Clochessy
Times Buyers Julia Brown,
Jean Carroll, Richard Hurley, Ken Kearns,
Herb Claassen.

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Manager L. O. Holmberg
Gwynne Bldg., Cincinnati, O.
Manager Robert P. Marsh
741 N. 4 St., Milwaukee, Wis.
Manager Richard Davis
6253 Hollywood Blvd., Hollywood, Calif.
Manager Floyd Holm

Radio and TV Accounts: Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Duz, Fluffo, Bonus, Drene), Socony-Vacuum Oil Co., Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn, Tender Leaf Tea, Instant Tender Leaf Tea), Allis-Chalmers Co., Goodyear Tire & Rubber Co., N. Y. Life Insurance Co., Kelly Springfield Tires, Simmons Knife.

THE CONNOR COMPANY, INC.

544 Market St., San Francisco 4, Calif.
Phone: YUkon 0196

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Exec. Vice-Pres..... Shirley Walker
Production Manager..... Mrs. V. George
Account Executives..... Ted Connor,
B. McClure, D. McFadden, S. Walker

COWAN & DENGLE, INC.

527 Fifth Ave., New York 17, N. Y.
Phone: Murray Hill 2-0940

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Vice-President Porter F. Leach
Vice-President J. Clement Boyd
Secretary Stuart D. Cowan, Jr.

Space-Time Buyer..... A. Marie Maus
Radio-TV Director..... T. H. Moore, Jr.

Radio Accounts: Schieffelin & Co. (Pears Soap), Isbrandtsen & Sons, Inc. (26 Coffee), New York; Mittag & Volger, Inc. (Carbon paper & Ribbons), Park Ridge, N. J.; Frank G. Shattuck Co. (Schraffts Stores & Restaurants), New York.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.
Phone: 5-6185

ABP—ANPA—APA—NAAN—PPA

President John Gilbert Craig
Sec.-Treas. Kathleen A. Walsh

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosius & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; H. P. Cannon & Son, Inc. (Canned Foods), Bridgeville; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Delaware Steeplechase & Race Ass'n, Stanton; Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Greenhill Dairies, Inc., Wilmington, Del.; Steinman Stations, Lancaster, Pa.; Riverview Beach Park, Pennsylvania, N. J.; Wilson Line, Inc. (River Transportation), Wilmington, Del.

TV Accounts: Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co., Wilmington, Del.; Delaware Steeplechase & Race Ass'n, Stanton, Del.

THE CRAMER-KRASSELL CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone: Daly 8-3500

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Vice-Pres.-Dir. of Media..... L. H. Ness
Radio-TV Director..... J. S. Stolzoff
Prod. Mgr..... H. J. Fink
Art Div..... A. H. Biermann
Radio Time Buyer..... Loretta Mahar
Copy Chief..... R. B. Skeen

Radio Accounts: Plankinton Packing Co., Ed. Schuster & Co., Inc., Luick Ice Cream Co., First Federal Savings & Loan Association of Wisconsin, Hoberg Paper Mills, Fox Wisconsin Amusement Corp., St. Charles Mfg. Co., Hamilton Mfg. Co., Klinkert Candy Co., Luick Dairy Co.

TV Accounts: Ed Schuster & Co., Inc., Broadway House of Music, Plankinton Packing Co., First Federal Savings & Loan Association of Wis., Marine National Exchange Bank, Milwaukee Company.

Advertising Agencies

CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-3061

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Media Dir.....E. Groenboom
Production Manager.....R. M. Cowing

CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone: Financial 6-3630

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Account Executives.....Leon H. Lewis,
George M. Stern, Harley B. Hobbs, E. I.
Eger
Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
Prod. Mgr.....R. H. Wilson
Radio Account: Admiral Corp.
TV Account: Admiral Corp.

CUNNINGHAM & WALSH, INC.

(formerly Newell-Ennmett Co.)

40 E. 34 St., New York 16, N. Y.
Phone: MURray Hill 3-4900

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SNPA—ABC—APA—CAN—NAAN—
TAAN—BMB

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E. H. Ellis, G. S. Fowler, G. E. Hoyt, R. R.
Newell, Wm. Reydell, R. L. Strobbridge,
F. H. Walsh.
Media Director.....N. M. McAvoy
Branch Office (Radio)
8420 Sunset Blvd., Hollywood 46, Calif.

DANCER-FITZGERALD-SAMPLE, INC.

247 Park Ave., New York 17, N. Y.
Phone: MURray Hil 8-1600

AAAA—ANPA—APA—PPA

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Vice-President.....C. L. Fitzgerald
Vice-Pres.-Treas.....Paul Keenan
Vice-Pres.-Secy.....F. T. Leighty
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Gordon Johnson, Donald Manchester, J.
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Porter, Frank Riggio, Adrian Samish, Jerome
Seehof, A. W. Spence, Jr., Samuel Sutter,
George Tormey.

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V-P's. & Acct. Execs.....E. R. Detchon,
J. Fitzmorris,
1680 N. Vine St., Hollywood 28, Calif.
ManagerAlvin Kabaker
6 King St., E., Toronto, Ontario, Can.
ManagerGilbert Numms
Radio Accounts: Campbell Soup Co., Fal-

staff Brewing Corp., General Mills, Inc.,
Lewis-Howe Co., Procter & Gamble Co., Ster-
ling Drug, Inc.

TV Accounts: Carter Products, Inc., Fal-
staff Brewing Corp., General Mills, Inc.,
Sterling Drug, Inc.

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: Central 6700

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Phone: PLaza 8-2600

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Terminal Tower Bldg., Cleveland 13, O.
Phone: CH 0158
Vice-Pres.....Stanley P. Seward
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Phone: GL 7591
Vice-Pres.....G. P. Altenbernd
800 Peachtree St., N.E., Atlanta 5, Ga.
Phone: VE 8815
Vice-Pres.....J. Hixon Kinsella
6532 Sunset Blvd., Hollywood 28, Calif.
Phone: HU 2-7787

ManagerDario Soria
Radio Accounts: The Coca-Cola Co., At-
lanta, Ga.; Anheuser-Busch, Inc., Laclede Gas
Light Co., St. Louis, Mo.; General Tire &
Rubber Co., Akron, Weather-Seal Inc., Bar-
berton, Cleveland Electric Illuminating Co.,
Cleveland, O.

TV Accounts: General Tire & Rubber Co.,
Akron, O.

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone: Main 0790-1

PPA—NOAB—APA

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Secretary-Treasurer..Pauline Otto Daugherty
Radio Accounts: Pepsi-Cola, St. Louis
Dairy Co., So Good Potato Chips, Blanke-
Bar, Odera.
TV Account: Pepsi-Cola.

DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone: Michigan 3908

ANPA—PPA

Partner.....Robert J. Davis
Time Buyer.....Beth Freeman
Radio Accounts: Blue Bird Potato Chips,
Inc., Sender Food Products, Dodson, Ltd.,
American Fruit Growers, Fruit Industries,
Ltd.

BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone: 8-0666
APA—ABP

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Production Manager..... Mildred Juneau
Account Executive..... Ben Dean, Jr.

DICKLOW ADV. AGENCY

1325 National City Bldg., Dallas 1, Tex.
Phone: C-8295
APA—SNPA

Owner-Radio Buyer..... Irene Scott Dicklow

DINION & DuBROWIN, INC.

624 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-2826-9-3639

Pres.-Treas. Erwin Dinion
Secretary Blanche Dinion
Radio-TV Dirs..... Jack Lloyd.
Cy Williams.
TV Accounts: House Beautiful Curtains,
New York.

DOE-ANDERSON ADV. AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone: WAbash 3193
ANPA—APA—PPA—SNPA

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Space Buyer Miss G. P. Wagner
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Supervisor Radio-TV..... Blaney Harris
Director-Commercials..... D. Peter Bowles
Time Buyer Helen Wilbur
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men, Resistab), Minute Maid Corp. (Minute
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TV Accounts: Bristol Myers Co. (Ipana,
Vitalis, Mum, Sal Hepatica, Resistab, Buf-
ferin).

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Branch Office

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Phone: REpublic 1420

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Radio Accounts: Pamplin Smoking Pipe &
Mfg. Co., Pamplin; Richmond Hotels, Inc.
(Richmond, Va. Hotels & Old Point Com-
fort); Southland Wine Co., Inc. (Velvet Rose
Wines), Goldberg Electric Products Co.,
Inc., Richmond; Fork Union Military Acad-
emy (Military School), Fork Union; The
Words Co. (TV Receivers), Central National
Bank, Etchison Hat Co., Inc., Chesterfield
Hat Corp., Richmond, Va; Hushpuppy Corp.
of America, Inc. (Thompson's Hushpuppy
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nee), Richmond, Va.

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& TV Div. A. Carl Rigrod
Time Buyer..... Evelyn Jones
Production Assts..... Marjorie Shields,
Walter Collins.
Writer-Acct. Exec..... Latham Owens
Radio Accounts: New York Herald Trib-
une, New York World-Telegram & The Sun,
Aborn's Coffee, Carolina Rice (River Brand
Rice Mills, Inc.), M-G-M, New York, N. Y.:
Atlantic Ale & Beer, Atlanta, Ga.
TV Accounts: Sunset Appliance Stores,
(Home appliances), Gold Medal Candy
Corp., (Bonomo's Turkish Taffy), New
York, N. Y.; Scripto, Inc. (Pens and pencils),
Atlanta, Ga.

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 V.-P.-Radio & TV Dir. Howard G. Barnes
 Radio-TV Time Buyer Katherine Kirkbride
Radio Accounts: Helbros Watches, A. S. Beck Shoe Corp., Lanvin Perfumes, Ameritex Div.-Cohn-Hall-Marx, Colonial Airlines, Breitenbach (Gude's Pepto-Mangan), New York, N. Y.
TV Accounts: A. S. Beck Shoe Corp., Ameritex Div.-Cohn-Hall-Marx (Ameritex Fabrics), New York, N. Y.

JOHN C. DOWD, INC.

212 Park Sq. Bldg., Boston, Mass.
 Phone: HUBbard 2-8050

Radio-TV Dir. Theodore B. Pitman, Jr.
 Asst. Radio-TV Dir. Helen Garabedian
Radio Accounts: Albany Carpet Cleaning Co., Allston; Buckley & Scott (Equipment for Heating), Watertown; Clinton Clothes, Boston; National Co. (Radio Receivers & Sets), Malden; First Nat'l Stores (Food), City Fuel, Staples Coal, Paine's (Furniture, etc.), Studio Shop (Gifts), Victor (Coffee & Tea), Boston Edison (Electricity), Boston; Harvard Brewing (Beer), Lowell; Reddi-Whip (Whipped Cream), Newton; Hotel Somerset, Strazzula Bros. (Tomatoes), Ring Clear (Hosiery), Boston, Mass.; M & M Bakeries, Dover, N. H.; Haviland Chocolates, Boston, Mass.

TV Accounts: Clinton Clothing, Boston Edison (Electricity), Boston, Mass.; Rothmund (Sausages & Frankforts), Somerville; Albany Carpet Cleaning Co., Allston; Carpenter-Morton (Paints), Everett, Mass.; National Co. (Radio Receivers & Sets), Malden, Mass.; Ring Clear (Hosiery), Boston, Mass.; Buckley & Scott (Equipment for Heating), Watertown, Mass.

L. J. DuMAHAUT ADV. AGENCY

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 Phone: WO 2-8246
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Owner L. Jerome DuMahaute
 Production Manager Georgiana E. Park

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 Mgr. Radio-TV Dept. & Time
 Buyer Bergi Boe

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 703 Market St., San Francisco, Calif.
 Phone: YUKon 6-6239

Exec.-in-Charge Robert England
Radio Accounts: The Serutan Co. (Serutan, Nutrex, RDX, Lemel, Hi-V, Journal of Living), Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.

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336 Andrews Bldg., Buffalo 2, N. Y.
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 Account Execs. Pauline Fergusson,
 Samuel E. Eby, Lillian Kirk.
Radio Accounts: Annual Sports Show, Home Family Laundry, David J. Scott Co., Brae McGuire Co., Inc.

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Radio & TV Time Buyer..... Dan Kane
Radio Accounts: Cities Service (Gas & Oils), Celanese Corp. of America (Yarns, Fabrics & Plastics), New York, N. Y.
TV Accounts: Cities Service (Gas & Oils), Celanese Corp. of America (Yarns, Fabrics & Plastics), New York, N. Y.

ELLIS ADVERTISING CO.

2500 Rand Bldg., Buffalo 3, N. Y.
 Phone: CL 0422

ABP—ANPA—NOAB—PPA

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 Jerome R. Ellis
 Radio-TV Director..... Toby Treger
Radio Accounts: Basil Theaters, Buffalo Optical Co., Simon Greenbaum Clothing, John Henrich Co., Italian & French Wine Co., Niagara National Bank, Western Savings Bank, City Service Taxi Co., Kensington Savings & Loan Assn., Old Barn, Di-Bello Pontiac Motors, Rosinski Furniture Stores, Nemmer Furniture Stores, McI's Clothing, Loonsk Bros. Dry Cleaning, First Federal Savings & Loan Assn. of Kenmore.
Television Accounts: Rosinski Furniture Stores, Loonsk Bros. Dry Cleaning, Bredenberg Distributing Co. (Drewry's Brewery), Household Outfitting Co., Western Savings Bank, Niagara National Bank, Buffalo Optical Co., Bredenberg Distributing Co. (Labatt's Ale and Beer).

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 Film Director..... Richard Lyford
 Animation Director..... Gene Tourville
 Chief Photographer..... Sam Rosenberg

Branch Offices

1420 Walnut St., Philadelphia, Pa.
 Phone: KIngsley 6-1858

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 1912 Duke St., Alexandria, Va.
 Phone: TEmple 9337

Manager..... Leonard C. Rennie
Radio Accounts: Amvets (American Veterans of World War II), Occidental Rest., Washington, D. C.; AP's Motors (Automobiles & Service), Arlington, Va.; George's Radio & TV Co., in coop. with RCA, Admiral, Motorola, Frigidaire, General Electric (Radios, TV & Electrical Appliances), National Productions (Shows) Washington, D. C.; Briggs Filtration Co. (Oil Filters, etc.), Bethesda, Md.; Simon Distributing Corp. (Motorola Distributor), Abbott Refrigeration (Air Conditioning, Comm. Refrigeration,

Frigidaire Products), Federal Security Agency, Home Appliance Co. (Radios, TV & Elec. Appliances) Travel, Inc. (Travel Agency), Economic Cooperation Administration, McCoy's (Radios, TV & Elec. Appliances), Mid-Atlantic Appliances (Admiral, Bendix, etc. Distrib.), Washington, D. C.

TV Accounts: Gimbel's (Department Store), Pierce-Phelps Inc., Philadelphia, Pa.; George's Radio & TV Co., Julius Garfinkel & Co. (Department Store), Washington, D. C.

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 Art Dir. & Copy Dir..... A. A. Lausmann
Radio Accounts: Superior Match Pants Co., Westhauser Nurseries.

ENNIS-ANDERSON ADV. AGENCY

Angelo Bank Bldg., Fresno, Calif.
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 Art Director..... Milton M. Young
 Radio Director..... Lon McAdams
Radio Accounts: Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co.

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Manager..... Ralph L. Lawson

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Radio Accounts: Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills, Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., S. C. Johnson & Sons, Inc., Nash Coffee Co., Anderson-Pritchard Oil Corp., Krenl Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Bottling Works, Inc., McCall-Frontenac, California Bank, McCoy Products, Inc., Daggett & Ramsdell Olive Tablet Co.

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V.-P. & Radio Dir. L. H. Greenhouse
Secy. & Prod. Mgr. W. J. Collopy
Radio Accounts: Commonwealth of Pa., dept. of commerce; Commonwealth of Pa., dept. of revenue; Lee Rubber & Tire Corp.

WILLIAM ESTY COMPANY, INC.

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Phone: Murray Hill 5-1900

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Chg. Television Kendall Foster
Chg. Hollywood Office Don Bernard
Chief Execs. Wendell Adams,
Stan Lomas, Sam Northcross, Helen Phillips, Andrew Potter, Charles White, Max Wylie.

Branch Office

California Bank Bldg., Vine & Selma,
Hollywood 28, Calif.
Phone: Hudson 2-3366

Exec.-in-Chg. Don Bernard
Radio Accounts: Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), Piel Bros. (Piel's Beer), R. J. Reynolds Tob. Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).

TV Accounts: R. J. Reynolds Tob. Co. (Camel Cigarettes), Colgate (Vel), National Carbon (Eveready Batteries), Piel Bros. (Piel's Beer).

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Fort Worth 2, Tex.
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NOAB—SNPA

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Partner Gordon N. Teague
Acct. Exec. Gene M. Lightfoot
Acct. Exec. Stan Schlenther

Art Dir. Jud Acker
Prod. Mgr. Mary Lou Slay
Radio Accounts: Armour & Co. (Cloverbloom 99), Foremost Dairies, Inc. (Southwest Division), "OB" Macaroni Co., Terminal Grain Co., Williamson-Dickie Co.

EVANS-WORK ADVERTISING AGENCY

318½ South Sixth, Springfield, Ill.
Phone: 28868

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Art Director John Robert Work
Continuity Director Imogene Reische
Radio Accounts: American Roofing Co., Arch Wilson, Inc., Axtell Kramer, L. B. Bell Fur Co., Bootery, Bridge Jewelry, Inc., Camera Shop, Capital City Motors, Capitol Aviation, Inc., Community Bakery Co., Constantino Packing Co., Faultless Milling Co., Frostie Bottling Co., Harold Prehn, Inc., Kennedy Laundry & Dry Cleaners, L & L Sales, Piggly Wiggly (Fisher Grocery Co.), Oauality Dairy, Rolands, St. Nicholas Hotel, Seck DeVault Paint Manufacturing Co., Springfield Refinoid Co., Willis Meyers Upholstery Co.

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NOAB—ABC

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V.-P. Radio Dir. & Buyer Radio Time
Frank J. Crockery
Sec. & Dir. of Art. Reynold Abbruzzi
Radio Accounts:—Petroleum Heat & Power Co., Mrs. Smith Pie Co.

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385 Madison Ave., New York 17, N. Y.
Phone: Murray Hill 8-4200

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Ass't to Mr. Barton George Burbach
Time Buyer Penelope A. Simmons
Copywriter-Radio & TV. Miss Pat Hartels
Estimator Frank Howlett
Ass't to Time Buyer Jacqueline Ruta
Radio Accounts: American Safety Razor Corp. (Razors, Blades, Lighters), Brooklyn, N. Y.; Harriet Hubbard Ayer, Inc. (Cosmetics, Home Permanents), Pan American

Advertising Agencies

Coffee Bureau (Coffee), New York, N. Y.; Gerber Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues, Paper Napkins), General Cigar Co. (Van Dyck Cigars), Lever Bros. (Breeze), New York; John F. Trommer, Inc. (White Label Beer & Ale), Brooklyn, N. Y., Orange, N. J.; McCall Corp. (McCall's Magazine), New York, N. Y.

TV Accounts: Harriet Hubbard Ayer, Inc. (Cosmetics, Home Permanents), New York; John F. Trommer, Inc. (White Label Beer), Brooklyn, N. Y., Orange, N. J.; American Safety Razor Corp. (Lighters), Brooklyn, N. Y.; McCall Corp. (Magazine), New York, N. Y.

**HARRY FEIGENBAUM
ADVERTISING AGENCY**

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ANPA—NOAB—PPA

Partners: Harry Feigenbaum, David Werman
Radio & TV Director: Franklyn S. Roberts

Radio Accounts: Grabosky Brothers (Royalist Cigars), B. S. Pincus & Co. (Yankee Maid Frankfurters), Laundry Board of Trade of Phila., Federal Savings Associations of Phila., Hardwick & Magee Company (Rugs & Furniture), Phila.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; Philadelphia Daily News (Newspaper), Continental Casualty Co. (Phila. Office), (Sickness & Accident Insurance); A. B. C. Auto Driving School, Phila., Pa.

TV Accounts: B. S. Pincus & Co. (Yankee Maid Meats), The Arrow Store (Men's Store), Master Floor Covering (Rugs & Floor Coverings), Phila., Pa.; Hudson Dealers of Phila.

ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone: CO 5-3642

Pres. & Radio Time Buyer: Robert Feldman
Vice-Pres.: B. Michael
Radio Director: C. Rhodes
Copy Chief: L. Barton

Radio Accounts: Hotel Manhattan Towers Nevele, Country Club, Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Rest, Palisades Amusement Park, Chen's Singapore, Young's Gap Hotel.

TV Accounts: Chateau Martin Wines, Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Harned Blvd., Syracuse, N. Y.
Phone: 2-2197
ABP—APA

President: Byron F. Fellows, Jr.
Vice-President: Donald G. Novak
Sec. Treas.: Marjorie Hughes

Copy Writer: Jane Logan
Radio Accounts: Merchants Bank, Syracuse; BWB Food Co. (Baked Beans, Soup), Mexico, N. Y.; Moore & Quinn Brewery, Syracuse; Syracuse Industrial Club, Syracuse, N. Y.

TV Accounts: Syracuse Industrial Club, Syracuse, N. Y.

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Washington, D. C.
Phone: National 7713
PPA

President: Courtland D. Ferguson
Secty. Treas.: Lucille Pierce Ferguson
Radio Director: Wm. R. Groome
TV Director: Walter J. Kerwin
Radio Time Buyer: Patricia Brennan
Account Executive: George D. McGuinness
Account Executive: Philip Martin

Branch Offices

525 N. Charles St., Baltimore, Md.
Manager: George Ross
Life Ins. Co. of Va. Bldg., Richmond, Va.
Manager: Frank G. Christian
Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith-Douglass Co. (Fertilizer), James G. Gill Co. (Coffee), Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Maubek Bread Co. (Bread Products), Hagerstown, Md.; High's Ice Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore.
TV Accounts: Bergmann Laundry, Briggs (Meat products), Emerson & Ore (Buick Dealers), Smith's Storage Co., Washington, D. C.

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Vice-President: Philip Lukin
Account Exec.: J. B. Morse,
Lawrence Wisser, Henry Bretzfeld
Space Buyer: Miss Selma Grosswirth
Art Director: Stanley Dusek
Production Mgr.: Kenneth Miller
Radio-TV Time Buyer, Dir.: Henry Bretzfeld
Radio Accounts: Sam Smith Shoe Corp. (Little Yankee Shoes), Newmarket, N. H.

ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
Phone: 6-1977

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Account Exec.....W. R. Culbertson
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Radio Accounts: Robt. Orr & Co. (Coffee),
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 Co. (Coal), Nashville Pure Milk Co. (Milk).

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 Asst. Treas.-Gen. Mgr.....H. B. Pettengill
 Art Dir.....K. Elmore
 Chief Copywriter.....D. Anscombe
 Space & Time Buyer.....E. Pryde
 Acct. Execs.....Curtis I. Brown,
 G. White, B. Silon, F. Quinn, Dayton M.
 Jones.
Radio Accounts: DeSoto Beach Hotel &
 Cabana Cluh, Heaton Hall, Hollywood Acade-
 my, Red Lion Inn, St. Moritz Hotel (Lake
 Placid), United Air Lines.

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 Phone: Main 4393
 ANPA—APA

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 V.P.-Treas.....Archie Goodman
 Sec.....R. S. Firestone
Radio Accounts: Great Minneapolis Sur-
 plus Store, Palm Beach Cosmetics, Minne-
 apolis, Minn.

M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.
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 Co-Owner.....Jack L. Fisher, Jr.
 Radio Time & TV Space Buyer..Helen Heinz
Radio Accounts: Lester Cowan Prods.
 (Movies), New York; Balaban & Katz
 (Movies), Bell Savgs. & Loan Assn. (Bank),
 Hilton Hotels (Hotel), Cook Co. Democratic
 Party (Political), Chicago; Greater Chicago
 Hotel Assn. (Hotel), Eagle-Lion Films, Inc.
 (Movies), Chicago & New York; Geo. S.
 May Co. (Tam O'Shanter Country Club),
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 New York; Shubert Theaters (Stage shows),
 Chicago; United Artists Corp. (Movies),
 Universal Pictures (Movies), Warner Bros.
 Pictures (Movies), Essaness Theaters (Mov-
 ies), Sol Lesser Productions (Movies), An-
 drew Stone Productions (Movies), 20th Cen-
 tury-Fox Film Corp. (Movies), New York;
 Vanguard Films, Inc. (Movies), Hollywood.
TV Accounts: Selznick Releasing Org.
 (Movies), New York, N. Y.

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 AGENCY**

833 Howard Ave., New Orleans 12, La.
 Phone: Tulane 3131

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 Joseph H. Epstein, Roy M. Schwarz, Leon-
 ard Gessner, Warren G. Posey, E. W.
 Rector Wootten.
 Radio Director.....Aubrey Williams
Radio Accounts: Wesson Oil & Snowdrift
 Sales Co. (Wesson Oil, Snowdrift), H. G.
 Hill Stores, Jackson Brewing Co. (Jax Beer),
 New Orleans, La.
TV Accounts: Jackson Brewing Co. (Jax
 Beer), New Orleans, La.

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 Phone: 2-3129

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FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.
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Radio Accounts: I. J. Fox, Inc. (Retail Fur-
 rier), Grismier Motors, Inc. (Lincoln-Mer-
 cury Dealer), Morton S. Pine Co. (Day's
 Pine Cleanser), Cleveland Stetson Shop
 (Retail—Shoes), Cleveland, O.

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 Mech. Production Mgr....Ed. G. Griffiths
 Office Manager.....Catherine E. Gibbons
 Radio-TV Director.....James L. Tabor
Radio Accounts: Abbotts Dairies, Inc.,
 Beneficial Saving Fund, Brock & Co. (Frozen
 French Fries), Freihofer Baking Co., Phila-
 delphia, Pa.
TV Accounts: Abbotts Dairies, Inc., Benefi-
 cial Saving Fund, Brock & Co. (Frozen
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TV Accounts: Beatrice Foods Co., New York; Marshall Field & Co., Chicago; New York Central System, New York; Pepsodent Division, Lever Bros. Co., Chicago.

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Radio Account: Kennedy Laboratories, Inc. (The Kennedy Formula).

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Radio Accounts: Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

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TV Accounts: Terman TV Sls., Rosin-Starr, General Camera Co.

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TV Accounts: Houston Fat Show Show (Livestock Exposition), Sun-Up Ice Cream Co. (Ice Cream), Fogle-West, Inc. (Mortuary—Ambulance), Pollyanna Shop (Women's Ready to Wear), Houston, Tex.

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TV Accounts: Petty Motor (Ford Dealer, Used Cars), Union Pacific Railroad, Utah Oil Refining Co. (Gas and Oil, Atlas Products), Utah Power & Light Co., Salt Lake City, Utah.

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TV Accounts: Quickway Household Prod. (Woodwork, Wall Cleaner), Los Angeles, Calif.

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 Account Exec.....Ralph D. Kanna
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Space Time Buyer.....Jack Goldman
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TV Accounts: Albany TV Headquarters, Electra Protection Co., Albany; Chas. Freihofer Baking Co. (Bakeries), Albany, Troy, Schenectady; Seven Up Bottling Co. (Soft Drinks), Troy, N. Y.; Wultex Clothing Factory, Troy and Schenectady N. Y.

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TV Accounts: Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.

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Radio Accounts: Hartley's Marmalade, Lutheran Hour, A. D. Juilliard & Co., Inc., Regione Siciliana, New York, N. Y.

GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
 Phone: PLaza 3-9533
 ANPA—PPA

Partner.....Julian P. Brodie
 Partner.....Alan Green
 Radio Time Buyer.....Dorothy Grim
 Art Director.....Cecil Baumgarten
 Production Directors.....Sidney Sawyer,
 Melford Brodie

Copy Chief.....Tom D. Murray
Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Castle Products Co.

GREY ADVERTISING AGENCY, INC.

166 W. 32 St., New York 1, N. Y.
 Phone: CHickering 4-3900
 AAAA—ABP—ANPA—APA—NOAB

President.....Lawrence Valenstein
 Executive Vice-Pres.....Arthur C. Fatt
 Media & Research Dir.....Herbert A. Vitriol
 Radio-TV Director.....John Wyatt
 Manager, Radio-TV Dept.....Joseph Bailey
 TV Supervisor.....Barbara Jones
 Time-Video Buyer.....Philip Leshem

Advertising Agencies

Radio Accounts: Gruen Watch Co. (Watches), Cincinnati, O.; Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Lambert Brothers (Jewelry), Phillips-Jones Corp. (Shirts), Kleiwert Corp. (Bathing Caps), A. Hollander & Son, Inc. (Furs), New York, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Disney, Inc. (Hats), Deltax Rug Co. (Rugs), New York, N. Y.; Rustcraft Publishers (Greeting Cards), Boston, Mass.; Gruen Watch Co. (Watches), Cincinnati, O.

THE GRISWOLD-ESHELMAN CO.

2700 Terminal Tower, Cleveland 13, O.

Phone: Main 9484

AAAA—ANPA—PPA—APA—APB—NOAB
ABC

President.....Kenneth W. Akers

Vice-President.....Earl R. Preble

Radio Accounts: Fleetwing Corp., B. F. Goodrich Farm Service Tires.

JULIAN GROSS ADV. AGENCY

11 Asylum St., Hartford 3, Conn.

Phone: 7-7179

ABP—NAAN—ANPA

Pres., Treas., Publ. Div.....Julian Gross

Vice-Pres.....Beulah Gross

Art Div.....Robert Honer

Sec., Media Dir., Time Buyer

Erwin B. Needles

Copy Chief.....Lani Janes

Radio Accounts: (21 Local and Regional.)

GULFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.

Phone: Pennsylvania 6-8518

ANPA

Owner.....Frances G. Guilford

Space Buyer.....Amelia Pronko

Branch Office

812 Olive St., St. Louis 1, Mo.

JOHN L. HALPIN ADVERTISING

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

Phone 2-0492

Partners.....John L. Halpin,

Marion G. Halpin

Copy Chief.....E. C. Genois

Production Chief.....M. B. Kunes

Art.....A. J. Hitchins

Radio Accounts: Chas. Freiloffer Baking Co., Jonathan Levi Co., Wallace Co.

HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.

Phone Longacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB

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President.....H. M. Montgomery

Secretary-Treasurer.....H. E. Lehman

V.P. & Radio-TV Dir.....Wells Spence

Branch Office

Wallace-Ferry-Hanly Co.

400 W. Madison St., Chicago, Ill.

Phone: Franklin 2-6440

President.....L. T. Wallace

RALPH A. HART ADV.

1700 Walnut St., Philadelphia 3, Pa.

Phone: Pennypacker 5-0837

ABP

Partner-Radio Dir.....Ralph A. Hart

Partner-Art Dir.....Leon Greenfield

Prod. Mgr.-TV Dir.....Alvin Schultzberg

Publicity Dir.....Vivian Sandler

Account Executives.....Ralph A. Hart,

Alvin Schultzberg

Radio Accounts: Capitol Tire Co., Glamour Shoe Co.

HART-CONWAY CO., INC.

Genesee Valley Trust Bldg.

Rochester 4, N. Y.

Phone: Main 2073-4

ANPA—APA—PPA—ABP

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Vice-Presidents.....Harold E. Kennedy,

Joseph Brown

Secretary.....John P. Street

Account Execs.....H. Lyman Hart,

Harold E. Kennedy, Joseph P. Brown,

John P. Street, E. Ward Phillips, John M.

Nixon, Lawrence F. Luescher

Radio Accounts: Blue Boy Dairy, Blue

Bus Lines, F. Cappellino & Sons, Crescent-

Puritan Laundry, Crouch & Beahan Co.,

Genesee Valley Trust Co., Genesee Monroe

Racing Assoc., Haxton Canning Co., Levis

Music Stores, Powers Hotel, J. H. Rae Oil

Co., Inc., Security Trust Co., Henry Siebert

& Sons, Standard Brewing Co., Veteran

Foods, Inc., Wegman's Supermarkets, Bick-

ford Bros. Co.

GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.

Phone: State 2-0055

ANPA—PPA—APA—ABP—NOAB

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Vice-President.....Edwin Cahn

Secretary-Treasurer.....Frank R. Hartman

Radio Director.....Thomas Kivlan

Radio Accounts: M. J. Lanahan, Neumode

Hosiery Co., Nash-Underwood, Chicago Tri-

bune.

HENRI, HURST & McDONALD, INC.

121 West Wacker Drive, Chicago 1, Ill.

Phone: FRanklin 2-9180

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President.....W. B. Henri

Secretary.....A. M. Semones

Treasurer.....R. H. Eaton

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Media Director.....Charles Pumpian
 Radio-TV Director.....John Scott Keck
 Radio-TV Time Buyer.....Dorothy Ayres
 Publicity Director.....Frazier E. Nounnan
Radio Accounts: Ballard & Ballard, Co., Inc. (Oven Ready Biscuits, Flour and Feeds), Louisville, Ky.; Coopers, Inc. (Men's Underwear and Hosiery Sportswear), Kenosha, Wis.; International Shoe Co. (Shoes for Men, Women and Children), St. Louis, Mo.; Iowa Coap Co. (Nola Soap Flakes), Burlington, Ia.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture, Theater Seats), Naperville, Ill.; The Lane Company, Inc. (Cedar Chests), Altavista, Va.; Perfect Circle Corp. (Piston Rings and Piston Expanders), Hagerstown, Ind.; The Sherwin-Williams Co. ("Weed-No-More" Weed Killer, Paints and "Lin-x"), Cleveland, O.; Skelly Oil Co. (Petroleum Products, Gasoline, Oil and "Skelgas" Bottled Gas), Kansas City, Mo.
TV Accounts: Ballard & Ballard Co., Inc. Louisville, Ky.; International Shoe Co., St. Louis, Mo.; Kroehler Mfg. Co., Naperville, Ill.

HICKS & GREIST, INC.

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

President.....H. L. Hicks
 V.-P. & Treas.....E. H. Greist
 Acct. Execs.....J. A. Drake,
 S. R. Huntley, K. A. Hamilton, H. L. Hicks,
 Jr.
 Copy Chief.....C. V. Skoog, Jr.
 Radio & TV Director.....Peter A. Krug
Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. J.
TV Accounts: Lewyt Corp., Brooklyn; I. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

HIRSHON-GARFIELD, INC.

580 Fifth Ave., New York, N. Y.
 Phone: PLaza 7-6300

President.....Sidney Garfield
 Treasurer.....Arthuir Hirshon
 Vice-President.....Lewis Nemerson
 Charge of Radio-TV.....Stanley J. Wolf

Branch Offices

Radio and TV Dep't. at
 18 E. 50 St., New York 22, N. Y.
 Phone: PL 9-7979
 Executive-in-Charge.....Stanley J. Wolf
 Park Square Bldg., Boston, Mass.
 Phone: Liberty 2-0485
 Executive-in-Charge.....Gabe Stern
Radio Accounts: Prentis Clothes (Men's & Women's Clothing), Miles Shoes (Shoes), New York; Waltham Watch Co. (Watches),

Waltham, Mass.; Dr. Posner's Shoes (Children's Shoes), New York, Utica Knitting Mills (Children's Sleepers), Utica, N. Y.
TV Accounts: Galey & Lord (Fabrics), Artistic Foundations ("Flexees" & bathing suits), New York, N. Y.

W. F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
 Phone: MAin 3450

Owner, Space & Time Buyer

William F. Holland

Radio-TV Dir.....Earl Holland
 Production.....E. Haverfield
 Research.....Frank Hilgemeyer
 Copy Chief.....R. Bader
 Art Dir.....Paul Bogosian
 Publicity Dir.....Ted Lehmeier

CHARLES W. HOYT CO., INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-0850

AAAA—ABP—ANPA—APA—NOAB—PPA
 President.....Everett W. Hoyt
 Chairman of the Board.....Winthrop Hoyt
 Dir. of Radio-TV.....Wm. Philip Smith

Branch Office

15 Lewis St., Hartford 3, Conn.
 Phone: Hartford 5-6066
 Executive-in-charge.....Frank A. Whipple
Radio Accounts: B. C. Remedy (Headache Tablets & Powders), Durham, N. C.; Charles Gulden, Inc. (Gulden's Mustard), New York; Blueberry Cooperative Association (Tru-Blue-Berries), N. J. & Mich.; Merck & Co. (Dichloride Mth Killer), N. J.; KLM (Royal Dutch Airlines (Aeroplanes), New York; Stanley Home Products Co. (Brushes), Westfield, Mass.
TV Accounts: The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; F. Ad. Richter & Co., Inc. (Pain Expeller Linament), Brooklyn, N. Y.

H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
 Phone: Liberty 2-4714

AAAA—ABP—ANPA—APA—PPA

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 V.-P. & Acct. Exec.....Herbert T. Hand, Jr.
 V.-P., Acct. Exec. & Copy Chief
 Julian L. Watkins
 V.-P. & Acct. Exec.....John H. McCullough
 V.-P., Acct. Exec. & Market Dir.
 Frank S. Christian
 V.-P., Acct. Exec. & Dir. of Pub.
 Marjory Hall
 Dir. of Radio & V.-P. (N. Y.)
 William H. Eynon
 V.-P. & Asst. Dir. of Radio (Boston)
 Sally Larkin
 V.-P. & Radio Prod. Mgr. (N. Y.)
 Walton Butterfield

• • • **Advertising Agencies** • • •

Acct. Exec. (N. Y.).....Humphrey Ireland
Branch Office
 25 W. 45 St., New York 19, N. Y.
 Phone: JUDson 6-2640

V.-P., Mgr.....Ned Smith
Radio Accounts: The First Church of Christ, Scientist (Religious), Boston; The Christian Science Monitor (Newspaper), Boston; National Council of The Protestant Episcopal Church (Religious), New York.
TV Accounts: Saks-34th (Department Store), New York.

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
 Phone: HAmilton 1160
 APA—ANPA—PPA—ABP—NOAB
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 President.....Frank A. Hutchins
 Vice-Pres. & Gen. Mgr...Frank M. Hutchins
 Vice-President.....John P. McCarthy
 Vice-Presidents.....William F. Lacey,
 Homer C. Scheck
 Asst. to Pres.....Raymond P. Weiss

Branch Offices
 3701 N. Broad St., Philadelphia 40, Pa.
 Vice-Presidents.....John R. Maxwell,
 Max Enlow

16-18 W. 46 St., New York 19, N. Y.
 Vice-President.....H. Pierson Mapes
 Vice-President.....Maitland Jones
 1244 Dufferin St., Toronto, Que., Canada
 Res. Mgr.....Walter Engwer
Radio Accounts: Philco Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McCurdy & Co., Scramton's.

TV Account: Philco Corp.

INTERNATIONAL ADVERTISERS

60 Division Ave., N., Grand Rapids 2, Mich.
 Phone: 9-4184-5

President.....Roy C. Kelley
 V.-P. & Gen. Mgr.....Lewis N. Steenwyk
 Treasurer.....Jean Foster
 Time Buyer.....Abbie Seastrom
 Prod. Mgr.....Walter L. Van Overen

Radio Accounts: Brunger & John Hardware, Harold Brink, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Adjustable Table Co., John K. Burch Co., Continental Deal Co., C. B. DeKorne, Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Nehi Beverage Co., Radio Station WFUR, Wolverine Network, Muzak, Inc.

ROCKLIN IRVING & ASSOCIATES

32 West Randolph St., Chicago 1, Ill.
 Phone: Randolph 6-2321-25
 Account Exec. & Radio-TV Dir.
 Irving Rocklin

Continuity Director.....M. S. Lovinger
 Production.....D. Engel

Radio Accounts: Libby Furniture Co. (Furniture & Appliances), Walton Motors, Inc. (New and Used Cars), Union Life Insurance Co. (Insurance), Linoleum City (Floor Coverings), Balaban Floor Cov. Co. (Floor Coverings), Chicago Furniture Mart (Furniture & Appliances), Illinois Sewing Machine Dist. (Sewing Machines; Parts), Muntz TV (Radio Counselors) (Television Sets), Doin' the Town Enter. (Pass Books), North Town Currency Exch., Mutual Clothiers (Men's Clothing & Furn.), Richards Drive-Ins (Restaurants), Martin Jewelers (Watches & Jewelry), Atlas Piano Co. (Pianos), American School (High School by Mail), Town House-Town Pump (Restaurants), Chicago, Ill.

TV Accounts: Sandra Motors, Inc. (New and Used Cars), Balaban Floor Cov. Co. (Floor Coverings), North Town Currency Exchange, Walton Motors, Inc. (New and Used Cars), Wolack & Bauer (Women's Shoes), Chicago, Ill.

JACKSON & COMPANY

49 Worth St., New York 13, N. Y.
 Phone: WOrth 1-7005

PPA

Managing Partner.....Paul E. Jackson
 General Manager.....John Yeargain
 Acct. Execs.....Paul E. Jackson,
 John Yeargain, James Frankenberg
 Production Manager.....Gerald Duggan
 Radio & TV Director...Wallace H. Lancton
 Ass't Radio Director.....Alice Frey

Radio Accounts: Pequot Mills (Sheets & Pillowcases), Richard E. Thibaut, Inc. (Wallpaper), J. W. Valentine Co., Inc. (Institutional), New York, N. Y.; Denninger Paint & Wallpaper (Wallpaper & Decorating Supplies), Bridgeport, Conn.; George Wood, Sons & Co. (Diapers), Philadelphia, Pa.; Louis Sherry, Inc. (Food Products), New York, N. Y.

TV Accounts: Pequot Mills, Berkshire Fine Spinning Associates. (Curtains), Richard E. Thibaut, Inc., New York, N. Y.; Warner Wallpaper Co., Chicago, Ill.; Flo-Bar, Ltd. (Soap), New York, N. Y.

JESSOP ADVERTISING CO.

1st Central Tower Bldg., Akron 8, Ohio
 Phone: Franklin 2169

APA—ABP

President & Treas.....M. K. Jessop
 Vice-President.....Charles A. Jessop
 Radio Director.....R. Gilbert
 Secretary.....R. D. Moss

Advertising Agencies

DUANE JONES COMPANY, INC.

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

Phone: PLaza 3-4848

President.....Duane Jones
 Exec. V.-P. & Gen. Mgr.....Ralph Smith
 Secretary.....Eugene Hulshizer
 Treasurer.....Lawrence Leaman
 Vice-Presidents.....C. Frederic Bell,
 Joseph Scheideler, Robert Hayes

Copy Chief.....Robert Hughes
 Space Buyer.....Dave Hogmer
 Production Mgr.....Gerald O. DaCosta
 Art Directors.....Thomas McManus,
 Robert Young, Dick Beyer

Business Manager.....Richard A. Stevens
 Research & Mdsq. Dir., Premium Mgr.

Lawrence Hubbard
 Radio Director.....Reggie Schuebel
 Production-AM.....Chester Gierlach
 Production-TV.....Walter Ware
 Head Time Buyer.....Vera Brennan
 Time Buyers.....Jeanne Sullivan,
 Sally Reynolds, Anne Small, Thelda Cor-
 dani

Radio Accounts: B. T. Babbitt, Inc. (Bab-
 O and Glim), New York, N. Y.; Curtice
 Brothers Co. (Blue Label Ketchup), Rochest-
 er, N. Y.; R. B. Davis Co. (Swel Fudge and
 Frosting Mix), Hoboken, N. J.; Haskins Bros.
 & Co. (Blue Barrel Soap), Omaha, Nebr.;
 G. F. Heublein & Bro., Inc. (A-1 Mustard),
 Hartford, Conn.; Hudson Pulp & Paper Corp.
 (Paper Napkins), New York, N. Y.; Interna-
 tional Salt Co., Inc. (Sterling Salt), Scranton,
 Pa.; Kilmer & Co., Inc. (Swamp-Root, Sweet-
 heart Soap), Stamford, Conn.; Manhattan
 Soap Co. (Blu-White Flakes), New York, N.
 Y.; The Marlin Firearms Co. (Marlin Razor
 Blades), New York, N. Y.; Megowen-Educa-
 tor Food Co. (Crax, Kremox), Lowell, Mass.;
 The Mennen Co. (Mennen Men's Products),
 Newark, N. J.; C. F. Mueller Co. (Macaroni
 and Spaghetti), Jersey City, N. J.; Pharmaco,
 Inc. (Chooz, Feen-a-mint), Newark, N. J.;
 Pierce's Properties, Inc. (Dr. Pierce's Golden
 Medical Discovery), Buffalo, N. Y.; Staze,
 Inc. (Staze), Stamford, Conn.; Weekly Pub-
 lications, Inc. (Newsweek Magazine), Wes-
 son Oil & Snowdrift Sales Co. (Tavol),
 Whitehall Pharmaceutical Company (Anacin
 (Spot) Hill's Cascara Quinine Cold Tablets),
 New York, N. Y.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

APA—NOAB—AAAA—ABP—ANPA

PPA—BMB—ABC

President & Treas.....C. M. Robertson, Jr.
 V.-P. & Gen. Mgr.....Stanley A. Willer
 Vice-Pres.....James M. Nelson
 Secretary.....Elmer A. Vehr
 Space Buyer.....Richard K. Jones
 Asst. Radio Dir.....Kathryn M. Hardig

Branch Office

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

Phone: PL 7-4600

Manager.....W. A. Powers

Radio Accounts: Bavarian Brewing Co.,
 Cincinnati Street Railroad Co., Kroger Co.,
 Cincy Products Co., Miami Margarine Co.,
 Martin Rosenherger Wall Paper Co., Ten-B-
 Low Co., Heekin Co., M. Werk Co.

TV Account: Bavarian Brewing Co.

KAL, EHRlich & MERRICK ADVERTISING, INC.

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

Phone: EXecutive 3700

ABP—ANPA—PPA

President.....Norman C. Kal
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 2nd V.-P.....Alvin Q. Ehrlich
 Secretary.....Bernard R. Linkins
 V.-P. in Charge of Radio and TV

Alvin Q. Ehrlich
 Copy Chief.....Sol Panitz
 Time Buyer.....Nella Manes
 Account Executives.....Joseph Weinstein,
 Alexander Charles, Wm. B. Mullett, Forest
 Entwisle, Philip Berne, Wm. Roberts

H. W. KASTOR & SONS ADV. CO.

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

Phone Central 6-5331

ABC—NOAB—ANPA—PPA—APA

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 V.-P. & Gen. Mgr.....Marvin Harms
 Vice-Presidents.....Herman Kastor,
 John T. Urice, Ashley Belbin

Manager of Media.....Walter Kniffen
 Radio Director.....James H. West
Radio Accounts: Procter & Gamble Co.
 (American Family Flakes), International
 Milling Co. (Robin Hood Flour), Union
 Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

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

Phone: ORegon 9-4440

ABP—ANPA—APA—NOAB—PPA

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 Exec. Vice-Pres.....W. S. Chesley, Jr.
 V.-P. & Copy Dir.....C. E. J. Clifford
 V.-P. & Treasurer.....J. M. Van Horson
 V.-P. & Media Dir.....J. B. Peters
 Radio & TV Dir.....Jules Bundgus

Branch Office

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

Phone: Randolph 6-3060

Vice-President.....David D. Brown

Radio Accounts: Blatz Brewing Co., New
 York; Hickok Mfg. Co., Rochester, N. Y.;
 Marlboro Shirt Co., Laco Products, Inc.,
 Baltimore, Md.; Schuefel Bros., Newark,
 N. J.

TV Account: Blatz Brewing Co., New York.

Advertising Agencies

THE JOSEPH KATZ COMPANY

444 Madison Ave., New York 22, N. Y.
Phone PLaza 5-2740

AAAA—ANPA—PPA—ABP—AAA—APA

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Vice-President In Chg.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Time & Space Buyer.....Alice Ross
Continuity Writers.....Nat C. Wildman, Margo
Patterson, Louise Moyer, Phil Thompson,
Boland Brave, Margaret Currens, Graydon
Walker

Branch Office

8 South St., Baltimore 2, Md.

Manager.....C. M. Harrison
Dir. of Radio & Tcle.....Robert G. Swan
Media Dir.....J. T. McHugh

Radio Accounts: American Oil Co., Globe
Brewing Co., Baltimore Transit Co., Chunk-
E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc.,
Laco Products, Inc., Madera Bonded Wine
& Liquor Co., Maryland Pharmaceutical Co.,
Pompeian Co., Inc., Voneiff-Drayer Co., Lack-
awanna Railroad, Humphreys Medicine Co.

TV Accounts: American Oil Co., Globe
Brewing Co., Maryland Pharmaceutical Co.

**HENRY J. KAUFMAN &
ASSOCIATES**

Homer Bldg., Washington 5, D. C.
Phone: District 7400-13

ANPA—APA—ABP—NAAN—ABC—NOAB

Senior Partner.....Henry J. Kaufman
Partners.....Jeffrey A. Abel,
Wm. F. Sigmund

Radio-TV Dir. & Time Buyer.....Jeffrey A. Abel
Prod. Mgr.....Betty Darling Gwyer
Acct. Execs.....H. J. Kaufman,
G. C. Brant, J. A. Abel, A. H. Edelson, A.
A. Sarra, R. C. O'Donnell

Radio Accounts: Potomac Electric Power
Co., Columbia Federal Bldg. & Loan Assn.,
Pepsi-Cola Bottling Co. of Wash., Lacy's Ap-
pliances, The S. S. S. Co., Inc.

TV Accounts: Lacy's-Appliance, Simou
Distrib. Co.

**RAYMOND KEANE ADVERTISING
AGENCY, INC.**

707 S. Broadway, Los Angeles 14, Calif.
Phone: TR 2915

Pres. & Space Buyer.....Raymond Keane
Vice-President.....H. B. Kortz
Secy., Treas., Time Buyer.....Ethel N. Keane
Radio Dir.....Wes Battersea

Branch Office

1441 Welton St., Denver 2, Colo.

Manager.....Harold Neumann
Radio Accounts: American Natl. Bank,
Kay's Better Jewelers, K & B Packing Co.,
Kortz Jewelry Co., Republic Drug Co., Seven-
Up Colorado Co.

KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.

Phone: Riley 1476

AAAA—ABP—NOAB—ANPA—PPA—APA
ABC—CAN

President & Treasurer.....Hal R. Keeling
Exec. Vice-Pres. & Sec.....William M. Hutchison
Vice-Presidents.....Ralph B. Roberts,
Lowell H. Stormont, Victor G. Varmo
Vice-Pres. & Art Dir.....Ernest R. Roose
Asst. Sec. & Controller.....Lenore R. Martin
Vice-Pres. & Copy Chief.....Lawrence T. Sogard
Space & Radio Time Buyer.....Mary C. Dill
Radio Accounts: Hastings Manufacturing
Co., The Casite Corp., Walker Mfg. Co., Wil-
son Milk Co., Inc.

THE KEILSON CO.

117 W. 46 St., New York 19, N. Y.
Phone: PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.
Phone: Jefferson 8337

PPA—APA—SNPA—ANPA

President.....Virgil A. Kelly
Vice-Pres. & Space Buyer.....W. W. Zahrndt
Secretary.....E. M. Kelly
Director of Radio.....David C. Chopin
Radio Account: Visit St. Louis Committee.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: PLaza 3-0700

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Sr. Vice-President.....Edwin Cox
Treasurer.....Charles H. Vasoll
Secretary.....David C. Stewart
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V.-P. in Charge of Research.....G. Maxwell Ule
V.-P. and Copy Director.....Gerald H. Carson
V.-P. and Art Director.....Gerald Link
Vice-Presidents.....Malcolm Smith,
John Brew, William B. Lewis, E. W. New-
son, Glen Wiggins
V.-P. and Radio-TV Director
William A. Chalmers
V.-P. and Pub. Dir.....Hal Davis
Commercial Continuity

Thomas K. Carpenter, Jr.

Talent Buyer.....Sylvan Taplinger
Director of Time Buying.....Philip C. Kenney
Time Buyers.....Mary Dwyer,
Lucy Kerwin, William Hinman, Eugene
Litt

Advertising Agencies

Director of Radio Research...Richard Dunne
 TV Director.....Garth Montgomery
 Radio Publicity Director.....Herb Landon

Branch Offices

Equitable Bldg., Hollywood, Cal.
 Vice-President in Charge....Robert D. Wolfe
 Penobscot Bldg., Detroit, Mich.
 Vice-President in Charge.....Don Miller
 135 S. La Salle Street, Chicago, Ill.
 304 Bay Street, Toronto, Canada
 Manager.....William J. Frost
 Other Offices: San Francisco, Washington, D. C., Kansas City

Radio Accounts: The Borden Co., Ford Motor Co., The Kellogg Co., Kellogg Company of Canada, Ltd., Wesson Oil and Snowdrift Sales Co., American Maize Products, White Rock Corp., John B. Stetson Co., The Gorham Co., Manhattan Shirt Co., Pepperidge Farms, Inc., Richard Hudnut Sales Co., Inc., Beech-Nut Packing Co., Bristol-Myers Co.
TV Accounts: The Borden Co., The Kellogg Co., Ford Motor Co., Lincoln-Mercury Div.

KIESEWETTER, WETTERAU & BAKER, INC.

9 E. 40 St., New York 16, N. Y.
 Phone: LExington 2-0025
 ABP—ANPA—APA—PPA

President.....H. M. Kiewewetter
 Vice-Presidents.....Sam S. Baker, Rudolph Wetterau, Horace Hagedorn
 Acct. Execs.....Edward G. Chase, J. Fred Cross
 Radio-TV Execs.....Samm S. Baker, Horace Hagedorn, Edward G. Chase
 Time Buyer.....E. Thompson
Radio Accounts: V. La Rosa & Sons (La Rosa Macaroni), Brooklyn, N. Y.; Bathasweet Corp. (Bath Product), New York, N. Y.; Abraham & Straus (Dept. Store), Brooklyn, N. Y.; Stern's Nurseries (Garden Products), Geneva, N. Y.; Courtley, Ltd. (Men's Toiletries), Sloan's Liniment & Balm (Liniments), New York, N. Y.; Royal Lace Paper Works (Royledge Shelving), Brooklyn, N. Y.; Flexnit (Girdles), Elizabeth, N. J.; Ludwig Bauman (Stores), New York, N. Y.
TV Accounts: D. P. Harris Co. (Rollfast Bicycles), New York, N. Y.; V. La Rosa & Sons, Abraham & Straus, Royal Lace Paper Works (Roylie Doylies), Brooklyn, N. Y.; Lane, Ltd. (Lords Cigarettes), New York, N. Y.

ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
 Phone: PLaza 3-9600
 AAAA—ANPA—NOAB—PPA

President.....Abbott Kimball
 Vice-Presidents.....Harry Muller, C. F. Riegel
 Comptroller.....Monica Riley
 Time Buyer.....Miriam Traeger

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
 Manager.....Thomas Erwin
 Abbott Kimball Bldg., Van Ness at Wilshire
 Los Angeles, Calif.
 Manager.....Howard Ehrlich
 155 Sansome St., San Francisco, Calif.
 Manager.....Alfred Ducato
Radio Accounts: Family Laundry Owners Asso., New York, N. Y.; Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.
TV Accounts: Artra Cosmetics, Inc. (Artra Creme Shampoo), Bloomfield, N. J.; Norcross, Inc. (Greeting Cards), New York, N. Y.; Lampl Fashions (Suits and Dresses), Cleveland, O.; Jackson Furniture Co. (Furniture), San Francisco, Calif.

KIRCHER, HELTON & COLLETT, INC.

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

President.....Ralf Kircher
 Gen. Manager.....Carter B. Helton
 Treasurer.....Robert M. Collett
 Art Director.....Bill Kinzer
 Production Manager.....Hap Moon
 Business Manager.....R. C. Mills
 Acct. Executives.....James Hadley, Robert Collett, W. B. Metcalfe, R. C. Mills, Van S. Lindsley
 Radio-TV Director.....Chuck Gay
 Dept. Asst.....Gary Malcolm
Radio Accounts: August Wagner Breweries, Inc. (Beer), Columbus; Gem City Bldg. & Loan Asso. (Home Loans, Savings), Fredericks-Helton, Travel Service (Travel Service), Fan Tan Gum Corp. (Chewing Gum), Dayton, O.; Automotive Gear Corp. (Gears), Richmond, Ind.
TV Accounts: August Wagner Breweries, Inc., Columbus; Gem City Bldg. & Loan Assn., Dayton, O.

KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
 Phone: SUtter 1-6110
 AAAAA—APA—ABP

President.....James C. Knollin
 Art Director.....Sigurd Mortenson
 Space Buyer.....Marion Dunn

KOEHL, LANDIS & LANDAN, INC.

22 E. 47 St., New York 17, N. Y.
 Phone: MURray Hill 8-2627
 ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
 Vice-Pres. & Sec.....A. A. Landis
 Vice-President.....John R. Landan
Branch Office
 524 Guardian Bldg., Cleveland 14, O.
 Vice-Pres-in-Chg.....A. A. Landis

MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tenn.
Phone: 5-4343

ABP—ANPA—APA—NAAN—NOAB
SNPA

President.....Ernest Lee
Vice-President.....Marshall J. Smith
Secretary.....Homer Gentry
Radio-TV Dept. Executives...Homer Gentry,
Kathryn Huckaba, Betty Strobel, Edmunda
McGehee, J. P. Tucker, Andrew Kozik

KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.
Phone: Circle 6-3200

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Vice-Presidents.....Haywood Anderson,
Sam D. Fuson, Myron P. Kirk, Schuyler
Kudner, E. J. Owens, Robert D. Stewart
Exec. Dir. TV & Radio.....Myron P. Kirk
Ass't Dir. TV & Radio.....Frank Harting
Prod. Supervision TV & Radio
Edmund Cashman
Business Manager.....Al Reibling
Ass't Bus. Mgr.....John Marsich
Time Buyer.....Carlos Franko
Production Mgr.....Wm. Templeton
Casting.....Mickey Alpert
Directors.....Eddie Sutherland,
A. A. Coughlin, Frank Burns, Hugh Brown
Copy Chief (Radio & TV)....Norman Nash

Branch Offices

New Center Bldg., Detroit, Mich.
Phone: Madison 5315

Executive in Charge.....J. Ed Schipper
315 W. 9th St., Los Angeles 15, Calif.
Phone: Van Duke 0196

Executive in Charge.....E. R. Harrison
681 Market St., San Francisco 5, Calif.
Phone: Garfield 1-5433

Executive in Charge.....J. H. Hornell

Representative

Albee Bldg., Washington, D. C.
Phone National 5506

Representative.....Frank Getty
Radio Accounts: General Motors, Good-
year Tire & Rubber Co., United States
Tobacco Co., Benson & Hedges

TV Accounts: The Texas Co., Admiral
Corp., Buick Motor Division, United States
Tobacco Co., Benson & Hedges

J. R. KUPSICK ADV. AGENCY

122 East 42 St., New York 17, N. Y.
Phone: MUrray Hill 5-9143

ANPA—PPA—APA

President & Radio Dir.....J. R. Kupsick
Vice-President.....Saul Kampf
Sec. & Space Buyers.....Jule Bouton,
Beth Leveson

KUTTNER & KUTTNER, INC.

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

ANPA—APA—PPA

President.....H. E. Kuttner
Vice-President.....F. S. Kuttner
Vice-Pres., Sec. & Treas.....C. D. Kuttner
Acct. Executives.....S. C. Kuttner,
Mae McCain
Media Director & Time Buyer...S. C. Kuttner
Promotional Director.....Martin Maller

Branch Office
New York, N. Y.

Executive in Charge.....F. S. Kuttner

Radio Accounts: Town Club of Chicago
(Club), Chicago; Community Builders
(Builders), Skokie; Royal Metal Mfg. Co.
(Furniture), Capitol Dairy (Dairy), Finders
Mfg. Co. (Hollywood Broilers), Chicago, Ill;
Shainberg Dry Goods Co. (Dept. Store),
Memphis, Tenn.; Holleb and Co. (Wholesale
Grocers), Pacific Wine Co., Frank's Dept.
Store (Dept. Store), Delaney Heald (Clean-
ers), Rutenberg Galleries, Fabric Center,
Jo Bell Products (Kurl Klasp), Essaness
Theaters (Chain of Theaters), Chas. Doppelt
and Co. (Leather Goods), Chicago, Ill.

TV Accounts: Berrcraft Corp. (Appliance
Distr.), Gage Bros. (Millinery), Finders Mfg.
Co. (Hollywood Broiler), Chicago, Ill.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
Phone: 5-1571

ABP—ANPA—APA—PPA—SNPA

President.....Avron Spiro
Secy.-Treas.....M. M. Shurman
Radio Dept. Mgr.....Geo. H. Murphy
Asst. Radio Time Buyer....Mrs. L. Simmons
Production Mgr.....Mrs. M. Parker
Publicity Dir.....Al R. Capley
Acct. Executives.....David Davidson,
Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S.
Bedding Co., Abraham Bros. Packing Co.,
Memphis, Tenn.; Childs' Distributing Co.,
Jonesboro, Ark.; Wm. A. Webster Co., Mem-
phis, Tenn.

LAMBERT & FEASLEY, INC.

60 E. 42 St., New York 17, N. Y.
Phone: MUrray Hill 7-8980

ANPA—APA—PPA

President.....E. T. T. Williams
Executive V.-P.....Gordon K. Seagrove
V.-P., General Manager.....Frank W. Mace
Director of Radio.....Ray H. Kremer

Radio Accounts: Phillips Petroleum Co.
(Gasoline, Motor Oil), Bartlesville, Okla.

Advertising Agencies

LANDSHEFT, INC.

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

Phone: MO 9500

ABP—NOAB—APA—PPA—ANPA—ABC

President.....A. Wm. Landsheft
 Secretary-Treasurer.....Vera H. Landsheft
 V.P. & Copy Chief.....Henry L. Barber
 Production Manager.....E. T. Drullard
 Art Dir.....Harold F. Feltz
Radio Accounts: Kendall Refining Co.,
 Liberty Bank of Buffalo.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.

Phone: MA 6579

AAAA—ABP—ANPA—APA—NOAB
 PPA

Vice-President & Secretary...Alvin B. Fisher
 Assistant Radio Copywriter...Mary Haring
Radio Accounts: Bing Furniture Co.
 (Furniture), The Burrows Bros. Co., Inc.
 (Office Supplies & Equipment), C. C. C. D.,
 Inc. (Chrysler Dealers), Dowd-Feder, Inc.
 (Automobile, Parts & Service), Hobby House,
 Inc. (Model Trains), Olrich Motors, Perry
 House Auto Park, Cleveland, O.; Republic
 Pictures Corp., New York, N. Y.; Sears, Roe-
 buck & Co., The World Publishing Co.
 (Books), Yellow Cam Co., Cleveland, O.
TV Accounts: The Babeer-Tenda Corp.
 (Baby Furniture), Strong, Carlisle & Ham-
 mond, Cleveland Transit System, Cleveland,
 O.; Republic Pictures Corp., New York, N.
 Y.; G. E. Supply Corp. (Electrical Appli-
 ances), The Miller-Becker Co. (Beverages),
 Philco Radio & TV, Cleveland, O.

LAUSEN & SALOMON

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

Phone: SUperior 7-0738

APA—ANPA—PPA

President.....A. M. Salomon
 Account Executives.....Wendell Walker,
 M. H. Sellhorn
 Production Manager.....D. L. Cuttler
Radio Accounts: Foley & Co., Imperial
 Credit Co.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.

Phone: Rittenhouse 6-1500

ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
 Vice-Pres. & Treas.....H. S. Louchheim
 Vice-Presidents.....P. Brown,
 A. Parker, J. Jensen
 Media Dir.....E. V. Righter
Branch Offices
 521 Fifth Ave., New York 17, N. Y.
 Phone: VAnderson 6-4340
 Vice-Pres. & Mgr.....R. J. Herts
 Radio & TV Dir.....Edwin S. Friendly, Jr.

435 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-9511

Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Radio Accounts: Lit Bros. (Department
 store), Phila. Electric Co. (Light & Power),
 Yellow Cab Co. (Taxi service), Borden's Ice
 Cream, Red Arrow Lines (Trolley line),
 Philadelphia; Crawford Clothes, Inc., Clar-
 idge Food Products (Canned meats), Metro-
 politan Jockey Club (Jamaica Race Track),
 Empire Racing Assn. (Racing), A. Goodman
 & Sons (Goodman's Noodles), New York;
 Gordon Chemical Co. (Plasta-Starch), Phila-
 delphia; Hotel Bar Butter, Westchester Rac-
 ing Assn. (Belmont Race Track), Triangle
 Publications (Seventeen Magazine & Trag-
 edy-of-the-Month), J. Lyons & Co. (Tea),
 New York, N. Y.

TV Accounts: Pal Blade Company, Inc.
 (Razor blades), New York; Raymond Rosen
 (RCA Distributor), Sylvan Seal Milk Co.
 (Milk), Yellow Cab Co. (Taxi service),
 Philadelphia; Metropolitan Jockey Club (Ja-
 maica Race Track), New York; Gordon
 Chemical Company (Plasta-Starch), Phila-
 delphia; A. Goodman & Son (Goodman's
 Noodles), Hotel Bar Butter, New York;
 Ekeo Products (Kitchen utensils), Bruns-
 wick-Balke-Collender (Bowling alleys and
 equipment), Chicago; Schmidt's Beer & Ale,
 Philadelphia, Pa.

LENNEN & MITCHELL, INC.

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

Phone: MURray Hill 2-9170

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 ABC—ABP

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 Vice-Pres.....Walter M. Swertfager
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 V.P. in Charge of Prod....Michael J. Madar
 Exec. Vice-Pres.....Bryan Houston
 V.P. in Charge of Copy...John G. Schneider
 V.P. in Charge of Research, Todd B. Franklin
 V.P. in Charge of Media

Catherine V. Parker
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 Thomas P. Doughten
 V.P. Radio & TV Copy Chief

Peter V. Keveson
 Vice-Pres.....Daniel M. Daley, Jr.
 V.P. in Charge of Radio & TV

Nicholas Keesely
 Art Director TV.....Clark Agnew
 Art Directors.....John DeNero,
 Sanford Gerard, William H. Weber, Lucille
 D. Lupke

Mgr. Art Dept.....Frank Farrell
 Mgr. Service Dept.....Myles E. Baker
 Space Buyer.....Arthur H. Ude
 Time Buyer.....Frank A. Daniel

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Librarian.....Ann Elder

Branch Office

308 N. Rodeo Drive, Beverly Hills, Calif.
Phone: Crestview 1-7221

Radio Director.....Benjamin R. Potts

Radio Accounts: Calvert Distillers Corp., Carstairs Bros. Distilling Co., Inc., New York, N. Y.; Cook 'N Bull (Beverage Concentrates), Los Angeles, Calif.; Colgate-Palmolive-Peet Co. (Lustre-Creme Prods.), Jersey City, N. J.; Esquire, Inc. (Coronet, Esquire, Apparel Arts Magazines), Dorothy Gray, Ltd. (Cosmetics), Lehn & Fink Products Corp. (Lysol Disinfectant, Pebeo Toothpaste & Powder), P. Lorillard, Co. (Old Gold Cigarettes, Muriel Cigars, Union Leader Tobacco, Briggs Pipe Tobacco, Friends Pipe Tobacco, Bounty Cigarette Tobacco, Beech-Nut Chewing Tobacco), Scripps-Howard Newspapers, Swedish American Line, New York, N. Y.; Tide Water Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. and Tulsa, Okla.; Welch Grape Juice Co., The, Westfield, N. Y.

TED LEVY ADVERTISING AGENCY

515 Insurance Bldg., Denver 2, Colo.

Phone: Main 7133

ABP—ANPA—APA—PPA

Time Buyers.....Ted Levy,

Gertrude B. Levy

Dir. Radio Dept.....Nora Ehrlich

Asst. Dir. Radio Dept.....Barbara Aiton

Account Executives.....Dorothy Downs,

Ted Levy, G. B. Levy

A. W. LEWIN CO., INC.

40 E. 49 St., New York 17, N. Y.

Phone: ELdorado 5-3545

AAAA—ABP—ANPA—PPA—APA

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S. M. Weiss

Vice-president.....Max Green

Art Directors.....Don Waterbury,

Leslie Kay

Asst. Art Director.....Ed Almgren

Space Buyer.....H. H. Dyrsen, Jr.

Traffic Manager.....S. Levin

Auditor.....E. R. Bader

Account Executives.....Arlchie Foster,

Maurice Marks, Ray Kennedy, Jim Ellers

Branch Office

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

Vice-President.....Leonard Newsteder

Account Executive.....Sheldon Berlow,

David Strauss, III

Radio Accounts: National Spot; First Army,

Doggett Pfeil Co., Clearweave Stores, True

Tone Hosiery, Colonial House, Powers Inc.

(Candy), Gregor Chocolate Shops, Cook &

Dunn (Paints), Farber Bros., Fed-Flack

(Cameras), Cook & Dunn (Paints), Colonial

House (Candy), Doughten Seed Co., Cham-

bers Distributing Co. (Stoves), Badka Co. (Rum Cakes), C. N. Coughlan (Chimney Sweep).

TV Accounts: Norma Pencils, Forstner Chain Corp. (Jewelry).

ADDISON LEWIS & ASSOCIATES

1114 Foshay Tower, Minneapolis 2, Minn.

Phone: AT 6235

ABP—ANPA—PPA—NOAB—APA—ABC

Pres. & Acct. Exec.....Addison Lewis-

Prod. Mgr.....Don H. Johnson

Comptroller.....Margie Anderson

Account Executives.....Edward Grubb,

Harry Kruse, J. A. Quint, Arthur Grove.

Radio Accounts: Twin City Dodge Deal-

ers (Automobiles), Twin City Lincoln-Mer-

cury Dtrs. (Autos), Twin Cities, Minn.; Di-

rect Service Oil Co. (Gasoline), Minnesota

Amusement Co. (Theaters), Minneapolis-

Honeywell (Heating Controls), Regulator

Company, The Microtone Co. (Hearing

Aids), Lavioris Co. (Mouthwash), Minne-

apolis, Minn.

LILLER, NEAL & BATTLE

819 Walton Bldg., Atlanta 3, Ga.

Phone: Cypress 6521-2-3-4

AAAA—ABP—NOAB—ANPA—APA

ABC—BMB—SNPA—PPA

Partners.....W. W. Neal,

C. K. Liller, J. L. Battle

Media Div.....Sarah Williams

Radio Accounts: Brock Candy Company,

Colonial Stores, Inc., Blackman Stock Com-

pany, Bank of Georgia (Bank), National Nu-

Grape Company.

TV Accounts: Brock Candy Co., H. W.

Lay Co.

LLOYD, CHESTER & DILLINGHAM, INC.

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

Phone: Circle 5-8800

ANPA—PPA—NOAB—ABP—APA—ABC

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Vice-Pres. & Secy.....Charles F. Vietsch

Vice-President.....Harvey N. Volkmar

Treasurer.....John J. Hagan

Vice-President & Art Dir.....M. H. Kates

Production Manager.....William T. Kaleb

Time Buyer.....John J. Hagan

LOCKWOOD-SHACKLEFORD ADVERTISING AGENCY

2001 Beverly Blvd., Los Angeles 4, Calif.

Phone: DUmkirk 8-3121

ANPA—NOAB—APA—ABP—PPA

President.....R. N. Lockwood

Secretary-Treasurer.....M. W. Shackelford

Vice-President.....Louis Lombardi

Radio Director.....Lou Holzer

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 Vice-Pres.....Mac Alan Gardner
 57 E. Jackson Blvd., Chicago 4, Ill.
 Vice-Pres.....Scott Robertson
 420 Madison Ave., New York 17, N. Y.
 Manager.....R. T. O'Connell
Radio Accounts: Los Angeles Brewing Co.,
 Breakfast Club Coffee.

DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.
 Phone: Trinity 8194
 ANPA—AAAA—PPA—APA—ABP
 Owner.....Dudley L. Logan
 Art Director.....Lloyd Morris
 Space Buyer & Prod. Mgr....K. Richardson

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188 Randolph St., Chicago 1, Ill.
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 Vice-President.....E. E. Hanson
 Treasurer.....A. Downie
 Secretary.....H. Mergener
 Director of Adv.....Wm. Goodman
 Director of Radio & TV....Harold Gingrich
 Radio Dept.....J. Minetz, J. Petrie
Radio Accounts: Asheville Baking Co.,
 Asheville, N. C.; Butter Krust Baking Co.,
 Sunbury, Pa.; Carpenter Baking Co., Mil-
 waukee, Wis.; Cotton Bros. Baking Co., Alex-
 andria, La.; Dietzen's Bakeries, Anderson,
 Ind.; Dixie Maid Baking Co., Kingsport,
 Tenn.; Fluhrer, Bakeries, Inc., Medford, Ore.;
 Haller's Eagle Bakery, Inc., Altoona, Pa.;
 Holsum Bakers, Tampa, Fla.; Holsum Bakery,
 Ft. Wayne, Ind.; Lee Baking Co., Victoria,
 Tex.; New Process Baking Co., Chicago, Ill.;
 Chas. Newman Baking Co., Amarillo, Tex.;
 Oak Cliff Baking Co., Dallas, Tex.; Spengler's
 Bakery, Lewiston, Ida., (Holsum Bread);
 Cape Girardeau Baking Co., Cape Girardeau,
 Mo.; Cross Baking Co., Montpelier, Vt.;
 Holsum Bread Co., Salt Lake City, Utah,
 (Betsy Ross Old Fashioned Bread); Alfred
 Nickles Bakery, Inc., Navarre, O., (Toast-
 master & Nickles Bread); Ungles Baking
 Co., Des Moines, Ia., Harvest Bread; P. F.
 Peterson Baking Co., Omaha, Neb., Peter Pan
 Bread; Williams Bakery, Eugene, Ore.,
 Roman Meal Bread.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
 Phone: AN 3-1888
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 Executive V.P.....Vincent R. Bliss
 Vice-Presidents.....J. H. Caro,
 Montgomery N. McKinney, John H. Will-
 marth, Edward Chapman

Time & TV Buyer.....Jane Daly
 TV Department.....Dale Fisher
Radio Accounts: Rit Products Corp., W. F.
 McLaughlin & Co., Chicago Title & Trust Co.,
 Jules Montenier, Inc., Thor Corp., Carson
 Pirie Scott & Co., Linco Products Distrib-
 uting Co., Kitchen Art Foods, Inc., Wyler
 & Co.
TV Accounts: Jules Montenier, Inc., Rit
 Products Corp., Thor Corp., Kitchen Art
 Foods, Inc.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
 Phone: 2-7182
 ABP—ANPA—NOAB
 Partners.....S. C. B. Lynn,
 L. S. Fieldhouse
 Radio & Media Director....W. B. Pritchard
Branch Office
 51 E. 42 St., New York 17, N. Y.
Radio Accounts: Carr-Consolidated Bis-
 cuit Co. (Cookies & Crackers), Wilkes-Barre;
 Wise Potato Chip Co. (Potato Chips), Ber-
 wick; J. S. Ivins' Son, Inc. (Cookies &
 Crackers), Wilkes-Barre; Planters Nut &
 Chocolate Co. (Peanut Products), Planters
 Edible Oil Co. (Peanut Oil), Wilkes-Barre,
 Pa.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
 Phone: 7197-8
 ANPA—ABP—APA—NAAN—PPA—NOAB
 President.....J. F. Fellay
 Secy.-Treas. & Gen. Mgr.....Jay J. Keith
 V.P. Copy Dept.....Larry Harris
Radio Accounts: Keystone Steel & Wire
 Co., Schulz, Baujan & Co.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: Randolph 6-9360
 ANPA—PPA—ABP—APA—NOAM
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 V.P. & Gen. Mgr.....Allen B. Dicus
 Senior Vice-Pres.....A. E. Aveyard
 Secy.-Treas.L. Peters
 Media Director.....Herb Shotts
 Space Buyer.....Chandler Bates

MacLAREN ADVERTISING CO., LTD.

372 Bay Street, Toronto, Ont.
 Phone: Elgin 0321
 ABC—ANPA
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 Vice-Presidents.....E. V. Rechnitzer,
 James Ferres
 Comptroller.....M. D. MacMahon
 Director.....W. G. Abel
 Directors of Radio.....M. Rosenfeld,
 F. H. Horler

Advertising Agencies

Traffic Mgrs.....Miss Kay Dale,
V. D. L. Dyer, Gail Ferries, Allan J. Scott,
I. S. Wallace, Dorothy Robb

Branch Offices

410 Dominion Square Bldg., Montreal, Que.
Manager.....F. P. Gill
Radio.....Mary Moran
911 Electric Bldg., Winnipeg, Man.
Manager.....E. P. Thomson
305 Province Bldg., Vancouver, B. C.

Manager.....W. D. M. Patterson
Radio.....John Hoyland
18 Rideau St., Ottawa, Ont.

Manager.....W. F. Harrison

Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O'Cedar Company of Canada, Ogilvie Flour Mills, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Standard Brands, Tuckett Tobacco Co., Henry K. Wampole & Co., Ltd., Royal Puddings, Shefford-Ingersoll Cheese, Dow Brewery, Ltd., Canadian General Electric, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmer's Ltd.

MALCOLM - HOWARD

203 N. Wabash Ave., Chicago 1, Ill.
Phone: RAndolph 6-7942

ABP—ANPA—PPA—APA

Radio Director.....Arthur M. Holland
Asst. Radio Dir.....Allan Sweeton
Account Executives.....Arthur M. Holland,
Hal Barkun, M. G. Holland

Television Director.....Norman Lindquist
Copy.....William Bent

Radio Accounts: Dad's Root Beer, Mrs. Klein's Potato Chips, Cimino Wines, Legion Ice Cream, Chicago Sun-Times, Hollands Jewelers, Rubin's Apparel, Joy Candies, Roller Derby, Chicago Coliseum, Arcadia Gardens, Armory, Harry Alter Co., Cook County Motors.

TV Accounts: Harry Alter Co., Cook County Motors, Rubin's Apparel, Courtesy Motors, Hollands, Dad's Root Beer, Nectar Beer.

DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.

Phone: LI 2-1421

ABP—ANPA—APA—PPA

Copy Chief & Owner.....David Malkiel
Prod. Mgr.....Julian Malkiel
Media.....Martha Brest
Account Exec.....Elliot Rose

Radio Accounts: Gailing Enterprises, Kasanof-Paramount (Bkery Products), Boston;

Serta-White Cross (Mattresses), Cambridge; Lithuanian Society, N. E. Doll & Novelty Co. (Toys), Royal Crown of Boston (Soft Drinks), Steubens Restaurants, Canadian Ace Ale (Beer & Ale) Darbury Room (Supper Club), Boston; D. Monosson & Son (Photo Finisher), Roxbury; C. Pappas Co. (Pappas Wines), Ace Vacuum Stores (Vacuum Cleaners), Boston, Mass.

TV Account: N. E. Doll & Novelty Co. (Toys), Boston, Mass.

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.
Phone: GENEVA 9619

APA

Pres. & Treas.....Meyer Gold
V.-P. & Secy., Radio Dir., Time Buyer

Robert P. Miller

Art Dir.....Neil Robertson

Prod. Mgr.....Reinhard Steinley

Media Dir.....Betty Boyer Holmes

Acct. Execs.....Meyer Gold,

R. P. Miller, K. Schlasinger

Radio Accounts: Snyder's Drug Stores, Janney Best Paints, CharTex.

MARFREE ADVERTISING CORP.

1560 Broadway, New York, N. Y.

Phone: PL 7-7655

Pres.....H. A. Friedenberg

V.-Pres.....Alvin Eicoff

V.-Pres.....Barnett Friedenberg

Sec. & Treas.....Louis P. Randell

Branch Office

112 E. Walton, Chicago, Ill.

Phone: Whitehall 4-7679

V.-Pres.....Alvin Eicoff

Radio Accounts: Dean Ross (Piano Course), New York, N. Y.; House of Goddard (Quilt Lady), Galgano Dist. (Records), Chicago, Ill.; Salvit (Arthritis Pills), Jersey City, N. J.; Foto-Magic (Picture Coloring), Chicago, Ill.; McFadden Foundation (Books), New York, N. Y.; Rig-A-Jig (Toys), Harlich Corp. (Movie Albums), Chicago, Ill.; Mercury Life & Health Insurance (Insurance), San Antonio, Tex.

MARSCHALK & PRATT CO.

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

Phone: VAnderbilt 6-2022

Partners.....H. C. Marschalk,
S. H. Giellerup, S. L. Meulendyke, G. A. Poetschke, C. A. Peterson

Radio Director.....Curt A. Peterson

Time Buyer.....H. Gesregan

TV Dir.....E. J. Whitehead

Radio Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.

MASON-RELKIN CO.

20 E. 35 St., New York 16, N. Y.
Phone: MUrray Hill 9-3891
ABP—ANPA—APA—PPA

Time Buyer.....R. B. Relkin

J. M. MATHES, INC.

122 E. 42 St., New York 17, N. Y.
Phone: LExington 2-7450

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Treasurer.....A. E. Cox
Secretary.....Carle E. Rollins
Vice-Presidents & Directors.....Lester Loh,
 Wilfred S. King, W. T. Okie

Vice-Presidents.....D. R. Hathaway,
 Dr. O. L. Tinklepaugh, Jan H. Meyer
Director of Radio & TV.....Read H. Wight
Time Buyer.....Edna S. Cathcart
Motion Pictures.....Anne Moore

Radio Accounts: Air France, American
Viscose Corp., Austin Motor Co., Ltd. (Eng-
land), Canada Dry Ginger Ale, Inc. New
York, N. Y.; Delaware Floor Products, Wil-
mington, Del.; Houbigant Sales Corp., Im-
perial Paper & Color Corp., Judson Dunaway
Corp., New York, N. Y.; Luden's, Inc., Read-
ing, Pa.; The Pure Food Co., Inc., Mamaron-
neck, N. Y.; Union Carbide & Carbon Corp.,
New York, N. Y.

TV Account: Canada Dry Ginger Ale, Inc.,
New York, N. Y.

MATHIESSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
Phone: DALy 8-4090

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Secretary.....Evelyn Heronymus
Copy Chief.....Edw. G. Ball
Radio Account: Edwards Motor Co.

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

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Phone: LORain 5-7170

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Radio Account: Gillette Safety Razor Co.

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2301 W. Third St., Los Angeles 5, Calif.
Phone: DUNKirk 82111

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Production.....Edith Hemphfling
Media Dir. and Time Buyer, Radio & TV

Bea Davies

Radio Accounts: Gordon Bread Co., Hoff-
man Candy Co., National Schools (Corres-
pondence Courses), Adolphs Food Products
(Meat Tenderizer), Pennzoil Co. (Oil & Lub-
ricants), Sears Roebuck & Co. (Retail De-
partment Store), Los Angeles, Calif.

TV Accounts: Sears Roebuck & Co. (Re-
tail Department Store), Adolphs Food Prod-
ucts (Meat Tenderizer), Charcook Co. (Char-
coal Broiler), Los Angeles, Calif.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 22, N. Y.
Phone: JUdson 5-3400

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 114 Sansome St., San Francisco 4, Calif.
 Vice-President-Mgr. H. Q. Hawes
 Vice-Presidents. Roswell Cochran,
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Radio Accounts: Altes Brewing Co., Allied
 Vans, American Trust Co. (San Francisco),
 Bell & Howell Company, Bell Brand Food,
 Ltd., Beverwyck Breweries, Inc., Broadway
 Department Store, Inc., California Packing
 Corp., California Walnut Growers Assoc.,
 Chesebrough Mfg. Co., Cons'd, Coldstream
 Products Co., Columbia Records, Inc., Cowles
 Magazine, Inc., Cresta Blanca Wine Co., W.
 P. Fuller & Co., Grand Trunk Railway,
 Gries dieck Western Brewery Co., International
 Harvester Co., Lehn & Fink Products,
 Corp., Leisy Brewing Co., Lucky Lager
 Brewing Co., Milk Foundation, Inc., National
 Biscuit Co., The Ohio Bell Telephone Co.,
 Pacific Coast Borax Co., Pacific Power &
 Light Co., Perfection Stove Co., Portland
 Gas & Coke Co., Ray-O-Vac Batteries,
 Richman Brothers Co., The S.O.S. Co., Southern
 California and Southern Counties Gas Cos.,
 Standard Oil Co. (Indiana), The Standard
 Oil Co. (Ohio), Swift & Company, Trans-
 Canada Airlines, TruVal Manufacturers, Inc.,
 Westinghouse Electric Corp.

TV Accounts: Altes Brewing Co., Bell &
 Howell Co., Beverwyck Breweries, Inc.,
 Broadway Department Store, Inc., California
 Packing Corp., Chesebrough Mfg. Co.,
 Cons'd, Chrysler Sales Division, Coldstream
 Products Co., Columbia Records, Inc., Cong-
 coleum-Nairn, Inc., Hood Rubber Co., Leisy
 Brewing Co., Lehn & Fink Products, Corp.,
 National Biscuit Co., The Ohio Bell Tele-
 phone Co., Pharmcraft Corporation, Inc.,
 Perfection Stove Co., Richman Brothers Co.,
 The S. O. S. Co., Southern California and

Southern Counties Gas Cos., Standard Oil
 Company (Indiana), The Standard Oil Com-
 pany (Ohio), Westinghouse Electric Corp.

R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.

Phone: M-2323

SNPA—PPA

President & Space Buyer. R. E. McCarthy
 Secretary. M. C. Benito
 Treas. & Prod. Mgr. Louis Benito
 Art Director. Harry Walls
Radio Accounts — Borden's Dairy, Foley
 Lumber Company, Peninsular Telephone Co.,
 Pioneer Tire Co., Southern Brewing Co.

McCORMICK COMPANY

217 E. 7 Ave., Box 1931 Amarillo, Tex.

Phone: 5333

NOAB—ANPA—APA—SNPA

Owner-Manager. James L. McCormick
 Account Exec. John R. Forkner
 Account Exec. R. W. Siemplekamp
 Art Director. Alfred M. Gibbons
Radio Accounts: Shamrock Oil & Gas
 Corp., Consolidated Appliances, Inc.

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.

Phone: Locust 7-4737

ANPA—PPA—APA

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 Vice-President-Treasurer. David R. Albright
 V.-P.-Radio-TV Director. James A. McFadden
 Time Buyer. Evelyn Walmsley
 V.-P.-Mdse. Howard H. Yaw
 Secretary. T. E. Libby

Radio Accounts: Western Maryland Dairy,
 Phila. & Reading Coal & Iron Co., Rieck-
 McJunkin Dairy Co., General Ice Cream
 Corp., Castles Ice Cream Co., Breyer Ice
 Cream Co.

TV Accounts: General Ice Cream Co.,
 Breyer Ice Cream Co.

McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.

Phone: Lancaster 5192

ANPA—ABC

President. James M. Baxter
 V.-P., Secy.-Treas. J. W. Thain

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 Paris Bldg., Winnipeg, Man., Canada
 Manager. A. A. Brown
 514 Province Bldg.,
 Vancouver, B. C., Canada
 Acct. Exec. W. H. Sandstrom
 376 Strand, London, W.C. 2, Eng.
 Acting Manager. H. Suffell

MELAMED-HOBBS, INC.

609 Second Ave. So., Minneapolis 2, Minn.
 Phone: Bridgeport 1225
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 Vice-President.....S. E. Melamed
 Secretary.....M. O. Gooder
 Acct. Execs.....Ralph W. Hobbs,
 Lorne R. Moodie, E. T. Holmgren, New-
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 A. Pacini, O. L. Smith

Media Dir.....Frank Johns

Branch Offices

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 Minn.

Manager.....E. T. Holmgren
 333 N. Michigan Ave., Chicago 1, Ill.

Manager.....E. R. Livingston
Radio Accounts: Chocolate Products Co.,
 Griggs Cooper & Co., Lan-O-Sheen, Inc.,
 Minnesota Farm Bureau Federation, Milk
 Foundation of Minnesota, Sanitary Food
 Mfg. Co.

ARTHUR MEYERHOFF & CO.

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

ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
 Financial Manager.....J. A. Johnston
 Director of Radio.....Benjamin J. Green
 Assoc. Radio Dir.....George Rich III
 Radio Time Buyer.....Carol Rich
 Publication Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon
 Account Executives.....John H. Lemmon,
 A. E. Meyerhoff, George Grabin, Marshall
 Kissel, Benj. Green, George Taylor, Henry
 Bartenstein.

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.
 Manager.....George Grabin

Radio Accounts: Chicago National League
 Ball Club, Illinois Meat Company, Mil-
 waukee Elec. & Transport Co., Wisconsin &
 Michigan SS Co., Wm. Wrigley Jr. Company,
 Patricia Stevens Models' Finishing School,
 Chicago Transit Authority, Clark's Super
 Gas.

C. L. MILLER COMPANY, INC.

521 Fifth Ave., New York 17, N. Y.
 Phone: Murray Hill 2-1010

ABC—ABP—ANPA—APA—NOAB—PPA

Treasurer.....G. V. Carhart

Branch Office

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: Central 6-1640

Exec.-In-Charge.....Irving M. Tuteur
Radio Accounts: Corn Products Sales Co.
 (Niagara Laundry Starch & Mazola Salad
 Oil), New York; Bachman Chocolate Mfg.
 Co. (Old Sol Bar), Mount Joy, Pa.; Dough-
 nut Corp. of America, New York, N. Y.

DAN B. MINER CO.

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 Phone: DUnkirk 2-2973

AAAA—ABC—ABP—ANPA—APA—BMB
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 Account Executives.....J. C. Morse,
 I. M. Greer, Hassel Smith, John Christie,
 Andrew Carpenter

Production Mgr.....Richard Glover
 Art Director.....Fred Kaplan
 Media Director.....Edith Grooms
 Radio & TV Dir.....Hildred Sanders
 Time Buyer.....Terri Brady
 Copy Chief.....Marion Sternbach
 Research Dir.....Herbert Kessler

Radio Accounts: American Beauty Macaroni
 (West Coast Div.) (Macaroni), Los Angeles;
 Awful Fresh MacFarlane, Inc. (South-
 ern Div.) (Candy), Oakland; Foreman and
 Clark (Clothing), Interstate Bakeries Corp.
 (Weber Bread), Kerr Glass Mfg. Corp. (Jars,
 Caps & Lids), Kendall Foods, Inc. (Dog
 Foods), Log Cabin Baking Co. (Variety
 Breads), Luer Packing Co. (Fresh Meats),
 Los Angeles; Prepared Products Co. (Dixie
 Fry), Pasadena; L. A. Transit Lines (Trans-
 portation), Los Angeles, Calif.

TV Accounts: Awful Fresh MacFarlane,
 Inc., Log Cabin Baking Co., Luer Packing
 Co., American Beauty Co., Weber's Bread.

EMIL MOGUL CO., INC.

250 W. 57 St., New York 19, N. Y.

Phone: CO 5-2482

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 Exec. Vice-Pres.....Charles L. Rothschild
 Secy. & Treas.....Helene Mogul
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 Production Manager.....Al Mauro
 Art Director.....Jean Coquillot
 Media & Research Dir.....Richard Liebman
 Asst. Research Dir.....Bob Wanderman
 Radio & TV Dir.....Helen Munroe
 Copy Chief.....Myron A. Mahler

Radio Accounts: Barney's Clothes, Inc.
 (Men's & Boys' Clothing), Canadian Fur
 Corp. (Women's Furs), New York; Gem
 Packing Corp. (Gem Oil), Brooklyn; Napa
 Valley Grape Prod. (Colombo Wine), Calif.,
 New York; National Shoes, Inc. (Women's
 & Children's Shoes), New York; Knomark
 Mfg. Co., Inc. (Esquire Boot Polish), Brook-
 lyn; Ronzoni Macaroni Co. (Spaghetti &
 Macaroni Prod. & Spaghetti Sauce), Long
 Island City; Santaripa Wine & Liquor
 (Liquor Store), Berolli Import Co., Inc.
 (Berio Olive Oil), S. A. Schonbrunn & Co.,

Advertising Agencies

Inc. (Medaglia D'Oro Coffee), Modern Industrial Bank, New York, N. Y.
TV Accounts: National Shoes, Inc. (Women's and Children's Shoes), New York, N. Y.

THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
 Phone: Parkway 1178
 PPA—ABP—ANPA

President.....Chester C. Moreland
 Secretary.....Walter H. Strauss
 V.-P. & Space Buyer.....B. L. Seligman
Radio Accounts: Rainbo Baking Co. Coney Island Amusement Co., Coca-Cola Bottling Co., Cincinnati Times-Star.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
 Phone: BR 9-5950

ABP—ANPA—APA—NOAB—PPA

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 V.-P. & Art Dir.....William J. Sutton
 Secy. & Treas.....William G. Carmody
 Media Dir.....Lillian F. Parker
 Time Buyer.....Kathryn Shanahan
 Exec. V.-P. & Radio Dir.

Llewellyn B. Van Doren

Time Buyer.....Kathryn Shanahan
Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
 Phone: PL 7-8060

V.-P. Chg. Midtown Office.....Muriel Johnstone
 Mlse. Counsellor.....Rosamond Gilmartin
Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.

TV Accounts: Sinclair Refining Co., New York, N. Y.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HEmpstead 4194
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 San Francisco 5, Calif.

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 Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

Raymond R. Morgan Co.
 1 Rue Faubourg St. Honore
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Chief Executive...Raymond R. Morgan, Jr.
Radio Accounts: Planters Nut Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap; Scotch Triple Action Cleanser; Sierra Pine Toilet Soap; Merrill's Rich Suds; Merrill's Pine Toilet Soap), Chapman Park Hotel, Institute of Religious Science.

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 Emory Ward, E. R. Korth

Radio Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc. (Prince Matchabelli Perfumes & Cosmetics).

TV Accounts: Vick Chemical Co. (Vick Products).

MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
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 Partner.....Rose Moselle
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 Art Dir., TV Prod.....Frederick H. Cassens
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10 Hopper St., Utica 3, N. Y.
 Phone: Utica 4-6141

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Radio Accounts: C. A. Durr Packing Co., Inc., West End Brewing Co.

Advertising Agencies

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Space Buyer.....Betty Math
Art Director.....James K. Sullivan
TV Director.....Ely A. Landau
TV Assistant.....Hal Goldin
TV Accounts: The Ziploc Co. (Watch Straps), N. J.; Purofied Down Prod. (Pillows & Comforters), N. Y. C.; Staor Equip. Corp. (TV Accessories), Brooklyn, N. Y.; Nat Palerton Motors (Auto Dealer), Semca Clock Co. (Clock Mfg.), New York City.

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75 E. Wacker Drive, Chicago 1, Ill.
Phone: FInancial 6-3481

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Account Executive.....W. O. Yecum
Account Executive.....C. T. Kerrigan
Mgr. Client Service.....Robert Gingrich
Media Director.....Victor Fabian
Production Manager.....Wm. G. Fisher
Radio Director.....Glenn Martin
Time Buyer.....Victor Fabian
Radio Accounts: Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; Marhofer Packing Co. (Meat Products), Monarch Brewing Co. (Beer), Chicago, Ill.; Sugardale Provision Co. (Meat Products), Canton, O.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Selwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

TV Accounts: Durkee Famous Foods (Margarine), Chicago, Ill., Norwalk, O.; The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Meats), Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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Phone: MURray Hill 9-6835

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Vice-President.....Thomas W. Hughes
Secretary.....Joseph W. Madden
Treasurer.....Frank Neuhauser
Media Director.....Jack Donelon
Account Executives.....Paul R. Kruming, Thomas W. Hughes, Joseph W. Madden, Walter Kelly, John Sweeney, Philip Gurtvich
Radio & TV Directors.....James G. Zea,

James A. MacDonald, Alex Cardenas, Jean Volpe
Time Buyer.....Lenore Sanders

Branch Offices

Associates offices in Central and South America, Europe, U. S. possessions and the Far East.

Radio Accounts: American Safety Razor, Borden Co., Carter Products, Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmaceutical Co., Lever Brothers (U. S.), Richard Hudnut, National Carbon Co., Quaker Oats Co., Ruppert Brewery, William R. Warner.

NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: STate 2-5151

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ABC—ABP

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Media Dir.....Otto R. Stadelman
Radio-TV Dir.....Allan Wallace
Publicity Dir.....John Willoughby
Sec.-Treas.....Max D. Andyl

Branch Office

1680 North Vine St., Hollywood 28, Calif.
V.-P. & Manager.....Frank Pittman
Radio Accounts: Kraft Food Co., S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc.

NEFF-ROGOW, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone: CIRCLE 7-4230

President-Acct. Exec.....William Rogow
Acct. Exec.-Copy Chief.....Stewart Pierce Brown
Acct. Exec.....Robert Rogow
Personnel Director.....Harriet Barnett
Radio Accounts: Melville Shoe Corp. (Shoes), Joseph Martinson & Co. (Coffee), Bond Stores, Inc. (Clothing), New York, N. Y.

TV Accounts: Melville Shoe Corp. (Shoes), New York, N. Y.

RALPH NELMS, INC., ADV.

312 W. Walnut, Springfield 3, Mo.
Phone: 4-2555

APA

Pres.-Radio Dir.....Ralph A. Nelms
Art Dir.....J. H. Richards
Prod. Manager.....James A. Nelms Jr.
Account Executive.....Jeanette Mahan
Account Executive.....Mrs. Gary Madsen
Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed

Corn & Treatment), St. Joseph; Assemblies of God Church (National Religious Pgm.), Springfield; Meek Lumber Cos. (Lumber Yard Chain), Lockwood; Faith of our Fathers, Inc. (Religious Broadcasts), Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.
208 State St., Schenectady 5, N. Y.
Phone: 4-4135

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Vice-President.....Helen C. Nelson
Secretary.....Alice Pach
Copy Chief.....Robert S. Cragin
Publicity Director.....Robert S. Cragin
Art Director.....Arnold Hitchins
Space Buyer.....Sybil Van Patten
Research.....Alice Pach
Radio Director.....Jack Rourke
TV Director.....Edward F. Flynn
Radio Time Buyer.....Anne F. Pratt

Radio Placement Accounts: Carl Co. (Department Store), Cowell's Shell Station (Shell Dealer), Hub Store (Sports Store), Schenectady; Wm. W. Lee & Co., Inc. (Cold Remedy), Watervliet; A. L. Parsons & Sons (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Rudolph Brothers, Inc. (Jewelry Chain), Syracuse; Saratoga Racing Assn. (Racing Association), Saratoga Springs; Industrial Bank (Banking Association), Devenpeck Coal Co. (Coal Co.), Cummings Motors, Inc. (Chrysler Dealer), Schenectady; Rodgers Liquor Co. (Liquor Distributors), Albany; Union-Fern (Furniture Chain), Troy; Chas. Miller Coal Co. (Coal Co.), Schenectady, N. Y.

Radio Transcription Production Accounts: General Electric Co. Electronics Division (G. E. TV & Radio) Syracuse; Benrus Watch Co. (Watch manufacturers), New York City; Mohawk Carpet Mills, Inc. (Rug and carpet manufacturers), Marcus Briers' Sons (Sports Clothing manufacturers), Amsterdam; Stein Clothes, Inc. (Sir Little Garments), Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Assn. (Racing Association), Saratoga Springs, N. Y.

TV Film Production Account: Pepsi-Cola Co. (Soft drink beverage), New York City; Saratoga Racing Assn. (Racing Association) Saratoga Springs, N. Y.

TV Placement Accounts: Mohawk Carpet Mills, Inc. (Rugs and Carpets), Amsterdam; Allen's Appliances (G. E. Appliance Store), Apex Department Store, Carl Co. (Department Store), Schenectady; Empire State Distributors (Philco Distributors), Cohoes; William W. Lee & Co. (Cold Remedy), Watervliet; Nusbaum's (Men's furnishings),

Schenectady; A. L. Parson's & Son (Ford Dealer), Central Bridge; Parsons, Inc. (Ford Dealer), Amsterdam; Saratoga Assn., Saratoga Springs; Wm. Sherry Tire Co. (Tire Dealer), Central Candy Corp. (Candy manufacturers), Empire State Bedding Co. (Sealey Mattress manufacturers), Schenectady; Smith Food Co. (Potato Chip manufacturer), Cohoes, N. Y.

TED NELSON ASSOCIATES
730 Fifth Ave., New York 19, N. Y.
Phone: Circle 6-8470

Acct. Executive.....Nat Fields
Script Director.....Richard Diamond
Talent Director.....Perry Bruskin
Director.....Ted Nelson
Production.....Isabelle Van Stockhem
TV Accounts: Exclusive TV and Radio
Representatives for Professional Basketball-Gothams on WNBC—1948-49.

NEWELL-EMMETT CO.
(See Cunningham & Walsh, Inc.)

THEO. A. NEWHOFF ADV. AGENCY
1403 Court Square Bldg., Baltimore 2, Md.
Phone: Lexington 7155

AAAA—ANPA—ABP—NOAB—PPA
Partners.....Theodore A. Newhoff,
Marx S. Kaufman
Vice-Pres.....Samuel S. Strouse
Comptroller.....R. M. Newhoff

NEWMAN, LYNDE & ASSOCIATES, INC.

Florida National Bank Bldg., Jacksonville 2, Fla.
Phone: 3-1253, 5-7720
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PPA—SNPA

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Exec. Vice-Pres.....Hunter Lynde
Vice-Pres.....Kenneth F. Small
Vice-Pres.....David E. Robeson
Secy. & Pub. Dir.....Ronald G. Sercombe
Radio-TV Dept.

Exec. Vice-Pres.....Hunter Lynde
Vice-Pres.....Kenneth F. Small
Vice-Pres.....Allan C. Gottschaldt
Branch Office
Chamber of Commerce Bldg., Miami, Fla.
Phone: 82-9975

Vice-Pres.....Allan C. Gottschaldt
Radio Accounts: JAX Brewing Co. (Beer), Bond-Howell Lumber Co. (Bldg. Supplies), Jacksonville, Fla.

NORTHWEST RADIO ADV. CO.
Empress Bldg., Seattle 4, Wash.
Phone: Elliott 5488

Mgr. & Radio Dir.....Edwin A. Kraft
Asst. Manager.....W. L. Paul

. . . Advertising Agencies . . .

Radio Accounts: Rhodius Perfumes, Alaska Life.

O'BRIEN & DORRANCE, INC.

160 E. 56 St., New York 22, N. Y.
Phone: PLaza 9-5120

President-Secretary.....Dick Dorrance
Exec. Vice-Pres.-Treas.....Harry F. O'Brien
Vice-Pres.....John A. Cashman
Media Director.....William L. Morison
Art Director.....Jack Wolfgang Beck
Production Manager.....Lincoln W. Allan
Account Executive.....Joseph Anderson
Radio-TV Director.....William R. Seth

OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.
Phone: Central 8380-1-2-3

ABP—ANPA—APA—NOAB—PPA

President.....Irwin A. Olian
Exec. Vice-Pres.....J. Walter Goldstein
Vice-President.....Harold A. Thomas
Copy Chief.....James Spencer
Space Buyer & Res. Dir.....James O'Neal
Prod. Mgr.....Evelyn Dieckmann
Art Director.....Harry Lindermann
Radio Director.....Margaret Nelson

Radio Accounts: Eagle Stamp Co., Eagle Stamps), General Grocer Co. (American Lady-Topmost Foods, Big Fellow Peas, Cob Cut Corn, Manhattan Coffee), Milton Oil Co. (Diel Gasoline), Sayman Products Co. (Sayman Soap), Pevely Dairy (Jitterbug Dairy Products & Reddi-Wip), Hudson Dealers of St. Louis (Hudson Cars), Stewart's Apparel, Inc. Ladies Ready-To-Wear), Dining Car Coffee Co. (Dining Car Coffee), St. Louis, Mo.

TV Accounts: Pevely-Dairy Co. (Reddi-Wip), General Grocer Co. (Manhattan Coffee), Automatic Firing Corp. (Gas-A-Fire), St. Louis, Mo.

ROBERT W. ORR & ASSOCIATES, INC.

4 W. 58 St., New York 19, N. Y.
Phone: PLaza 9-8050

ABC—ANPA—NOAB—PPA

President.....Robert W. Orr
Exec. Vice-Pres.....John H. Baxter
Vice-Pres. & Asst. to Pres....Eldon Sullivan
Vice-Presidents.....Arthur Livingston, Jerome Isaacs
Secy.-Treas.....Chauncey C. Seedorf
Radio-TV Dir.....Stephen G. Bowen

Branch Offices

9130 Sunset Blvd., Los Angeles, Calif.
Exec.-in-Chge.Richard Diggs
123 New Bond St., London, England
Exec.-in-Chge.....F. A. Nicholson
96 Rue de la Victoire, Paris, France
Exec.-in-Chge.M. Renault
Radio Accounts: Andrew Jergens Co. (Woodbury & Jergens), Cincinnati, O.

OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2400

ABP—ANPA—APA—NOAB—PPA

President.....John H. Owen
Executive Vice-Pres.....Charles Chappell
Vice-President.....Marc Seixas
Director of Media.....Harry Torp

Radio-TV Dept.

Vice-Pres-Radio-TV Dir. David Hale Halpern
Radio Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

TV Accounts: National Bohemian (Beer), National Premium (Beer), Baltimore, Md.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg., Kansas City 11, Kans.

Phone: Dr. 7250

ABP—ANPA—APA—PPA

President & Acct. Excec.....Merritt Owens
Vice-President Acct. Excec.....R. Grant Neds
Production Mgr.....Bernard L. Wardlow
Acct. Excec.....Willard G. Saunders
Copywriter.....Gloria Stults
Art. Dir.....Bernard L. Wardlow

Radio Accounts: Feld Chevrolet Company, Inter-State Moving & Stor. Co., Meyer Sanitary Milk Co., Nourse Oil Company, Sun-Ra Frozen Foods, Inc., Joe M. O'fill Motor Co., Davidson Brothers Motor Co.

PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.

Phone: TEmplebar 2-2885

ABP—APA

Partners.....Helen A. Kennedy, Carl W. Sickler

Assoc.....Harvey C. Scott
Prod. Mgr.....Walter Utterback

PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.

Phone: ELiot 1401

ANPA—AAAA—NOAB—CAN

President.....Wm. H. Horsley
V.-P., Radio-TV Dir.....Trevor Evans
Secretary, Copy Chief.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

Branch Office

715 Cascade Bldg., Portland 4, Ore.
V.-P. & Mgr.....Milton Foland
Radio Accounts: Fisher Flouring Mills Co., Washington Co-Op Farmers Assn., Lang & Co., Washington State Fruit Commission, Cowman & Campbell Co., William O. McKay Co.

TV Accounts: Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pa-

Advertising Agencies

ific Lincoln Mercury Co., William O. McKay Co., Pacific Nat. Advg. Agency, Imperial Candy Co., Federal Old Line Insurance Co.

PEARSON ADV. AGENCY, INC.

50 E. 42 St., New York 17, N. Y.
Phone: VAnDerbilt 6-0029
PPA

Pres-Treas.....C. H. Pearson
Copy Chief, Editor.....W. R. Barker
Radio Director.....B. J. Lanza
Radio Accounts: Manufacturers Trust Co. (Banking), New York; Cooper Razor Blade Co. (Razor blades), Brooklyn; National Home Owners Assoc., New York, N. Y.

PECK ADV. AGENCY, INC.

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

ABP—ANPA—APA—NOAB—PPA

Chairman of the Board.....Harry Peck
President.....Harry Krawit
Vice-President.....Norman A. Mack
Dir. of Radio-TV.....Arthur J. Daly
Radio Accounts: I. J. Fox (Furs), New York; Howard Clothes (Men's & Boys' Furnishings), Brooklyn; Old Dutch Coffee (Coffee); Charles of the Ritz (Cosmetics, Premier Foods (Food Products), New York, N. Y.

TV Accounts: Howard Clothes (Men's & Boys' Furnishings), Brooklyn; Old Dutch Coffee (Coffee), Charles of the Ritz (Cosmetics), Premier Foods (Food Products), New York, N. Y.

PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone: PLaza 5-1500

AAAA—ABC—ABP—ANPA—APA—
BMB—NOAB—PPA—SNPA

President.....Thomas L. L. Ryan
Vice-Presidents.....G. Douglas Morris,
T. C. Fisher, Donald R. Shaw, Jack Skolnik

Secretary.....H. C. Sutherland
Media Director.....T. C. Fisher
Time Buyer.....William G. White
Director of Radio-TV....Wilfred S. Roberts
Program Supervisor....Elizabeth C. Shay

Radio Accounts: Procter and Gamble (Camay Beauty Shop), Cincinnati, O.; Northeast Airlines (Air Transportation), Boston, Mass.; La Primadora Cigar Corp. (Cigars), New York, N. Y.

TV Accounts: La Primadora Cigar Corp. (Cigars), New York, N. Y.

THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone: Franklin 2122
TAAAN

Partner.....William L. Phillips
Partner.....Charles C. Ramsay

Aect. Exec.....Fred J. Volz
Time Buyer.....Robert F. Lewis
Radio Director.....Bill Mesmer

Radio Accounts: Walt Tufford DeSoto-Plymouth (DeSoto-Plymouth Automobiles), Davidson Furniture Co. (Retail Furniture), Home Federal Savings & Loan (Savings & Loan), Dennstedt Electro Mart (Electrical Appliances), Tufford TV (Television), First National Bank (Trust & Savings), Dr. G. W. Raichart (Dentist), San Diego, Calif.

TV Accounts: Davidson Furniture Co., Tufford TV, Walt DeSoto-Plymouth, Valle's Restaurant, San Diego, Calif.

CASPER PINSKER, INC.

150 Nassau St., New York 7, N. Y.
Phone: BEckman 3-8680

ANPA

President.....Casper Pinsker
Vice-President.....Thomas J. McElroy
Secretary-Treasurer.....Casper Pinsker, Jr.
Director of Radio.....Jules M. Labert
Asst. Radio Director....Robert Kirschbaum

Radio Accounts: Fifth Ave. Merchandise Mart (Vest Pocket Adding Machine), New York; Albern Sales Co. (Novelties), Long Island City; Associated Nutrition Products ("Protam" Reducing Formula), Christian Herald (Books), Champion Implement Co. (Electric Spray Gun), Fillum Fun, Inc. (Toys), New York, N. Y.; Grayson Farms (California-grown Dates), La Quinta, Calif.; Harbert Company (Toys), Novel Manufacturing Co. (Toys), Scope Sales Co. (Sewing Accessories), Seven Sirens Press (Books), New York; Dale Shears' School of Music (Dale Shears' Piano Course), Struthers, O.; Simon & Schuster (Books), Superior Agencies (American Progressive Health Insurance Company), Tex Smith, Harmonica Man (Harmonica Course), New York, N. Y.

PITLUK ADVERTISING

2200 Alamo National Bank Bldg.
San Antonio 5, Texas
Phone: GARfield 7268

ABP—ANPA—PPA

SNPA—NOAB—APA—TAAAN

Partner, Space Buyer.....Jack N. Pitluk
Radio Director.....Bob Holleron
Copy Chief, Sales Mgr....Jack N. Pitluk, Jr.
Radio Time Buyer.....Sam Riklin

PORTER & ASSOCIATES

430 S. Western Ave., Los Angeles 5, Calif.
Phone: DUnkirk 8-2972

Partner-Owner, Time Buyer & Adv. Sales
Mgr.....Irwin T. Porter
Partner-Owner, Radio Dir. & Time
Buyer.....Gertrude T. Porter
Copy Chief.....Jean Norab

. . . **Advertising Agencies** . . .

R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Rd., Kansas City 8, Mo.
Phone: Victor 2530
ANPA—APA—NOAB—PPA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury,
C. C. Tucker, E. A. Warner, C. L. Robin-
son
Secretary-Treasury.....C. C. McMillan
Radio & TV Director.....William J. Brewer
Publicity Director.....James McQueen

POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone: Victor 9400
ANPA—APA—PPA—NOAB

President.....W. J. Krebs
V.P.-Production Mgr.....D. E. Dexter
Secretary.....W. B. Stone
Treasurer.....C. J. Effic
V.P. & Radio Dir.....N. P. Rowe

PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GARfield 6490
ABP—ANPA—APA—SNPA

President & Treas.....George L. Prater
Vice-President.....M. T. Prater
Secretary.....Mary E. Johnson
Art Dir.....Walter Miller
Radio Accounts: Claussner Hosiery Co.,
Falls City Brewing Co., Inc., Merit Clothing
Co., Moniteau Mills.

**PROGRESSIVE RADIO
ADVERTISING CO.**

260 E. 161 St., New York 51, N. Y.
Phone: MEIrose 5-5522

Director.....Lido Belli
Time Buyer.....Catherine Termini
Radio Accounts: Adam Hats, Bendix
Washing Machine, Florsheim Shoes, Buitoni
Prods., White Sewing Machine, William Oil-
O-Matic Oil Burners, Chrysler Corporation,
Carter's Little Liver Pills, Conti Products,
Consolidated Edison Co. of N. Y., De Nobili
Cigar Co., Ford Motors, Flotill Products,
Gambarelli & Davitto, Inc., General Electric,
General Motors, Johnson & Johnson, Kel-
vinator Refrigerators, Manufacturers Trust
Co., Pepsi Cola, Philco Refrigerators and
Radio, Pinex, Southern Cotton Oil Co.,
United Security Associated Warehouses Assn.,
White Labs, Inc., Planters Edible Oil Co.,
Procter & Gamble, Public National Bank &
Trust Co., RCA Victor, Perugina, Inc.,
Quiet May Oil Burner Co., S. A. Shonbrunn
(Medaglia d'Oro Coffee); Warren Norge Co.,
Wrigley Chewing Gum, Superfilm Distrib-
uting Corp., St. Joseph's Aspirin, Atlantic
Macaroni, Co., Inc., Florence Gas Range,
Frank (Chicory & Spices), Hi-Jump Fruit
Co. of California; Maytag Washing Machine,
Ossola J. Co.; Pandora Cigar Co., Inc., RKO

Theater, Paradise Wines; Cella Vineyards.
Muntz TV, International Harvester Refrigera-
tor, Starrett TV, Hallicrafter TV, Sonoma
Grape Products, Fina Recording Co.

QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
Phone: NE 7873
APA—PPA—ABP

President.....C. A. Ward
Vice-President.....R. J. Henderson
Art Director.....Charles Ernst
Pro. Mgr., Radio Time Byr.....D. J. Holstad
Gen. Mgr.....E. J. Petersen
Radio Dir. Chge. Research.....J. H. Fischbein
Copy Chief.....John Reely
Radio Accounts: Dairy Fresh Creameries,
Miss Morris Candies, Zip Co., Red Wagon
Pop Corn, Kennedy Products, Hilltop Feeds.

**RADIO ADVERTISING CORP. OF
AMERICA**

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President.....Michael A. Fiore
V.P. & Treas.....B. V. Fiore
Secretary.....Sol Chasnoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio-TV Director.....Michael A. Fiore
Acct. Exec.....B. Wilman
Radio Accounts: China Clipper, Non-Sec-
tarian Radio Church, Evangelistic Prophetic
Testimony of Phila., Watchung Lake, Casino
Beach & Pool, Freehold Raceways, Dover
Race Track, Post Auto Exchange, Airport
Motors, Alexander Beverages, D. Wolff &
Co., Circle Motor Sales, South Beach Busi-
ness Men's Assn., Village Business Men's
Assn.
Television Accounts: Watchung Lake,
Swimming & Bathing Resort.

THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa
Phone: 3-1889

NOAB—ANPA—PPA—APA—ABP

President & Secretary.....E. C. Naeckel
Service Director.....A. M. Walgren
Production Manager.....Esther Burmeister
Art Director.....P. Norton
Technical Consultant.....W. A. Giraldi
Branch Offices

6671 Sunset Blvd.
Hollywood 28, Calif.

Exec.-Vice-Pres.....W. W. Kennedy
230 N. Michigan Ave., Chicago, Ill.
Vice-President & Treas.....L. H. Copeland
Art Director.....E. J. McCabe
Buyer Radio Time.....D. L. Parsons
Production Manager.....Vito M. Volino
Radio Accounts: Blackhawk Brewing Co.,
Western Grocer Co., The Herman Nelson
Corp., Illinois Commercial Men's Assn., Lite
Soap Co., Michigan Mushroom Co.

. . . **Advertising Agencies** . . .

THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.
Phone: 7-1179
ABP

President.....Wilbur W. Randall
Art Director.....Bernard S. Vinick
Prod. Mgr.....Muriel M. O'Connor
Radio-TV Dir.....Florence F. Grady

Radio Accounts: Bacon Bottling Co. (Carbonated Beverages), Hartford, Conn.; Crown Petroleum Corp. (Petroleum Products), Hfd., Conn., Sptd., Mass.; George E. Dewey Co. (Movers), Ellin & Levin (Furs), Hartford; Genton Clothes (Apparel), East Hartford; Harry Glotzer (Furs), Hara Decorators (Home Furnishings), Harry's Clothing Store (Men's Store), Hartford Gas Co. (Public Utility), Hartford; Hatry & Young (Electronics), Hoffman Wallpaper Co., Conn. & Mass.; Savitt Jewelers (Jewelry), Hartford; Schultz Beauty Salons, Conn. & Mass.; Tuckel's Radio & Appliances, Hartford; Wachtel's Dept. Store, Hartford, Conn.

TV Accounts: Crown Petroleum Corp., Hatry & Young, Conn. & Mass.

THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone: Cadillac 1-4662

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

Pres. & Treas.....H. Ross Mack
Vice-Presidents..Hal. G. Trump, Ralph W. Sharp
Secy. & Copy Chief.....George B. Dow
Radio Dir.....R. D. Hughes
Space & Radio Time Buyer.....Charles E. Foerster

Art Director.....T. E. Eklund
Production Mgr.....George L. Husted
Account Executives...H. Ross Mack, Hal G. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, Lee E. Crooks, P. F. Droese

Radio Accounts: Booth Newspapers, Bronte Champagne & Wines Co., Inc.

RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone: MA 2-6811

ANPA--PPA--ABP--APA

Owner.....Milton C. Tauder
Art Dir.....Gorman Loss
Production Mgr.....Margaret McDade
Publicity Dir.....Lillian Timoney
Research Dir.....Eleanore Lambeck

Radio Accounts: K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

CHAS. DALLAS REACH CO., INC.

69 Washington St., Newark, N. J.
Phone Market 3-5100

AAAA--ABP--ANPA--APA--PPA

Pres. & Treasurer.....Chas. Dallas Reach
Ex. V.P.....Howard Sands
V.P.....Francis R. Risley
Secretary.....Everett Sahrbeck
Asst. Treasurer.....Wm. F. Renz
Director of Media.....Jerome B. Harrison
Director of Research.....Edward Stover
Prod. Mgr.....Robert J. Burns
Traffic Mgr.....Emil Lotruglio
Director Radio & TV...Jerome B. Harrison
Time Buyer.....Rose Italia
Asst.Eleanor Leonard

Branch Office

46 W. 55 St., New York 19, N. Y.
Phone: Circle 5-4176

Director of Media.....Jerome B. Harrison

Radio Accounts: Dugan Brothers (Baked Goods), N. J. Bell Telephone, Newark, N. J.; L. E. Waterman (Fountain Pens), Koppers Co. (Coke Fuel), Curtiss-Wright Co. (Airplane), New York, N. Y.

TV Accounts: Koppers Co. (Coke Fuel), New York, N. Y.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.

Phone: Bridgeport 7701

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

President.....E. E. Sylvestre
Executive Vice-Pres.....Wayne Hunt
Vice-Presidents.....J. H. Sarles,
Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle
Secretary-Treasurer.....C. L. Greenwood
Director of Media.....K. P. Torgeson
Space Buyer.....G. E. Anderson

Branch Office

625 Market St., San Francisco, Calif.
Exec-in-charge.....H. R. Ohleyer
Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co., Art Instruction, Inc.

TV Accounts: Art Instruction, Inc., General Mills.

REINCKE, MEYER & FINN, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone: WHitchall 4-7440

ABP--ANPA--APA--NOAB--PPA

President.....Wallace Meyer
Treasurer.....C. A. Reincke
Secretary.....A. L. Reincke
Vice Presidents.....Gordon Taylor,
C. C. Stevens, J. J. Finn
Director.....Frank M. Baker

Advertising Agencies

Radio Accounts: Anderson Co. (ANCO Wiper Blades and Arms), Cary, Ind.; Chicago, Burlington & Quincy (Railroad travel), Sterling Insurance Co. (Insurance), American Technical Society (Books), Chicago, Ill.

TV Accounts: von Schrader Mfg. Co. (Powder-enc), Racine, Wisc.

THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone: Capital 7-7611
ANPA—PPA—ABP—AAAA

President & Treas.....Harry I. Reingold
Art Dir.....Harry Goodman
Production Mgr.....Francis R. O'Reilly
Asst. Prod. Mgr.....Robert Curley
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer

Thomas J. Rowen
Mgr. Outdoor Dept.....Burt C. Riley, Jr.
Radio Account: Hampdon Brewing Co.

EMIL REINHARDT ADV. AGENCY

1736 Franklin St., Oakland 12, Calif.
Phone: Templebar 2-2408
ABP—ANPA—APA

President.....Emil Reinhardt
Copy Chief.....Dave Lane
Space Buyer.....Eleanor Shea Moreira
Radio Manager.....Joseph Connor
Copywriter.....James Prindiville
Production Mgr.....Edward O'Mara
Radio Time Buyer.....Anna Ponti

Radio Accounts: Kilpatrick's Bakeries, Walter N. Boysen Co., Standard Beverages, Central Bank, San Francisco Brewing Co., Grocers Milk Co., Tuttle Cheese Co.

REISS ADVERTISING

221 W. 57 St., New York 19, N. Y.
Phone: PLaza 7-8030

ABP--ANPA--APA--CAN--PPA--SNPA

President.....Joseph Reiss
Vice President.....Harold Reiss
Sec-Treasurer.....B. M. Reiss
Comptroller & Office Mgr., John T. Cisneros
Account Executives..Leonard M. Heine, Jr., Lester Loch, Stanley Sussman, Elizabeth Taubin, Richard Weiss, Rose Yergin

Radio Accounts: Decorative Cabinet Corp. (E-Z-Do Closets and accessories), Kearney, N. J.; Lafayette-Concord Radio (Radio & TV), S. Klein (Retail Apparel), McCrory Stores, New York, N. Y.; Princess House Closets (Closets & accessories), Newark, N. J.; Rand Rubber (Rubber products), Brooklyn, N. Y.

TV Accounts: Lionel Corp. (Electric Trains), New York, N. Y.; Decorative Cabinet Corp. (E-Z-Do Closets & accessories), Kearney; Princess House Closets (Closets & accessories), Newark, N. J.

E. W. REYNOLDS LIMITED

145 Yonge St., Toronto 1, Ont., Canada
Phone: WAverley 6157
ABC

President.....Edward W. Reynolds
Secy. & Treas.....Fred Banks
Art Dept.....Garth Harber
Production Mgr.....John L. R. Russell
Copy Chief.....N. Stuart Walton
Radio Department.....Shirley Oakes
Space Buyer.....Helen Anderson
Press Relations.....John J. Callan
Account Executives...C. Warren Reynolds, H. D. R. Newby, H. A. Davis, David G. Kilner

Branch Office

Room 409, 1405 Pearl St., Montreal, Quebec
Phone: LANcaster 3745
Exec-in-charge.....Allan S. Morrison

Radio Accounts: Mutual Benefit Health & Accident Assoc., Lantigen Laboratories, Ltd. (Lantigen "E" "g" "B" "C"), Ontario Honey Producers Co-Operative Ltd., Toronto; The T. Sisman Shoe Co. (Scampers, Tredders, Thoro-Bilts), Aurora; The Colfield Washer Co. Ltd. (Washers), Hamilton, Ont.; T. S. Simms & Co. Ltd. (Brushes), St. John N. B.; Benjamin Moore & Co. Ltd. (Paints), J. H. Stafford Industries, Ontario Beekeepers' Council, Toronto, Ont.; D. F. Morgan Ltd. (Morgan Hats), Montreal, P. Q.; Belmont Park, Cartierville.

R. C. RIBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone: WAbash 6039-30

Owner.....R. C. Ribel
Production Mgr.....Walter W. Werle
Radio-TV Dir.....Sally V. Woleven

Radio Accounts: Bank of Louisville, Burdoff Furniture Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Hurry-Up-Broadway.

FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-6383

AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

President.....Fletcher D. Richards
Vice-Pres.....Eugene I. Harrington
Vice-Pres.....Bradley A. Walker
Secy-Treas.....Duane W. Bernbaum
Vice-Pres. & Media Dir.....E. A. Elliot
Vice-Presidents.....Herbert Baldwin, M. J. Casey, J. S. Davidson, Radcliffe Romeyn, Trell Yocum
Art Dir.....John Sidebotham
Copy Chief.....John William
Motion Picture Dir.....Kenneth Young

Advertising Agencies

V. P. in charge Radio & TV
 John S. Davidson
 Radio & TV Program Director...Tom Hicks
 Time Buyer.....George Panmental
 Radio & TV Copy.....S. J. Frolick
 Radio Writer.....Kenneth Derby
Branch Offices
 Lincoln Tower, 75 E. Wacker Drive
 Chicago 1, Ill.

Manager.....French L. Eason
HARRINGTON & RICHARDS: Division of
 F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.
 Exec. in charge.....Eugene Harrington
 5816 Wilshire Blvd., Los Angeles, Calif.

Exec. in charge.....Eugene Harrington
Radio Accounts: U. S. Rubber Co. (U. S.

Royal Tires, Fisk Tires, U. S. Keds, U. S. Gaytees, Koylon Mattresses), Eastern Air Lines, Rockwood & So. (Rockwood Chocolate Products), Dixon Crucible Co. (Ticonderoga Pencils), Durham-Enders Razor Corp. (Enders Razor), Foremost Dairy Products), Berghoff Brewing (Berghoff Beer), U. S. Coast Guard.

TV Accounts: U. S. Rubber Co. (U. S. Royal Tires, U. S. Keds, U. S. Gaytees), Eastern Air Lines, Atlanta-New York; Berghoff Beer (Berghoff Beer), Durham-Enders (Enders Razor), New York-New Haven; Foremost Dairy (Foremost Ice Cream), New York, N. Y.

M. EVANS RICHMOND ADV. AGENCY

1518 Walnut St., Philadelphia 2, Pa.
 Phone: PE 5-2234
 ABP
 Pres. & Radio Time Buyer.....M. Evans
 Richmond
 Art. Dir.....Mathew Lynch
 Production Mgr.....Claude Lathrop
 Account Executive....Robert E. Hammond

Branch Office
 230 Boylston St., Boston 16, Mass.
 Exec.-in-charge.....Robert S. Richmond
 Yucca Vine Bldg., Hollywood, Calif.
 Exec.-in-charge.....Morey K. Reiss

LEE RINGER ADVERTISING

3142 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DRexel 8131
 AAAA-ABP-ANPA-APA-PPA
 Owner.....Lee Ringer
 Art Dir.....Richard Pennington
 Production.....C. C. Wickstrom

JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
 Phone: Madison 6-2291
 Owner.....John H. Riordan
 Art Dir.....Elsie Beck
 Space & Time Buyer.....Shirley A. Smith

Account Executives.....B. P. Lowry,
 F. C. McElligot, A. F. Banks
Radio Accounts: Calif. Flyers, Inc., Calif.,
 Doyle Packing Co.

PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.
 Phone:Murray Hill 7-6574
 ANPA-PPA-AAAA-NOAB
 Chairman & Treas.....Philip Ritter
 Vice-President.....Walter J. McIndoe
 Secretary.....Henry P. Bender
Radio Accounts: Bel Paese Sales Co., Ryan
 Sales Co.

RITTS ADVERTISING AGENCY

601-5 Gerke Bldg., Cincinnati 2, O.
 Phone: DUNbar 0532
 OwnerCharles Rittenhouse

DAN RIVKIN AGENCY

1418 Walnut St., Phila. 2, Pa.
 Phone: PE-5-5766
 OwnerDan Rivkin
Radio Accounts: John Kohler (Clothing),
 Ismak Rug Mills, Ford Optical Co., Phila.;
 Royal Shoe Stores, Chester, Camden;
 Spiro's Apparel, Moskin Clothes, Berg Bros.
 (Clothing), Richards Clothes, I. Shubin
 & Son (Furniture), Phila., Wilmington.

ELWOOD J. ROBINSON ADV. AGENCY

634 So. Spring St., Los Angeles 14, Calif.
 Phone: MUTual 6293
 ABP-ANPA-APA-PPA
 President.....Elwood J. Robinson
 Vice-President.....Melvin A. Jensen
 Secretary.....Eola E. Gass
 Copy Chief.....B. E. Howard
 Production Mgr.....T. H. Tomlin
 Art Director.....Walton Titus
 Media Dir-Time Buyer.....R. C. Neuman
 801 Kohl Building, San Francisco, Calif.

Branch Office
Radio Accounts: Loma Linda Food Pro-
 ducts (Ruskets, Oven-Cooked Wheat, and
 25 other food products), Arlington; Pioneer
 Savings & Loan, Home Building & Loan
 Assn., Cinch Products, Inc. (Cake Mixes),
 Los Angeles; Pasadena Building & Loan
 Assn., Pasadena; California Fig Institute
 (Fig Industry), Fresno; California Federal
 (Savings & Loan), Western Federal S. & L.
 Assn., Los Angeles; Lorenz Broom & Mop
 Co. (Rubber Broom), Arlington, Calif.

TV Accounts: Pasadena Building & Loan
 Assn., Pasadena; Loma Linda Food Co.,
 Arlington; Cinch Products, Inc., Home
 Building & Loan Assn., California Federal
 S. & L. Assn., Los Angeles, Calif.

Advertising Agencies

ROCHE, WILLIAMS & CLEARY, INC.

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

ABC—ANPA—APA—NOAB—PPA

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary,
S. Weston, Lloyd Maxwell, J. V. Gilmour,
John Hayes Kelly, H. M. Collier

Radio-TV Program Director...Phil Stewart
Radio-TV Time Buyer.....N. J. Cavanaugh

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R. R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach, Little Boy Blue Blue-inking), Revere Camera Co. (Revere cameras & projector), National Trailways Bus System, Inc., Stewart & Ashby Coffee Co. (Stewarts Coffee), Chicago; The Studebaker Corp., South Bend, Ind.

TV Accounts: Stewart & Ashby Coffee Co., Chicago; The Studebaker Corp., South Bend, Ind.

ROCK ADVERTISING AGENCY

1165 Broadway, New York 1, N. Y.
Phone MURray Hill 9-3850

ABP

Owner-CopyAllan Rock
Art DirectorJo Bologna
Space BuyerSally Winston
Radio ManagerIrwin Winehouse
Account Exec.Michael Clarke

ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone: DEarborn 2-0020

ABP—ANPA—APA—PPA—SNPA

President.....Walter E. Smith
Exec. V-P.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Art Dir.....H. A. Fralum
Account Executives.....Howard N. Smith,
W. E. Smith, R. H. Reynolds, G. C. Huppertz, J. M. Wentzel

Branch Offices

Reserve Loan Life Bldg., Dallas 1, Tex.

President.....Walter E. Smith
Exec. V-P. & Mgr.....Howard N. Smith
Public Relations Dir.....John Olds
Art Dir. (Dallas).....Marvin Krieger
Radio Dir.....Marie Callahan
Copy Chief.....M. Stewart

1004 Baltimore Ave., Kansas City 6, Mo.

President.....Walter E. Smith
Vice-President.....Howard N. Smith
Manager.....J. W. Coy

ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone: CLeveland 5975

ABP—PPA

President, Treas., Space & Time Buyer
Manus Roizen

Vice-Presidents.....Samuel Sapowitch,
Arthur H. Rich

SecretaryEdith Roizen
Art Dir. & Production Mgr...C. John Ginther

Asst. Production Mgr.....Frank Landau
Personnel Dir. & Librarian...Mary A. Riley

Radio Dir., Time & Space Buyer
David I. Levy

TV Time Buyer.....Arthur H. Rich

Radio Accounts: Buffalo House Wrecking Co. (Building materials), Music House (Record and Musical Instrument stores), Pfeiffer's Food Products, Inc. (Salad dressings), Rich Ice Cream Co., Sattler's (Department Store), 20th Century Theatre, Buffalo, N. Y.

TV Accounts: Sattler's, Rich Ice Cream Co., Buffalo, N. Y.

RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St. W., Montreal, Can.
Phone: Plateau 4803

AAAA—ABC—ANPA—BMB—CAN
NAAN—PPA

President.....Russell C. Ronalds
Vice-President.....F. deB. Walker

Vice-President (Toronto)R. J. Avery
Treasurer.....Angus Ahern

Radio Director.....Frank Starr
Asst. to Radio Director.....S. B. Hayward

Branch Office

137 Wellington St. W., Toronto, Can.

Vice-President & Radio Dir.....R. J. Avery
Asst. to Radio Director.....D. R. Loney

Radio Accounts: Dominion Government (Army, Canada Savings Bonds), Ottawa; Canadian Industries Ltd. (Agricultural Chemicals Div., Paint & Varnish Division), Montreal Shoe Stores (Footwear), Canada Packers Ltd. (Meats), Bovril (Canada) Ltd. (Bovril), Canadian Arena Co., Bristol Myers, Tintex, Montreal; L. K. Liggett Co. Ltd., United Rexall Drug Co. Ltd., Niagara Finance Co. Ltd., Trans-Canada Credit Corp., Toronto.

CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago 11, Ill.
Phone: Superior 7-3486

ANPA—PPA—ABP—APA

Owner.....Charles E. Rose
Art Dir.....L. E. Manning

Space & Radio Time Buyers...William Perry,
M. B. Cooper

Radio Accounts: Auto Accessory Co., Charms & Cain, H. C. Evans & Co., Lombardo Wine Co., Nu-Dell Mfg. Co., Winkeweder & Ladd, Inc.

Advertising Agencies

WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, O.
 Phone: TOWER 1-6171
 Pres., Treas., Radio Dir.
 William Ganson Rose
 Vice-Presidents.....Frank Pelton,
 L. C. Brown
 Prod. Mgr.....Ina M. Peters
Branch Office
 3719 Reading Rd., Cincinnati 29, O.
 Manager.....L. C. Brown
Radio Accounts: Bailey Co., W. B. Burke
 & Co., Cleveland Foundation, Higbee Co.,
 Mass. Mutual Life Insurance Co., Public
 Square Relations.

ROSE-MARTIN, INC.

21 W. 46 St., New York 19, N. Y.
 Phone: LUXenburg 2-3550
 ABP—ANPA—PPA—APA
 President.....Irl W. Rose
 Secretary-Treasurer.....John B. Martin
 Vice-President.....Vaughn G. Hamington
 Media Director.....G. M. Rundbaken
 Production Manager.....John A. Boule
 Art Director.....Andrew K. Nelsen
 Comptroller.....H. J. Carmichael
 Account Executive.....Irl W. Rose 2nd
Radio Accounts: Public National Bank &
 Trust Co. of New York.

IRVING ROSEN ADVERTISING

230 Fifth Ave., New York 1, N. Y.
 Phone LONGaere 3-0471
 Owner, Space & Radio Time Buyer
 Irving Rosen
 Production Mgr.....E. Wayne
Radio Accounts: Style-Rite Footwear Corp.,
 The Wenley Co.

ARTHUR ROSENBERG CO., INC.

570 7th Ave., New York 18, N. Y.
 Phone: CHickering 4-4420
 ABP—ANPA—NOAB—PPA
 President.....Samuel Rubenstein
 Vice-Pres.....Wm. H. Saul
 Secretary.....Harold Chartow
 Treasurer.....A. A. Rosenberg
 Prod. Mgr.....John La Barbera
 Media & Res. Dir.....Sam Haven
 Copy & Plans.....H. B. Sadler,
 Joseph Ellner
Radio Accounts: Gleam Shampoo, Myer
 1890 Beverages, Miner's Inc.
TV Accounts: Monarch-Saphin (Retail
 Store), New York

A. JAMES ROUSE CO.

521 N. LaCienega Blvd.,
 Los Angeles 36, Calif.
 Phone: BRAdshaw 2-5608
 ABP—APA
 OwnerArt Rouse

Art Director.....John Fish
 Acct. Excec., Production Mgr., Radio-TV Dir.
 Bert Feinberg
 Space, Time Buyer.....Eleanor Dorfman,
 Anne Flynn, Art Rouse
Radio Accounts: Original Barbecue, Cul-
 ver of Calif., Harold's, Pensick & Gordon,
 Inc. (Toys), Los Angeles.
TV Accounts: Harold's, Pensick & Gordon,
 (Toys), Los Angeles.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 7, N. Y.
 Phone: BAKER 4340
 AAAAA—ABP—PPA—ANPA
 President.....C. L. Rumrill
 Vice-Presidents.....S. H. Weinstein,
 G. M. Prince, H. R. Hanson
 Secy.-Treasurer.....G. G. Wallington
 Prod. Mgr.....H. H. Thompson, Jr.
Radio Accounts: Gold Tone Studios, The
 Pleasant Valley Wine Co., Brighton Place
 Dairy.

LOWE RUNKLE CO.

1365 First National Bldg.,
 Oklahoma City 2, Okla.
 Phone: 3-5439
 AAAAA—TBP—APA—PPA—SNPA
 President.....Lowe Runkle
 Vice-Pres.....Roger Pishny
 Secretary.....Irene Gammel
 Production Mgr.....Lois Rea
 Art Director.....Elinar Lundquist
 Account Excec.....Harold Kranz,
 Roger Pishny, Lowe Runkle
 Dir. of Radio & TV.....Howard Neumann
Radio Accounts: Arkansas City Flour
 Mills (Flour), Arkansas City, Kan.; Cain's
 Coffee Co. (Coffee, Tea, Spice), Dulaneys
 (Appliances Distributor), Local Federal
 S & L Ass'n, Liberty National Bank, Merit
 Bills, Inc. (Feed), Oklahoma Operating
 Co. (Laundry Group), Oklahoma City.
TV Accounts: Dulaneys (Appliances Dis-
 tributor), Oklahoma Operating Co. (Laundry
 Group), Oklahoma City.

RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
 Phone: MURray Hill 6-6400
 AAAAA—ANPA—PPA—NOAB—APA
 Chairman of Board.....F. B. Ryan
 President.....F. B. Ryan, Jr.
 Sr. Vice-Pres. & Treas.....Cal. J. McCarthy
 Exec. Vice-Pres.....E. J. Grady
 Media Dir.....J. L. Ames
Radio Department
 V.P. Dir. of Radio-TV...Willson M. Tuttle
 Head Talent & Time Buyer...Thomas G. Slater
 Mgr. TV Dept.....Grant Y. Flynn
 Production Mgr.....John G. Cole
 Script Editor.....Sidney Slon

Advertising Agencies

Business Mgr., Ass't Time Buyer
 Bernard Rasmussen
 Senior Director.....Robert S. Steel
 Casting Dir.....Katherine McMahon
 Publicity Director.....Bernard Zwirn
 Canadian Coordinator.....Louis deMilhau

Radio Continuity

Head of Radio-TV Commercials Dept.
 Reggie Morgan
 Asst. Head.....Bill Russell

Branch Offices

360 No. Michigan Ave., Chicago 1, Ill.
 Exec. Vice-Pres. & Western Mgr.

Paul E. Watson
 Chicago Manager.....William P. Littell
 Media Manager.....Albert R. Callies
 Director of Radio.....R. W. Metzger
 Chg. of Radio Production.....N. E. Heyne
 Bus. Mgr. & Time Buyer.....Holly Shivley
 Charge of Television.....Fran Harris
 Charge of Commercials.....Irene Small
 Producer.....Warren Johnson
 7430 Econd Blyd., Detroit 2, Mich.
 Vice-Pres. & Manager.....Tod Reed
 812 Oliver St., St. Louis 1, Mo.

Sr. Vice-Pres & Manager.....Oscar A. Zahner
 712 Main St., Houston 2, Texas

Manager.....H. Donald Hopton
 1680 No. Vine St., Hollywood 28, Calif.

V.P. & Pacific Coast Mgr.....John H. Weiser
 Head of Radio Prod.....Glenn Middleton

Business Mgr. & Head of TV.....Marvin Young
 Mgr. of Media Dept.....R. K. Fredericks

Art Director.....Charles Williams
 Production Mgr.....Donald Whittemore

Copy Director.....Fred Jones
 Asst. Head of TV.....Stewart Garner

Account Executives.....Charles Bowen,
 William Howard, Walter Neill, Arthur
 Trask.

235 Montgomery St., San Francisco 4, Calif.
 Manager.....Herbert O. Nelson
 1218 3rd Ave., Seattle 1, Wash.

Vice-Pres. & Manager.....F. G. Mullins
 Carew Tower, Cincinnati 2, Ohio

Vice Pres. & Manager.....John L. Magro
 80 Richmond St., W., Toronto, Ont., Canada

Manager.....Gordon Ralston

Radio Accounts: Chrysler Corporation,
 Delaware, Lackawanna & Western Coal Co.,
 Electric Auto-Lite Co., Gunther Brewery,
 Garrett & Co., Lever Brothers Co., Lever
 Brothers Ltd., H. C. Lytton Co., Griesedieck
 Bros. Brewery, Pepsodent Co. of Canada,
 Wm. Wrigley Jr. Co., Bailey Schools, Savings
 Banks Assoc. of State of N. Y., Adler Com-
 pany, Allen Edmonds Shoe Corp., Allied
 Florist Association, Binyon Optical Co.,
 Kick-away Garments, Inc., Key Packing Co.,
 Martha Maid Mfg. Co., Thomas J. Lipton,
 Ltd., Mutual Insurance of Omaha.

LEWIS EDWIN RYAN

726 Jackson Place, N. E., Washington 6, D. C.

Phone: Re. 7606-7-8

AAAA-ABC-ABP-ANPA-NOAB

PPA-SNPA

Owner.....Lewis Edwin Ryan
 Secretary.....Laura D. Baker
 Gen. Mgr.....J. Robert Corry
 Auditor.....Preston B. Coiner
 Art. Dir.....William N. Clifford
 Prod. Mgr.....David F. DeYoung
 Copy Chief.....Harry A. Lyles
 Rad. Dir.....Gordon Manchester
 Account Executives.....J. Robert Corry,
 Robert Ames, John F. Hardie, Wm. Green,
 Gordon Manchester, Wm. R. Doores
 Director-Radio & TV.....Gordon Manchester
 Continuity Chief.....Bette Murphy
 Time Buyer.....Laura D. Baker

BEN SACKHEIM, INC.

2 W. 59 St., New York 19, N. Y.

Phone: PLaza 9-5141

ANPA-PPA-APA-ABP-NOAB

President.....Ben Sackheim
 Vice-Pres.....Lloyd G. Whitebrook
 Secretary.....M. A. Aldridge
 Treasurer.....Leonard H. Spring
 Prod. Mgr.....Hugh A. Gigante
 Media Dir. & Time Buyer.....Leonard H. Spring
 Publicity Dir.....Bette Benfield
 Research Dir.....Sylvia M. Sackheim
 Art Dir.....Arthur Singer
 Fashion Prom. Dir.....Ruth Hamner
 Copy Chief.....Anne Green

Radio Accounts: Peter Pan Foundations,
 Inc. (Brassieres), Miss Swank, Inc. (Slips
 & Pajamas), N. Y. State Democratic Com-
 mittee, New York; The Autoyre Co. (Kit-
 chen & Bathroom accessories), Oakville,
 Conn.

ST. GEORGES & KEYES, INC.

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

Phone: PLaza 5-1180

ABP-ANPA-PPA-ABC

President.....Maubert St. Georges
 Exec. V.P., Radio Dir.....Stanley J. Keyes, Jr.
 Treasurer.....John H. Vesely
 Vice-Pres.-Art Director.....Alfred A. Anthony
 Production Manager.....William Korcak
 Media Dir.....James J. Freeman
 Publicity Director.....John C. Gourlie

Branch Offices

Post Road, Stamford, Conn.
 Manager.....Carl Speirs
 2112 N. Charles St., Baltimore 18, Md.

Manager.....Arthur Booth

Radio Accounts: Benj. Moore & Co.
 (Paints), N. Y.; Biscaglia Bros. Wines,
 Fresno, Calif.; New Haven R. R., New
 Haven, Conn.

TF Accounts: Revere Copper and Brass
 (Revere Ware).

Advertising Agencies

SALESVERTISING ASSOCIATES, INC.

Board of Trade Bldg., Chicago 4, Ill.
 Phone: WAbash 2-6245
 PresidentDouglass Doolittle
 TreasurerG. Xenos
 Secy.....G. S. Doolittle

RICHARD SALINGER, ADV.

99 Chauncy St., Boston 11, Mass.
 Phone: Li. 2-5332
 President.....Richard Salinger
 Radio-TV Director.....Irving J. Sacks
Radio Accounts: Kussell Furs, Lehrburger & Asher (Furs), Lepie's, Inc. (Fabrics, materials), Renmore, Inc. (Ladies apparel), Stasey-Moore (Furs), Touraine Stores (Women's specialty), Kay Jewelry, Co. Chieftain Pontiac Corp., Boston, Mass.
TV Accounts: Lehrburger & Asher (Furs), Boston, Mass.

SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.
 Phone: GRegory 3-1414
 ABP—ANPA
 Art Director.....Geo. Riedl
 Copy Chief.....Florjan Raymond
 Media & Radio Time.....N. Harvey Salow
 Research Lynn Murray
 Acct. Exees.....H. H. Salow,
 S. Robert Freede,
 Production Chief.....Al Latini
Radio Accounts: Arrow Elec. Corp. (Major Appliances), Passaic; Berman, Charles (Floor Coverings), Patterson; La Perla (Spagetti), Passaic; Brogan-Cadillac (Cadillac-Olds), Franklin Tr. Co. (Bank), Paterson, N. J.

FRANK B. SAWDON, INC.

130 Lexington Ave., New York 17, N. Y.
 Phone: PLaza 5-2516
 President & Treas.....Frank B. Sawdon
 Vice-Pres.-Radio Dir.....Jerry Bess
 SecretaryVictor Sawdon
 Account Executives.....Frank B. Sawdon,
 Jerry Bess

Branch Office

737 North Michigan Ave., Chicago 1, Ill.
 Phone: Superior 7-8121
 Office Manager.....Marty Hogan
Radio Accounts: Robert Hall Clothes, Inc., Abelson's, Inc., North Jersey Broadcasting Co., Inc., Universal Motors, Inc.

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
 Phone: Market 2-0480
 ANPA—APA—PPA
 PresidentJulius Scheck
 V. P. & Treas.....Morris Scheck
 Art Dir.....Ernest D. Barnham

Prod. Mgr.....Louis E. Arrants
 Copy Chief.....Carlton Smith
 Space Buyer.....Frank M. Craumer
 Radio Dir.....E. Grant Scheck
 Account Executives...William H. Andrews,
 E. Grant Scheck, Morris Scheck, Julius Scheck

Radio Accounts: Barclay Tissue Corp. (Petal Soft Toilet Tissue), Brooklyn, N. Y.; Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.; Reddi-Wip Corp. of N. J. (Reddi-Wip topping), Harrison, N. J.; Rex Vacuum Stores (Vacuum Cleaners), Jamaica, N. Y.

TV Accounts: Fischer Baking Co. (Baked Goods), Newark, N. J.

HUGO SCHEIBNER, INC.

111 West 7th St., Los Angeles 14, Calif.
 Phone: Michigan 6636
 ABC
 Pres.-Radio & TV Dir.....Hugo Scheibner
 Vice-President, Copy Chief...Sidney Kahn
 Media & Research.....Warren Stolaroff
 A/C.....Rose Landau
 A/C.....Rose Landau,
 Mary Stelten, Hugo Scheibner

SCHENKER COMPANY

2101 Wabansia Ave., W., Chicago 47, Ill.
 Phone: ARmitage 1600
 Pres., Media Dir., Space Buyer
 Sydney R. Raike
 Vice-Pres.....J. E. Schenker
 Art Dir.....M. Rickabaugh
 Radio Time Buyer.....C. D. Domin
 Account Executives.....S. R. Raike,
 J. E. Schenker, C. D. Domin

SCHOLTS ADVERTISING SERVICE

1201 W. 4th St., Los Angeles 13, Calif.
 Phone: Michigan 2396
 President.....Wm. G. Scholts
 Director.....T. D. Scholts
 Merchandising.....L. G. Myhro

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
 Phone: GASpec 1-4813-45
 ABP—ANPA—APA—NOAB—PPA
 Pres. & Treas.....Gordon Schonfarber
 Vice-President.....Russell C. Edward
 Secretary.....Amanda C. J. Olsson
 Radio & TV Director....Claire R. Grenier
 Account Executive.....Gordon Schonfarber
Radio Accounts: California Artificial Flower Co. (Artificial Flowers), Colonial Laundries (Laundry - Cleaning - Storage), Gladdings, Inc. (Dry Goods), Old Colony Co-operative Bank (Savings & Loan), Provi-