

## Radio-TV Telephone Numbers in New York

Ruthrauff & Ryan, Inc. . . . . Murray Hill 6-6400  
 Sherman & Marquette, Inc. . . . . Plaza 7-6400  
 Street & Finney, Inc. . . . . WAtkins 4-8510  
 Sullivan, Stauffer, Colwell & Bayles . . . . . ORegon 9-2500  
 J. D. Tarcher & Co., Inc. . . . . Circle 6-2626  
 J. Walter Thompson Co. . . . . Murray Hill 3-2000  
 J. Franklyn Viola . . . . . CHickering 4-3254  
 Warwick & Legler, Inc. . . . . Murray Hill 4-5800  
 William H. Weintraub & Co., Inc. . . . . Murray Hill 8-3901  
 Weiss & Geller, Inc. . . . . Plaza 3-4070  
 Ward Wheelock Co. . . . . Plaza 3-7120  
 Young & Rubicam, Inc. . . . . Murray Hill 9-5000

### Publications

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

RADIO-TELEVISION 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 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

Affiliated Artists . . . . . Plaza 3-1862  
 All America Artists, Inc. . . . . Circle 6-6646  
 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  
 Fanchon & Marco, Inc. . . . . CHickering 4-3956  
 Gale, Inc. . . . . Plaza 7-7100  
 William McCaffrey Agency . . . . . ELdorado 5-1076  
 Management Corp. of America . . . . . Plaza 9-7500  
 Music Corp. of America . . . . . Plaza 9-7500  
 William Morris Agency, Inc. . . . . JUDson 6-5100  
 Marjorie Morrow . . . . . CHickering 4-0644  
 National Concert & Artists Corp. . . . . Plaza 9-6000  
 Robbins Bros. . . . . Murray Hill 7-2033

### Organizations, Unions and Government Agencies

Actors' Equity . . . . . Plaza 7-7660  
 Advertising Federation of America . . . . . BRyant 9-0430  
 AAAA . . . . . LExington 2-7980  
 American Communications Assn. . . . . COrtland 7-1374  
 American Federation of Musicians . . . . . Plaza 8-0600  
 AFRA . . . . . VAnderbilt 6-1810  
 ASCAP . . . . . Murray Hill 8-8800  
 American Television Society . . . . . Murray Hill 6-0238  
 AMPA . . . . . LUXemburg 2-1790  
 Broadcast Music, Inc. . . . . Plaza 7-1800  
 Federal Communications Comm. . . . . WAtkins 4-1000  
 Federal Trade Commission . . . . . WHitehall 3-8000  
 Institute of Radio Engineers . . . . . REgent 7-9600  
 Music Publishers' Protective Association . . . . . Circle 6-3084  
 NAPA . . . . . Circle 7-8194  
 NARSR . . . . . Murray Hill 5-4141  
 Professional Music Men, Inc. . . . . Columbus 5-7362  
 Radio Writers' Guild . . . . . Murray Hill 6-5252  
 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 . . . . . Murray Hill 9-5900  
 Alton Alexander Productions . . . . . LOrraine 8-3100  
 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 Production . . . . . Murray Hill 6-2523  
 Audio-Video Recording Co. . . . . Plaza 7-0780  
 Jack Barry Productions, Inc. . . . . ORegon 9-3118  
 Basch Radio & TV Productions . . . . . Murray Hill 2-8877  
 V. S. Becker Advtg. Service . . . . . LUXemburg 2-1040  
 Ford Bond Radio Productions, Inc. . . . . Circle 7-2236  
 Byron Productions Co. . . . . Circle 6-2677  
 The Bruce Chapman Co. . . . . WIsconsin 7-9244  
 Cinefacts, Inc. . . . . Circle 6-0951  
 Cinemart, 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 7-9135  
 Empire Broadcasting Co. . . . . Plaza 9-4500  
 Mildred Fenton Productions . . . . . Plaza 9-8266  
 Fisher Productions . . . . . PENnsylvania 6-9557  
 Allen A. Funt Radio Productions . . . . . JUDson 6-5227  
 Gale, Inc. . . . . Plaza 7-7100  
 General Artists Corp. . . . . Circle 7-7543  
 John E. Gibbs & Co. . . . . COlumbus 5-7504  
 Harry S. Goodman Radio Productions . . . . . Plaza 5-6131  
 Laurence Hammond Productions, Inc. . . . . Plaza 9-2210  
 Arthur Henley Productions . . . . . ILLinois 9-6729  
 Hudes & Lind . . . . . BOulevard 8-3065  
 Hummert Radio Features . . . . . Murray Hill 9-5900  
 International 16mm Corp. . . . . Plaza 7-2265  
 Roger Kay Enterprises . . . . . Circle 5-7880  
 Keystone Broadcasting System, Inc. . . . . Plaza 7-1460  
 Long-Worth Feature Programs, Inc. . . . . JUDson 6-5700  
 Bob Loewi Productions, Inc. . . . . Plaza 5-0958  
 Phillips H. Lord, Inc. . . . . Plaza 5-2211  
 Charles Michelson, Inc. . . . . Plaza 7-0695  
 Motion Pictures Stages, Inc. . . . . Plaza 3-4840  
 William Morris Agency, Inc. . . . . JUDson 6-5100  
 Murphy-Lillis Productions, Inc. . . . . Plaza 7-8144  
 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  
 Press Associations, Inc. . . . . Plaza 7-1111  
 Procter Productions, Inc. . . . . JUDson 6-4830  
 Radio Artists Corp. . . . . Murray Hill 8-0940  
 Radio Events, Inc. . . . . Murray Hill 7-1668  
 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  
 Rockhill Radio . . . . . Plaza 9-7979  
 Bernard L. Schubert, Inc. . . . . Murray Hill 8-0940  
 SESAC, Inc. . . . . Murray Hill 5-5365  
 K. R. Smith . . . . . JUDson 2-3791  
 Henry Sauvain, Inc. . . . . Circle 7-5666  
 Richard Stark & Co. . . . . Circle 6-7337  
 Irvin Paul Sulds, Inc. . . . . Templeton 8-7025  
 Television Screen Productions, Inc. . . . . Plaza 5-0808  
 Transcribed Radio Shows . . . . . LUXemburg 2-3530  
 Transfilm, Inc. . . . . LUXemburg 2-1400  
 United Press Associations . . . . . Murray Hill 2-0400  
 Thomas J. Valentino, Inc. . . . . Circle 6-4675  
 Chick Vincent Co. . . . . ELdorado 5-0734  
 Von Baumann Studio . . . . . RHinelander 4-5508  
 Roger White Productions . . . . . Plaza 5-3560  
 Wolf Associates, 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	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STate	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

### FM Radio Stations

WEAW	AMbassador	2-1128
WEFM	STate	2-1357
WEMS	CLiffside	4-7411
WMOR	ANdover	3-6050
WOAK	SAcramento	2-6272
WXRT	MONroe	6-9060

### 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
Keystone Broadcasting System	STate	2-6303
Mutual Broadcasting System	WHitehall	4-5000
National Broadcasting Co.	SUperior	7-8300

### Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	DEarborn	2-5277
The Branham Co.	CEntrol	6-5726
Burn-Smith Co.	CEntrol	6-4437
Capper Publications	CEntrol	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	CEntrol	6-1112
Crosley Broadcasting Corp.	STate	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
H-R Representatives	RAndolph	6-0113
The Katz Agency	CEntrol	6-4006
Joseph Hershey McGillvra, Inc.	STate	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	CEntrol	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	STate	2-7594
John H. Perry Associates	HArrison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
Radio Sales	WHitehall	4-6000

William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUperior	7-4473
The Taylor Co.	STate	2-5260
Sears & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

### Advertising Agencies

Aubrey, Moore & Wallace, Inc.	FInancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	SUperior	7-9200
Beaumont & Hohman	CEntrol	6-4230
Gordon, Best, Co., Inc.	STate	2-5060
Hill Blackett	SUperior	7-6500
Bazell & Jacobs, Inc.	CEntrol	6-6503
Richard Bradley Associates	WHitehall	4-5543
Buchanan & Co., Inc.	ANdover	3-6111
Leo Burnett Co., Inc.	CEntrol	6-5959
Burnett-Kuhn Advertising Co.	SUperior	7-3800
Campbell-Ewald Co.	CEntrol	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FInancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CEntrol	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joice & Morgan, Inc.	SUperior	7-6476
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
H. W. Kastor & Sons Advertising Co.	CEntrol	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	RAndolph	6-7942
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CEntrol	6-1640
Needham, Louis Brorby, Inc.	STate	2-5151
Olan Advertising Co.	STate	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presbo, Fellers & Presbo, Inc.	CEntrol	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrouff & Ryan, Inc.	FInancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russell M. Seeds Co.	DElaware	7-1045
Sherman & Marquette, Inc.	DElaware	7-8000
Tatham-Laird, Inc.	RAndolph	6-2171
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	STate	2-7369
Weiss and Geller	DElaware	7-1124
Weston-Barnett, Inc.	WHitehall	4-7725
Young & Rubicam	FInancial	6-0750

### Radio-TV Program and Transcription Cos.

Air Shaws, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	DElaware	7-8800
Feature Productions	STate	2-8999
Green Associates	WHitehall	4-0818
L. S. Toogood Recording Co.	CEntrol	6-5275
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

# Radio and Television

## TELEPHONE NUMBERS

### CHICAGO                      WASHINGTON

Herbert S. Laufmon.....WEbster 9-2302  
 Les Lear Productions Corp.....ANdover 3-7233  
 Art Linick Enterprises.....SUperior 7-3311  
 Monogram 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  
   FR 2-3238  
 United Press.....RAdolph 6-4172

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

#### Federal Departments and Agencies

American National Red Cross.....REpublic 8300  
 Archives, National.....REpublic 7500  
 Capitol U. S. (Senate, House of Reps.).....NAtional 3120  
 Census, Bureau of the.....LUdlow 4-3000  
 Commerce, Department of.....STerling 9200  
 Copyright Office—Library of Congress.....STerling 0400  
 Court of Customs & Patent Appeals.....NAtional 4696  
 Defense Mobilization, Office of.....EXecutive 3300  
 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.....LiBerty 5-6700  
     Army, Department of The.....LiBerty 5-6700  
     Navy, Department of The.....LiBerty 5-6700  
 National Production Authority.....STerling 5200  
 National Research Council.....EXecutive 8100  
 Patent Office.....STerling 9200  
 Post Office Department.....STerling 3100  
 Radio Correspondents' Galleries—Capitol  
     (Senate & House of Reps.).....NAtional 3120  
 State, Department of.....REpublic 5600

Supreme Court of The U. S.....EXecutive 1640  
 White House.....NAtional 1414  
 Blair House.....REpublic 1681

#### Non-Governmental

Clear Chonnel Broodcasting Service.....EXecutive 0255  
 National Association of Broadcasters.....DEcatur 9300  
 National Press Club.....REpublic 2500  
 RADIO DAILY.....MEtropolitan 0823  
   MEtropolitan 0824  
   WArfield 4462  
 Radio-Television Manufacturers' Association  
   NAtional 3902  
 Radio Corporation of America.....District 1260  
 Westinghouse Radio Stations.....STerling 0903  
   NAtional 8843

#### AM Radio Stations

WARR.....OWens 7800  
 WEAM.....OWens 7100  
 WFAX.....FALLS Church 0900  
 WGAY.....SHepherd 1050  
 WGMS.....EXecutive 8676  
 WINX.....REpublic 8000  
 WMAL.....NAtional 5400  
 WOL.....MEtropolitan 0010  
 WOOK.....STerling 7265  
 WPIK.....OVerlook 3000  
 WRC.....REpublic 4000  
 WTOP.....MEtropolitan 3200  
 WWDC.....STerling 3800

#### FM Radio Stations

WARR-FM.....OWens 7800  
 WASH.....Diistrict 1356  
 WBUZ.....HiLLside 8796  
 WCFM.....REpublic 8688  
 WGAY-FM.....SHepherd 1050  
 WGMS-FM.....EXecutive 8676  
 WMAL-FM.....NAtional 5400  
 WOOK-FM.....STerling 7265  
 WRC-FM.....REpublic 4000  
 WTOP-FM.....MEtropolitan 3200

#### Television Stations

WMAL-TV.....NAtional 5400  
 WNBW.....REpublic 4000  
 WTOP-TV.....MEtropolitan 3200  
 WTTC.....STerling 5300

#### News Services

Associated Press.....Diistrict 1500  
 International News Service.....NAtional 1733  
 Transradio Press.....NAtional 1178  
 United Press.....EXecutive 3480

#### Networks

ABC.....REpublic 6013  
 CBS.....MEtropolitan 3200  
 LBS.....NAtional 4458  
 MBS.....MEtropolitan 1551  
 NBC.....REpublic 4000



# Radio and Television

# TELEPHONE NUMBERS

## in LOS ANGELES

### AM Radio Stations

KALL (Pasadena)	RYan 1-7149
KBIG	HEmpstead 3025
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
KGFI	Hillside 0201
KGIL (Sherman Oaks)	STANley 7-3467
KHJ	HUDson 2-2133
KIEV (Glendale)	CHORiesteron 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
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
KFI-TV	DUNkirk 2-2121
KLAC	HUDson 2-7311
KNBH	HOLlywood 9-6161
KTLA	HOLlywood 9-3181
KTSL	HOLlywood 9-1212
KTTV	HUDson 2-7111

### Networks

American Broadcasting Co.	HUDson 2-3141
Columbia Broadcasting System, Inc.	HOLlywood 9-1212
National Broadcasting Co.	HOLlywood 9-6161
Mutual-Don Lee Broadcast System	HUDson 2-2133
Pacific Regional Network	Hillside 7406
Liberty Broadcasting System, Inc.	HUDson 2-7471

### Station Representatives

American Jewish Broadcasting	NOrmandy 2-5546
Avery-Knodell, Inc.	TU 2435
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. Brawn Co.	HOLlywood 9-6045

Burn-Smith Co., Inc.	RICHmond 6184
F M Repts., Inc.	Hillside 2450
Free & Peters	HO 9-2151
Gene Grant & Co.	YOrk 8812
W. S. Grant Co.	CR 6-3400
Irene Griffith Co.	Hillside 3921
Headley-Reed Co.	Hillside 7738
George P. Hollingbery	MADison 6-3633
The Kotz Agency	TUCKer 3219
Keenon & Elckelberg	DUNkirk 2-8458
Joseph Hershey McGilvra, Inc.	DUNkirk 7-4388
Tracy Moore	HOLlywood 9-5408
NBC-KNBH Spot Sales	HOLlywood 9-6161
Harlang Oaks Assoc.	DUNkirk 2-3250
Lee F. O'Connell Co.	CRestview 5-2022
John Pearson Co.	DUNkirk 7-4388
Edward Petry Co.	MICHigan 8729
Radio Sales	HOLlywood 9-1212
Wm. G. Rambeau Co.	HI 0388
Paul H. Raymer	HUDson 2-2376
Walker Co.	DUNkirk 2-3200
Weed & Company	Hillside 8611

### Advertising Agencies

Abbatt Kimball Co. of Calif.	DUNkirk 7-7305
Ad Associates	TUCKer 5713
Advertisers Production Agency	PROspect 7761
Advertising Engineers Corporation	MUTual 5039
Alber, R. H., Co.	HOLlywood 9-8273
Allen & Marshall Adv. Agency	DUNkirk 7-5163
Allied Advertising Agency	DUNkirk 7-7331
Altman, Bruce, Adv. Agency	BRAdshaw 2-5446
Anderson-Bever-Grant, Inc.	ANGelus 3-7177
Anderson-McConnell Adv. Agency	WEBster 1-8138
Arnold, Rupert, Adv. Agency	PROspect 1782
Asay, Wm. F., Agency	LONG Beach 7-2429
Associated Advertising Agency	DUNkirk 8-3145
Atchison, R. B., Adv. Agency	PROspect 1913
Atherton Advertising Agency	WEBster 3-8488
Ayer, N. W., & Son, Inc.	HEmpstead 4871
Ball, Ted H., & Co.	HOLlywood 9-7127
Benning Co.	DUNkirk 8-3456
Barnes Chase Co.	DUNkirk 4-1193
Barnes, John, & Assoc.	HEmpstead 0387
Bass, Louis, Co.	BRAdshaw 2-3396
Bates, Ted, & Co.	HOLlywood 9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood 9-7337
(Los Angeles)	WEBster 1-1234
Beale, H., Hammond Agency	DUNkirk 7-7777
Beaumont & Hohman, Inc.	MADison 9-2676
Bennett, Harry, Adv. Agency	TRinity 2391
Benton & Bowles, Inc.	Hillside 9151
Berghoff Associates, Inc.	BRAdshaw 2-2652
Besel Advertising	ANGelus 3-5121
Biow Co., Inc.	HEmpstead 2377
Bishop & Assoc. Inc.	MADison 6-1221
Black, Robt. J. Adv.	BRAdshaw 2-4072
Block Advertising Agency	HU4son 2-5668
Blythe, W. L., Co.	TUCKer 5410
Bogarts, The	HEmpstead 6871
Booker-Cooner, Inc.	HU4son 2-3205
Bathwell, W. Earl, Inc.	GRANite 6114
Bowman, Dante, Cummings, Inc.	PROspect 9806
Boyd, John R., Co.	LOGan 1644
Brand, Michael, Assoc.	CRestview 6-2991
Brisacher, Wheeler, & Staff	WEBster 1-8143
Broadcasting Advertising	DUNkirk 9-1339
Brooks Advertising Agency	TRinity 0558
Buchanan & Co., Inc.	CRestview 5-5231
Burnett, Leo, Co., Inc.	DUNkirk 8-8131

## Radio-TV Telephone Numbers in Los Angeles

Boyer, Carl, & Assoc., Inc.	TRinity	6421	Juneau, C. B., Inc.	WEBster	3-7131
California Advertising Agency	HEmpstead	8008	Kaufmann, Hans E., & Co.	GLadstone	1127
Calkins, Holden, Carlock, McClinton & Smith, Inc.	YORk	5145	Keane, Raymond Adv. Agency	WEBster	3-9221
Campbell-Ewald Co.	RIchmond	6204	Kellogg, Edward S., Co.	DUNkirk	7-5213
Copies Co., The	DUNkirk	7-4255	Kelso, M. H., & Co.	DUNkirk	2-2072
Carroll Dean	HOLlywood	9-1681	Kenyon & Eckhardt, Inc.	HEmpstead	2101
Case, Jack, Adv. Counselor	NOrmandy	1-1820	Kester, William, & Co.	HILLside	9251
Case, Roger T., Assoc.	LOng Beach	7-4474	Kimball, Abbott, Co. of Calif.	DUNkirk	7-7305
Cecil & Presbry, Inc.	HEmpstead	2324	Klingelsmith & Co., Inc.	DUNkirk	8-3013
Cinema Advertising Agency	PRospect	2141	Klitten, Martin R., Co., Inc.	DUNkirk	7-8396
Citizen Advertising Agency, Inc.	MAdison	6-4383	Knight Advertising	BRAdshaw	2-5401
Clark, Darwin H., Co.	MAdison	9-1661	Lannen & Sanders, Inc.	MUtual	8060
Cloward, Velma, Advertising	DUNkirk	4-2558	Lawrence Co., The	BRAdshaw	2-5820
Cole, Val, Advertising Agency	WALnut	5182	Lennen & Mitchell, Inc.	CRestview	1-7221
Coleman-Jones Advertising	MAdison	6-5859	Lenz, J. M., Advertising	HOLlywood	9-3906
Collard, Clark, Adv. Agency	MIchigan	2211	Little & Co.	DUNkirk	9-1267
Columbian Advertising Agency	HOLlywood	9-7187	Lockwood-Shackelford Adv.	DUNkirk	8-3121
Compton Advertising, Inc.	HOLlywood	9-8107	Logan, Dudley L., Adv.	MAdison	9-1604
Consolidated Adv. Directors	CRestview	4-6108	Mack-Wharton, Advertising	RIchmond	7-5477
Counselors, The	HILLside	0263	Mann Advertising Co., Inc.	DUNkirk	2-1179
Crank Chet, Co.	HEmpstead	5129	Marketers, Inc.	DUNkirk	7-5303
Crossley & Jeffries, Inc.	CLeeland	7-0617	Martna's Adv. Service	MAdison	6-4897
Culp Earl R., Co.	DUNkirk	2-8406	Marto, Walter, Adv. Agcy.	SYcamore	6-2239
Cunningham & Walsh, Inc.	GRAnite	6131	Matthews, Anne D., Adv. Agency	SYcamore	2-3816
Dancer-Fitzgerald-Sample, Inc.	HUdson	2-3256	Mayers Co., Inc., The	DUNkirk	8-2111
Davis, Charlie, Advertising	AXminster	3-5508	Mayne, Charles H., Co.	DUNkirk	7-4363
Davis & Company	MIchigan	3908	Mays & Co., Advertising	TRinity	8534
Davis-Harrison-Simmons, Inc.	HUdson	2-2311	McCann-Erickson, Inc. (Los Angeles)	MUtual	1181
Davis-Hood & Assoc., Inc.	STANley	7-4638	McCarty Co., The	PRospect	7011
Dennis, Robert F., Inc.	TRinity	4691	McCreery, Walter, The	BRAdshaw	2-2168
Donald, Dick, Adv.	DUNkirk	8-2371	McElroy Advertising Agency	PRospect	2047
Dozier & Eastman Adv.	PRospect	7091	McKee, Burns Advertising	DUNkirk	7-8377
Dunkle, W. Donald, & Assoc.	DUNkirk	3-3054	McNeill & McCleery	HUdson	2-2337
Durstine, Roy S., Inc.	DUNkirk	8-3411	Meany, Phillip J., Co., Adv. Agency	MIchigan	3601
Ebberts, Dan, Adv. Serv.	LOgan	4242	Mercury Adv. Agency, Inc.	BRAdshaw	2-2207
Edwards, Adv. Agency, The	BRAdshaw	2-5616	Miner, Dan B., Co.	DUNkirk	8-3301
Edwards, John F. & Assoc.	VANdike	1061	Magge-Privett, Inc.	YORk	7243
Ehler, Grace, Broadcast Adv.	VANdike	3164	Moody, Thomas & Assoc.	DUNkirk	2-0544
Eisenberg, Ralph, Advertising	VANdike	0349	More, C. Church, & Co.	TRinity	8043
Erwin, Wasey, & Co., Ltd.	WEBster	1-1211	Morgan, Raymond R., Co.	HEmpstead	4194
Ewell & Thurber Assoc.	HOLlywood	9-4994	Murray, Dymock, Carson, Inc.	BRAdshaw	2-2719
Factor, Ted H., Agency	DUNkirk	8-8111	Nathan, Edw. N., Adv. Agency	PRospect	1767
Fagan, O. K., Advertising Agcy.	VANdike	2192	Neale Adv. Assoc.	MIchigan	2149
Fehlman, Warren P., Adv. Co.	KIMball	9296	Needham Louis & Brorby, Inc.	HUdson	2-2391
Fishell, Dick & Assoc.	CRestview	5-4557	Nelson Advertising Service	MIchigan	0548
Footo, Cone & Belding (Hollywood)	HOLlywood	9-6265	Newman, Mike, & Assoc.	REpublic	5137
Footo, Cone & Belding (Los Angeles)	MIchigan	7651	Newman, N. J., Adv. Agency	TRinity	7664
Ford-Harshberger	HEmpstead	8193	Noble Advertising Co.	MAdison	6-5359
Forester, Gene, & Assoc.	STANley	7-4037	O'Neil, Larson & McMahon	GLadstone	2578
Free, Newton A., Co., The	MIchigan	1195	Ostrander, Russell P., Adv.	DUNkirk	3-3197
Freiburg, John, & Co.	NOrmandy	3-2111	Pacific Advertising Service	PRospect	5803
Fritzen, Henry, Adv. Agcy.	MAdison	6-0555	Patch & Curtis Adv. Agcy.	LOng Beach	6-1259
Gardner, H. M., & Assoc.	MAdison	6-4397	Pardee Co., The	HUdson	2-7306
Geissinger, W. B., & Co.	WEBster	3-7178	Pendleton, Larry & Assocs.	HUdson	2-3205
General Advertising Agcy., Inc.	HEmpstead	5128	Perrett Co., The	MUtual	2388
George, Ernest N., Co.	GRAnite	8962	Peters, Lyman, Inc.	CHARleston	5-3619
Geoffrey Wade Adv.	HILLside	7457	Porter, Wesley H., Adv.	AXminster	3-0400
Gill Clifford Agency	BRAdshaw	2-4239	Productive Advertising Agcy.	DUNkirk	8-2251
Glosser-Gailey, Inc.	DUNkirk	4-2141	Raymond, Larry Co.	YORk	8125
Glenn Advertising, Inc.	AXminster	2-3063	Ringer, Lee, Advertising	DUNkirk	7-8131
Gondo, Francis D., Adv. Agency	DUNkirk	7-6126	Riordan, John H., Co.	MAdison	6-2291
Goodman, Kent	HOLlywood	9-7992	Roberts, Jack, & Associates, Inc.	TEXas	0-2842
Grant Advertising, Inc.	HOLlywood	9-5371	Robins-Newton-Chapman	HILLside	0255
Gront, Will Adv. Agcy.	TRinity	1384	Robinson, Elwood J., Adv.	MUtual	6293
Greenthal, Monrow, Co., Inc.	STANley	7-5953	Roche-Eckhoff & Associates	HOLlywood	9-5363
Gregory, Willard G., & Co.	TRinity	0531	Rockett-Lauritzen	REpublic	2-9141
Harrington-Richards	WEBster	3-5577	Ross, Charles, Adv. Agency	HUdson	2-1184
Harvey, William W., Inc.	CEntury	2-0136	Ross, Ellsworth, Inc.	DUNkirk	8-3608
Heasley & Heasley Adv. Agcy.	CRestview	5-6875	Ross Gardner, & White Advertising	DUNkirk	7-7211
Heintz & Co., Inc.	MIchigan	6061	Ross, Roy, Inc.	HOLlywood	9-6263
Hensel, Elliot C., Adv.	DUNkirk	9-1225	Ross, W. B., Assoc., Adv.	DUNkirk	8-7194
Hill, Don	TUCKer	3818	Rouse, A. James, Co.	BRAdshaw	2-5608
Hillman, David S., Inc.	BRAdshaw	2-6586	Ruthrauff & Ryan, Inc.	HILLside	7593
Hixson & Jorgensen, Inc.	MAdison	6-5811	Sawyer, Koss, Advertising	RYan	1-8453
Hoel, John D., Adv. Agcy.	RYan	1-7131	Scholtz Advertising Service	MIchigan	2396
Houston Adv. Services Co.	PRospect	9654	Schurrer, Lou, Advertising	GLadstone	1127
Huber-Whiteman, Advertising	PRospect	8131	Sebrell, J. B., Adv. Agcy.	MAdison	6-9397
Hunter Advertising Agcy.	NOrmandy	3-1178	Seeds, Russell M., Co., Inc.	HUdson	2-1206
Industrial Adv. Assoc.	NOrmandy	2-8362	Seidel Advertising Agency	HILLside	0255
Irwin Co., Inc.	BRAdshaw	2-5455	Shane, Leonard, Agency, The	MIchigan	3231
Jaffee & Jaffee Adv. Agcy.	CRestview	1-6211	Shaw Co., The	MUtual	5161
Johonet Adv. Agcy.	OREgon	7-1904	Sheldon, Lisle Adv.	HEmpstead	2366
Johnson, J. Howard	MIchigan	8464	Shore Assocs.	BRAdshaw	2-6241
Jones, Dana, Co.	TUCKer	6131	Sieck H. Chas. Inc.	BRAdshaw	2-6403
Jordon Co., The	DUNkirk	2-2248	Simmons, Dean	WEBster	1-1311

## Radio-TV Telephone Numbers in Los Angeles

Simmons Co.	BRadshaw 2-5319
Smalley, Levitt & Smith	MUtual 5336
Smith & Bull Adv.	HEmpstead 5671
Smith, Robert Adv. Agcy.	TRinity 9529
Smith, T. Tyler, Adv. Agcy.	HEmpstead 9239
Stahl, Chas.	MAdison 7844
Stebbins, Barton A., Adv.	TRinity 8821
Stebbins, Hal, Inc.	PROspect 5317
Steller, Millar & Lester, Inc.	DUnkirk 7-5377
Stevens, J. G., Inc.	DUnkirk 2-8271
Stevens, Stuart	GLadstone 8645
Stiller, Geo. & Assoc.	WEBster 1-1688
Stodel Adv.	DUnkirk 4-2133
Straus, J. W. & Co.	DUnkirk 3-5072
Sudler Co.	TRinity 0709
Sullivan Stauffer Colwell & Bayles, Inc.	Hillside 2119
Swafford & Co.	MAdison 6-5521
Taggart & Young	WEBster 3-8108
Theatrical Adv. Agcy.	Mlchigan 7761
Thompson, J. Walter, Co.	MAdison 2661
Tullis Co., Inc., The	HEmpstead 6831
Universal Advertising Agency, Inc.	Hillside 8218
Van der Boom, Hunt, McNaughton, Inc.	DUnkirk 2-6203
Van-Scott, Inc.	DUnkirk 9-2300
Vaughn, Jack Adv. Agcy.	ROchester 9-2535
Victor, A. J. Co.	GRanite 7161
Warwick & Legler, Inc.	HEmpstead 8163
Webster, R. W., Adv.	MAdison 9-2283
Weitzman, Louis J., Adv. Agcy.	DUnkirk 8-3115
Welsh-Hollander Advertising	Mlchigan 0876
Wessells, George M., Company	YORk 8258
Western Adv. Agcy., Inc.	DUnkirk 7-7367
Westwood, Tom, Advertising Agcy.	TRinity 8496
Wheelock, Ward, Co.	Hillside 9221
Wilder, Alvin	HEmpstead 1116
Willis, Harry G., & Assoc.	CHARleston 5-3235
Wynne-Alexander Adv. Agcy.	PYramid 1-2319
Young & Rubicam, Inc.	HOLLYwood 9-2731

Marquis, Arnold Productions, Inc.	HOLLYwood 95119
Mayfair Transcription Co.	CRest 18151
Mitchel, Les, Productions, Inc.	FL 31105
Monogram Radio Programs, Inc.	GLadstone 8045
National Film Attractions, Inc.	GLadstone 4750
Oxarart & Steffner, Inc.	HOLLYwood 91171
Patin, Ray, Productions	NORMandy 12174
Peerless Film & Radio Prod.	GLadstone 5613
Proctor & Gamble Prods., Inc.	GRanite 6566
Raison, Dorothy N.	Hillside 8266
Proscenium Productions, Inc.	WEBster 11147
Reynolds, Stu, Prod.	CRestview 16155
Rockett, Frederick K. Co.	Hillside 3183
Rocket Pictures, Inc.	GRanite 7131
Ross, Jack	HOLLYwood 94019
Rourke, Jack, Productions	HEmpstead 7178
Rubens Productions	GRanite 6930
Sande, Robert	STANley 72382
Snader Telescriptions Corp.	CRestview 54451
Songs Ads	HOLLYwood 95449
Standard Radio Transcription Service Inc.	WEBster 89181
Stokey, Mike, Productions	HUDson 21241
Sutherland, John Prods., Inc.	DUnkirk 28211
Telefilm, Inc.	HOLLYwood 97205
Telepix Corp.	Hillside 8351
TV Ads, Inc.	DUnkirk 81323
TV Spots	GLadstone 8243
TeeVee Co., The	CRestview 51076
Telemount Pictures, Inc.	HOLLYwood 98321
Tele-Sound Productions	HEmpstead 2131
Television Guild Productions	HOLLYwood 92895
Telemays Radio Productions, Inc.	BRadshaw 21447
Thomas Co., The	Hillside 6564
Vallee-Video	Hillside 6118
Van Ronkel Productions, Inc.	DUnkirk 78184
Wilding Picture Prods. of Calif.	WEBster 0183
Wiley, Fletcher Prods.	HOLLYwood 91212
Wixson, Herbert	SUNset 23580
World Broadcasting System	HEmpstead 5121
Wright, Carter, Enterprise, Inc.	HOLLYwood 93636
Ziv, Frederic W.	HEmpstead 5121

### Radio-TV Program and Transcription Cos.

Alexander Film Co.	Hillside 5677
American Broadcasting Co.	HUDson 23141
Associated Television Enterprises	GLadstone 9214
Audio-Video	CRestview 54373
Bates, Bill	Hillside 0101
Bob White Productions	WAlnut 5398
Bracken Productions, Inc.	WEBster 86196
Burton, Al Productions	GRanite 0176
Caston Productions	CRestview 50113
Cheshire & Associates	HOLLYwood 94580
Cine Video Corp.	NORMandy 26128
Commodore Productions	HOLLYwood 98229
Cooley, Spade Enterprises	BRadshaw 24493
Crosby, Bing Enterprises	BRadshaw 22771
Davis Hal, Productions	HOLLYwood 97741
Dudley, Telev. Corp.	CRestview 17258
Eells, Bruce, & Assoc.	HOLLYwood 95869
Fairbanks, Jerry, Inc.	HUDson 21101
Feature Productions of Hollywood	GLadstone 5072
Five-Star Productions	HEmpstead 4807
Fogel, George	HOLLYwood 93577
General Artists Corp.	CRestview 18101
General Telev. Enterprises, Inc.	GLadstone 4146
Gibson, Grace Radio Prod.	GRanite 5543
Gray, Jeanne TV & Radio Prods.	HOLLYwood 91212
Guedel, John Radio Productions	HEmpstead 5186
Hayes-Keith Productions	HOLLYwood 94584
Hickox, Andres G. Prods.	HOLLYwood 92281
Lawrence & Lee Productions	Hillside 0101
MacMurray, Ted & Co.	Hillside 4305

### Radio and TV Artists Agencies

Ainsworth, Helen	CRestview 62062
Allen, Larry	HEmpstead 0421
Allied Casting	HEmpstead 7124
Alvarado, Carlos	CRestview 57203
American Copyright	CRestview 60369
American Federation of Radio Artists	Hillside 5125
Artists, Ltd.	CRestview 67015
Auer, Miles	CRestview 17141
Bender-Ward	CRestview 17247
Bergerman-Brschr	CRestview 63196
Bernie, Herman	CRestview 50117
Beyer, Chas.	Hillside 2125
Business Administration Co.	CRestview 67071
Carling, Cliff	Hillside 9311
Chaplin, Lita	CRestview 54481
Columbia Artists Management	MAdison 62327
Collier, Shirley	CRestview 63115
Cooper, Ray	CRestview 69769
Cooley, Hallam Agcy.	CRestview 56161
Cukor-Lipton	CRestview 45329
Crosby, Everett	BRadshaw 22771
Darrow, Agency	ARIZona 30951
Demling, Gus	CRestview 12161
Deuser, Lewis J.	CRestview 19134
Dilson, Clyde	CRestview 61825
Doaks, Virginia	CRestview 54177
Draesemer, Isabel	Hillside 1782
Famous Artists	CRestview 15222



## • • • Radio-TV Telephone Numbers in Los Angeles • • •

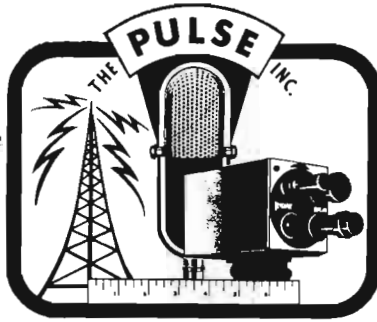
Federal TV	CRestview 45488	Perkins, Lynn	Gladstone 8778
Feins, Bernard	CRestview 51155	Personalities, Inc.	CRestview 15147
Ferry & Pickman	CRestview 54588	Phillips, Ed Paul	Hillside 8266
Frings, Jurt	CRestview 16115	Pomeroy, Jack	CRestview 45148
Fralick, Freddie	CRestview 56111	Powers, Richard	CRestview 19134
Frye, Clinton L.	OLympic 6352	Rantz, Louis	CRestview 12601
General Artists	CRestview 18101	Radio Registry	Hillside 8321
Gertz, Mitchell	CRestview 45491	Reeves, Mary	CRestview 54457
Gear, Bruce	CRestview 53055	Rocamora, Wynn	CRestview 45431
Gold, Sid	CRestview 17149	Rose, Harold	CRestview 46051
Goldman, Jack	CRestview 54457	Rosenberg, Geo.	CRestview 18121
Goldstone, Jules	CRestview 51191	Radio Artists Corp.	CRestview 17111
Goldstone, Nat	CRestview 61071	Rush, Art	Hillside 5161
Grashin, Mauri	CRestview 16449	Ryan, Frank	CRestview 14627
Gregory Ass'ts.	BRadshaw 25084	Salkow, Lester	CRestview 54505
Greshler, Abnar	CRestview 45339	Saphier, James	CRestview 17231
Gwynn, Charles E.	CRestview 50164	Sargent, Jan	HEmpstead 9716
Halliburton-Weintraub	CRestview 11137	Schor, Louis	CRestview 10642
Hamilburg, Mitchell	CRestview 54171	Silber-Bren	Hillside 9106
Hecht, Harold	CRestview 15246	Sharpe, Don	CRestview 62044
Henry, Edd	CRestview 50186	Shauer, M. A.	CRestview 11103
Herdon-Sherrell	CRestview 15236	Shaw-Ingersoll	GRanite 0862
Herzbrun, Walt	CRestview 64157	Sherman, Edward	CRestview 50186
Hyland, Dick	CRestview 19159	Shiffrin, William	CRestview 17261
Irwin, Lou	CRestview 17131	Short, Antrim	CRestview 54137
Jackson, Edith	CRestview 0155	Shurr, Louis	CRestview 11116
Jacobson, Vernon	CRestview 52545	Small Co.	CRestview 55321
Jaffe Agency	CRestview 66121	Small, Paul	CRestview 15246
Kane, Walter	CRestview 55261	Schnitzer-Fritscher	HOLLYWOOD 96271
Kohner, Paul	CRestview 15165	Somlyno, E. T.	CRestview 62041
Kramer, Earl	CRestview 62338	Stempel-Olenick	CRestview 17171
Lance, Leon	CRestview 66014	Stewart, Rosalie	CRestview 46123
Landy, George	CRestview 15246	Strom-Shaf-Shaw	CRestview 17164
Lazar, Irving	CRestview 56153	Swanson, H. N.	CRestview 15115
Leonard, Fred	Hillside 7546	Thompson, D. H.	CRestview 12188
Lesser, Ted	BRadshaw 23655	Ullman, George	CRestview 45238
Leeve, M. C.	CRestview 61071	Vitt, Angie	CRestview 64484
Lewis, Henry	CRestview 55129	Volck, George	CRestview 57298
Lewis-Molson	CRestview 16111	Wadsworth, J. B.	CRestview 60698
Linsk, Lester	CRestview 54396	Weiner, Jack	CRestview 67081
Longenecker, Robt.	CRestview 17153	Wendling, Chas.	CRestview 62348
McConkey Artists Corp.	HEmpstead 7141	White, Wm. B.	CRestview 46301
MacQuarrie Agency	CRestview 67162	Wilck, Laura	GRanite 9948
Manning O'Conner	CRestview 17191	Wiley, Richard	CRestview 54170
MCA Artists	CRestview 62001	Wilkins, Paul	CRestview 16188
Manuel-Baird	CRestview 45288	Winkler, Daniel M.	CRestview 17244
Martin, Jesse	CRestview 15791	Wurtzel, Harry	CRestview 56175
Martyn, Marty	CRestview 58607		
Marx, Burt	CRestview 17171		
McCormick, Don	CRestview 58295		
Medford, Ben	CRestview 17021		
Messinger, Lili	CRestview 67015		
Meyer, Art	CRestview 57865		
Meyers, Walter	CRestview 18161		
Minter, Ethel	CRestview 46161		
Mishkin Agency	CRestview 45416		
Molina, Carlos	HEmpstead 3271		
Monter-Gray-Armstrong	CRestview 11191		
Montgomery, Don	CRestview 66114		
Moore, Lola	CRestview 65401		
Morris, William	CRestview 16161		
Ochs, Al	HOLLYWOOD 96470		
Ohman, Ernie	CRestview 61071		
Oliver, Maurine	Hillside 0257		
Orsatti & Co.	CRestview 66241		

### **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



**PULSE offers radio and television surveys across the nation. In 1952, the following markets will have been surveyed as a minimum:**

	RADIO	TV		RADIO	TV
Akron	x		Minn.-St. Paul	x	x
Albany	x		Modesto	x	
Albuquerque	x	x	New Haven	x	x
Atlanta	x	x	New Orleans	x	x
Augusta	x		New York	x	x
Bakersfield	x		Norfolk	x	x
Baltimore	x	x	Northern New Jersey	x	
Bangor	x		Oklahoma City	x	
Birmingham	x	x	Omaha	x	x
Boston	x	x	Philadelphia	x	x
Buffalo	x	x	Pittsburgh		x
Charlotte	x		Port Huron	x	
Chicago	x	x	Providence	x	x
Cincinnati	x	x	Reading	x	
Cleveland	x	x	Richmond	x	x
Columbia	x		Roanoke	x	
Columbus		x	Rochester	x	x
Corpus Christi	x		Saginaw	x	
Dayton		x	San Antonio	x	
Detroit	x	x	San Diego	x	x
Elmira	x		San Francisco-		
Erie	x		Oakland	x	x
Fargo	x		Santa Fe	x	
Flint	x		Seattle	x	x
Fresno	x		Shenandoah	x	
Greenville	x		Spartanburg	x	
Indianapolis	x		Springfield	x	
Jackson	x		St. Louis	x	x
Jamestown	x		Syracuse		x
Kalamazoo	x		Toledo		x
Keene	x		Trenton	x	
Lancaster	x		Tulsa		x
Los Alamos	x		Utica-Rome	x	
Los Angeles	x	x	Washington, D. C.	x	x
Madison	x		Waterbury	x	
Manchester	x		Wilkes-Barre	x	
Miami	x	x	Worcester	x	
Milwaukee		x	York	x	

For information about these surveys, write. . . .

**THE PULSE, INC.**

**15 West 46th St., New York 36, N. Y.**



# RESEARCH ORGANIZATIONS

## **ADVERTEST RESEARCH**

133 Albany St., New Brunswick, N. J.  
Phone: CHarter 7-1564

## **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—CY CHAIKIN, INC.**

480 Lexington Ave., New York, N. Y.  
Phone: MURray Hill 8-2475

## **CROSSLEY, 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: GERard 1144  
441 Seymour St., Vancouver, B. C., Canada  
Phone: Marine 8794

## **FACTS, INC.**

270 Madison Ave., New York 16, N. Y.  
Phone: MURray Hill 6-7800

## **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

## **INDUSTRIAL SURVEYS CO., INC.**

292 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 3-9083  
425 N. Michigan Ave., Chicago 11, Ill.  
Phone: MOhawk 4-4600

## **JOHN B. KNIGHT CO.**

6530 Sunset Blvd., Hollywood 28, Calif.

## **RICHARD MANVILLE RESEARCH**

230 Park Ave., New York 17, N. Y.  
Phone: OREGon 9-2435

## **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

## **OFFICE OF RESEARCH, INC.**

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

## **ALFRED POLITZ RESEARCH, INC.**

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

## **THE PULSE, INC.**

15 W. 46th St., New York 7, N. Y.  
Phone: JUdson 6-3316

## **RADIO COPY**

43-18 163rd Street, Flushing, N. Y.  
Phone: FLushing 9-7779

## **RADIO REPORTS, INC.**

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

## **RESEARCH SERVICES, INC.**

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

## **ELMO ROPER**

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

## **N. C. RORABAUGH CO.**

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

## **ROSS FEDERAL RESEARCH CORP.**

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

## **DANIEL STARCH AND STAFF**

420 Lexington Ave., New York 17, N. Y.  
Phone: LEXington 2-6622  
540 N. Mich. Ave., Chicago 11, Ill.  
Phone: DELaware 7-8362

## **TRENDEX, INC.**

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



## **VIDEODEX**

## **JAY & GRAHAM RESEARCH, INC.**

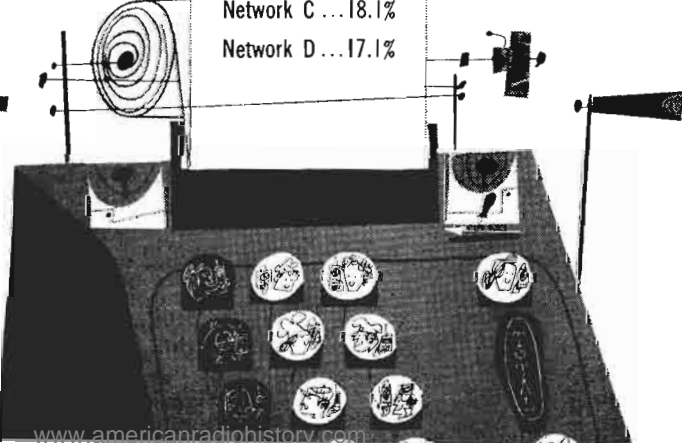
100 E. Ohio St., Chicago 11, Ill.  
Phone: WHitehall 4-0584  
342 Madison Ave., New York, N. Y.  
Phone: MURray Hill 7-8837

According to  
the Nielsen Radio Index  
(the only nation-wide  
measurement of radio listening  
subscribed to by  
all networks)...

***More people listen-  
to CBS Radio than  
This has been going on  
January 1949. CBS Radio  
captures more than  
of all network***



**and listen longer—  
to any other network.  
every month since  
regularly  
one-third  
listening.**



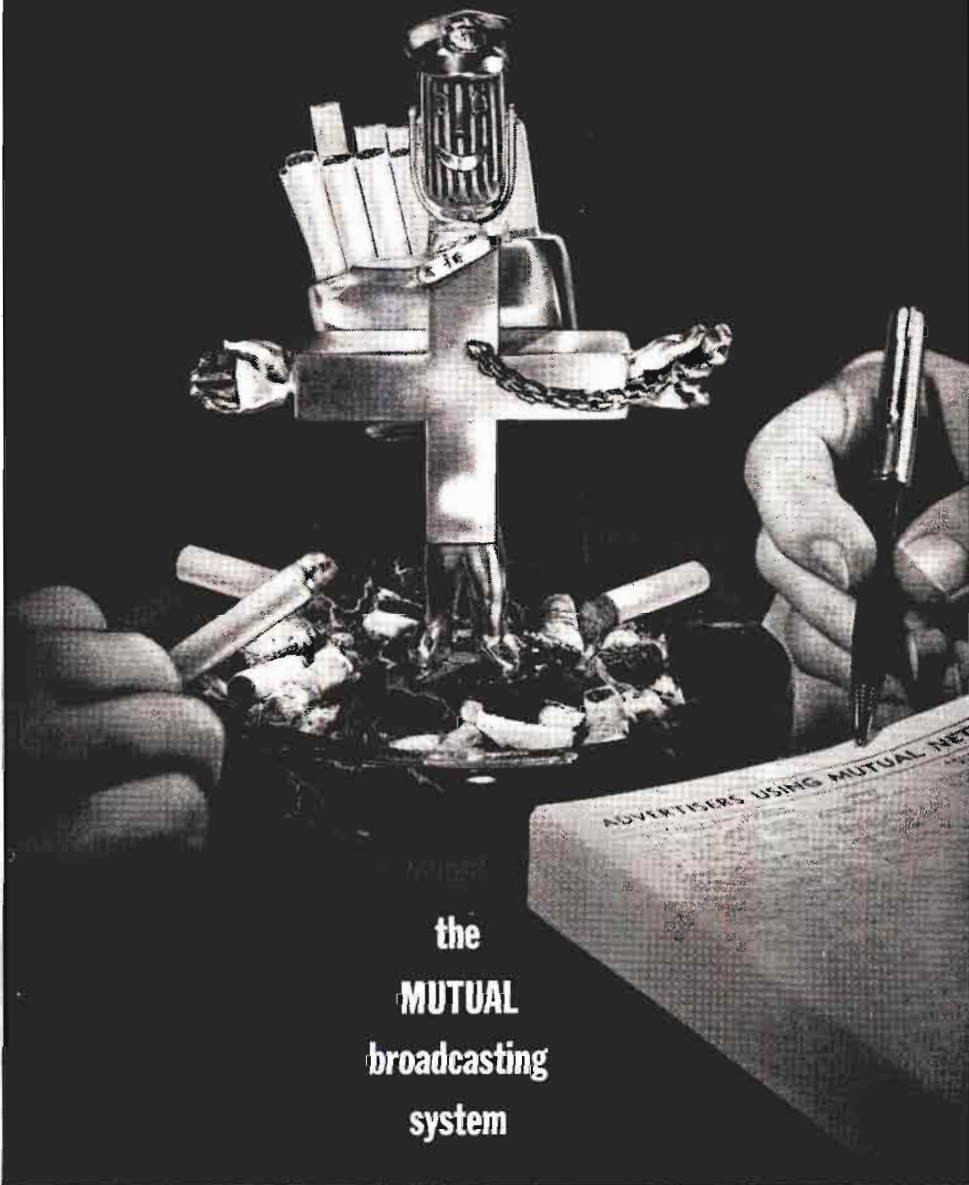
**SHARE OF TOTAL  
LISTENING TO  
NETWORK STATIONS**

First 10 months of 1951, NRI

CBS Radio ... 34.7%  
Network B ... 30.1%  
Network C ... 18.1%  
Network D ... 17.1%



**focal point  
for  
successful  
campaign planning  
in 1952:**



**the  
MUTUAL  
broadcasting  
system**

# INTERNATIONAL RADIO—WHAT IS IT?

By PIERRE CRENESSE, Director of 'The French Broadcasting System in North America

SINCE the end of the war, there has been a lot of talk about International Radio. Does such a thing exist? There can be no doubt about it. To be convinced, one need only to witness the exchanges being made daily between American radio stations and Radio diffusion Francaise. Anyone in France can listen to numerous programs during which people talk about the United States, about life here, about American art and American music; and in this country, from coast to coast, Radiodiffusion Francaise makes programs available to over 350 stations.



Crenesse

Nevertheless, up to the present time, International Radio has never really been defined. It has no regulation, no laws. It is ruled only by the good will or the honesty of those who are at its service. You may say that is true of all the arts. No doubt; however, when working for International Radio one should have a definite purpose in mind.

After several years of experience—experience acquired under the best conditions, as I have had the good fortune to be in permanent contact with American broadcasters, and they have the justified reputation of knowing their job—I would say this about International Radio.

“It is the art of making people listen to truths about a country unfamiliar or indifferent to them.”

I use the word “listen” intentionally, rather than “hear,” as the former indicates sustained attentiveness, whereas the latter denotes only a manifestation of the auditory senses. And I insist on the word “truths.”

Consequently, the crux of the matter is to be honest and interesting at the same time. That is not easy to achieve because being honest means not only to respect truths but also to avoid contrivance and not to give in to popular taste.

International Radio can be constructive by enlightening people on the subject of the life and customs of other people; it can be poisonous if it is “propaganda.”

Two striking examples came out of the

last war, at the very time when the principle of International Radio was being formed. The first, the bad one, was that of the German radio that flooded occupied territories with lies—lies about the power of the Great Reich as well as about the weakness of democracies. That was propaganda. The other, the good one, was that of the BBC and ABSIE (American Broadcasting System in Europe), that people in occupied territories listened to daily, at the risk of their life. Agreed, it was radio at war, but it was honest radio.

Here is an even more explicit example. A program of the Voice of America is relayed every day by one of the Radiodiffusion Francaise networks. Produced in New York, by Americans, the program gives facts—facts that can be checked—and interviews with personalities who talk about life in the United States. The picture that French listeners get in this way may not exactly coincide with their own conception of America, but in any event it is an honest picture. The programs produced by Radiodiffusion Francaise in Paris, in English, and aired by American stations, present French music. It is honest to talk about Berlioz, Ravel or Debussy who although Frenchmen, belong to the heritage of human genius.

I personally avoid forcing the listener's judgment. I make a point of not saying, “Listen attentively to the last movement of the *Symphonie Fantastique*; it's a masterpiece, you should like it.” I just play the composition, interpreted by a good orchestra, bearing in mind that if the listener is not already familiar with it, I have the opportunity of introducing it to him. He is still free to form his own judgment which I respect.

From a practical point of view, experience has taught me that the No. 1 principle of International Radio should be to reach the listeners you want over their favorite stations. This implies that shortwave radio is practically out of business during peacetime. The number of short-wave listeners, ordinarily, is infinitesimal in comparison with AM or even FM listeners. That means that a wide understanding of the significance of International Radio must be established in order that stations the world over may readily accept programs from foreign countries.

NBC RADIO

IS

STRICTLY

BUSINESS



## *a statement by the National Broadcasting Company*

The 1951 season saw more innovations in network radio than in any other comparable period of time in the history of the broadcasting industry. We are happy to say that most of these new techniques were introduced and developed by NBC, traditionally the leader in network radio.

While NBC radio has held the lead in developing new and original programs, our major emphasis is on network radio's tremendous selling ability and on ways to adapt its vast, economical audience to the particular needs of *every* national advertiser.

What are these new selling techniques? Here is a partial list:

### **Tandem Plans 1 and 2**

### **Guaranteed Advertising Attention Plan**

### **National Merchandising Plan**

### **Market Basket Plan**

Some of these plans have been in effect for many months; others are brand new. Every one adds greatly to the already tremendous flexibility of network radio as an advertising medium. We believe in total they accurately reflect this policy of the NBC Radio Network: we are in business to build your business.

Among national media, network radio is unique. No other medium or combination of media reaches mass audiences at such low costs as network radio.

And in 1952 NBC radio will continue to foster the advancement of network radio as the *basic* medium for selling America. Our approach is your approach—strictly business. Strictly good business.



## **radio network**

*a service of Radio Corporation of America*

# "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

# NON-COMMERCIAL AM STATIONS

As Listed By The Federal Communications Commission, Jan. 1, 1952

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





*Air-Wick*  
*American Bakeries*  
*American Chicle*  
*Bristol-Myers*  
*Burton-Dixie*  
*Camels*  
*Carter Products*  
*Club Aluminum*  
*Dr. Billy Graham*  
*Dulany Food*  
*Equitable Life Assurance*  
*Free Methodist Church*  
*General Foods*  
*General Mills*  
*General Motors*  
*Gillette*  
*Goodyear Tire & Rubber*  
*Gospel Broadcasting*  
*H. J. Heinz*  
*Institute of Religious Science*  
*Kellogg*  
*Lever Bros.*  
*Old Gold*  
*Philco*  
*Philip Morris*  
*Prudential Insurance*  
*Ralston-Purina*  
*Serutan*  
*Sterling Drug*  
*Stokely-Van Camp*  
*Swift*  
*Sylvania*  
*The Christian Science Monitor*  
*The Texas Company*  
*The Voice of Prophecy*  
*Warner-Hudnut*

**ABC Radio delivers the goods.** A network is known by the company it keeps . . . and today ABC Radio serves most of the leading names in American industry. We hope to continue serving them in 1952 . . . offering even greater audiences, greater efficiency, economy, and flexibility. To serve America through serving them has been — and always will be — our single aim.

**ABC RADIO**  
American Broadcasting Company

# As the year begins...

**T**HIS is a time for taking stock, for adding up a final score for the 12 months past, and taking a look at the months ahead.

The score at Young and Rubicam shows that again in 1951 there was a sizable increase in the amount of dollars placed through our agency with television networks and individual local stations.

It also shows that, as 1952 begins, Young and Rubicam is placing the following radio and television shows for its clients:

## TELEVISION SHOWS

- "Paul Whiteman Review" for the Goodyear Tire and Rubber Company, Inc.
- "Young Mr. Bobbin" for the General Foods Corporation.
- "Goodyear Television Playhouse" for the Goodyear Tire and Rubber Company, Inc.
- "Mr. District Attorney" for the Bristol-Myers Company.
- Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
- "It's News to Me" for the General Foods Corporation.
- "The White Owl Sports Spot" for the General Cigar Co.
- "Herb Shriner Time" for Cluett, Peabody & Co.
- "We, the People" for the Gulf Oil Corporation.
- "Playhouse of Stars" for the Jos. Schlitz Brewing Company.
- "Bigelow Theatre" for the Bigelow-Sanford Carpet Company, Inc.
- "Roy Rogers" for the General Foods Corporation.

## DAYTIME TELEVISION

- "Kate Smith Show" for the Singer Sewing Machine Company.
- "Kate Smith Show" for the Simmons Company.
- "Garry Moore" for the General Electric Company.
- "Bert Parks Show" for the General Foods Corporation.
- "Bill Goodwin Show" for the General Electric Company.
- "Kate Smith Show" for Hunt Foods Inc.
- "Kate Smith Show" for Cannon Mills, Inc.
- "Kate Smith Show" for Johnson & Johnson.

## RADIO SHOWS

- Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
- "Halls of Ivy" for the Jos. Schlitz Brewing Company.
- "Counterspy" for the Gulf Oil Corporation.
- "Mr. District Attorney" for the Bristol-Myers Company.
- "Hopalong Cassidy" for the General Foods Corporation.
- "Gangbusters" for the General Foods Corporation.
- Allan Jackson & the News for the Metropolitan Life Insurance Company.

## DAYTIME RADIO

- "Give & Take" for Cannon Mills, Inc.
- Don McNeill's "Breakfast Club" for the General Foods Corporation.
- "Second Mrs. Burton" for the General Foods Corporation.
- "Brighter Day" for the Procter & Gamble Corporation.
- "Lorenzo Jones" for the Procter & Gamble Corporation.
- "Nancy Dixon" for Sanforized Division of Cluett, Peabody & Co.

**YOUNG & RUBICAM, INC. ADVERTISING**

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

# BUSINESS

*Agency and Sponsor Network Billings*

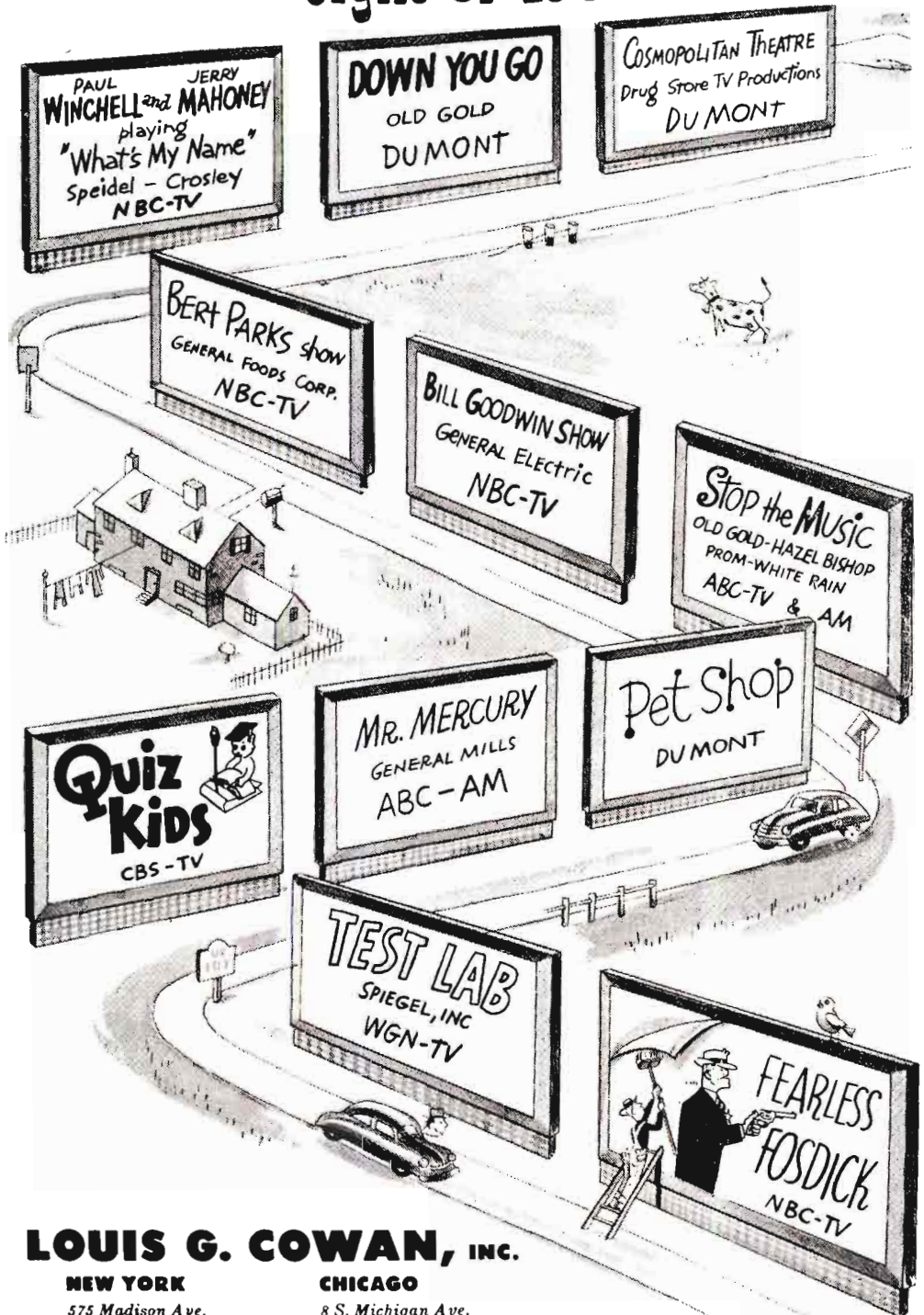
*News Services*

*Advertising Agencies*

*Radio-TV Station Representatives*



# Signs Of 1952



**LOUIS G. COWAN, INC.**

**NEW YORK**

575 Madison Ave.  
New York 22, N. Y.  
PLaza 9-3700

**CHICAGO**

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

# NETWORK BILLINGS

## AGENCY AND SPONSORS

### American Broadcasting Co. 1951 Agency Gross Billings (AM Radio)

Dancer-Fitzgerald-Sample, Inc.	\$5,930,627
Cecil & Presbrey, Inc.	2,585,120
J. Walter Thompson Co.	2,386,810
Maxon, Inc.	1,713,293
Lamm & Mitchell, Inc.	1,495,217
Hutchins Advertising Co., Inc.	1,469,619
Kudner Agency, Inc.	1,310,036
Roy S. Durstine, Inc.	1,271,021
Knox Reeves Advertising, Inc.	1,008,011
Leo Burnett Co., Inc.	986,291
Warwick & Legler, Inc.	923,771
Young & Rubicam, Inc.	884,199
Kenyon & Eckhardt, Inc.	881,616
R. H. Alber Co.	789,511
William Esty Co., Inc.	683,107
Tatham Laird, Inc.	668,390
Kaster, Farrell, Chesley & Clifford	619,721
Robert W. Orr & Associates.	599,911
Walter F. Bennett Co., Inc.	521,238
William H. Weintraub Co., Inc.	485,101
Grant Advertising, Inc.	480,670
Calkins, Holden, Carleek,	
McClinton & Smith	410,269
N. W. Ayer & Son, Inc.	386,202
Compton Advertising, Inc.	384,803
Doherty, Clifford & Shenfield.	381,602
Turner Advertising Agency	377,568
Grey Advertising Agency	371,767
Pedlar & Ryan, Inc.	347,043
McManus, John & Adams, Inc.	331,882
Western Advertising Agency	238,761
Federal Advertising Agency	237,036
Matheson Associates	185,819
Tucker Wayne & Co.	116,020
Huber, Hoge & Sons	114,183
Ted Bates & Co.	112,880
Henri, Hurst & McDonald	111,738
McCann, Erickson, Inc.	129,273
J. M. Camp	121,988
Gardner Advertising Co.	118,171
Walton Butterfield Advertising	111,911
Getham Advertising Co., Inc.	99,770
Milton Weintraub Advertising	
Agency	92,161
Raymond Spector Co., Inc.	91,323
Benton & Bowles	88,351
Magee-Privet, Inc.	69,102
Sullivan, Stauffer, Colwell &	
Bayles, Inc.	53,295
Albert J. Silberstein—Bert	
Goldsmith	48,333
Joseph Caster & Associates	42,161
Campaigns, Inc.	36,837
Foote, Cone & Belding	31,980
Buchanan & Co., Inc.	27,857
Brooks Advertising Agency	26,569
Raymond R. Morgan Co.	19,015
Majestic Advertising	17,116
Charles W. Hoyt Co., Inc.	13,013
Batten, Barton, Durstine &	
Osborne, Inc.	12,966
Honig Cooper Co.	11,928
Alvin Wilder Advertising Co.	7,332
Schwimmer & Scott, Inc.	5,105
Quality Bakers of America	
Cooperative	3,160
Dorland, Inc.	2,618
Walter McCreery, Inc.	1,551
Erwin Wasey Co. of Canada	1,375

\$33,242,182

### American Broadcasting Co. TV Gross Network Sales 1951 Classifications

Food & Food Products	\$4,316,396
Automobiles, Trucks &	
Accessories	2,131,113
Radio, Ref., Electrical	
Appliances	2,155,490
Beverages	1,792,856
Drugs and Toilet Goods	1,205,458
Clothing and Dry Goods	1,165,369
Jewelry and Accessories	931,302
Cigars, Cigarettes & Tobacco	827,787
Religion	751,613
Miscellaneous	728,327
Laundry Soap and Cleaners	721,287
Confections	517,324
Household Furnishings & Acc.	415,184
Lubricants, Petroleum Products	
and Fuel	191,133
Publications	76,405
Politicals	30,545

\$18,297,589

### American Broadcasting Co. 1951 TV Gross Network Sales Advertisers

General Mills, Inc.	\$4,160,037
Kellogg Company	1,032,972
Lorillard Corp.	799,455
Nash Kelvinator	751,141
The Goodyear Tire and Rubber	
Co., Inc.	751,095
Ralston Purina	689,668
Bendix Home Appliances	647,006
Canada Dry Ginger Ale, Inc.	626,565
Schlitz Brewing Co.	510,701
Gruen Watch Co.	496,108
Admiral Corp.	477,659
Philco Corp.	410,782
Iron Rite Corp.	405,730
Cruett Peabody	387,618
Procter and Gamble	351,777
Peters Shoes	335,977
B. T. Babbit Co.	329,913
M. & M. Ltd.	315,090
McKesson, Robbins	311,380
Wine Corp. of America	310,572
Packard Motors	293,033
Dodge Div. of Chrysler Motors	290,055
Young Peoples Church of the Air	289,398
Green Giant Company	277,669
Jacques Kreiser	235,265
Seeman Bros.	231,159
C. A. Swanson	228,694
Warner Hudson	212,472
Best Foods	197,311
Anthraxite Institute	195,868
Arnold Bakers, Inc.	189,789
Arthur Murray	177,676
Voice of Prophecy	170,402
Cory Co.	160,039
Hudson Motor Car Co.	158,950
Sehenley, Inc.	153,663

BEANY and

4TH YEAR ON TV

# CECIL

THE SEA SICK SEA SERPENT

CREATED BY

BOB CLAMPETT



Winner of over 25 awards !!!  
Coast to Coast . . . from Paramount's KTLA (Hollywood) to WCBS-TV (New York)

## "TIME FOR BEANY"

AVAILABLE THRU . . . JOHN HOWELL

Paramount Television Prod., inc.  
NEW YORK



## Agency—Network—Sponsor Billings

Malden Form Brassiere, Inc. ....	147,363
Sterling Drug Co. ....	138,930
Selberling Rubber Co. ....	136,098
Brown Shoe Co. ....	123,330
Rhodes Pharmacy ....	123,071
Ranger, Joe, Inc. ....	118,570
Celanese Corp. ....	115,400
Ronson Art Metal Works, Inc. ....	113,023
Blatz Brewing Co. ....	111,410
Masland & Sons ....	111,350
Mason Au Muegenheimer. ....	107,351
U. S. Air Force ....	105,627
Hollywood Candy Co. ....	91,882
American Safety Razor. ....	91,605
Toni Co. ....	87,925
American Dairy Assn. ....	86,967
Bauer & Black ....	85,279
Billy Graham ....	83,025
Gospel Broadcasting Associates. ....	79,095
Wauder Co. ....	78,875
Bonaalide ....	72,675
Hazel Bishop ....	71,940
America For Christ. ....	65,357
Times, Inc. ....	62,138
General Shoe ....	59,177
Northam Warren ....	55,139
Word of Life Fellowship. ....	48,720
Rosefield Packing Co. ....	48,000
Minute Maid ....	47,087
American Bakeries ....	46,891
Kaiser-Frazier, Inc. ....	45,850
Bristol Meyers ....	45,695
Block Drug Co. ....	42,625
Sam Smith Shoe Co. ....	42,617
Clif Club ....	40,370
Fred Amen ....	40,050
Carter Products ....	39,150
Crosley Division ....	37,571
Sundial Shoe ....	37,383
Chlorex Co. ....	36,596
American Vitamin Co. ....	36,550
Jene Sales Corp. ....	36,270
Edgewood Shoe Co. ....	29,690
American Tobacco Co. ....	28,332
Swanson ....	28,000
Dupont ....	19,210
Beatrice Foods ....	18,710
Lutheran Laymens League. ....	18,615
Frigidaire ....	16,700
Campana Sales ....	16,350
Cresta Blanca ....	10,500
Pontiac Motor Division. ....	8,101
United Fruit ....	4,762
Florsheim Shoes ....	1,350

**\$18,297,589**

### American Broadcasting Co. AM Gross Network Time Sales—1950 and 1951 By Months

Month	1951	1950
January .....	\$3,132,359	\$3,451,221
February .....	2,691,998	3,147,208
March .....	2,868,970	3,454,338
April .....	2,969,861	3,115,897
May .....	2,961,018	3,242,000
June .....	2,586,204	2,880,220
July .....	2,256,155	2,255,647
August .....	2,184,067	2,219,885
September .....	2,156,902	2,416,631
October .....	3,130,277	3,009,205
November .....	3,133,749	2,973,103
*December .....	3,167,619	2,926,270

**TOTAL.....\$33,242,182    \$35,124,625**

\* Estimated.

### American Broadcasting Co. 1951 Industrial Classifications

Food and Food Products .....	\$9,565,175
Cigars, Cigarettes and Tobacco. ....	4,409,670
Drugs and Toilet Goods. ....	7,207,177
Religion .....	1,793,319
Radios, Ref., Elec. Appliances. ....	1,610,149
Automobiles Trucks and Acc. ....	1,370,132
Insurance and Personal Loans. ....	1,334,040
Confections .....	1,307,015
Laundry Soap and Cleaners. ....	1,228,515
Household Furnishings and Acc. ....	874,054
Beverages .....	840,117
Clothing and Dry Goods. ....	499,875
Politicals .....	480,670
Lubricants, Petroleum Products and Fuel .....	239,161
Publications .....	222,405
Jewelry and Accessories. ....	121,861
Miscellaneous .....	94,065
Transportation and Travel. ....	44,782

**\$33,242,182**

### American Broadcasting Co. 1951 Sponsor Expenditures (AM Radio Network)

General Mills .....	\$4,612,376
Sterling Drug Co. ....	2,707,239
Swift Company .....	2,386,810
Philip Morris & Co., Inc. ....	2,231,345
P. Lorillard Company .....	1,495,217
Phileo Corporation .....	1,469,649
Serutan, Inc. ....	1,188,740
Mars Inc. ....	914,366
Helnz .....	912,795
Equitable Life Insurance .....	923,771
Gospel Broadcasting Co. ....	789,544
Gillette Razor Co. ....	745,876
Procter & Gamble. ....	731,846
R. J. Reynolds Tobacco Co. ....	683,107
General Foods .....	667,338
Blatz Brewing Co. ....	649,721
William R. Warner. ....	611,260
Bristol Meyer Co. ....	607,409
Jergens Co. ....	599,911
General Motors, Inc. ....	502,079
Dr. Billy Graham. ....	501,498
U. S. Army. ....	480,670
Goodyear Tire & Rubber Co. ....	455,045
Seeman Bros. ....	428,313
Prudential Insurance Co. ....	410,269
Lever Bros. ....	386,202
Burton Dixie .....	377,568
Block Drug Co. ....	353,774
American Chiele Co. ....	338,027
Champion Spark Plug Co. ....	297,882
Kellogg Co. ....	270,356
Lee Co. ....	241,087
Voice of Prophecy, Inc. ....	238,761
Texas Company .....	237,786
Pan American Coffee Bureau. ....	237,036
Miller Brewing Co. ....	185,819
Amerleann Bakeries .....	146,020
Carter Products .....	142,880
Peter Shoes .....	141,738
Ronson Art Metal Works. ....	130,680
Ralston Purina .....	118,474
Christian Science Monitor. ....	111,911
Pacific Coast Borax. ....	110,466
Bulek Motor Sales. ....	107,282
Good News Back to the Bible. ....	104,016
Lutheran Laymans League. ....	99,770
Hazel Bishop .....	91,323
Norwich Pharmacal Co. ....	82,405



*Since 1898*



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

## Agency—Network—Sponsor Billings

Sylvania	82,283
Ben Hur Products, Inc.	69,102
Adam Hat Stores	56,920
Botany Mills	18,333
Graystone Corp.	44,692
North American Van	42,161
Club Aluminum Products Co.	41,921
Simon & Schuster, Inc.	41,360
Shadow Wave	38,646
American Medical Association	36,837
Pontiac Division	31,000
Dulancy Co.	31,980
National Optic	29,361
M J B Co.	28,755
Reynolds Metals	27,857
W. Stove	26,569
Peter Paul Co.	24,620
First Methodist Church	22,740
Vitamin Corporation of America	19,160
Institute of Religious Science	19,015
American Soul Clinic	17,972
Le Blanc Corp.	17,116
Westinghouse	14,231
Stanley Home Town Choir	13,045
Wildroot	12,966
Dr. Hiss Clinic	11,928
Doubleday Co.	10,718
Book Association	8,051
Fisher Body Division of G. M.	7,812
Sealy Mattress Co.	7,332
Homecraft	5,872
Parker Publishing	5,640
Glorian Corp.	5,280
Puritan Company of America	5,105
Lucky Lager Brewing Co.	4,576
Quality Bakers	3,160
Airways, Inc.	2,618
Acousticon	1,551
McCull Frontenac Oil Co.	1,375
Arden Farms	700
California Teachers Association	310
F. Scully	320

\$33,242,182

### American Broadcasting Co. TV Gross Network Time Sales—1950 and 1951 By Months

Month	1951	1950
January	\$1,285,665	\$225,865
February	1,258,181	189,968
March	1,526,919	341,002
April	1,424,835	362,119
May	1,370,763	357,508
June	1,402,127	388,266
July	1,310,385	213,522
August	1,418,376	249,816
September	1,614,907	476,996
October	1,806,863	1,181,199
November	1,908,265	1,268,088
* December	1,910,000	1,216,131

TOTAL . . . \$18,297,589    \$6,470,916

\* Estimated.

### American Broadcasting Co. '51 TV Gross Network Time Sales Agencies

Young & Rubicam, Inc.	\$2,050,932
Dancer-Fitzgerald-Sample, Inc.	1,919,126
Kenyon & Eckhardt, Inc.	1,215,411
Tatham, Laird, Inc.	1,116,649
William H. Weintraub Co., Inc.	863,528

Lennen & Mitchell	799,455
Geyer, Newell & Ganger, Inc.	751,141
Ruthrauff and Ryan	713,181
Gardner Advertising Co.	689,568
J. M. Mathes, Inc.	681,701
Brooke, Smith, French, & Do- rance, Inc.	564,680
Leo Burnett Co., Inc.	486,278
Erwin Wasey & Co.	477,659
Stockton, West & Burkhardt, Inc.	440,000
Hutchins Advertising Co., Inc.	110,782
Henri. Hurst & McDonald, Inc.	376,027
William Esty Co., Inc.	315,090
J. D. Tarcher Co.	314,380
Weiss & Geller, Inc.	310,572
J. M. Camp Co.	289,398
Hirshen Garfield, Inc.	232,265
Benton and Bowles, Inc.	227,361
Earle Ludgen & Co.	197,311
J. Walter Thompson Co.	195,868
Grant Advertising, Inc.	184,502
Turner & Dyson, Inc.	172,709
Western Advertising Agency	170,102
Biow Agency, Inc.	153,653
Meldrum & Fewsmith, Inc.	136,098
Walter F. Bennett Co.	131,745
Foote, Cone & Belding	123,365
O'Neil, Larson, McMahon	123,071
Lamb & Keen, Inc.	118,570
Ellington & Co., Inc.	115,400
Grey Advertising Agency	113,023
Anderson & Cairns, Inc.	111,350
Campbell Mithum, Inc.	86,967
Ted Bates & Co., Inc.	86,537
R. H. Alber Co.	79,095
Gilbralter Advertising Agency	72,675
Raymond Spector Co., Inc.	71,940
McCann, Erickson, Inc.	56,407
Guild Bascom & Bonfigli	48,000
BBD & O.	47,542
Tucker Wayne & Co.	46,891
Cecil & Presbrey, Inc.	42,625
Frank Weston Advertising	40,370
Haag & Prevaudie, Inc.	37,383
Houg & Cooper	36,596
Schwimmer & Scott, Inc.	36,550
Sherwin, Robert, Rodgers	36,270
Anderson, Davis & Platte, Inc.	29,690
Politicals	25,783
Gotham Advertising Co., Inc.	18,616
Kaster, Farrell, Chelsey & Clif- ford, Inc.	16,350
J. J. Weiner Advertising	10,500
McManus, John, & Adams, Inc.	8,101
Maxon, Inc.	4,762
Gordon Best Co.	4,350

\$18,297,589

### Mutual Broadcasting System 1951 Agency Gross Billings\*

J. Walter Thompson	\$ 1,899,926
Wm. H. Weintraub & Co., Inc.	1,430,744
Lennen & Mitchell, Inc.	1,245,415
Furman, Feiner Co., Inc.	1,208,675
Sherman-Marquette, Inc.	1,056,596
Leo Burnett Co., Inc.	895,651
Needham, Louis & Brorby, Inc.	800,635
BBD & O.	737,744
Harry B. Cohen Adv. Co.	704,077
Geoffrey Wade Advertising	677,834
Grant Advertising, Inc.	549,390
Kenyon & Eckhardt, Inc.	512,249
Aubrey, Moore & Wallace, Inc.	463,497
Dancer-Fitzgerald-Sample, Inc.	462,236
Oliam Advertising Co.	430,120
Gotham Advertising Co., Inc.	381,355
Grey Advertising Agency	376,138
McCann-Erickson, Inc.	358,945
Stanley G. Boynton Co.	352,577
Kudner Agency	307,427
Western Advertising Agency	307,156

# *Best Wishes*



**DEAN & JERRY**

## Agency—Network—Sponsor Billings

Maxon, Inc. . . . .	296,193
Glenn-Jordan-Stoetzel, Inc. . . . .	256,672
Sullivan, Stauffer, Colwell & Bayles . . . . .	238,284
J. D. Tarcher Co. . . . .	232,531
Wm. Gleason & Co. . . . .	230,933
O'Neil, Larson & McMahan . . . . .	183,618
Al Paul Lefton Co., Inc. . . . .	163,172
Benton & Bowles, Inc. . . . .	137,825
Erwin, Wasey & Co. . . . .	127,157
Wm. Esty & Co., Inc. . . . .	115,700
Blaine-Thompson Co., Inc. . . . .	77,165
St. Georges & Keyes, Inc. . . . .	69,563
Mathisson & Associates . . . . .	68,156
Atherton Advertising Agency . . . . .	63,316
Foot, Cone & Belding . . . . .	50,000
Fitzmorris & Miller . . . . .	48,883
J. M. Mathes . . . . .	40,189
Tracy-Locke Co., Inc. . . . .	39,780
Huher Hoge & Sons . . . . .	35,887
Sidney Garfield & Associates . . . . .	29,144
Duane Jones, Inc. . . . .	28,304
Ruthrauff & Ryan, Inc. . . . .	24,571
Dowd, Redfield & Johnstone . . . . .	21,061
MacManus, John & Adams . . . . .	20,232
Majestic Advertising Agency . . . . .	16,383
Bozell & Jacobs . . . . .	14,325
Direct . . . . .	12,285
Thwing & Altman . . . . .	10,056
Charles W. Hoyt . . . . .	9,835
Dorland, Inc. . . . .	8,536
Henri, Hurst & McDonald, Inc. . . . .	8,496
Grady & Wagner Co., Inc. . . . .	8,176
Lambert & Feasley . . . . .	7,583
Walter McCreery . . . . .	5,723
Campaigns, Inc. . . . .	5,608
Weston-Barnett, Inc. . . . .	3,922
McCreery, Quick & McElroy . . . . .	3,306
Albert Frank-Guenther Law . . . . .	2,306
Harold Kaye Advertising . . . . .	2,202

**TOTAL . . . . . \$17,875,758**

Note: December billings estimated.

### Mutual Broadcasting System 1951 Gross Billings\*

	Monthly	Cumulative
January . . . . .	\$ 1,542,887	\$ 1,542,887
February . . . . .	1,426,705	2,969,592
March . . . . .	1,648,006	4,617,598
April . . . . .	1,539,801	6,157,399
May . . . . .	1,510,818	7,668,217
June . . . . .	1,191,691	8,859,908
July . . . . .	1,347,841	10,207,749
August . . . . .	1,329,375	11,537,124
September . . . . .	1,324,061	12,861,185
October . . . . .	1,759,468	14,620,653
November . . . . .	1,583,291	16,203,944
December . . . . .	1,671,814	17,875,758

Note: December billings estimated.

### Mutual Broadcasting System 1951 Sponsor Expenditures\*

Kellogg Co. . . . .	\$ 1,407,900
Johns-Manville Corp. . . . .	1,375,723
B. T. Babbitt, Inc. . . . .	1,245,809
P. Lorillard Co. . . . .	1,245,115
American Federation of Labor . . . . .	1,208,675
Quaker Oats Co. . . . .	1,056,596
Miles Labs, Inc. . . . .	677,834
Kraft Foods Co. . . . .	624,203
American Tobacco Co. . . . .	562,312
Derby Foods, Inc. . . . .	545,217
Pearson Pharmaceutical Co. . . . .	461,444
Williamson Candy Co. . . . .	463,497
Sterling Drug, Inc. . . . .	462,236
Cudahy Packing Co. . . . .	403,860
Lutheran Laymen's League . . . . .	381,355
Ronson Art Metal Works . . . . .	376,138
Beltone Hearing Aid Co. . . . .	372,550
National Biscuit Co. . . . .	358,945

Radio Bible Class . . . . .	352,577
U. S. Tobacco Co. . . . .	307,427
Voice of Prophecy, Inc. . . . .	307,156
Gillette Safety Razor Co. . . . .	296,183
VCA Labs., Inc. . . . .	287,937
Christian Reformed Church . . . . .	256,672
State Farm Mutual Auto Ins. Co. . . . .	247,016
Persona Blade Co., Inc. . . . .	232,534
Dawn Bible Students Ass'n . . . . .	230,933
Noxzema Chemical Co. . . . .	213,016
Blatz Brewing Co. . . . .	184,935
Pal Blade Co., Inc. . . . .	163,172
U. S. Army & U. S. Air Force . . . . .	145,530
Rhodes Pharmaceutical Co. . . . .	139,672
Admiral Corp. . . . .	127,157
Wildroot Co., Inc. . . . .	118,835
K. J. Reynolds Tobacco Co. . . . .	115,700
General Foods Corp. . . . .	82,486
Joe Lowe Corp. . . . .	77,165
Benjamin Moore & Co. . . . .	69,563
Miller Brewing Co. . . . .	68,156
Acousticon Div. of Dictograph Products, Inc. . . . .	66,622
American School . . . . .	57,560
Brewing Corp. of America . . . . .	55,339
Murine Co. . . . .	52,470
Toni Co. . . . .	50,000
Orange-Crush Co. . . . .	48,883
Annuul Products Co., Inc. . . . .	43,946
Capchart-Farnsworth Corp. . . . .	40,189
Burrus Mill & Elevator Co. . . . .	39,780
Book Associates . . . . .	35,887
Harrison Products, Inc. . . . .	29,441
American Chiele Co. . . . .	25,268
Motorola, Inc. . . . .	24,571
American Protam Corp. . . . .	21,061
Pontiac Motor Div.-General Motors Corp. . . . .	20,232
The Le Blanc Corp. . . . .	16,383
Mutual Benefit Health & Accident Ass'n . . . . .	14,325
Shrine East-West Football Committee . . . . .	12,285
Airways Corp. . . . .	10,738
Wm. H. Wise & Co. . . . .	10,056
Mail Pouch Tobacco Co. . . . .	9,835
A. O. Smith Corp. . . . .	8,496
S. C. Johnson & Son, Inc. . . . .	8,102
Waflex, Inc. . . . .	8,176
Phillips Petroleum Corp. . . . .	7,583
Shipstad & Johnson . . . . .	5,723
American Medical Ass'n . . . . .	5,608
Curtis Circulation Co. . . . .	4,097
American Bird Products, Inc. . . . .	3,922
Kiplinger Washington Agency, Inc. . . . .	2,306

**TOTAL . . . . . \$17,875,758**

Note: December billings estimated.

### Mutual Broadcasting System '51 Industrial Classifications\*

Food and Food Products . . . . .	\$ 4,115,127
Drugs and Toilet Goods . . . . .	3,257,343
Cigars, Cigarettes and Tobacco . . . . .	2,240,719
Laundry and Household Supplies . . . . .	1,658,071
Religious . . . . .	1,528,693
Building Materials . . . . .	1,284,210
Labor and Politics . . . . .	1,208,675
Confectionery and Soft Drinks . . . . .	614,813
Medical Appliances & Equipment . . . . .	439,182
Smoking Accessories . . . . .	376,138
Beer, Wine and Liquor . . . . .	308,430
Insurance . . . . .	261,341
Radios, TV sets, etc. . . . .	191,917
U. S. Government Advertising . . . . .	145,530
Miscellaneous . . . . .	95,836
Paints . . . . .	69,563
Publishing and Media . . . . .	52,346
Automotive . . . . .	20,232
Lubricants, Petroleum & Fuel . . . . .	7,583

**TOTAL . . . . . \$17,875,758**

Note: December billings estimated.



# MARJORIE MORROW

## casting consultant

---

ACTORS

WRITERS

DIRECTORS

PRODUCERS

SPONSORS

AGENCIES

---

# MARJORIE MORROW

*Co-ordinated Casting Consultants*

Chickering 4-0644  
New York 18, N. Y.

Paramount Bldg.  
1501 Broadway

# 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.....John A. Aspinwall

## **International News Service**

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

### Executives

General Manager.....Seymour Berkson  
Editor-In-Chief.....Barry Faris  
General 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.....Oliver Gramling  
Radio News Editor.....John A. Aspinwall

## **Reuters**

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

### Executives

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

## **Transradio Press Service, Inc.**

New York—14 West 45th Street.....MUrray Hill 2-4053

### Executives

Chairman of the Board.....Herbert Moore  
President.....Robert E. Lee Moore  
General News Manager.....Dixon Stewart

## **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 & TV News Manager.....Phil Newsom  
General Sales Manager.....Leroy Keller



BEST TEST PATTERN  
FOR SHOW RECEPTION

**KUDNER AGENCY, INC.**  
*for Tops in Television*

NEW YORK    SAN FRANCISCO    DETROIT    WASHINGTON

# ADVERTISING AGENCIES

## Radio & Television

*Personnel*

•

*Addresses*

•

*Phone Numbers*

•

*Membership*

•

*Network Accounts*

•

*Local Accounts*



# BBDO

# RADIO TELEVISION



## National Network Programs

### RADIO

#### AMERICAN SAFETY RAZOR CORP.

*Blue Star and Treet Razor Blades*

"The Red Skelton Show"

#### AMERICAN TOBACCO CO., INC.

*Lucky Strike Cigarettes*

"The Jack Benny Program"

"Your Hit Parade"

#### ARMSTRONG CORK COMPANY

*Quaker Rugs*

"Theatre of Today"

#### CREAM OF WHEAT CORPORATION

*Cream of Wheat*

"Let's Pretend"

#### DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—

You Bet Your Life"

#### E. I. DU PONT DE NEMOURS & CO. (INC.)

"Cavalcade of America"

#### EMERSON DRUG COMPANY

*Bromo-Seltzer*

"Hollywood Star Playhouse"

#### GEO. A. HORMEL & COMPANY

*Canned Meat Products*

"Music With the Girls"

#### REXALL DRUG COMPANY

*Drug Products*

"Amos 'n' Andy"

#### U. S. STEEL CORPORATION

"Theatre Guild on the Air"

#### WILDROOT COMPANY, INC.

*Wildroot Cream-Oil Hair Tonic and*

*Wildroot Liquid Cream Shampoo*

"The F. B. I. in Peace and War"

"The Shadow"

### TELEVISION

#### AMERICAN TOBACCO CO., INC.

*Lucky Strike Cigarettes*

"Robert Montgomery Presents—

Your Lucky Strike Theatre"

"The Jack Benny Television Show"

"This Is Show Business"

"Your Hit Parade"

"Meet the Champ"

#### ARMSTRONG CORK COMPANY

*Floor Coverings, Building Materials*

"Armstrong's Circle Theatre"

#### CURTIS PUBLISHING COMPANY

*The Saturday Evening Post*

"Keep Posted"

#### DE SOTO-PLYMOUTH DEALERS OF AMERICA

"The Groucho Marx Show—

You Bet Your Life"

#### GENERAL ELECTRIC COMPANY

"The Fred Waring Show"

#### THE B. F. GOODRICH COMPANY

*Silvertown Tires*

"B. F. Goodrich Celebrity Time"

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**  
*Advertising*

NEW YORK · BOSTON · BUFFALO · CHICAGO · CLEVELAND · PITTSBURGH ·  
MINNEAPOLIS · SAN FRANCISCO · HOLLYWOOD · LOS ANGELES · DETROIT

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

# 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
- NOAB—NATIONAL OUTDOOR ADVERTISING BUREAU
- PPA—PERIODICAL PUBLISHERS' ASSOCIATION
- SNPA—SOUTHERN NEWSPAPER PUBLISHERS' ASSOCIATION

## A. D. ADAMS ADVERTISING

277 Broadway, New York 7, N. Y.  
Phone: REctor 2-0795

Owner.....A. D. Adams  
*Radio Accounts:* Gordon Plastic Products Corp. (plastic ornaments and decorations), Ossining, N. Y.

*TV Accounts:* Dynavox Corp. (phonographs), Long Island City, N. Y.

## A. W. ADV., INC.

6 E. 39 St., New York 16, N. Y.  
Phone: MU 4-3320

ANPA—APA

President .....Bliss Woodward

## AD FRIED ADVERTISING AGENCY

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

CNPA

Owner & President.....Ad Fried  
*Radio & TV Timehuyer:* Barbetta G. Taylor  
*Program Manager:* Elaine Trigger  
*Music Director:* Elaine Trigger  
*Production Mgr.:* Don Armstrong  
*Radio & TV Library:* Babs Taylor  
*Radio & TV Director:* Ad Fried

*Radio Accounts:* American Upholstering Co. (Furniture), Oakland, Calif.; Bigelow Films (Motion Picture Films), Berkeley, Cal.; Cochran & Celli Chevrolet Dealers, Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Dean Bros. (Heavy Duty Construction Equip.), Oakland; Crescent Jewelers (Jewelry), Hayward, Oakland, etc.; Betty Elizabeth Shampoo, Oakland; Davi Miracle Foam (rug & upholstery cleaner), Oakland; Henry G. DeLugach (Real Estate), Concord, Calif.; Morwear Paint Co. (Paints), Oakland; Holly Meat Co. (Holly Brand Products), Oakland; Oakland Frame & Axle Co., Oakland, Calif.; Rocsil's Shoe Co. (Vitality Shoes), Oakland; Roerber's (Plumbing Fixtures), Hayward-Oakland; Fidelity Roof Co. (Roofing Materials), Berkeley, Cal.; Rhodes-Jamieson, Ltd. (Building Materials), Oakland; Troiel

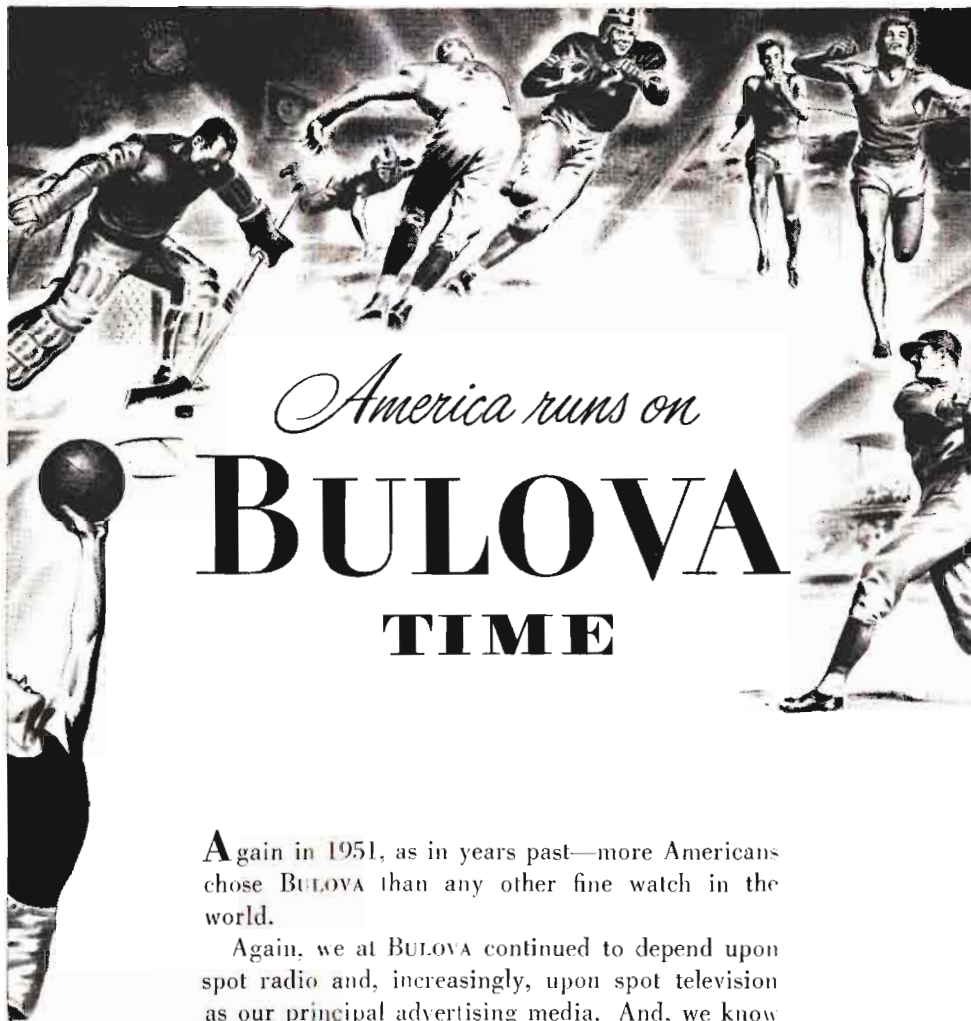
Companies (Bly-Hole Covers), Berkeley; Loomis Industries (Paraliner), Piedmont; G. D. Fuller Foods (Rest. Supplies), Oakland; Charlotte's Bakeries (Pastry Shops), San Francisco; The Quiet Hour (Religious Pgm.s.), Oakland; Minit-Man Auto Laundries, Oakland; Foster & Louis (Insurance), Oakland; Lou Winston Co., Oakland, Calif.; Lo-Fare Cab Co., Oakland, Calif.; Smith Bros. "MAC" Compound, Walnut Creek, Calif.; Oakland Light Opera Assn., (Musicales & Operettas), Oakland, Calif.; Woodminster Amphitheater, Oakland; Fox West Coast Theaters (Radio for Oakland Only); Oakland Police & Firemen, City Hall, Oakland; San Francisco Police & Firemen, City Hall, San Francisco; Servants Furniture Warehouse, Oakland, California; Bell Smoked Fish Co., Fisherman's Wharf, San Francisco.

*TV Accounts:* Bell Smoked Fish Company (Tara Bell Canned Salmon & Tuna), San Francisco, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaner), Oakland, California; Quality Laundries (Laundry Service for Cleaning Firms), Oakland, Calif.; Betty Elizabeth Shampoo (Shampoos), Oakland, California; Roto-Rooter of Bay Area (Sewage Cleaners), Oakland, Calif.; Oakland Police & Firemen (Campaign for Pensions), Oakland, Calif.; San Francisco Police & Firemen (Campaign for Wage Adjustment), San Francisco, Calif.; F. H. Daily Motor Co. (Auto Dealer), Oakland, Calif.; Lake Merritt Hotel (Dining & Dancing), Oakland, Calif.; The Quiet Hour (Religious), Oakland, Calif.; G & W Refrigeration Co. (Ice Makers), Oakland, Calif.; Lo-Fare Cab Co. (Taxi Service), Oakland, Calif.; Woodminster Amphitheater (Musicales, Operettas, etc.), Joaquin Miller Park.

## WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitchall 4-5210

Pres.-Treas.....William Hart Adler  
V.-P., Secy., Art Dir.....Warren Shuster



*America runs on*  
**BULOVA**  
**TIME**

Again in 1951, as in years past—more Americans chose BULOVA than any other fine watch in the world.

Again, we at BULOVA continued to depend upon spot radio and, increasingly, upon 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

## Advertising Agencies

Personnel Director.....James W. Taylor  
 Production Manager.....Al Stone  
 Media & Research Dir.....George Bromberg  
 Asst. to Pres.....Kenneth C. Ring  
 Acct. Execs.....W. H. Adler,  
 Warren Shuster, Kenneth Ring, Georg  
 Bromberg

### ADMASTERS ADVERTISING, INC.

514 Tenth St., N.W., Washington 4, D. C.  
 Phone: District 0551

ABP—PPA

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

### ADVERTISERS' B'CASTING CO.

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

Executive Director.....M. Keilson  
 Radio Director.....Sholom Rubinstein  
 Producer.....Bernard Rubinstein  
 Program Planning.....David M. Hausdorff  
*Radio Accounts:* Foreign Language Programs; General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Post Cereals); Horowitz-Margaretten (Food Products); R. B. Davis Co. (Davis Baking Powder, Coconut); Colgate-Palmolive-Peet Co. (Colgate Dental Cream Ajax); B. T. Babbitt, Inc. (Bab-O, Glim); Whitehall Pharmaceutical Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellman's Real Mayonnaise); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); Penick & Ford Ltd., Inc. (My-T-Fine Desserts); The Borden Co. (Borden's Cream Cheese, Borden's Instant Coffee); Dugan Bros. (Dugan's Breads); Florida Citrus Exchange (Florigold Oranges & Grapefruit); The Birkett Mills (Wolf's Buckwheat Products); Campbell Soup Co. (Campbell's Soups); Cream of Wheat Co. (Cream of Wheat); Seeck & Kade, Inc. (Pertussin); International Salt Co. (Red Cross Salt); Gordon Baking Co. (Silvercup Bread); Lever Bros. Co. (Spry, Silver Dust); The Procter & Gamble Co. (Crisco, Tide, Spic & Span); Maltex Co. (Maltex Cereal); Public National Bank & Trust Co.; Kraft Foods, Inc. (Phila. Brand Cream Cheese, Kraft Salad Oil); Sheffield Farms Co. (Dairy Products).

### ADVERTISING, INC.

1523-31 Central National Bank Bldg.,  
 Richmond 19, Va.

Phones: 3-2800

ABP—ANPA

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

Radio-TV Dept.

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

Branch Office

416 E. Main St., Richmond 19, Va.

Phone: 3-5667

Manager.....A. F. Watson  
*Radio Accounts:* Virginia Electric & Power Co. (Public Utility), Richmond, Fredericksburg & Potomac RR; Virginia Hospital Service, Assn. Commonwealth Motors, Inc. (Ford Automobiles), Ajax Tidewater Co. (Air Conditioning Units), Norfolk, Va.; Commonwealth Sales Co. (Philco Distributor), Virginia Hospital Service Assn. (Blue Cross), Lawyers Title Ins. Corp.

*TV Accounts:* Commonwealth Motors, Inc. (Ford Dealer); Ajax Tidewater Co.; Commonwealth Sales Corp. (Philco Electrical Appliances).

### AGENCY SERVICE CORP.

66 E. S. Water, Chicago 1, Ill.

Phone: Central 6-5255

ABP—ANPA—APA—NOAB

Exec. V.P. & Secy.....Alfred C. Houser  
 Publicity Director.....Walter J. Fay  
 Space & Time Buyer.....F. J. Kurtzweil

*Radio Accounts:* North American Acceptance Corp. (Finance), Chicago Motor Club Travel Bureau (Travel information & reservations), Inter-Insurance Exchange of Chicago Motor Club (Auto insurance), Wis. Div. American Automobile Assn. (Auto Club Service & Insurance), Madison, Wis.

*TV Accounts:* Chicago Motor Club (Club Memberships), Chicago 1, Ill.

### THE AITKIN-KYNETT CO.

1400 South Penn Square,

Philadelphia 2, Pa.

Phone: Rittenhouse 6-7810

AAAA—APA—NOAB—ABP—ANPA

PPA—ABC—BMB

Senior Partner.....H. H. Kynett  
 Partners.....A. K. Aitkin,  
 M. E. Goldman, H. A. Medholdt

Art Director.....F. Wade Lane  
 Production Manager.....W. B. Turner  
 Media Analysis.....B. Hallowell  
 Media Rate Dept.....E. M. Gretz  
 Acct. Execs.....George B. Barnard,

Harold B. Montgomery, Allen C. Smith,  
 C. W. Eigenbrot, M. H. Sloman

*Radio Accounts:* Bachman Bakeries, Inc.; Wm. Montgomery Co.; Mrs. Paul's Kitchens; Pennsylvania Refining Co.; Stephano Brothers; Van Wagenen & Schickhaus Co.

### R. H. ALBER CO.

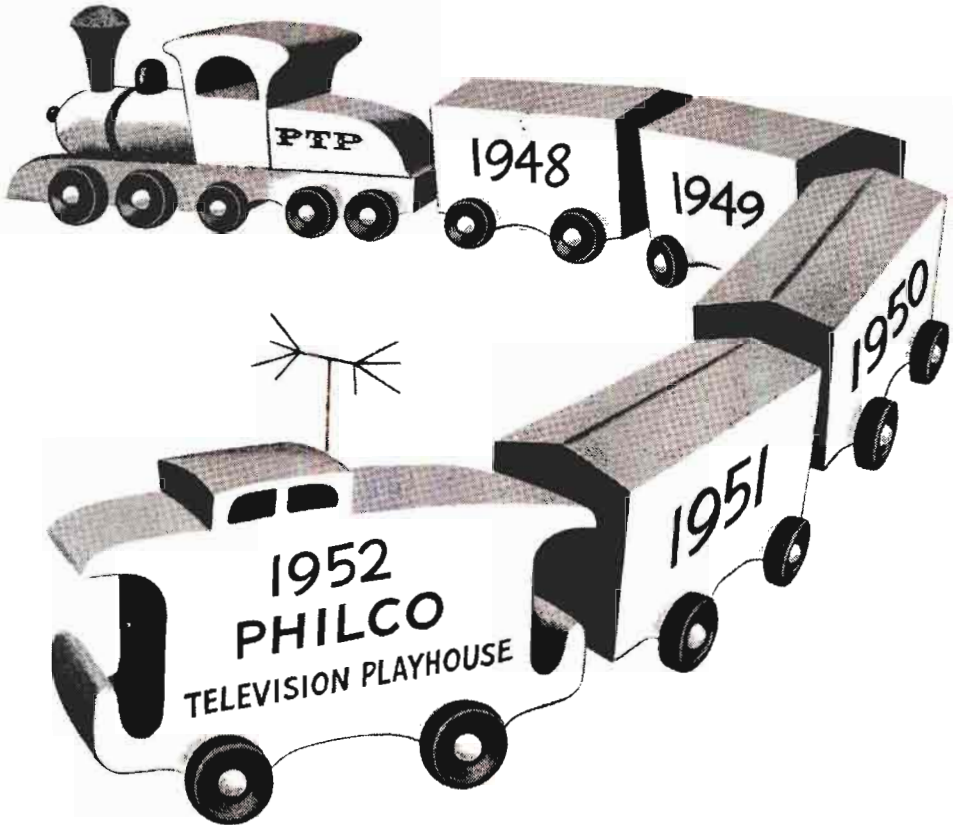
439 N. Larchmont Blvd., Los Angeles 4, Calif.

Phone: HOLlywood 9-8273

ANPA

Exec. Vice-Pres.....Pauline Hagen





*AS a new year rolls around, Philco sends a heartfelt "thanks" to all the fine actors, writers and technicians who year after year have made PHILCO TELEVISION PLAYHOUSE America's leading dramatic program.*

**PHILCO TELEVISION PLAYHOUSE**

Sundays • 9-10 P.M. E.S.T. • NBC-TV

## Advertising Agencies

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

### DON ALLEN & ASSOCIATES,

#### Advertising

409 S.W. 13th, Portland 5, Oregon  
 Phone: CApitol 9445  
 ABP—ANPA—AFA

President .....Don Allen  
 Vice President.....Irvin H. Walsh  
 Treasurer.....Everett A. Mitchell  
 Secretary.....H. Richard Seller  
 Radio-TV Director.....Everett A. Mitchell  
 Asst. TV Director.....H. Richard Seller  
*Radio Accounts:* Benj. Franklin Fed'l Savings & Loan Assn., Savings & Loan Assn., Portland, Oregon; G-E Supply Corporation, G-E distributor, Portland, Ore. & regional; Ed Hamilton Furs, Furrier, Portland, Oregon; Logan Oldsmobile Co., Oldsmobile dealer, Portland, Oregon; Arthur Murray's, Dancing Studios, Portland, Oregon; Oregon Coast Ad Club, Resort (beach) association, Delake, Oregon; Windolph Pontiac Co., Pontiac dealer, Portland, Oregon; Zell Bros. Jewelers, jewelers, Portland, Oregon.

### ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,  
 Omaha 2, Neb.  
 Phone: Atlantic 4445  
 AAAA—ABP—ANPA—APA  
 ABC—NOAB—PPA

Partners.....Milton H. Reynolds,  
 Karl M. Joens, R. H. Reynolds, Q. H. Moore, M. J. Stephen, Helen C. Miller  
 Dir. of Radio & TV.....Milt Stephen  
 Asst. Director of  
 Radio & Television..Don B. Amsden, Jr.  
*Radio Accounts:* Omaha Public Power District (Public Utility), General Electric Supply Corp. (Electrical Appliances), P. F. Petersen Baking Co. (Bakery Products), Byron Reed Company (Real Estate, Farm Management), George H Lee Company (Biologics and Pharmaceuticals), Merchants Biscuit Company (Bakery Products), Paramount Radio Shop (Appliances), T. H. Maenner Company (Real Estate), Webber Motors (Automobiles, Trucks and Equipment), United States National Bank, Ted's Pen Shop (Pens, Cards, Stationery, etc.), Fairmont Foods Co. (Poultry and Livestock Feed), Tekseed Hybrid Co. (Hybrid Corn), Graybar Electric Co. (Appliances), Hill Hotel; Carpenter Oil Co. (Gas, Oil and other Automotive Products), Northrup-Jones (Cafeteria, Bakery), Uncle Sam Breakfast Food Co., Walnut Grove Products, Inc. (Livestock Feeds).

*TV Accounts:* T. H. Maenner Co. (Real Estate), Paramount Radio Shop (Appliances), Omaha Public Power District (Public Utility), Webber Motors (Automobiles, Trucks and Equipment), Merchants Biscuit Co. (Bakery Products), Ted's Pen Shop (Pens, Cards, Stationery), P. F. Petersen Baking Co. (Bakery Products), General Electric Supply Corp. (Electrical Appliances), Hill Hotel (Hotel and Restaurant), Omaha, Neb., Uncle Sam Breakfast Food Co. (Darbs), Holsum Bread Co., C. J. Patterson Co. (Bread).

### ALLIED ADVERTISING AGENCIES, INC.

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

President.....W. Fehr Gardner  
 Gen., Prod. Mgr.....Stuart Heinemann  
 Space Buyer.....Richard Gardner  
 Treasurer.....Helen Esary  
 Art Director.....Jack Robbins  
 Prod. Mgr. & Radio Dir...Stuart Heinemann  
 Account Execs.....Dick Bartlett,  
 Lou Sterling, Milton Hoffman, Bart Ross,  
 Donald Molin

*Radio Accounts:* Arden Farms (Dairy Products), Gold Furniture Co. (Furniture & Appliances), Harold A. Sparling (Turkeys), Dr. F. E. Campbell (Dental services), West Pico Furniture (Furniture), United Radio & Appliance (Sporting goods & appliances), Pridham Davis (Optometrist), Troy Upholstering Co. (Reupholstering), Western Home Furniture Co. (Furn. & appliances), Globe Department Store (Department store items), National Distributing Co. (Garbage disposals), Vacuum Cleaner Co. of America (Vacuum cleaners), Howard's Nursery (Flowers), Angeles Funeral Home.

*TV Accounts:* Golds Furniture Co. (Furn. & appliances), Dr. F. E. Campbell (Credit dentist), Dr. Pridham Davis (Optometrist), United Sporting Goods (Sporting Goods), Western Home Furniture Co. (Furn. & appliances), Arden Farms (Dairy Products), Auction Park (Auction), Harold A. Sparling (Turkeys).

### ANDERSON & CAIRNS, INC.

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

AAAA—ABP—ANPA—AFA—APA—PPA  
 Chairman of the Bd...T. Hart Anderson, Jr.  
 President.....John A. Cairns  
 Executive Vice-Pres.....Joseph H. Smith  
 Treasurer.....Abraham Fisher  
 Director of Radio and  
 Television.....Victor Seydel  
 Assistant to the  
 Radio-TV Dir.....Malcolm B. James  
 Assistant to Radio-TV  
 Director.....Jean L. Simpson

## Advertising Agencies

### Branch Offices

Anderson, Smith & Cairns, Ltd.  
1510 Drummond St., Montreal 23, Canada  
Phone: Plateau 4448

Manager.....Collin A. Rayment  
Anderson, Smith & Cairns, Ltd.  
50 King Street West, Toronto, Canada  
Phone: Empire 3-5341

Manager.....Vernon R. Birtwistle  
*Radio Accounts:* Rootes Motors, Inc. (Hillman Minx Automobiles); Alderney Dairy Co. (Dairy Products), Newark, N. J.; National Homefurnishings Show (Exposition), New York, N. Y.; Columbia Tobacco Co. (du Maurier Cigarettes), New York, N. Y.; C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.

*TV Accounts:* C. H. Masland and Sons (Rugs and Carpets), Carlisle, Pa.; Rootes Motors, Inc. (Hillman Minx Automobiles), New York, N. Y.; General Shoe Corp. (Edgewood Shoe Co.) (Friendly Shoes), Nashville, Tenn.; National Homefurnishings Show (Exposition), New York, N. Y.

### CLAUDE ANIOL & ASSOCIATES

2700 Transit Tower, San Antonio, Tex.  
Phone: Fannin 9148

### SNPA—PPA

President & Prod. Mgr.....Claude B. Aniol

### ARNOLD & CO., INC.

262 Washington St., Boston 8, Mass.  
Phone: RICHmond 2-1220  
ABP—ANPA—AFA

Pres.....Oscar E. Rudsten  
Treas.....Arnold Z. Rosoff  
Vice-Pres. ....Harold Glickman  
Sec. ....Evelyn Herrick  
Director.....Arnold Z. Rosoff

*Radio Accounts:* Home Owners Federal Saving Bank, bank, Boston; Old Monastery Wine Co., wines, New Haven; International Harvester, refrigeration, New England; Cadillac Olds, autos, Boston; Maas Motors, autos, Boston; Colonial Provision Co., meat packers, Boston.

*TV Accounts:* Ring Clear Hosiery, hosiery, Manchester, N. H.

### ASSOCIATED ADVERTISING AGENCY, INC.

737 Dixie Terminal Bldg., Cincinnati 2, O.  
Phone: Main 2811

ABP—ANPA—PPA—APA—NOAB  
President.....Sam Malcolm Levy




STARRING THE

## SONS OF THE PIONEERS

with

BETTY TAYLOR • FRANK MESSINA • GEORGE PUTNAM

**IT'S AVAILABLE! CALL HEMPstead 4194**



**SONS UP!**




a great new ...

**RAYMOND R. MORGAN**  
production

*the*  
**"Lucky U Ranch"**

a half hour daily west coast participation show

**ABC Radio Network**

**Raymond R. Morgan Company**  
6233 Hollywood Boulevard, Hollywood 28, Calif.

**Advertising Agencies**

Exec. V.P.....Templeton Briggs  
 Secy. & Treas.....I. C. Levy  
 Service.....Russel C. Cook  
 Director Radio-TV.....Stephen Freiberg

**ASSOCIATED BUSINESS  
 COUNSELORS, INC.**

Fox Bldg., Detroit 1, Mich.  
 Phone: WOODWARD 1-7878

President.....Franklin A. Johns  
 Vice-Presidents..Fred Gould, Lansing Moore  
 Secretary.....T. R. Johns  
 Space Buyer, Media Dir....F. Humphreys

*Branch Office*  
 350 Fifth Ave., New York 1, N. Y.  
 Phone: LO 3-7260

Manager .....Lansing Moore  
*Radio Accounts:* Detroit Times, Locks  
 Laboratories.

**ATHERTON ADVERTISING AGENCY**

8455 Melrose Pl., Los Angeles 46, Calif.

Phone: WEBSTER 3-8488

ABP-ANPA

Owner & Acct. Exec.....Alfred A. Atherton  
 Copy Chief—Media Dir.....Bill Holmes  
 Acct. Exec.....Phil D. McHugh

*Radio Accounts:* Bisno & Bisno (Real Estate-Investment broker), Los Angeles.

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

**ATHERTON & CURRIER, INC.**

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

Phone: LEXINGTON 2-8795

ANPA-PPA-APA

President.....J. W. Atherton  
 Vice-President.....Lester Stone  
 Secretary, Space-Radio Time

Buyer .....W. T. Tieman  
 Treasurer.....H. P. Francis

Dir. Copy & Plans.....J. D. Molnor  
 Radio Dir. & Talent

Buyer .....J. P. A. Atherton

*Branch Office*

Concourse Bldg., Toronto, Ont., Canada  
 Vice-President.....K. C. Utley

**AUBREY, MOORE & WALLACE, INC.**

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

Phone: FINANCIAL 6-1600

ANPA-ABP-PPA-APA-NOAB-ABC

President.....James T. Aubrey

Vice-President.....John J. Finlay

Space & Radio Time Buyer &

TV Director.....Gene Fromherz

*Radio Accounts:* International Harvester  
 Co., Williamson Candy Co. (Oh Henry),

Where millions  
 turn for  
 entertainment...

**"BREAK THE BANK" (TV)**

CBS-TV NETWORK  
 FOR BRISTOL-MYERS CO.

**"BREAK THE BANK" (RADIO)**

ABC NETWORK  
 FOR BRISTOL-MYERS CO.

**"HOWDY DOODY"**

NBC-TV NETWORK  
 FOR THE WELCH GRAPE JUICE CO.

**"TREASURY MEN IN ACTION"**

NBC-TV NETWORK  
 FOR THE BORDEN CO.

**"COFFEE WITH CAROLE"**

WDTV—Pittsburgh  
 FOR THE BORDEN CO.

**"THE WEATHERMAN"**

WNBQ—Chicago  
 FOR STANDARD MILLING CO.

**"SPORTS PARADE"**

32 TV STATIONS  
 FOR BRISTOL-MYERS CO.

**DOHERTY, CLIFFORD  
 & SHENFIELD, Inc.**

— ADVERTISING —

350 FIFTH AVENUE, NEW YORK 1, N. Y.

# V. S. BECKER *Productions*

Producers of Package Shows & Spots  
for Television & Radio

(Live and Film)



Agents for Talent and Musicians

562 Fifth Avenue  
New York 19, N. Y.  
LUxemburg 2-1040



## Advertising Agencies

McKenzie Pancake Flour, Dubuque Packing Co., Double-Cola.

### N. W. AYER & SON, INC.

West Washington Square, Philadelphia 6, Pa.  
Phone: Lombard 3-0100

ANPA—ABP—ABC

Chairman of Board.....H. A. Batten  
President.....Warner S. Shelly  
Vice Pres. & Dir. of

Radio-TV.....James E. Hanna  
Radio-TV Plans.....T. J. McDermott  
Programming &

Production.....E. G. Sisson, Jr.  
Copy Chief.....John M. Caldwell  
Publicity.....Wauhillau LaHay

Sports Broadcasting.....R. A. Mortensen  
Dir. Radio Research.....Gordon Braine  
Film Production.....G. D. Gudehrod

Time Buyers.....Charles M. Wilds,  
Paul F. Kitzenberger, Richard S. Bunbury,  
John W. Purves, Carol Sleeper

#### Branch Offices

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: Circle 6-0200

Vice-President.....John D. Upton  
Statler Office Bldg., Boston 16, Mass.  
Phone: Hubbard 2-4970

Manager.....E. Craig Greiner  
135 S. LaSalle St., Chicago 3, Ill.  
Phone: RAndolph 6-3456

Manager.....Sterling E. Peacock  
4170 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODWARD 5-3322

Manager.....T. J. Henry  
714 Taft Bldg., Hollywood 28, Calif.  
Phone: Hemstead 4871

Manager.....Glenhall Taylor  
235 Montgomery St., San Francisco 4, Calif.  
Phone: SUTTER 1-2534

Manager.....Carl Zachrisson  
231 Dillingham Bldg.,  
Honolulu 16, Hawaii  
Phone: Honolulu 6193

Manager.....Dudley P. Carroll

*Radio Accounts:* The Atlantic Refining Company, B. C. Remedy Company, Bell Telephone System, Chesapeake & Potomac Telephone Company, Chrysler Corporation—Plymouth Division, Reuben H. Donnelley Corporation, Electric Companies Advertising Program, Gordon Baking Company, Hawaiian Pineapple Company, Hills Bros. Coffee, Inc., Charles E. Hires Company, Howard D. Johnson & Company, Illinois Bell Telephone Company, Lever Brothers—Surf, Michigan Bell Telephone Company, John Morrell & Co., National Dairy Products Company, Sheffield Farms Milk Company, Supplee-Wills-Jones Milk Company, United Air Lines, Blue Bell, Inc., Brooklyn Union Gas Co., Cannon Mills, Carrier Corporation, Comptometer School, Insurance Company of North America, Pennsylvania Company.

*TV Accounts:* The Atlantic Refining Company, B. C. Remedy Company, Brooklyn Union Gas Company, Cannon Mills, Inc., Chesapeake & Potomac Telephone Company, Chrysler Corporation—Plymouth Division, Reuben H. Donnelley Corporation, Gordon Baking Company, Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Howard D. Johnson & Company, Lever Brothers—Surf, Michigan Bell Telephone Company, John Morrell & Co., National Dairy Products Company, The Pennsylvania Company, Sheffield Farms Milk Company, United Air Lines, Carrier Corporation, Daystrom Corporation, Magna Engineering Corp., Supplee-Wills-Jones Milk Company, Webster Tobacco Co., Yardley & Co.

### AYLIN ADVERTISING AGENCY

522 Waugh Drive, Houston 19, Texas

Phone: KEystone 7469

ABP—APA—SNPA

President.....Robert N. Aylin  
Vice-President.....Mrs. Betty W. Aylin  
Secretary.....Mrs. Alice S. Overton

Account Executive.....Robert N. Aylin  
Account Executive.....Alston P. Cameron  
Account Executive.....Charles H. Lewis

Copy Chief & Radio & Television

Director.....Miss Luana J. Kamp  
Research Director...Mrs. Jo Moore Snoddy  
Art Director.....Roger I. Helm

*Radio Accounts:* Arrow Mills, Inc. (Flour and Feeds), Houston, Texas; Black-Brollier, Inc. (Concrete Building Materials), Houston Texas; Foxworth-Galbraith Lbr. Co. (Retail Lumber & Building materials—chain yards), Dallas, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Jackson Motors, Ltd. (New & Used Cars), Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Taylor Lumber Company (Retail Lumber & Building Materials), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas.

*TV Accounts:* Arrow Mills, Inc. (Flour and Feeds), Houston, Texas; James Bute Company (Paint and Wallpaper), Houston, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Hodell and Company (Realtors), Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas.

### BACHRODT, NEWELL, O'KANE & GANO

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

Phone: FRanklin 2-4883

APA—NOAB—ABP—PPA—ANPA

President.....J. C. Bachrodt  
Vice-President.....R. C. Gano  
Secretary.....Katherine Jansen

Shop and Eat – Where The Stars Meet

# CROMWELL DRUG STORE

*New York's Newest, Largest and Finest*

*Drug Store*

LOCATED IN THE MAIN LOBBY OF THE

RCA-BLDG.

*The Heart of Radio and TV*

CO-OWNER AND HOST

*Irving Beck*

CI. 7-3475

Prescription Dept.  
CI. 7-3835

• • • **Advertising Agencies** • • •

Treasurer.....R. B. Newell  
 Account Executives.....J. C. Bachrodt,  
 R. B. Newell, Ashley Kennedy  
*Radio Account:* Wm. Frank Co.

**BADGER, BROWNING & HERSEY, INC.**

30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: Circle 7-3720  
 ABP—ANPA—PPA

Chairman of Board.....J. L. Badger  
 President.....R. W. Hersey  
 Treasurer.....F. S. Browning  
 Radio-TV Director.....Jack Wilber  
*Branch Office*

Badger, Browning & Parcher, Inc.  
 75 Federal St., Boston 10, Mass.  
 Phone: Liberty 2-3364

**THE BAKER ADVERTISING AGENCY, LTD.**

1315 Yonge St., Toronto, Ont., Canada  
 Phone: Princess 2101  
 CAAA—ABC—ANPA—APA

President.....W. R. Baker  
 Vice-President.....H. F. Baker  
 Personnel.....R. C. Baker  
 Copy Chief.....W. E. Trimble  
 Secretary-Treasurer.....A. N. Nisbet

Account Executives.....H. S. Baxter,  
 K. W. Jones, C. S. Wallace, R. D. Albertini,  
 J. E. McEachern, G. H. Sloan, D. E. Smith

Space Buyer.....S. Cook  
 Radio Director.....Jack F. Horler  
 Asst. Radio Dir.....W. (Doc) Lindsey  
 Production.....Arnold Acton  
 Radio & Time Buyer.....Lenore Dighton  
 1557 MacKay St., Montreal, Que.  
 Manager.....Gabriel Langlais  
 Phone: Harbour 9247

*Radio Accounts:* General Foods, Ltd.;  
 Canada Packers, Ltd. (Soap Division);  
 Adams Brands Sales, Ltd.; Frigidaire Products  
 of Canada, Ltd.; The Tea Bureau; The  
 Carnation Co., Ltd.; White Laboratories,  
 Inc. (Feenamint); Supreme Drug, Ltd.  
 (Amm-i-dent and Polident); Eversharp,  
 Inc.

**BALDWIN, BOWERS & STRACHAN, INC.**

374 Delaware Ave., Buffalo 2, N. Y.  
 Phone Washington 6854

AAAA—ABP—ANPA—AFA—NOAB—PPA  
 President.....William M. Baldwin  
 Vice-President.....Everett L. Bowers  
 Treasurer.....Kenneth Strachan  
 Radio—TV Director...Everett L. Thompson

**SHERMAN & MARQUETTE**

**ADVERTISING**



CHICAGO

NEW YORK

HOLLYWOOD

• • • **Advertising Agencies** • • •

Copywriters & Producers... Joseph H. Radder,  
Catharine D. Walsh, Malcolm L. Barney,  
Leon A. McNamara

Traffic..... Helen L. Goodwin, Nora L. Cuff  
*Radio Accounts:* Sears Roebuck Co. (Retail (Merchandise), Erie County Savings Bank, (Banking Service), Buffalo Industrial Bank (Banking Service), William Simon Brewery, Inc. (Beer & Ale), Crystal Beach Transit Co., Inc. (Amusement Park & Beach), Buffalo, N. Y.; Kelly Brothers Nurseries (Nursery), Dansville, N. Y.; Old Dutch Foods (Salad Dressings), Blasdell, N. Y.

*Television Accounts:* Dodds Alderney Dairy (Milk & Milk Products), Erie County Savings Bank (Banking Service), General Ice Cream Corp. (Ice Cream), Sears Roebuck & Co. (Buffalo) (Retail Merchandise), Wm. Simon Brewery, Inc. (Beer & Ale), Joseph Strauss Co., Inc. (Wholesale Distributors Major Appliances), Trico Products Corporation (Windshield Washers & Wipers).

**BARLOW ADV. AGENCY, INC.**

742 James St., Syracuse, N. Y.

Phone: SYRACUSE 9-6644

AAAA—ABP—APA—PPA

Pres. & Treas..... E. S. Barlow

Vice-Pres. & Acct Execs..... E. S. Crawford,  
H. H. Goodhart

Vice-Pres. & Copy Chief..... J. J. Hines  
Media Director..... F. B. Tompkins  
Art Director..... H. C. Millard  
Prod. Mgr..... Mark Hughes  
TV-Radio Director..... Bud Stapleton

*Radio Accounts:* Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York, N. Y.; Lincoln Bank (Commercial Bank), Syracuse, N. Y.; Saratoga Vichy Springs Co. (Saratoga Vichy), Saratoga Springs, N. Y.; Procino-Rossi (Macaroni Products), Auburn, N. Y.

*TV Accounts:* Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York City; Will & Baumer Candle Co. (Candles), Syracuse, N. Y.; Saratoga Vichy Springs Co. (Saratoga Vichy), Saratoga Springs, N. Y.

**BARNES CHASE COMPANY**

530 Broadway, San Diego 1, Calif.

Phone: Franklin 7771

AAAA—ABC—ANPA—APA—NOAB

Owner..... N. R. Barnes

Account Executive..... George L. Hawkins

Account Executive..... Norman Foster

Radio-TV Director..... Wm. H. Tewell, Jr.

**LENNEN & MITCHELL, INC.**

ADVERTISING



NEW YORK and BEVERLY HILLS

**PRODUCT SERVICES**

INCORPORATED

10 EAST 44 STREET, NEW YORK

**MERCHANDISING VIA  
BROADCAST MEDIA**

● "COMEDY CAMEOS"

17 NBC, ABC, & DuMont Stations

● "RECIPE for HAPPINESS"

DuMont

*Live and Film TV Services*

*Currently in All*

*Major Markets*

**Advertising Agencies**

*Branch Office*

1638 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: DU 4-1193

Manager.....Charles V. Davis

*Radio-TV Accounts:* Westgate-Sun Harbor Co. (Breast O' Chicken Tuna), Qualitee Dairy Products (Dairy Products), Security Bank (Banking), San Diego Federal (Savings and Loans), So. Calif. Baking Co. (Betsy Ross Bread), San Diego, Calif.

**TED BATES & CO.**

630 Fifth Ave., New York 20, N. Y.

Phone: JUdson 6-0600

AAA—ANPA—PPA—NAOB—ABC—FAAG  
Partners.....Theodore L. Bates,  
Joseph R. Busk, Thomas J. Carnese,  
Walker G. Everett, Clinton S. Ferris, Thos.  
F. Harrington, Edward F. Hudson, Wil-  
liam H. Kearns, John M. Lyden, D. Robert  
Parman, Clifford N. Parsells, H. Austin  
Peterson, T. Rosser Recves, Edward P.  
Small

Ptr. Chg. Radio-TV....H. Austin Peterson  
Mgr. Radio-TV Dept....Lester A. Weinrott  
Business Manager.....John Doherty  
New Prog. Dev.....Vincent Rowe  
TV Casting Dir.....Rusty Cooper  
Mgr. Time Buying Dept.....Ned Midgeley

**Jay Garon - Brooke  
Associates, Inc.**

134 EAST 57th STREET

NEW YORK 22

PLaza 3-7815

specializing in literary  
properties for television,  
radio, films and the theatre

Time Buyers.....MacDonald Dunbar,  
Bill Kennedy, Chris Lynch

Radio & TV Producers.....Jay Clark,  
Alan Dingwall, Jr., Donn O'Meara, John  
Thompson

Director Press Dept.....Benson Inge

*Branch Office*

Room 1014, Taft Bldg.,

1680 North Vine St., Hollywood 28, Calif.

Phone: HOLlywood 9-2161

Partner in Charge of

Radio & TV.....Austin Peterson  
Producers.....Harry Saz, Frank O'Connor  
Office Mgr.....Mae Collins

*Radio Accounts:* Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Palmolive Shave Creams, Palmolive Soap, Octagon Products), Continental Baking Co. (Wonder Bread, Hostess Cup Cakes), Grocery Store Products (Kitchen Bouquets), Carter Products, Inc. (Carter's Little Liver Pills), American Home Food Products (G. Washington Instant Coffee), Standard Brands, Inc. (Blue Bonnet, Royal Puddings), Brown & Williamson (Kool, Viceroy Cigarettes, Life Cigarettes), American Home Foods (Duff's Mixes), American Sugar Refining Co. (Domino Sugar), Minute Maid Corp. (Minute Maid Frozen Orange Juice, Minit Maid Lemonade Mix).

*TV Accounts:* Colgate-Palmolive-Peet Co. (Colgate Dental Cream, Palmolive Shave Cream, Palmolive After Shave, Palmolive Soap), Continental Baking Company (Wonder Bread), Brown & Williamson (Kool, Viceroy Cigarettes), American Home Foods (Instant G. Washington Coffee, Duff's Mixes), Minute Maid Corp. (Minute Maid Frozen Orange Juice, Minit Maid Lemonade Mix), Standard Brands, Inc. (Blue Bonnet Margarine, Royal Puddings), Carter Products (Carter's Little Liver Pills, Nair).

**BATTEN, BARTON, DURSTINE &  
OSBORN, INC.**

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

Phone: ELdorado 5-5800

AAAA—ABC—ABP—ANPA—APA—NOAB  
PPA—SNPA

Chairman of Board.....Bruce Barton  
Vice-Chmn. of Board.....Alex F. Osborn  
President.....Bernard C. Duffy  
V. P. & Treas. & Chmn. of Exec. Comm.

F. R. Feland

Exec. V.P. in Chg. Western Offices

John C. Cornelius

Exec. V.P. in Chg. Creative Services

Charles H. Brower

Exec. V.P. in Chg. Account Operations

J. D. Danforth

Secretary.....Eugene T. McQuade

V.P. in Charge.....Arthur Pryor, Jr.

V.P. in Chg. of New Program

Development.....Wickliffe W. Crider





## **ERNEST WALLING**

Program Manager

NBC Television

Producer NBC Color

Television

Demonstrations



## **MICHAEL CASE**

Associate Producer

NBC Color Television

Demonstrations

## Advertising Agencies

Chairman Radio-TV Plans Bd.

Carroll P. Newton  
 V.P. in Chg. of TV.....Robert L. Foreman  
 Talent Contracts.....Katherine V. Winn  
 Chief Talent Contact...Edwin M. Marshall  
 Chief Story Editor.....George Kondolf  
 Head of TV Dept.....Herbert B. West  
 V.P. in Chg. of TV Prod.....Jack Denove  
 Dir. of Prod. in Chg. of all TV

Producers and Directors.....Hugh Rogers  
 Super. Com'l. Copy.....Arthur Bellaire  
 Mgr. of Time Buying Dept. Frank Silvernail  
 Coordinator of Time Buying Dept.

Tucker Scott  
 Group Head Time Buyers. Elenore Scanlan,  
 Fred Stoutland, Norman Chester

Time Buyers....Hope Martinez, Mary Ellis,  
 William Lawrence, Richard McKeever, Al-  
 bert Petcavage, George Polk, Robert  
 Tatum, F. A. Wurster  
 Mgr. of Radio Prom. and

Merchandising.....R. C. Brown

### Branch Offices

1220 Statler Office Bldg., Boston 16, Mass.  
 Phone: HUBbard 2-0430

Vice-President.....Francis W. Hatch  
 Rand Building, Buffalo 3, N. Y.  
 Phone: CLUveland 7915

Vice-President.....Alan M. Ward  
 919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUPerior 7-9200

Vice-President.....H. H. Haupt  
 1050 Terminal Tower, Cleveland 13, O.  
 Phone: TOwers 1-7270

Vice-President.....E. E. Haring  
 1856 Penobscot Bldg., Detroit 26, Mich.  
 Phone: WOOdward 5-0620

Manager.....Robert E. Anderson  
 1680 N. Vine St., Hollywood 28, Calif.  
 Phone: HOLlywood 9-7337

Vice-President.....Wayne Tiss  
 6363 Wilshire Blvd., Los Angeles 36, Calif.  
 Phone: WEHster 1-1234

Vice-President.....A. W. Neally  
 N. W. Band Bldg., Minneapolis 2, Minn.  
 Phone: LINcoln 8-401

Vice-President.....E. A. Cashin  
 V.P. in Chg. Western Offices

J. C. Cornelius  
 Grant Bldg., Pittsburgh 19, Pa.  
 Phone: GRant 1-8060

Vice-President.....Leon D. Hansen  
 2200 Russ Bldg., San Francisco 4, Calif.  
 Phone: SUtter 1-2232

Vice-President.....J. G. Motheral

*Radio and TV Accounts:* Emerson Drug  
 Co., Peter Hand Brewery Co., Circus Foods,  
 Inc., M. J. B. Co., Tea Garden Products, Co.,  
 Penick & Ford, Ltd., Inc., Nehi Corp., Wynn  
 Oil Co., Minneapolis Brewing Co., F. & M.  
 Schaefer Brewing Co., Consolidated Edison  
 Co., Black Horse Ale, Inc., Polaroid Corp.,  
 Carr-Consolidated Biscuit Co., Vick Chemi-  
 cal Co., Foley Mfg. Co., Easy Washing Ma-

chine Corp., Northrup King Co., George A.  
 Hormel Co., Rexall Drug Co., Barcalo Mfg.  
 Co., Curtis Circulation Co. (N. Y.), Blum's  
 Candies, DeSoto Division (Chrysler Corp.),  
 B. F. Goodrich Co., Wildroot Co., Inc., Mu-  
 rine Co., Inc., Westclox (div. of General  
 Time Corp.), Gallo Winery, E. & J. Pacific  
 Telephone & Telegraph Co., Minnesota Min-  
 ing & Mfg. Co., American Tobacco Co., Clark  
 Co., D. L. Marine Midland Trust Co., Ethyl  
 Corp., General Baking Co., Jelke Good Luck  
 Products (Div. of Lever Bros.), E. I. Du-  
 Pont de Nemours & Co., Hamilton Watch  
 Co., United Fruit Co., Fort Pitt Brewing  
 Co., Cream of Wheat Corp., Farmers &  
 Mechanics Savings Bank (Minn.), Minne-  
 apolis Brewing Co., Scott-Atwater Mfg. Co.,  
 Inc., Northwestern Bell Telephone Co.,  
 Bausch & Lomb Optical Co., Tennessee Coal,  
 Iron & RR Co., Armstrong Cork Co., Gen-  
 eral Electric Co., United States Steel Corp.

### ADRIAN BAUER ADVERTISING AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.  
 Phone: KIngsley 5-7870  
 ANPA

Chairman.....Adrian Bauer  
 President.....Alan R. Tripp  
 Vice-President.....Harold Finestone  
 Vice-President.....W. Laurence LePage  
 Art Director.....David X. Miller  
 Production Manager.....H. J. Gribbin  
 Copy Chief.....Frederick Goldman  
 Radio & TV Director.....David Kaigler  
 Space Buyer.....Sylvia P. Ekin

*Radio Accounts:* Adelphia Hotel, Broad  
 St. Trust Co., Cayuga Federal Savings &  
 Loan Assoc., J. Frank & Sons (Carbonated  
 Beverages), Land Title Bank & Trust Co.,  
 Phila., C. F. Simonin's Sons, Inc. (Pop-  
 corn Oil seasoning), Phila., Pa.; Woodlawn  
 Farm Dairy Co., Scranton, Wilkes-Barre, Pa.

*TV Accounts:* Land Title Bank & Trust  
 Co., Phila., Pa.; Quaker City Chocolate &  
 Confectionery Co., Inc. ("Good and Plenty"  
 Candy), Phila., Pa.; Phila. Dairy Products  
 Co., Inc.

### BEAN ADV. AGENCY

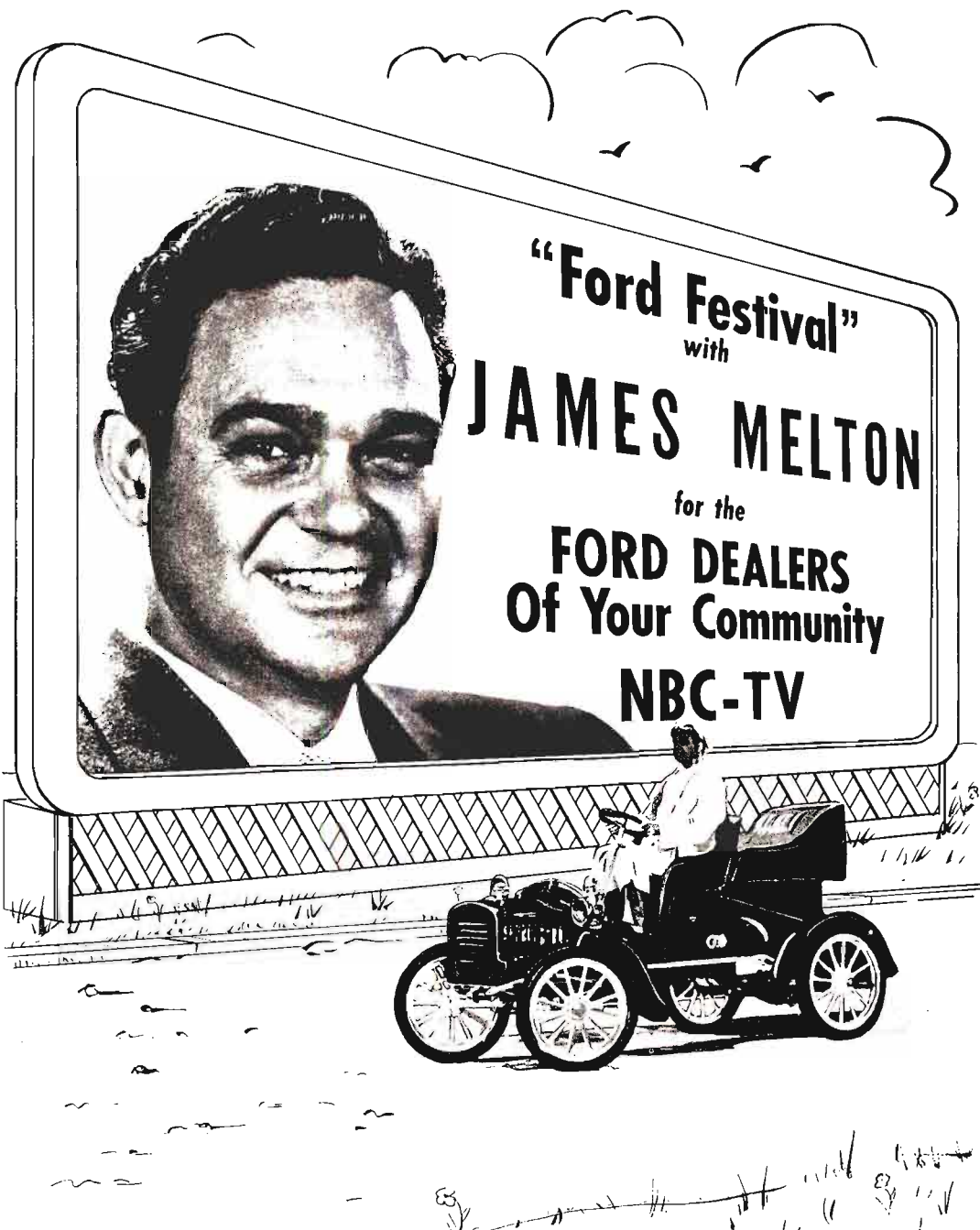
136 N. Delaware St., Indianapolis 4, Ind.  
 Phone: FRanklin 4248

Owner.....Harold Bean  
*Radio-TV Accounts:* L. S. Ayres & Co.,  
 Wayside Floral Gardens, Jessica's Salads,  
 Emrich Furniture Co.

### BEAUMONT, HELLER & SPERLING, INC.

6th & Walnut Sts., Reading, Pa.  
 Phone: 5-4311  
 ABP-ANPA

President.....Donald T. Beaumont  
 Vice-Pres. & Sec.....L. J. Sperling  
 Vice-Pres. & Treas.....R. F. Heller



**"Ford Festival"**  
with

**JAMES MELTON**

for the  
**FORD DEALERS**  
**Of Your Community**  
**NBC-TV**

**JAMES MELTON ENTERPRISES, 300 Park Ave., New York**



## DOROTHY WARENSKJOLD

Soprano

•  
leading lady on  
JAMES MELTON'S "FORD FESTIVAL" T.V. SHOW

•  
leading lady for 13 weeks, summer '51, on  
"THE RAILROAD HOUR"

•  
frequent guest star on  
"THE VOICE OF FIRESTONE"  
"THE STANDARD HOUR"

•  
Leading soprano  
SAN FRANCISCO OPERA COMPANY

•  
Notion-wide concert tour

•  
**MANAGEMENT: COLUMBIA ARTISTS MANAGEMENT Inc.**

113 West 57th Street

Personal Direction: KURT WEINHOLD

New York 19, N. Y.



## JOE GAUDIO

Featured  
on the  
**JAMES MELTON SHOW**

NBC-TV

3' 11"



## BILLY BARTY

"All of 3 feet eleven"  
**JAMES MELTON SHOW**

NBC-TV

Representative: MCA

•

## DR. FRANK BLACK

Musical Director

**JAMES MELTON SHOW**

NBC-TV



•

## DON PRINDLE

Head Writer  
**JAMES MELTON SHOW**

NBC-TV



## Advertising Agencies

Art Director.....R. R. Glassmire  
 Gen. Production Mgr.....H. Fetterhoff  
 Publicity Director.....Marion W. Nagle  
 Media & Research Dir.....K. W. Erdman  
 Radio & TV.....Doratheia Hassler

*Radio Accounts:* Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.

*TV Accounts:* Crystal Rock Bottling Co. (7-Up), Reading, Pa.; Lancaster County Gas Co. (Public Utility); The Lebanon Valley Gas Co. (Public Utility); The Harrisburg Gas Co. (Public Utility); York County Gas Co. (Public Utility).

### HERBERT S. BENJAMIN ASSOCIATES, INC.

234 Main, Baton Rouge 1, La.  
 Phone: 3-2847

ABP—AFA

President.....Herbert S. Benjamin  
 Ex. Vice Pres.....Lee Herzberg, Jr.  
 Vice Pres. (On leave U. S.

Air Force).....Allan R. Brent  
 Secretary.....R. K. Goldberger  
 Treasurer.....Dorothy Dennis  
 Bkbp. & Traffic Mgr.....Mrs. L. Hardee  
 Copy Chief.....Kathleen Q. Massey  
 Art Director.....Thomas B. Rhodes  
 Radio Director.....R. K. Goldberger

*Radio Accounts:* Capital Building & Loan Association (Loans), Baton Rouge, La.; Fidelity National Bank (Banking), Baton Rouge, La.; Kornmeyer Furniture Company (Furniture), Baton Rouge, La.; Longwood Plantation (Syrup), Baton Rouge, La.; Levenson's (Decorators), Baton Rouge, La.; United Credit Company (Loans), Baton Rouge, La.

### VICTOR A. BENNETT CO., INC.

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

Phone: MURray Hill 7-2186

ABP—ANPA—PPA

President.....Victor A. Bennett  
 Vice-President.....John L. Moore  
 Production Manager.....Edward D. Kahn  
 Art Director.....Joseph Tranchina

*Radio Accounts:* Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches).

*TV Accounts:* Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches).

### BENNETT, WALTHER & MENADIER, INC.

69 Newbury St., Boston 16  
 Phone: Kenmore 6-3820

ANPA

*Branch Offices*

30 E. 60th Street, New York 22, N. Y.  
 Phone: PLaza 3-8923

### BENTON & BOWLES, INC.

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

Phone: MURray Hill 8-1100

ANPA—AAAA—APA—NOAB

ABP—PPA

Chairman of Board...Atherton W. Hobler  
 President.....William R. Baker, Jr.  
 Exec. Vice-Pres. & Treas....Robert E. Lusk  
 Vice-Pres. & Sec.....Edward R. Beach  
 Vice-Pres. & Dir. of Media

Harold H. Dobbertein  
 Vice-Pres. in Charge Radio & TV

Business Mgr. Radio & TV

William E. Schneider  
 Director TV Production...Tom McDermott  
 Director Radio Prod.....Paul Roberts  
 Dir. Film Prod.....Herb Leder  
 TV Prod. Dir.....William Vallee  
 Script Editor.....Roy Bailey  
 Casting Director.....Ann Howard

Directors .....Oliver Barbour.  
 Charles Fisher, Don Wallace, Ralph Starr  
 Butler, Jr., Bill Mann, Carl Eastman,  
 Everett Gammon, Arthur Richards, Lawrence  
 White, Olga Druce, William States  
 Dir. Radio & TV Time Buying...George Kern  
 Time Buyers.....Mary McKenna,  
 Jean Lawler, Walter Bowe, Gordon Ensign,  
 Elaine Sloat, Tom Carson, Marion Jones,  
 Ann Janowicz

V.P. & Dir. of Pub. Rel....Holcombe Parkes  
 Director Publicity.....Richard K. Bellamy

#### *Branch Offices*

6253 Hollywood Blvd., Hollywood 28, Calif.  
 V.P. in Chg. of West Coast Oper...Al Kaye  
 Radio Pgm. Prod.....Murray Bolen  
 Hollywood Office Mgr....Mary Edith Stahl  
 West Coast Pub. Mgr.....Jean Meredith  
 Enquirer Bldg., Cincinnati, Ohio

Office Manager.....Georgia Waite  
 91 Yonge St., Toronto, Canada

William H. Fleischman

*Radio Accounts:* Association of American Railroads, Arnold Bakers, Inc., General Foods Corp. (Post's 40% Bran Flakes, Post's Sugar Crisp, Post's Raisin Bran, Post's Puffed Products, Diamond Crystal Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Ridgways Tea, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Baker's Chocolate, Certo, Sure-Jell), Bituminous Coal Institute, The Procter & Gamble Company (Tide, Chipso, Ivory Snow, Prell), The Best Foods Company (Hellmann's Mayonnaise, Nucoa, H-O Oats, Presto, Farina, Old Homestead French Dressing), The AVCO Manufacturing Corp.—Crosley Division (Crosley Television and Radio Sets, Shelvador Refrigerators, Crosley Electric Ranges, Freezers and Kitchen Cabinets), The Pepperell Manufacturing Co., American Express (Travelers Cheques), Norwich Pharmacal Co. (Pepto-Bismol,

## Advertising Agencies

Unguentine, Zemacol, Norwich Aspirin), Brewing Corp. of America (Carling's Red Cap Ale), Cigar Institute of America, National Association of Manufacturers, Benson & Hedges (Parliament Cigarettes, Virginia Rounds Cigarettes).

**TV Accounts:** General Foods Corp. (Maxwell House Coffee, Post's Cereals, Ridgways Tea, Diamond Crystal Salt), Procter & Gamble (Tide, Prell, Ivory Snow), Audivox, The AVCO Manufacturing Corp.—Crosley Division (Crosley Television and Radio Sets, Shelvador Refrigerators, Crosley Electric Ranges, Freezers and Kitchen Cabinets), Arnold Bakers, Inc., The Best Foods, Inc. (Nucoa, Hellmann's Mayonnaise, Presto, H-O Oats, Farina), Norwich Pharmaceutical Company (Pepto-Bismol), Brewing Corporation of America (Carling's Red Cap Ale), Benson & Hedges.

### ALFRED PAUL BERGER COMPANY, INC.

9 East 48th St., New York 17, N. Y.  
Phone: PLaza 9-4703  
ABP—PPA—PANY

Pres. & Treas. .... Alfred Paul Berger  
Secretary ..... Florence Berger  
Space Buyer ..... Jane Ellenbogen  
Account Executive ..... Sidney Rosendorf  
Production Manager ..... Joel Beier  
Art Director ..... Alfred Foute  
Radio Director ..... Alfred Paul Berger  
**Radio-TV Accounts:** Pilot Radio Corp., Long Island City, N. Y.; Toffenetti Restaurant, N. Y. C.; Orpheum Shops, N. Y. C.

### BERMINGHAM, CASTLEMAN & PIERCE

136 East 38th St., New York 16, N. Y.  
Phone: LEXington 2-7550  
AAAA—ABP—APA—NOAB

President ..... Arch Bermingham  
Directors ..... George Castleman, Leslie V. Spencer, Herbert Lorentzen, James Walker, Clarence K. Bagg  
Radio Director ..... T. P. Wallower  
TV Director ..... John McNeil  
**Radio Accounts:** Griffin Mfg. Co., Inc. (Shoe Polish); Sabena Belgian Airlines (Travel), Brussels, Belgium; Pilgrim (Laundry Service), Whitbread & Co., Ltd. (Imported Ale & Stout), London, England.  
**TV Accounts:** Griffin Mfg. Co. (Shoe Polish), Brooklyn, N. Y.

### TED BERNSTEIN ASSOCIATES

51 Madison Ave., New York 10, N. Y.  
Phone: MURray Hill 5-3730  
ABP—PPA—NOAB

Owner ..... Theodore H. Bernstein  
Treas., Space & Time Buyer  
Sylvester J. Bernstein  
Art Director ..... Morris Brodis  
Publicity Director ..... Ted Kaufmann

**Radio Accounts:** Eagle Clothes, Inc. (Men's Clothing), Tress, Inc. (Retailer Men's Clothing), Harry Jay Treu (Furrier), New York, N. Y.

### GORDON BEST CO., INC.

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

ABC—ABP—ANPA—APA—NOAB—PPA  
President ..... Gordon Best  
Vice-Presidents ..... Roy M. Kirtland, Leroy A. Kling, Frank F. Morr, Burton G. Feldman

**Radio Accounts:** Booth Fisheries Corp. (Frozen Fruits, Vegetables, Fish), Chicago, Ill.; Coyne Electrical School (Trade School), Chicago, Ill.; Foel; Packing Co., Chicago, Ill.; Key Work Clothes, Inc., Fort Scott, Kans.; Milner Products Co. (Pine-Sol and Anti-K), Jackson, Miss.; Schulze and Burch Biscuit Co. (Flavor-Kist Cookies & Crackers), Chicago, Ill.; General Finance Co., Chicago; Holland Bulb Growers, 33 N. LaSalle St., Chicago, Ill.

**TV Accounts:** Florsheim Shoe Co., Chicago, Ill.; Schulze and Burch Biscuit Co., Chicago, Ill.; Helene Curtis Industries, Inc., Chicago, Ill.; Milner Products Co., Chicago.

### THE BIOW CO., INC.

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

ABC—ANPA—APA—NOAB—PPA  
President ..... Milton H. Biow  
Exec. Vice-President ..... F. Kenneth Beirn  
V.P. Chg. Creative Dept. .... Louis W. Thomas  
Treas.-Sec. .... Morris Zinneman  
Asst. Secretary ..... Anna Hauptman  
Vice-Presidents ..... Samuel A. Alter, Terence C. Clyne, Erwin D. Swann, Henry R. Turnbull, Charles Tyler, Gordon Cates, Garrett Lydecker, Robert Bragarnick, John Toigo, John Van Horson  
Spe. Assts. to the Pres. .... Ruth Farquhar, John Hamm  
V.P. & Dir. of Merch. .... T. R. Santacrose  
Art Director ..... L. L. Schultz  
Mgr. Prod. & Art. .... J. E. Garabrant  
Mgr. of Radio & TV ..... Roy Winsor  
Co-Manager ..... Roland Gillett  
V.P. & Director Media ..... Walter Smith  
Director Print Media ..... E. C. Stamler  
Head Radio Time Buyer ..... J. E. Kucera  
Radio Time Buyers ..... Mildred Fulton, Elma Hamilton, Ethel Wieder, Robert Wolfhorst, Ed Fente  
Media Space Buyers ..... T. A. Doyle, Edward Grey, and Veronica Welch  
Research Director ..... Dr. Lawrence Deckinger  
Director Outdoor ..... Earl N. Hyde  
Asst. to Dir. of Outdoor ..... C. N. Van Auken  
Comptroller ..... Joseph Allentuck  
Account Executive ..... Don Anderson, Brooks Elms, Philip B. Hinerfeld, Dan Rodgers, John Rome, M. A. Singer, Law-

## Advertising Agencies

rence Milligan, C. P. Hirth, John Mosman, Elizabeth Leeman, Lee White, Don O'Brien, Seymour Margules.

### Branch Offices

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

Executive .....Norman Mork  
1606 North Argyle Ave., Hollywood 28, Calif.  
Phone: HEMPstead 2377

Executive .....Jack Runyon  
*Radio-TV Accounts:* American Home Products, Whitehall Division (Guards, Koly-nos, Mercalose, Anacin, Heet); American President Lines; American Trucking Association; Bulova Watch Co.; Eversharp, Inc. (Pens, Pencils, Razors); General Aniline (Anseo, Ozalid); Hills Bros.; Langendorf United Bakeries; Philip Morris & Co. (Philip Morris Cigarettes, Marlboro Ciga-rettes, Spud and Dunhill, Bond Street To-bacco); National Shawmut Bank; Pepsi Cola Co.; Procter & Gamble (Spic & Span, Lava, Joy, Lilt, Teel); Jacob Ruppert Brewing Co. (Beer); Terre Haute Brewing Co. (CV Beer); Lady Esther; Hudson Pulp & Paper Co.; Dennison Food Products; Gunther Brewing Co.

### THE BLAINE THOMPSON CO., INC.

234 West 44th St., New York 18, N. Y.  
Phone: LO 4-0800

ANPA—PPA—APA—ABC—NOAB

President .....Myer Lesser  
Vice-Presidents .....Fred Golden,  
Phillip Solomon  
Copy Chief .....Carter Jones  
Exec. Vice-Pres. & Radio Time  
Buyer .....Albert Lee Lesser

### W. EARL BOTHWELL, INC.

22 E. 40th St., New York, N. Y.  
Phone: LEXington 2-1522

ANPA—AAAA—PPA—SNPA—APA—ABP  
President .....Alden H. Kenyon  
Exec. Vice-Pres. ....Frank A. Kearney  
Vice-Presidents .....Richard C. Bachman,  
George E. Kelley  
V.P. & Personnel Dir. ....Fred E. Baxter  
Radio & TV Dir. ....Vincent Van Buren  
Production Manager .....Clark Glenn  
Mktg. & Research Dir. ....Jack Bradfute  
Publicity Director .....George E. Kelly  
Merchandising Dir. ....S. Sumner Sternberg  
Account Executives ....William R. Dahlman,  
Frank A. Kearney, Richard C. Bachman,  
Jack Bradfute, Vincent Van Buren, S.  
Sumner Sternberg

### Branch Offices

1680 N. Vine St., Hollywood 28, Calif.  
Managers...Thomas Dealy, Wright Nodine  
600 Grant St., Pittsburgh, Pa.  
V.P. & Mgr. ....Richard C. Bachman  
*Radio Accounts:* Allegheny Conference for  
Community Development, Allegheny County  
Democratic Committee, American Home

Products, Corp., American Home Foods, Inc., Boyle-Midway, Inc., & Boyle Midway (Can-ada) Ltd., Christian & Co., Inc., County of Allegheny, Frank & Seder, Hotel Pitts-burgher, Industrial Cigar Company, Morris Clamp & Coupling Co., Pa Pitt's Partners, WCAE, Inc.

### BOTSFORD, CONSTANTINE & GARDNER

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

AAAA—ABC—ABP—ANPA—APA—NOAB  
PPA

Exec. Vice-Pres. ....Ray Andrews  
V.P. & Space Buyer....Frankie Coykendall  
Vice-Pres. ....Stanley Parshall  
Sec.-Treas. ....Merl W. Manly  
Central Bldg., Seattle 4, Wash.  
Phone: ELiot 3523

Exec. Vice-President....C. P. Constantine  
Vice-President.....W. W. Woodridge, Jr.  
Vice-Pres. ....Reinhart Knudsen  
156 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 2-7565

Pres. & Gen. Mgr. ....David M. Botsford  
Exec. Vice-Pres. ....S. G. Swanberg  
Vice-Pres. ....David H. Botsford, Jr.  
Vice-Pres. ....William Pearce  
Empire State Bldg., New York 1, N. Y.  
Phone: BRyant 9-4845

Vice-President .....Elizabeth Eyerly  
*Radio Accounts:* Columbia River Packers Assn. (Tuna—Bumble Bee Brand), Astoria, Ore.; E. H. Bendiksen Co. (East Point Oys-ters), Ocean Park, Wash.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; West-ern Hotels, Inc. (Hoteletype), Seattle, Wash.; New Washington Hotel (Hotel), Seattle, Wash.; Von's Cafe (Cafe), Seattle, Wash.; Lucky Stores, Inc. (Super Markets), San Leandro, Calif.; Sego Milk Products (Sego Evaporated Milk) San Francisco, Calif.; Poultry Producers of Central Calif. (Eggs—Nulaid), San Francisco, Calif.; Mayfair Hot-el (Hotel), Los Angeles, Calif.; Golden & Barcroft Inc. (Lustrwash Auto Wash), San Francisco, Calif.; Scott Co. (Plumbing Con-tractors), San Francisco, Calif.; Calif. Sports, Travel & Boat Shows (Sport Shows), San Francisco, Calif.; Crispie Potato Chip Co. (Potato Chips & French Fries), Stockton, Calif.

*TV Accounts:* E. H. Bendiksen Co. (East Point Oysters), Ocean Park, Wash.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Robt. S. Atkins Co. (Retail Clothiers), San Francisco, Calif.; Foster Lunch Systems (Moar's Cafeterias), San Francisco, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif. (Nulaid Eggs), San Francisco, Calif.; Jantzen Knit-ting Mills (Jantzen Swim Suits & Sun

## Advertising Agencies

Clothes), Portland, Ore.; Bell Brook Dairies, Inc. (Dairy Products & "Slim" Milk), San Francisco, Calif.; Idaho Advertising Commission (Idaho Potatoes & Onions), Boise, Idaho; Calif. Sports, Travel & Boat Shows (Sport Shows), San Francisco, Calif.; Crispie Potato Chip Co. (Crispie Potato Chips & "Small Fry" French Fries), Stockton, Calif.

### **BOWMAN & BLOCK, INC.**

Rand Building, Buffalo 3, N. Y.  
Phone: WA 0137

President ..... Albert A. Bowman  
Treasurer ..... Nathaniel J. Block  
Radio-TV Director..... Gertrude M. Rogers  
*Radio Accounts:* General Electric Supply Corp. (GE Major Appliances & TV); The Kleinhans Company (Men's & Boys' Clothing); Blue Dew Corporation (Washing Crystals); J. N. Adam & Company (Department Store); Kobacker's (Department Stores); Hens & Kelly, Inc. (Department Stores); North Park Furniture (Furniture Store); Weed & Company (Hardware & Appliances); Iroquois Gas Corp. (Gas Appliances).

*TV Accounts:* General Electric Supply Corp. (Radios, TV, & Major Appliances); J. N. Adam & Company (Department Store); Buffalo Electric Co. (Westinghouse Appliances); The Kleinhans Co. (Men's & Boys' Clothing); Weed & Company (Hardware & Appliances); North Park Furniture (Furniture & Appliances); Kobacker's (Department Store); Iroquois Gas Corp. (Gas Appliances); Fantashere, Inc. (Nylon Hosiery).

### **STANLEY G. BOYNTON & SON**

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

President..... Stanley G. Boynton  
Vice-President..... Stanley G. Boynton, Jr.  
Secretary..... Amelia E. Silvestri  
Treasurer..... Ruth A. Speelman  
Prod., Radio Traffic..... Marjorie Smith  
*Branch Office*

17 E. 42nd St., New York 17, N. Y.  
Phone: MURray Hill 2-0086

*Radio Accounts:* Radio Bible Class, Wesley Radio League, Calvary Hour, National Tennis Matches, Davis Cup Series.

### **BOZELL & JACOBS, INC.**

510 Electric Bldg., Omaha 2, Nebraska  
Phone: Jackson 8039

President..... Morris E. Jacobs  
Exec. V.-P..... F. C. Miller  
Radio & TV Dir..... Henrietta Kieser  
..... *Branch Offices*

1010 Heart Square, Chicago 6, Illinois  
Phone: Central 6-6505

Chairman of Bd..... Morris E. Jacobs  
President..... Nathan E. Jacobs  
V.-P., Dir. Radio-TV..... Philip Rouda

411 Terminal Bldg., Indianapolis 4, Ind.  
Phone: Lincoln 6326

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... Chas. A. Gallup  
2123 Smith Tower, Seattle 4, Wash.  
Phone: Main 0145

V.-P. & Manager..... R. H. Wensberg  
Chairman of Bd..... Morris E. Jacobs  
31 West 47th Street, New York 19, N. Y.  
Phone: JUDson 6-5588

Chairman of Bd..... Morris E. Jacobs  
President..... Donald D. Hoover  
401 WCCO Bldg., Minneapolis, Minn.  
Phone: Main 4527

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... Sam Kaufman  
Fairfield Bldg., Shreveport, La.  
Phone: 3-6124

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... Walter T. Pfeiffer  
703 United Gas Bldg., Houston 2, Texas  
Phone: Fairfax 4106

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... Carl Storey  
813 Thomas Bldg., Dallas 1, Texas  
Phone: Randolph 5428

Chairman of Bd..... Morris E. Jacobs  
V.-P. & Manager..... M. O. Rice  
702 Kass Bldg., 711 14th St., N.W.,  
Washington, D. C.  
Phone: Sterling 2406

Manager ..... Don Underwood

*Radio Accounts:* Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Feeds), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Gland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg. Co. (Macaroni Prods., Cereals), Omaha; J. L. Brandeis & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, Ia.; Ak-Sar-Ben (Horse-, Livestock Shows, Rodeos, etc.), Omaha; Stock Yards Natl. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Prods. Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.), Fremont, Nebr.; Andrew Murphy & Son (Chrysler, Plymouth Dealer), Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Bi-States Distributing Corp. (Appliances), Omaha; Major Appliance, Omaha; Sample-Hart Motor Co. (Ford Dealer), Omaha; Omaha & Co. Bluffs Street Railway, Omaha; Douglas County Bank, Omaha; Occidental Bldg. & Loan Co., Omaha; Milder Oil Co., Omaha; Easy Parking Co. (Parking Lots), Omaha; Chicago Herald-American, Chicago, Ill.; Phoenix Table Mat Co. (Stove Mats), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Central Illinois Elec. & Gas Co., Rockford; Northwestern Tel. Co., Freeport, Ill.; Pollyanna Shop (Ladies Wear), Chicago; Intra State Telephone Co., Galesburg,

## Advertising Agencies

Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Natl. Bank, Chicago; Master Yogurt, New York; Julian Freirich, Inc. (Smoked Meats), New York; Hickory Valley Farm (Epicurean Foods by Mail), Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Lyon-Gray Lumber Co., Dallas; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

*TV Accounts:* Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro. Util. Dist., Omaha; Skinner Mfg. Co., Omaha; J. L. Brandeis & Sons, Omaha; Andrew Murphy & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Nat'l. Bank, Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Security Savings & Loan Assn., Cleveland, O., Chicago; Pfaff Sewing Machine Co., Chicago; Chicago Herald-American; Master Yogurt, N. Y.; Julian Freirich, Inc., Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas, Tex.; W. A. Green Co. (Dept. Store), Dallas; Dallas Zone Chevrolet Dealers, Dallas; Radio City Dist. Co., Dallas; A. B. Cass, Jr. (Real Estate), Dallas.

### ARTHUR BRAITSCH ADV.

528 Hospital Trust Bldg., Providence 3, R. I.  
Phone: DEXter 1-5313. 1-4115  
ABP—APA—ANPA

Radio Director.....Arthur Braitsch  
Secretary.....Dorothy Mellen  
Space Buyer.....John A. Lorimer  
*Radio Accounts:* Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel), Roger Williams Savings Fund & Loan Assn., Rhodes on the Pawtuxet (Ballroom), R. I. Ice Co. (Torridheet Dealers); I.C.E. Sales Co. (Electrical Appl.); G. H. Walker & Co. (Investments).

### THE J. CARSON BRANTLEY ADV. AGENCY

Owen Bldg., Salisbury, N. C.  
Phone: 900  
Pres.-Radio Dir.....J. Carson Brantley  
Sec.-Treas.....A. R. Monroe  
Production.....June Brantley  
*Radio Accounts:* Carolina Beverage Corp. (Cheerwine, Caravan), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., The Derma Teen Co. (Derma Teen), Sanford, N. C.

### R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wisc.  
Phone: HOWard 134  
ABP—ANPA—APA

President.....R. C. Bretl  
Vice-President.....Victor G. Geisel  
*Radio Accounts:* Brillion Iron Works, Inc.; Woodlot Seed Co., Norway, Mich.; Tulpi Tissues (Lipstick Tissues), Green Bay, Wis.; Unit Structures, Peshtigo, Mich.

### J. F. BRINLEY ADVERTISING AGENCY SERVICE

4602 Cedar Street, Bellaire 1, Texas  
Phones: MADison 8686 & MOhawk 4400  
ABP—SNPA—APA  
Gen. Mgr., Dir. of Copy, Sales Prom., & Mkt. Rsch.....J. F. Brinley  
Sec., Treas.....V. H. Brinley  
Assoc. Radio Dir.....Julian A. Kirk  
Associate Art Dir.....M. Getz  
Assoc. Art Dir.....D. Ackley

### BRISACHER, WHEELER & STAFF

1660 Bush Street, San Francisco 9, Calif.  
Phone: PRospect 6-2600  
AAAA—ABC—ABP—ANPA  
President.....Franklin C. Wheeler  
Exec. Vice-President.....Walter Purdon  
Vice-President.....Robert Brisacher  
Vice-Pres. & Art Dir.....Ettore Firenze  
Secy.-Treasurer.....Mrs. Emil Brisacher  
Copy Chief.....Lester Friedman  
Space Buyer.....Eva Ross  
Radio & TV Time

Buyer.....Garrett E. Hollihan  
Prod.-Traffic Mgr.....Jules P. Daniel  
Radio & TV Producer.....John H. Butler  
Dir. Research.....Richard I. Clark  
Public Relations Dir.....Robert Hoffman  
Dir. Food Econ.....Louis Driggs  
Controller.....Bryant Miley  
Media Dir. (N. Y.).....Darrell McCain

#### Branch Offices

1680 N. Vine, Hollywood 28, Calif.  
Phone: GRANite 3051  
V.P. & Mgr.....A. McKie Donnan  
350 Fifth Ave., New York 1, N. Y.  
Phone: BRyant 9-5600  
V.P. & Mgr.....Richard Ide  
*Radio Accounts:* Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Rainer Brewing Co. (Beer & Ale), San Francisco; Old Homestead Bakery (Butter Nut Bread), San Francisco; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Kaiser-Frazer Dealer Assn. of N. Calif., Emeryville, Calif.; Parsons Am-



## . . . Advertising Agencies . . .

monia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; East Bay Producers Council (Milk), Oakland, Calif.

### BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUnkirk 9-1339

Owner-Manager.....Van C. Newkirk  
Production Manager.....John G. Fryer  
Office Manager.....Alva Edwards

*Radio Accounts:* Bible Institute of Los Angeles, Los Angeles; Radio Kid's Bible Club, Los Angeles; Church of the Open Door, Los Angeles; Morning Chapel Hour, Los Angeles, Calif.; World's Greatest Book Quiz, Portland, Ore.; Cumberland Male Quartet, Haven of Rest, Baker Lake Evangelistic Foundation.

### BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.  
Phone: VALley 2-9700

AAAA-ABP-NOAB-ANPA-APA-PPA  
OAAA

Chairman of Board.....Sturges Dorrance  
President.....Willard S. French  
Secretary-Treasurer.....Guy C. Smith  
Exec. Vice-President.....Walter C. Ayers  
Vice-Presidents.....Clark C. Wilmot.

J. G. Williams, Blount Slade, George Johnston, L. Grant Hamilton, Herbert R. Bayle, Richard Reins, Wm. F. Austin, Jr., H. Kenneth Jones, L. C. Barlow, Allison C. Monroe

Director of Radio-TV.....Hugh Hole  
Asst. Directors...Jay Berry, James L. Reason  
New York Division

52 Vanderbilt Ave., New York 17, N. Y.  
Phone: MURray Hill 6-1800

Chairman of Board.....Sturges Dorrance  
Exec. Vice-President.....Thayer Ridgway  
Vice-President.....H. E. Pengel  
Vice-President.....Wm. A. Adriance, Jr.

*Radio Accounts:* Goebel Brewing Co., Hudson Motor Car Co., Michigan State Apple Comm., Mullins Mfg. Corp. (Youngstown Kitchens), Chamberlain Corp. of America (Rock Wool Insulation), Detroit, Mich.

*TV Accounts:* Riggio Tobacco Corp. (Regent and Cort Cigarettes), Mullins Mfg. Corp., The Ironite Ironer Co., Hudson Motor Car Co., Goebel Brewing Co., Hygrade Food Products Corp.; Sparks Withington (Sparton Radio-TV Div.), Jackson, Mich.

### BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.

Phone: TRInity 0558  
ANPA-ABP-APA

Radio.....A. R. Brooks  
Production Manager.....Jean Shay  
Art Director.....James Gaynor

Secretary.....Barbara Vosburgh  
*Radio-TV Accounts:* Bekins Van and Storage Company, Western Stove Company.

### D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.

Phone: TRInity 2-8250  
APA-AAAA-ANPA-ABP  
NOAB-PPA-ABC-AFA

President.....D. P. Brother  
Executive Vice President...Clarence Hatch, Jr.  
Vice Presidents.....Joseph S. Howell,  
Carl Georgi, Jr.

Secretary-Treasurer.....C. J. Rudesill  
Account Supervisors...Clarence Hatch, Jr.,  
Joseph S. Howell

Account Executives.....Guy S. Warren, Jr.,  
Wendell Holmes

Media Director.....Carl Georgi, Jr.  
Dir. of Marketing...Vincent H. Bergmann  
Research Director.....Reginald L. Dellow  
Copy Chief.....Guy S. Warren, Jr.  
Art Directors....L. R. Mange, E. J. Bowens  
Publicity Director.....T. H. Moriarty  
Radio & TV Director...Kenneth G. Manuel  
*Radio-TV Accounts:* Oldsmobile Division,  
General Motors Corporation (Automobiles);  
AC Spark Plug Division, General Motors  
Corporation (Accessories).

### FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,  
New York 20, N. Y.  
Phone: Circle 7-7660

President.....Franklin Bruck  
Secretary and Radio Dir....M. J. Kleinfeld  
Vice-President.....Mort Heineman  
Radio Time Buyer.....A. Werden  
Radio Traffic.....Milton Jurin  
TV Production.....David Davidow  
Mdse. Director.....Herbert Gold

#### *Branch Office*

Taft Bldg., Hollywood & Vine, Los Angeles,  
Calif.

Phone: Hillside 7237

Manager.....Howard Blake  
*Radio Accounts:* North American Accident  
Insurance Co., Johnson Candy Co., Fashion  
Frocks, SitRoux Tissues.

*TV Accounts:* Bowman Gum, Inc., Phila.,  
Pa.; Walter H. Johnson Candy Co., Chicago;  
Croton Watch Co., Inc., New York; Fashion  
Frocks, Inc., Cincinnati; Food Stores Pro-  
gram Corp., New York; Bishop & Co., Los  
Angeles; Rexor Corp., New York; Hi-V  
Corp., Newark; Sitroux, Inc., New York.

### CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.

Phone: 7-0726  
ABP-PPA-APA

President & Treasurer...Charles Brunelle  
Vice-President.....Robinson Smith

## Advertising Agencies

### BUCHANAN-THOMAS ADV. CO.

410-112 S. 19th St., Omaha 2, Nebr.

Phone: ATLantic 2125

ABP—ANPA—APA—NOAB—PPA

Partner.....C. Coc Buchanan  
 Partner.....Lynan H. Thomas  
 Director Radio-TV.....Adam Reinemund

### BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.

Phone: FInancial 6-4616

Owner.....S. W. Grossman  
 General Manager.....S. S. Kain  
 Art Director.....Al Jacobs  
 Production Manager.....S. E. Miller  
 Media Manager.....Fred Walder  
 Account Executives.....S. W. Grossman,  
 J. Margolis, M. A. Harvis, S. Brichta

*Radio Accounts:* Arvey Corp. (R. V. Lite Window Material), Blue Crown Spark Plug Co. (Spark Plugs), Chicago, Ill.; Rhein Bros. (Bedding), Chicago, Ill.

*TV Accounts:* Bell Electric Co. ("No-Shok" Safety Elect'l Prods.), Chicago, Ill.; Blue Crown Spark Plug Co.

### BURNET-KUHN ADV. CO.

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

Phone: SUPERior 7-3800

ANPA—APA—PPA

President.....Francis J. Woods  
 Vice-Presidents.....Phillip D. Simons,  
 Ellis T. Gash

Secretary.....James H. Kristof  
 Radio Director.....William Coop

### LEO BURNETT COMPANY, INC.

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

Phone: CEntral 6-5959

AAAA

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

#### *Branch Offices*

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

Phone: PLaza 9-7552

Manager.....Donough Prince  
 3632 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKirk 8-8131

Manager.....William Coons

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

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

### BYER & BOWMAN ADVERTISING AGENCY

203 East Broad St., Columbus 15, O.

Phone: MAIn 3276

ABC—ABP—ANPA—AFA

Partners.....Herbert Byer,  
 Gus K. Bowman, Joel Burghalter  
 Radio-TV Directors.....Martha Sullivan,  
 John D. Metzger

Account Executives.....Sandy Hallock,  
 Reg Testament, Herbert Wise, R. L. Kennard, Gene Hameroff

*Radio Accounts:* August Wagner Breweries (Gambrinus Beer), Columbus, O.; August Wagner Breweries (Augustiner Beer), Charleston, W. Va.; Ashland Oil & Refining Co. (Gas and Oil), Ashland, Ky.; Buckeye Foods (Potato Chips), Franklin Glue Co. (Household Glue), State of Ohio (Annual Fair), City National Bank, Columbus, Ohio.

*TV Accounts:* The Ohio Fuel Gas Company (Public Utility), August Wagner Breweries (Gambrinus Beer), Buckeye Foods (Potato Chips), Kahn Jewelers (Jewelry), Columbus, O.; Cream Cone Machine Co., Wood-Nesbitt, Inc., Clean Products Co., Springfield Furn. Co., United Appeals Campaign.

### HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

AAAA—ABP—ANPA

President.....Harold Cabot  
 Vice-Presidents.....Edward F. Chase,  
 Langley C. Keyes, Russell Hunt, Peter Black, James I. Summers, John M. Lord,  
 William H. Ganick, George R. Griffin  
 Exec. V.P. & Treasurer.....Richard P. Holland  
 Production Manager.....Phyllis L. Burlingame  
 Copy Chief.....Henry W. Patterson  
 Art Director.....William H. Ganick  
 Director of Media.....Janet A. Gilbert  
*Radio Accounts:* Adams & Swett (Rugs),

## Advertising Agencies

Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston & Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.; S. S. Pierce Company (Importers and Grocers), Boston, Mass.; Red Coach Grill Restaurant Chain, Boston, Mass.; Rock of Ages Corp. (Monuments), Barre, Vt.

*TV Accounts:* Adams & Swett (Rugs), Quincy, Mass.; Boston Consolidated Gas Co. (Public Utility), Boston and Maine Railroad (Public Utility), Boston, Mass.; H. P. Hood & Sons (Dairy Products), Charlestown, Mass.

### CAHN-MILLER, INC.

510 St. Paul Place, Baltimore 2, Md.

Phone: SARatoga 4466

PPA

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

*Radio Accounts:* Eutaw Savings Bank, Baltimore; Fidelity Trust Co., Baltimore; Hanline Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; The May Co. (Department Store), Baltimore.

*TV Accounts:* Eutaw Savings Bank, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Fidelity Storage Co., Baltimore; Hess Shoes (Retail Shoe Store), Baltimore; Hanline Brothers (Paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore.

### CALKINS & HOLDEN, CARLOCK,

#### McCLINTON & SMITH, INC.

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

Phone: PLaza 5-6900

AAAA—ABP—ANPA—APA—NOAB

PPA—OAAA

Chairman of Board.....J. Sherwood Smith  
Vice-Chairman of Bd.....James A. Clark  
President.....Harold L. McClinton  
Secy.-Treas. ....James Jeffrey  
Chairman of Exec. Comm.....Jess Barnes  
Vice-Presidents.....M. E. Carlock,  
Paul Smith

Radio-TV Prod. Mgr.....Lindsay MacHarrie  
Art Director.....Wilfred L. Chausse  
Copy Director.....George S. Thomson  
Production Manager.....Fred Oughton  
Manager Outdoor Dept ... F. J. Fitzgerald  
Media Director.....Thomas H. Young  
Dir. Pub. Relns. & Pub.....Robert W. Robb  
Research Director.....Thomas P. Crollius

#### Branch Offices

333 No. Michigan Ave., Chicago, Ill.

Manager .....Philip M. White

Radio Dept. Mgr.....Edward A. Franck

712 So. Cursons at Wilshire Blvd.,

Los Angeles, Calif.

Phone: York 5145

Manager.....Harry W. Witt

*Radio Accounts:* Oakite Products, Inc., Modern Food, Prudential Insurance Co. of America.

*TV Accounts:* Oakite Products, Inc., Western Biscuit, Van Camp.

### CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-6200

AAAA—ANPA—NOAB—PPA

ABC—ABP

Pres. & Ch. of Bd.....Henry T. Ewald  
Executive Vice-Pres.....Henry G. Little  
Senior V.P. & Gen. Mgr.Edward E. Rothman  
Sr. V.P., Sec. & Treas...Lawrence R. Nelson  
Sr. V.P. & Creative Dir....Winslow H. Case  
Senior Vice-Pres.....R. F. Field  
Senior V.P. & Dir. of Media...J. J. Hartigan  
Asst. Treas. & Comp.....H. P. Cook  
Vice-Presidents .....Colin Campbell,  
Halsey Davidson, L. T. Robinson, W. P.  
Stewart, John Terns, G. Brewster Loud,  
Jr., W. A. Moffett, W. H. Gage, Wayne E.  
White.

Sr. V.P. Radio & TV.....Winslow H. Case

#### Branch Offices

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

Phone: MURray Hill 8-3190

Sr. V.P.....Winslow H. Case  
Vice-Pres. & Mgr.....Frank W. Townsend  
Vice-Presidents.....Lynn B. Dudley,  
J. H. Neebe

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

Phone: CENtral 6-1946

V.P. & Manager.....Earl W. Clements  
714 W. Olympic Blvd., Los Angeles 15,  
Calif.

Phone: RICHmond 6204

Vice-Pres. & Manager.....R. C. Francis  
235 Montgomery St., San Francisco 4, Calif.

SUtter 1-8736

Vice-Pres. & Manager...T. Milburn Johnston  
45 Edgewood Ave., Atlanta 3, Ga.

Phone: LAMar 3858

Manager.....G. G. Thom  
*Radio Accounts:* Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Metropolitan Chevrolet Dealer Groups.

*TV Accounts:* Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Chevrolet Dealers Association, Inc. (New York), Allen B. Du Mont Laboratories, Inc., Grocery Store Prod. Co. (Foulds Div.).

### CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: LINcoln 8824

ABC—ABP—ANPA—APA—NOAB—PPA

President.....Ray O. Mithun

Exec. Vice-Pres.....Albert R. Whitman

Vice-Presidents.....John W. Forney,

## Advertising Agencies

Lester J. Will, Lee A. Terrill, Arthur H. Lund  
 Treasurer.....Beatrice N. Sandquist  
 Secretary.....Evelyn Brugette  
 Radio Director.....Arthur H. Lund  
 Time Buyers....John Cole, Minnie Kaplan  
 Production.....Doug. Gabrielson  
 Production.....Mort Henderson,  
 Arnold Aslakson, Leon Kennedy  
 Copywriters.....Myrna McCauley,  
 Bill Wheeler, Jerry Crawford, Angeline  
 Clement, Dorothy Lowe, Mary Ellen  
 Locken

### Branch Office

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

Vice-President.....Lester J. Will  
*Radio Accounts:* Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Great Northern Railway Co. (Railroad), Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), HI-LEX Company (HI-LEX Bleach & Disinfectant), St. Paul, Minn.; Land O'Lakes Creameries, Inc. (Dairy Products), Minnesota Consolidated Canneries, Inc. (Butter Kernel Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Wholesale Hdwc. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Chekd Ice Cream Asso. (Industry Advertising & Merchandising), Chicago, Ill.; Russell Miller Milling Co. (Flour & Cake Mix), Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.

*TV Accounts:* American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Griggs, Cooper & Co. (Food Manufacturers), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beefs), St. Paul, Minn.; Kemps Ice Cream Co. (Ice Cream), Minneapolis, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Minnesota Consolidated Canneries, Inc. (Butter Kernel Prod.), Minneapolis, Minn.; Mira cloth Corporation (Cleaning Cloth), Chicago, Ill.; Munsingwear, Inc. (Underwear, Sleepingwear, Foundation Garments, Hosiery), Northern States Power Co. (Electric Power), Minneapolis, Minn.; Orange-Crush Co. (Soft Drinks), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l. Bank, Minneapolis, Minn.

### SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.  
 Phone: LO 7-8141  
 PPA—ABC—ABP—ANPA

Pres. & Acct. Exec.....Solis S. Cantor  
 Vice-President.....Kathryn Cantor  
 Secretary.....Corrine Kolb  
 Art Director.....Robert Hersch  
 Acct. Execs.....Robert Weiner,  
 Bernard Binnick

### CARTER ADV. AGENCY

912 Baltimore, Kansas City 6, Mo.  
 Phone: HA 1356  
 ABP—ANPA—APA—NAAN—NOAB  
 PPA

President.....Charles W. Carter  
 Vice-President.....William G. Rowe  
 Radio-TV Director.....Fred Alexander  
 TV Acct. Execs...W. G. Rowe, Fred Klemp,  
 Curt Bogasch

*Radio Accounts:* May Potato Chip Co., Corn Kurl Chips, Security Natl. Bank, Home State Bank, Kansas City, Mo.; Butler Mfg. Co. (Farm Equipment Div.).

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

### CASMIK ADVERTISING CO., INC.

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

Pres. & Treas.....David C. Casmir  
 Vice-Pres.....Marvin Casmir  
 Copy Chief.....Harriet B. Carter  
 Art Director.....William E. Burgess  
*Radio Accounts:* Haynes-Griffin (Radio-TV Records).

### CAYTON, INC.

9 East 40th St., New York 16, N. Y.  
 Phone: BRyant 9-0390  
 ABP—APA—ANPA—PPA

President.....William D'Arcy Cayton  
 Secretary.....D. R. Roberts  
 Art Director.....Bob Lee  
 Production Manager.....C. F. Luchese  
 Radio-TV Director.....Allen Black  
 Asst. Radio-TV Dir.....Lenora Thuna  
 TV Time Buyers..Alan Black, Lenora Thuna  
 Copy Chief.....Fred Laderman  
*Radio Accounts:* Delicia Chocolate & Candy Mfg. Co., Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant), The ReClean Corp.

*TV Accounts:* Chesebrough Mfg. Co., The ReClean Corp., Miracle Adhesive Corp., Virginia Metal Products Co.

### CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.  
 Phone: MUrray Hill 8-1234

AAAA—ANPA—APA—NOAB—PPA—ABC  
 President.....James M. Cecil  
 Vice-Presidents.....Edward B. Noakes,  
 E. J. K. Bannvart, Guild Copeland, David  
 Thomas, Samuel Dalsimer, Harvey L.  
 Kneeland, David G. Lyon, T. F. MacGrath,  
 Thomas J. Maloney, Kenneth Twyman,



## Advertising Agencies

John Legler, Archibald M. Foster, J. Frank Gilday  
 Sec. & Treas. .... David C. Thomas  
 Media Director. .... Harry Parnas  
 Radio-TV Bus. Mgr. .... J. Frank Gilday  
 Exec. Prod. TV. .... W. C. Patterson  
 Time Buyer. .... Herbert Gruber

### Branch Office

6353 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: Hempstead 2324

Manager ..... Riley Jackson  
 1814 Union Central Bldg., Cincinnati, O.  
 Phone: Garfield 5-178

Manager ..... William Hecker  
*Radio Accounts:* Philip Morris & Co. (Philip Morris Cigarette), Bymart, Inc. (Tintair), New York, N. Y.; Block Drug Co., Inc. (Amm-i-dent, Polident, Poligrip), Jersey City, N. J.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Oyster Shell Products (Pilot Brand Oyster Shell), New Rochelle, N. Y.; Union Dime Savings Bank, New York, N. Y.; Nestle Chocolate Co., Inc. (Semi-Sweet, Cookie Mix, Ever Ready Cocoa, "Quik"), New York; Whitehall Pharmaceutical Co., New York; Red Top Brewing Co. (Red Top Beer, Alc, Twenty Grand Ale), Cincinnati, O.

*TV Accounts:* Block Drug Co., Inc. (Amm-i-dent), Jersey City, N. J.; Bymart, Inc. (Tintair), New York, N. Y.; Electric Auto-Lite (Spark Plugs, Batteries & Parts), Toledo, O.; Sylvania Electric Co. (All Major Products), Nestle Chocolate Co., Inc. (Semi-Sweet, Cookie Mix, Ever Ready Cocoa, "Quik"), N. Y.; Red Top Brewing Co. (Red Top Beer), Cincinnati, Ohio.

### NELSON CHESMAN COMPANY

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

### ABP—APA—SNPA

President. .... Harry A. Lundborg  
 Secy.-Treas. .... Richard H. Leiper  
 Vice-Pres., Gen. Mgr. .... Sara Kelly  
 Art., Prod. Mgr., Copy Chief, Radio-TV  
 Talent Buyer. .... Richard H. Leiper  
 Media, Radio Time Buyer. .... Sara Kelly,  
 R. H. Leiper

*Radio Accounts:* Fleetwood Coffee Co., Chattanooga, Tenn.

*TV Accounts:* Fleetwood Coffee Co., Chattanooga, 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  
 Radio Director. .... Simon Levin

### JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.  
 Phone: HANcock 6-7310

### AAAA—ABC—ABP—ANPA—APA

### NOAB—PPA—SNPA

President. .... James Thomas Chirurg  
 Treasurer. .... Leo J. Hardiman  
 V.P. in Chg. of Mdsg. .... Benjamin Shattuck  
 Media Director. .... Edmund J. Shea  
 Film Director. .... J. Nelson Clifford

### Branch Office

122 E. 42nd St., New York, N. Y.  
 Phone: Murray Hill 7-5040

Vice-President. .... George A. Frye  
*Radio Accounts:* H. C. Baxter & Bro. (Canned Potatoes), Brunswick, Me.; W. L. M. Bendsorp Company (Cocoa and Instant Chocolate), Boston, Mass.; Lifetime Stainless Steel Co. (Cooking Utensils), Louisville, Ky.; New England Coke Company (Fuel), Boston, Mass.; Ace Art Co. (NuAce Mounting Corners), Reading, Mass.; H. E. Harris Co. (Stamps), Boston.

### C. P. CLARK, INC.

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

### ABP—ANPA

Chairman. .... C. P. Clark  
 Pres. & Treas. .... D. G. Goodwin  
 V.P. & Secretary. .... J. D. Clark  
*Radio-TV Accounts:* First American National Bank (Institutional), Nashville Coal Co.

### ROBT. E. CLARKE & ASSOC., INC.

Ingraham Bldg., Miami 32, Fla.  
 Phone: 3-5486

### ANPA—PPA—SNPA—NOAB

Pres. & Space Buyer. .... Robt. E. Clarke  
 V.P., Secy. & Treas. .... C. B. Clark  
 Art Dir. & Prod. Mgr. .... J. H. Freeman  
 Radio & Pub. Dir. .... E. S. Hamburger  
 Media Dir. & Radio Time Buyer. .... C. Bonnell  
*Radio Accounts:* WIOD, WSPA.

### CLEMENTS COMPANY, INC.

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

### ANPA

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

### HARRY B. COHEN ADV. CO., INC.

1 E. 57th St., New York 22, N. Y.  
 Phone: MURray Hill 8-3030

President. .... Harry B. Cohen  
 Vice-Pres.-Treas. .... Edith S. Cohen  
 Exec. Vice-Pres. .... Edward Aleshire  
 Vice-President. .... Edward Rosenwald  
 Vice-Pres. & Copy Chief. .... Thomas Greer  
 Radio-TV Director. .... Jose di Donato  
*Radio Accounts:* The Grove Laboratories (Grove's Chill Tonic, Pfunder's Tablets, Dr. Porter's Antiseptic Oil) St. Louis, Mo.; Pearson Pharmaceutical Co. (Dew Deodorant, "Ennds" Chlorophyll Deodorant Tablets),



## Advertising Agencies

New York, N. Y.; The Chattanooga Medicine Co. (Syrup of Black Draught), Chattanooga, Tenn.; The Beaumont Co. (4-Way Cold Tablets), St. Louis, Mo.; Lydia E. Pinkham Medicine Co., Lynn, Mass.; West End Brewing Co. (Utica Club Beer & Ale), Utica, N. Y.; Waitt & Bond (Blackstone Cigars), Newark, N. J.

*TV Accounts:* The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmaceutical Co.; Waitt & Bond, West End Brewing Co.

### THE ARNOLD COHAN CORP.

101 W. 55th Street, New York, N. Y.  
Phone: PLaza 7-7730

Pres., Treas. . . . . Arnold Cohan  
Prod. Dir. . . . . Morris Helfman  
*Radio & TV Accounts:* Bruno-New York, Inc.; TV-Radio Appliances.

### RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.  
Phone: HArrison 3964  
APA—ANPA—PPA—ABP

Partners. . . Russell C. Comer, Ruth E. Comer  
Prod. Mgr., Art Dir. . . . . Tom Korchak  
Asst. Executives. . . . . Gardner Reams,  
Bart Nelson  
Radio-TV Director. . . . . Jon Yost  
Space Buyer. . . . . Emlyn W. Gollither

### COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.  
Phone: CLircle 6-2800  
ANPA—PPA—NOAB—ABC—APA  
ABP—AAAA

President. . . . . Robert D. Holbrook  
Vice-Pres. & Secy. . . . . Leonard T. Bush  
Vice-Presidents. . . . . Frank Griffin,  
Barton Cummings, Allen Flouton, Willard  
J. Heggen, Alfred J. Seaman, Jr., Loren B.  
Stone, Seaward M. Woodard, Edward  
Battey, Merrell E. Boyce, George Chat-  
field, Chester Dullej, C. James Fleming,  
Jr., Wm. O. Geoghegan, John A. Hise, Jr.,  
L. O. Holmberg, Jack Rees

V.P. & Dir. of Radio &  
TV Prod. . . . . L. H. Titterton  
TV Exec. Prod. . . . . Brewster Morgan  
V.P. & Dir. of Radio &

TV Copy. . . . . Muriel Haynes  
Mgr. of TV Comm. Prod. . . . . Lloyd Durant  
Dir. of Publicity. . . . . Joseph Field  
V.P. & Dir. of Media. . . . . Guy Richards  
Asst. Media Dir. . . . . Frank B. Kemp  
Head Time Buyer. . . . . Henry Clochessy  
Time Buyers. . . . . Francis Velthuys,  
Martin Hansen, Richard Hurley, Alfred  
Ritter, Genevieve Schubert, Donald Car-  
ret, Jeanne Bahr, John Neale

#### Branch Offices

Bd. of Trd. Bldg., 141 W. Jackson Blvd.,  
Chicago 4, Ill.

Manager. . . . . L. O. Holmberg

Gwynne Bldg., Cincinnati, O.

Manager. . . . . Robert P. Marsh  
744 N. 4th St., Milwaukee, Wis.

Manager. . . . . Richard Davis  
6253 Hollywood Blvd., Hollywood, Calif.

Manager. . . . . Floyd Holm  
*Radio and TV Accounts:* The Allis Chal-  
mers Manufacturing Company; Campbell  
Soup Company (Campbell's Tomato Juice &  
Campbell's Pork & Beans); The Cochran  
Foil Company (Aluminum Foil); M. K.  
Goetz Brewing Company (Country Club  
Beer); The Goodyear Tire & Rubber Com-  
pany, Inc. (Shoe Products); The Hubinger  
Company (Quick Elastic Starch); Kelly  
Springfield Tire Company; New York Life  
Insurance Company; The Personal Products  
Corporation (Yes Tissues); The Procter &  
Gamble Company (Ivory Soap, Ivory Flakes,  
Crisco, Duz and Drene); The Socony-Vacu-  
um Oil Company; Standard Brands, Inc.  
(Chase & Sanborn Coffee, Instant Chase &  
Sanborn Coffee, Tender Leaf Tea, Instant  
Tender Leaf Tea).

### COMSTOCK & COMPANY

344 Delaware Avenue, Buffalo 2, N. Y.  
Phone: MOhawk 2252  
ABP—ANPA—AFA

Partner. . . . . Henry W. Comstock  
Partner. . . . . H. Earl Close  
Partner. . . . . Frank J. Hess  
Dir. of Media &  
Research. . . . . T. Sloane Palmer  
Account Executives. . . . . L. W. Simonds,  
John B. Morton, Sterling J. Hiles, William  
J. Daley, Jr.

Time Buyer. . . . . Donald K. Beyer  
Radio-TV Director. . . . . Mrs. Esther Huff

*Radio Accounts:* Manufacturers and Trad-  
ers Trust Company (Banking Services),  
Buffalo, N. Y.; "Gold Seal" Urbana Wine  
Co. (Wines), Hammondsport, N. Y.; O-  
Cel-O, Inc. (Cellulose Sponges), Buffalo,  
N. Y.; Bell Aircraft Corp. (Aircraft), Ni-  
agara Falls, N. Y.; Frontier Oil Refining  
Corporation (Gasoline & Oil), Buffalo,  
N. Y.; Hygrade Food Products Corporation  
(Food Products), Buffalo, N. Y.; Semet Sol-  
vay Division (Coal), Buffalo, N. Y.

*TV Accounts:* Manufacturers and Traders  
Trust Company (Banking Services), Buffalo,  
N. Y.; Frontier Oil Refining Corporation  
(Gasoline & Oil), Buffalo, N. Y.; Hygrade  
Food Products Corporation (Food Products),  
Buffalo, N. Y.; O-Cel-O, Inc. (Cellulose  
Sponges), Buffalo, N. Y.

### CONNER, JACKSON, WALKER, McCLURE

461 Market St., San Francisco 5, Calif.  
Phone: YUkon 6-0196

ABP—ANPA—APA—NOAB—PPA  
President. . . . . E. W. Conner

## Advertising Agencies

Vice-Presidents.....Shirley Walker,  
J. H. Jackson  
Sec.-Treas.....B. H. McClure  
Copy Chief.....Audrey Janisen  
Art Director.....Fernando Penalosa  
Production Manager.....Don Wonacott  
*Radio Accounts:* Golden Nugget Sweets,  
Ltd. (Big Hunk Candy Bar), San Francisco,  
Calif.; Dinah's Shack (Restaurant), Palo  
Alto, Calif.; The Fox Shoppe (Restaurant),  
Redwood City, Calif.; Douglas Shaw Candies  
(Confections), San Francisco, Calif.; West-  
ern Dairy Prod.; Dan T. Cassidy (Interior  
Decorator); California Turkey Federation.  
*TV Accounts:* Western Dairy Products;  
California Turkey Federation.

### THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas  
Phone: G 3456  
AAAA-ABP-ANPA

Pres.....Thomas F. Conroy  
Acct. Exec.....Jack Schlichenmaier  
Acct. Exec.....Jack Keasler  
Acct. Exec.....Paul R. Ferwerda  
Art Dir.....Albin J. Paulson  
Auditor.....F. E. Weinholt  
Director.....Robert M. Richards  
Production Dir.....James F. Davis  
*Radio Accounts:* Anderson, Paul, Co. (Sta-  
tioners), San Antonio, Texas; Bohnet Bak-  
ing Co. (Baking), San Antonio, Texas;  
Comal Cottons (Manufacturing), New  
Braunfels; Fomby's (Men's Clothing), San  
Antonio, Texas; Hoffinan & Hayman Coffee  
Co. (Coffee), San Antonio, Texas; House-  
hold Furniture Co. (Furniture), San An-  
tonio, Texas; Lone Star Brewing Co. (Beer),  
San Antonio, Texas; Mode O Day (Ladies  
Ready to Wear), San Antonio, Texas; Mis-  
sion Provision (Meat Packers), San An-  
tonio, Texas; Ormsby Chev. Co. (Automob-  
ile), San Antonio, Texas; Perry Shankle  
Co. (Wholesale Distr.), San Antonio, Texas;  
Pioneer Flour Mills (Millers' Flour), San  
Antonio, Texas; Russ & Co. (Investments),  
San Antonio, Texas; Security Finance  
(Loans), San Antonio, Texas; Sommers Drug  
Stores (Chain Drug Stores), San Antonio,  
Texas; Steves Lumber Co. (Lumber, Build-  
ers' Supplies), San Antonio, Texas; Studers,  
Inc. (Photo Finishers), San Antonio, Texas;  
Zale Jewelry Co. (Retail Jewelry), San An-  
tonio, Texas.

*TV Accounts:* Bohnet Baking Co. (Bak-  
ing), San Antonio, Texas; Hoffinan & Hay-  
man Coffee Co. (Coffee), San Antonio,  
Texas; Lone Star Brewing Co. (Beer), San  
Antonio, Texas; Ormsby Chevrolet Co.  
(Automobile), San Antonio, Texas; Perry  
Shankle Co. (Wholesale Distr.), San An-  
tonio, Texas; Sommers Drug Stores Co.  
(Chain Drug Stores), San Antonio, Texas;  
Studers, Inc. (Photo Finishers), San An-  
tonio, Texas.

### CO-ORDINATED ADVERTISING CORP.

9 E. 38th St., New York 16, N. Y.  
Phone: MUrray Hill 9-1440

President.....Lester "L" Wolff  
Treasurer.....Irving Herz  
Vice President.....Matty Miller  
Vice President.....Lou DeNunzio  
Exec. Producer.....Lester "L" Wolff  
Dir. TV & Radio.....Charlotte Armstrong  
Time Buyer.....Irving Herz  
*Radio Accounts:* Claridge Foods (Ham-  
burgers & Meat Balls), New York, N. Y.;  
Sunrise Food Stores (Super Markets), Long  
Island, N. Y.; Diamond K & Food Town  
(Super Markets), Westchester, N. Y.; Snappy  
Cheese, New York, N. Y.

*TV Accounts:* Associated Food Stores  
(Super Markets), New York, N. Y.; Man-  
hattan Food Stores, New York, N. Y.; Van  
Houton Instant Cocoa, New York, N. Y.;  
Myer 1890 Beverages, New York, N. Y.;  
Ehlers Coffee, New York, N. Y.; Foremost  
Dairy Products (Ice Cream), New York,  
N. Y.; Bond Bread, New York, N. Y.

### COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-0940  
ANPA-PPA-NOAB-APA

President.....Stuart D. Cowan  
Vice-Pres. & Treas.....H. W. Dengler  
Vice-Presidents.....Porter F. Leach,  
J. Clement Boyd, Stuart D. Cowan, Jr.  
Media Director.....A. Marie Maus  
Radio-TV Director.....T. H. Moore, Jr.  
*Radio Accounts:* Schieffelin & Co. (Pears  
Soap), Frank G. Shattuck Co. (Schrafts  
Stores & Restaurants), New York.

*TV Account:* Pears Soap.

### JOHN GILBERT CRAIG ADV., INC.

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

ABP-ANPA-APA-PPA

President.....John Gilbert Craig  
Vice-Pres.....R. V. Craig  
*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.; Dia-  
mond Ice & Coal Co. (Fuels, Home Prod-  
ucts), Equitable Trust Co., Greenhill Dairies,  
Inc., Wilmington, Del.; Steinman Stations,  
Lancaster, Pa.; Riverview Beach Park, Penns-  
ville, N. J.; Wilson Line, Inc. (River Trans-  
portation), Wilmington, Del.

*TV Accounts:* Diamond Ice & Coal Co.  
(Fuels, Home Products), Equitable Trust Co.,  
Wilmington, Del.; Delaware Power & Light  
Co. (Gas & Electric Service), Wilmington,  
Del., Riverview Beach Park (Amusement  
Park), Pennsville, N. J.

## Advertising Agencies

### THE CRAMER-KRASSELT CO.

733 North Van Buren St., Milwaukee 2, Wis.  
Phone: DAly 8-3500

AAAA—ABC—ABP—ANPA—AFA

President.....A. W. Seiler  
Exec. Vice-President.....H. N. Pasteur  
Vice-Pres.-Treas.....C. W. Faude  
Secretary.....F. Aumueller  
Vice-Pres. in Chg. Media.....L. H. Ness  
Vice-Presidents.....H. Dyson, C. H. Brehm,  
R. F. Timm, N. L. Telander

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

*Radio Accounts:* Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; Fox Wisconsin Amusement Corp. (Theater Change), Milwaukee, Wis.; Henri's Food Products (Salad Dressings); Chevrolet Dealers of Milwaukee (Car Dealers), A. O. Smith Corp. (Heating Division) (Heating Equipment), Milwaukee, Wis.; Patek Paint Co. (Paints), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Pflugradt Co. (Heating Equipment), Milwaukee; Gehl Bros. Mfg. (Farm Equip.); Milwaukee Hay Tool Co. (Farm Equip.).

*TV Accounts:* Ed. Schuster & Co., Inc. (Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Henri's Food Products (Salad Dressings), Chevrolet Dealers of Milwaukee (Car Dealers); Pflugradt Co. (Heating Equipment), A. O. Smith Corp.—Heating Division (Heating Equipment), Rolfs (Personal Leather Goods), West Bend, Wis.; Wisconsin Telephone Co., Milwaukee; Haberg Paper Mills, Green Bay, Wis.; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Phoenix Hosiery Co., Milwaukee.

### CREAMER & COMPANY

6381 Hollywood Blvd., Hollywood 28, Calif.  
Phone: GRanite 4137

President.....C. R. Creamer  
Media Buyer.....Edward Loveton  
Production Chief.....J. J. Franz, Jr.  
Merchandising.....James Loughran

### CRITCHFIELD & COMPANY, INC.

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

ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt  
Media Director.....E. Groenboom  
Production Manager.....June Brown

### CRUTTENDEN & EGER

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

ABP—ANPA—PPA—NOAB—APA

Partners.....Edmond I. Eger,  
Harley B. Hobbs  
Associates..Leon H. Lewis, George M. Stern  
Media Director.....Harry C. Pick  
Art Director.....Harry J. Beier  
Production Manager.....R. H. Wilson

### CUNNINGHAM & WALSH, INC.

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

AAAA—ANPA—PPA—ABP—NOAB  
ABC—APA

President.....F. H. Walsh  
Exec. Vice-President.....J. P. Cunningham  
Secretary.....R. L. Strobridge

#### *Radio-TV Dept.*

Vice-Pres. in Charge.....William Reydel  
Radio-TV Director.....John Sheehan  
V-P in Chg. of Media.....N. F. McEvoy

#### *Branch Office*

8420 Sunset Blvd., Hollywood 46, Calif.  
Phone: GR 6131

*Radio Accounts:* Chesterfield Cigarettes, Fatima Cigarettes, Kirkman Soap, Northwest Airlines, E. R. Squibb & Son.

*TV Accounts:* Chesterfield Cigarettes, Fatima Cigarettes, Sunshine Biscuits, Permutit (Water Softener), Northwest Airlines, Holmes & Edwards Silver, Walter Kidde & Co. (Fire Extinguishers), E. R. Squibb & Son (Pharmaceuticals).

### DANCER-FITZGERALD-SAMPLE, INC.

347 Park Ave., New York 17, N. Y.  
Phone: OR 9-0600

AAAA—ANPA—APA—PPA

President.....C. L. Fitzgerald  
Vice-President.....H. M. Dancer  
Vice-Pres.-Treas.....Paul Keenan  
Vice-Pres.-Secy.....F. T. Leighty  
Radio-TV Dir.....Adrian Samish  
V.P.s. & Acct. Execs.....Lyndon O. Brown,  
Joseph H. Holmes, Jr., Charles Hotchkiss,  
Gordon Johnson, Donald Manchester, J. James Neale, Richard Porter, Frank Riggio, A. W. Spence, Jr., Samuel Sutter, George Tormey, Basil Mathews, R. A. Russell, David Loomis, V. Pietrowski, J. K. Martindale, Clifford Dillon, Dexter Glunz, W. A. Irwin.

#### *Branch Offices*

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

Exec. Vice-Pres.....F. Sewall Gardner  
V.P. & Acct. Exec.....E. R. Detchon  
1680 N. Vine St., Hollywood 28, Calif.  
Manager.....Alvin Kabaker  
Acct. Exec.....Robert Nourse

## Advertising Agencies

118 Glenayr Rd., Toronto 10, Ontario, Can.  
Phone: Empire 3-2851

Manager ..... Gilbert Nunns  
Dancer-Fitzgerald-McDougal, Inc.

114 Sansome Street, San Francisco 4, Calif  
Phone: DO 2-5107

President ..... Charles MacDougall  
*Radio Accounts:* Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., American Chicle Co.

*TV Accounts:* Falstaff Brewing Corp., General Mills, Inc., Sterling Drug, Inc., Procter & Gamble, American Chicle Co., Cory Co., Campbell Soup Co.

### D'ARCY ADVERTISING CO.

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

Phone: CEntal 6700

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

Chairman of the Board..... P. J. Orthwein

President..... J. F. Oherwinder

Secretary-Treasurer..... E. D. Cronk

#### Branch Offices

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

Phone: PLaza 8-2600

Vice-President..... J. Y. Brown, Jr.

Radio-TV Director..... Paul Louis

Terminal Tower Bldg., Cleveland 13, O.

Phone: CII 0158

Vice-President..... Stanley P. Seward

90 Broadview Ave., Toronto, Ontario, Can.

Phone: GL 7591

Vice-President..... G. P. Altenbernd

800 Peachtree St., N.E., Atlanta 5, Ga.

Phone: VE 8815

Vice-President..... J. Hixon Kinsella

*Radio Accounts:* The Coca-Cola Co., Atlanta, Ga.; Anheuser-Busch, Inc., LaCade Gas Light Co., St. Louis, Mo.; General Tire & Rubber Co., Akron; Cleveland Electric Illuminating Co., Cleveland, O.

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

### JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.

Phone: MAin 0790-1

PPA-NOAB-APA

Pres., Space Buyer..... James M. Daugherty

Secretary-Treasurer..... Pauline Otto Daugherty

*Radio Accounts:* Pepsi-Cola, St. Louis Dairy Co., Blanke-Baer.

*TV Account:* Pepsi-Cola.

### DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles, Calif.

Phone: Michigan 3908

ANPA-PPA

Partner..... Robert J. Davis

TV Director..... R. J. Davis, Jr.

Radio Time Buyer..... Marilyn Morisset

*Radio Accounts:* Blue Bird Potato Chips, Inc., Scudder Food Products.

*TV Accounts:* Scudder Food Products,

Wilson & Co. (Pacific Coast); Andersen's Foods, Inc.

### BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.

Phone: 8-0666

APA-ABP

Owner ..... Ben Dean

Production Manager..... Mildred Juneau

Account Executive..... Ben Dean, Jr.

### DICKLOW ADV. AGENCY

1324 National City Bldg., Dallas 1, Tex.

Phone: RAndolph 8295

APA-SNPA

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

### DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.

Phone: WAbash 3193

ANPA-APA-PPA-SNPA

Partners..... Elmer H. Doe, Warwick Anderson

Acct. Exces..... Elmer H. Doe,

Warwick Anderson, George W. Emerson,

Richard W. Smith

Media Buyer..... Miss G. P. Wagner

Production Manager..... J. B. Peterkin

### DOHERTY, CLIFFORD & SHENFIELD, INC.

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

Phone: BRyant 9-0445

AAAA-ABC-ABP-ANPA-APA

NOAB-PPA

Chairman of the Bd..... Lawrence L. Shenfield

President..... Donald K. Clifford

V.P. & Secy..... William E. Steers

Vice-President..... Francis J. Doherty

Treasurer..... Nelson O. Argueso

Asst. Secy..... Marie L. Brennan

Vice-Presidents..... Aldis P. Butler,

William E. Holden, Chester MacCracken,

James F. Egan, Harry M. Ireland, Edward

M. Reynolds, Samuel L. Frey, Joel F.

Jacobs, Dr. Philip Reichert, Robert Hayes,

Robert E. Shaw

Dir. of Radio & TV..... Chester MacCracken

*Radio Accounts:* Bristol-Myers Company

(Trushay, Sal Hepatica, Ipana, Bufferin and

Resistab, Ammen Vitalis, Mum, Vitalis Hair

Cream, Benex), New York, N. Y.; The Borden

Co. (Borden's Instant Coffee), New

York.

*TV Accounts:* Bristol-Myers Company

(Ipana, Vitalis, Resistab, Sal Hepatica,

Trushay, Bufferin, Mum), Welch Grape

Juice (Grape Juice, Prescres), New York,

N. Y.; Borden Co. (Borden's Inst. Coffee).

### THE RALPH L. DOMBROWER CO.,

#### INC.

11 E. Franklin St., Richmond 21, Va.

Phone: RIchmond 3-111-3

ABP-APA-SNPA

Pres.-Treas.-Space Buyer (News)

Ralph L. Dombrower, Sr.

## Advertising Agencies

Vice-Pres.....Ralph L. Dombrower, Jr.  
V.P., Sec. & Radio Time Buyer

Malcolm B. Dombrower

TV Prod.....Hobart Britton  
Talent Buyer.....T. Michaux Moody  
Media & Space Buyer (Mag.)...Phyllis King  
*Branch Office*

Woodward Bldg., Washington, D. C.

Phone: REpublic 1420

Manager .....Philip Rosenfeld  
*Radio Accounts:* Etchison Hat Co., Inc.,  
Chesterfield Hat Corp., Richmond, Va.;  
Southland Wine Co., Inc.; Dixie Wine Co.,  
Inc.; W. H. Miles Shoe Co., Inc.

*TV Accounts:* Landers, Frary & Clark Co.  
(Stroke Saver Irons).

### DONAHUE & CO., INC.

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

Phone: COlumbus 5-4252

ABP—ANPA—APA—NOAB—PPA  
SNPA

Dir. Motion Picture, Radio  
& TV Div.....A. Carl Rigrod  
Time Buyer.....Evelyn Jones  
Writer-Production.....Walter Collins  
Writer-Acct. Exec.....Latham Owens

*Radio Accounts:* New York Herald Trib-  
une, New York World-Telegram & The Sun,  
Carolina Rice (River Brand Rice Mills,  
Inc.), M-G-M, New York, N. Y.; Atlantic  
Ale & Beer, Atlanta, Ga.; Messing-Cornell  
Bread; Inst. of Commercial Art; Monarch  
Wine Co.; Brandt Theaters; Atlantic Ale &  
Beer.

*TV Accounts:* Gold Medal Candy Corp.  
(Bonomo's Turkish Taffy), New York, N. Y.;  
Scripto, Inc. (Pens and Pencils), Atlanta,  
Ga.; M-G-M, New York, N. Y.; N. Y.  
W-T & Sun; Monarch Wine Co.; Irish Linen  
Guild; Inst. of Commercial Art.

### W. B. DONER & COMPANY

505 Washington Blvd. Bldg., Detroit 26, Mich.

Phone: WOODward 5-7400

ABP—ANPA—PPA

President.....W. B. Doner  
Exec. Vice-Pres.....Charles F. Rosen  
Treasurer.....Julian A. Grace  
Vice-President.....Felix Hower  
Secretary & Art Dir.....Ben Goldstein  
Asst. Dir. Radio-TV.....Cherie Lee  
Staff.....Howard Fisher, Robert King,  
Helen Anderson, Jack Colt

*Branch Office*

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

Phone: DEa 2-4676

Exec. Vice-Pres.....Marvin H. Frank  
*Radio Accounts:* Big Bear Markets (Super-  
markets), Detroit, Mich.; DeRoy Jewelers  
(Jewelers), Dearborn, Mich.; Dixie Shops  
(Men & Women's Shops), Ypsilanti, Ann  
Arbor, Adrian, Mich.; Famous Furniture &  
Upholstering Co., Faygo Beverage Co. (Soft  
Drinks and Mixers), Hab Appliance Stores

(Appliances), Speedway Petroleum Corp.  
(Gasoline), Detroit, Mich.; Weil & Co.  
(Dept. Store), Detroit, Mich.; Federal Dept.  
Stores; Buckeye Beer, American Savings,  
Lasky Furniture.

*TV Accounts:* Annis Furs (Furs), Big  
Bear Markets (Supermarkets), Famous Fur-  
niture Stores (Furniture), Faygo Beverage  
Company (Soft Drinks and Mixers), Federal  
Department Stores (Dept. Stores), Glendale  
Sausage Co. (Meat Packers), R. R. Pressel  
Sausage Co. (Meat Packers), Richard's  
Drive-In (Drive-Ins), Rose Jewelry Com-  
pany (Jewelry Chian), Speedway Petroleum  
Corp. (Gasoline), Studebaker Dealers of  
Greater Detroit, Michigan Wineries; Buck-  
eye Beer; Dye Home Improvement; Cherrin  
Bros.; Crown Furniture; Delsoy Distributing  
Co.

### DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

President.....Wm. H. Long, Jr.  
Vice-President.....Walter H. Burnham  
Account Exec. & Radio &

TV Dir.....Edwin R. Rooney, Jr.

*Branch Offices*

208 LaSalle St., Chicago 4, Ill.

Phone: CEntral 6-9132

V.P. & Mgr.....Chas. C. Greene  
53 State St., Boston 9, Mass.

Phone: LAFayette 3-0770

Senior V.P.....Chas. W. Morse  
1518 Walnut St., Philadelphia 2, Pa.

Phone: PENNypacker 5-4477

V.P.....E. Howard York  
425 Bush St., San Francisco 8, Cal.

Phone: YUKon 2-4080

V.P. ....Ronald Brindley

*Radio Accounts:* Chemical Bank & Trust  
Company (Bank), New York City; Kidder,  
Peabody & Co. (Brokerage), Philadelphia,  
Pa.; Goodbody & Co. (Brokerage), New  
York City; Provident Trust Co. of Phila-  
delphia (Bank), Philadelphia, Pa.; Kidder,  
Peabody & Co. (Brokerage), New York City;  
Wellington Fund (Mutual Fund), Philadel-  
phia, Pa.; Troy Savings Bank (Savings  
Bank), Troy, New York; The Methodist  
Radio Society of the Phila. & N. J. Annual  
Conferences (Radio Society, Philadelphia,  
Pa.; Boston Federal Savings & Loan Assoc.  
(Bank), Boston, Mass.; Dayton & Gernon  
(Brokerage), Minneapolis, Minn.; Boston  
Five Cents Savings Bank (Bank), Boston,  
Mass.; St. Paul Federal Savings & Loan As-  
soc. (Bank), Chicago, Ill.; Estabrook & Co.  
(Brokerage), Boston, Mass.; Lawn Savings  
& Loan Association (Bank), Chicago, Ill.;  
Waltham Federal Savings & Loan Assoc.  
(Bank), Boston, Mass.; American School  
(Home Study), Chicago, Ill.; Diamond  
Match Co. (Lumber Matches), Boston, Mass.;  
Crocker First National Bank (Bank), San



## Advertising Agencies

Francisco, Calif.; Seiler's, Inc. (Frozen Foods), Boston, Mass.

*TV Accounts:* Union Trust Company (Bank), Washington, D. C.; Cities Service Oil Co. (Dealers), Boston, Mass.

### DORLAND, INC.

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

Phone: ELdorado 5-2680

ANPA—APA—NOAB—PPA

President .....Atherton Pettingell  
 Exec. V.P., Foreign Dir.....Walter S. Maas  
 Exec. V.P. Radio-TV.....Harold Kaye  
 Radio & TV Dir.....Alex Courtney  
 Radio-TV Time Buyer.....Lucille Dreher  
*Radio Accounts:* A. S. Beck Shoe Corp.,  
 Lavin Perfumes.

*TV Accounts:* A. S. Beck Shoe Corp.

### JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

ANPA—NOAB—PPA

Radio & TV Dir...Theodore B. Pitman, Jr.  
 Asst. Radio & TV Dir.....Helen Garabedian

#### Branch Offices

\*Dowd, Redfield & Johnstone, Inc.

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

Phone: MU 8-1275

Exec. in Charge.....John C. Dowd  
 Dowd, Redfield & Johnstone, Inc.

\* Affiliated office.

*Radio Accounts:* Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Boston Edison Co. (Electricity), Boston Mass.; Buckley & Scott Utilities, Inc. (Equipment for Heating), Watertown, Mass.; City Fuel Co. (Coal), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Groveton Paper Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; National Company (Radio Receivers & TV Sets), Malden, Mass.; Staples Coal Co. (Coal), Town & Country (Real Estate), Boston, Mass.

*TV Accounts:* Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Select Baking Co. (Bread), Boston, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Giusti Bread (Bread), New Bedford, Mass.; Groveton Papers Co. (Paper), Boston, Mass.; Martin L. Hall Co. (Coffee & Tea), South Boston, Mass.; Megowen-Educator Food Co. (Crackers & Biscuits), Lowell, Mass.; Eugene Rothmund, Inc. (Sausages & Frankfurters), Somerville, Mass.; Snider Fuel (Coal), Charlestown, Mass.

### DOWD, REDFIELD & JOHNSTONE, INC.

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

Phone: MURray Hill 8-1275

ABC—ABP—ANPA

Chairman.....L. L. Redfield  
 President.....John C. Dowd  
 Exec. Vice-Pres.....Edmund F. Johnstone  
 Treasurer.....Edward D. Parent  
 Secretary .....Harold Tuers  
 Radio-TV Director.....William H. Eynon  
 Radio & TV Time Buyer.....Betty Nesse  
*Radio Accounts:* Bell & Co. (Bell-Ans, Proprietary Medicine), Orangesburg, N. Y.; Block Drug Co. (Various Drug Products), Jersey City, N. J.; The American Protam Co., Save-By-Mail, Inc.; Dormin, Inc.

*TV Accounts:* Block Drug Co. (Omega Oil), Jersey City, N. J.; Stahl Meyer, Inc. (Meats), New York, N. Y.; The Rapidol Distributing Corp. (Blensol), New Hyde Park, N. Y.; Continental Radiant Glass Heat, Inc., New York.

### L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.

Phone: WO 2-8246

APA

Owner.....L. Jerome DuMahaut  
 Production Manager.....Georgiana E. Park  
 Radio Time Buyer.....Hazel R. Belman  
 Copy Chief.....David G. Parkes

### DUNDES & FRANK, INC.

64 West 48th Street, New York 19, N. Y.

Phone: PLaza 7-0750

President .....Ben Frank  
 Treas. & Sec.....Harold Dundes  
 V.P. Radio & TV Dir..Thomas A. Wright, Jr.

### ROY S. DURSTINE, INC.

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

Phone: Circle 6-1400

NOAB—PPA—APA—ABC

President.....Roy S. Durstine  
 Vice-Presidents.....Wm. E. Dempster,  
 John Malone, Jr., Ralph D. Allum  
 Treasurer.....T. Arnold Rau  
 Head Art Dir.....Harvey A. Spooner  
 Art Director.....J. Burton Stevens  
 Radio Time Buyer.....Bergi Boe  
 Radio Prod.....Hubert Wilke

#### Branch Offices

3259 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNKirk 8-3411

Exec.-in-Charge.....William D. Sloan  
 703 Market St., San Francisco, Calif.

Phone: YUKon 6-6239

Exec.-in-Charge.....Robert B. England  
*Radio Accounts:* The Serutan Co. (Serutan, Sedagel, Nutrex, RDX, Lemel, Geritol, Journal of Living), C. J. Van Houten & Zoon Inc. (Cocoa & Chocolate), New York, N. Y.  
*TV Accounts:* American Cyanamid Co. (Superset Div.), The Serutan Co. (Serutan, R. D. & Sedagel), New York, N. Y.

## Advertising Agencies

### ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.  
Phone: MAdison 2921

Owner.....Adam F. Eby  
Treasurer.....Virginia Eby  
Acct. Exec.....Madeline Feeney

*Radio Accounts:* Jacobi Bros. (Men's Furnishings), Buffalo, N. Y.; Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage Co. (Wieners and Sausage), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.; Culligan Soft Water (Water Softening Service), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Food Show (Festival) (Show), Buffalo, N. Y.

*TV Accounts:* Sports Show (Show), Boston, Mass.; Stamford Park (Race Track), Niagara Falls, Ont.; S. R. Gerber Sausage (Wieners & Sausage), Buffalo, N. Y.; Police Circus (Circus), Buffalo, N. Y.; Culligan Soft Water (Water Softening), Buffalo, N. Y.; Food Festival (Food Show), Buffalo, N. Y.; Chip Steak Co. (Chip Steaks), Buffalo, N. Y.

### EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.  
Phones: ANdover 3-3867, DEarborn 2-5976  
ABP—APA

President.....Edward Edelstein  
Vice-President.....John J. Freeman  
Art Director.....Leo Rotelli  
Copy Chief.....Marjorie Roberts

### ELLINGTON & CO., INC., ADV.

535 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-4300  
ANPA—APA—NOAB—PPA

President.....Jesse T. Ellington  
Vice-Presidents.....Theodore S. Strong,  
Hyland L. Hodgson, Charles W. Marshall,  
Chauncey L. Landon, Van Davis, Frances  
Raftery, William A. Bartel, Hal James  
Treasurer.....Gordon M. Kingman  
V.P. Radio & TV.....Hal James  
Exec. Producer.....A. Burke Crotty  
Radio & TV Time Buyer.....Dan Kane  
Prod. Asst.....Kay Woelfle  
Radio Production.....Jim Haugpt

*Radio Accounts:* Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Harriet Hubbard Ayer (Cosmetics); McKesson & Robbins (Drugs).

*TV Accounts:* Cadbury-Fry America, Inc. (Candy), Cities Service Company (Gasoline and Oil), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; Bayuk Cigars, Inc.; J. Wiss & Sons (Scissors & Shears); White Star Luggage.

### ELLIOTT, DALY & SHERMAN, INC.

256 Sutter St., San Francisco 8, Calif.  
President.....John C. W. Daly  
Vice-President.....Robert Sherman  
Secretary & Treasurer...Wallace F. Elliott  
Account Executive...Katherine Doyle Spann  
*Radio and TV Accounts:* KPIX-TV, San Francisco; KSFO-AM, San Francisco.

### ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.  
Phone: Cl. 6780

ABP—ANPA—APA—NOAB—PPA  
Partners.....Michael F. Ellis,  
Jerome R. Ellis  
Radio-TV Director.....Josephine Williams  
*Branch Offices*  
96 King St. W., Toronto, Ont.  
Phone: Wa 9902

Manager.....Al May  
448 Seymour St., Vancouver, B. C.  
Phone: Ma 2631

Manager.....W. Van Warren  
*Radio Accounts:* Neumier Furniture Company (Furniture Manufacturer), Rosinski Furniture Co. (Furniture Stores), DiBello Motor Sales (Pontiac Dealers), Buffalo, N. Y.; Old Barn (Restaurant), East Aurora, N. Y.; William C. Maunz (Insulation and Heating), Buffalo, N. Y.; Niagara County Savings Bank (Savings Bank), Niagara Falls, N. Y.; Kensington Savings & Loan Assn. (Savings and Loan Assn.), Madison Cab (Taxi Cabs), Mel's (Men's Clothing), A & B of Buffalo, Inc., (Ballantine Beer Distributors), Phoenix Brewery Corp. (Beer and Ale), Western Savings Bank (Savings Bank).

*TV Accounts:* Western Savings Bank (Bank—Savings), First National Bank (Bank—Commercial), Italian & French Wine Co. (Old Friar Brand Wines), George R. Bennett Co., Inc. (Food Broker—Neptune Sardines, Borden's Condensed Milk, Star-Kist Tuna), Buffalo General Laundries (Laundry and Dry Cleaning), Neumier Furniture Company (Furniture Manufacturers), Phoenix Brewery Corp. (Beer and Ale), Rosinski Furniture Co. (Furniture Stores), Bredenberg Distributing Co. (Imported Labatt's Beer), William Henger Company (Department Store), Lamont-Wray Motors (Chrysler-Plymouth Dealer).

### ROBERT J. ENDERS ADVERTISING, INC.

1415 K St., N.W., Washington 5, D. C.  
Phone: Sterling 2222

President.....Robert J. Enders  
Exec. Vice-President.....Howard A. Enders  
Vice-President.....Rudy Vallee  
Secretary-Treasurer.....Melvin Alan Bank  
Account Executives.....Sylvia Devey,  
Donald B. Crowl, William Fitzgerald  
Radio-TV Director.....Mary Griffin, Jr.  
Traffic Manager.....Dorothy Shick

## Advertising Agencies

TV Art Director.....Fred Waller  
 TV Film Director.....Robert L. Friend

*Branch Offices*

Packard Building, Philadelphia, Pa.

Phone: RIttenhouse 6-5491

Manager .....Al Fingerman  
 270 Park Ave., New York, N. Y.

Phone: PLaza 5-4952

Vice-Pres. ....Howard Enders  
 6611 Santa Monica Blvd., Hollywood, Calif.  
 Phone: Hillside 6118

Manager .....John Swallow  
 1176 Sherbrooke St., W., Montreal, Canada  
 Phone: Plateau 4181

Manager .....Dave Kaplan

*Radio Accounts:* Amvets (American Veterans of World War Two), Veterans of Foreign Wars, Koolvent Metal Awnings, Washington, D. C.; All-Aluminum Corp. (Chairs, Tables), Georges Radio & Television Co., Government Services Inc., Washington, D. C.; Brigg's Filtration Corp., Occidental Restaurant, Travel Inc., Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, D. C., Maryland, and Virginia; Al's Motors (Chrysler), Virginia; McCoy's (Radio, Television & Appliances), Washington, D. C.; Mid-Atlantic Appliances (Admiral and Bendix), Washington, Maryland, Virginia; Air Rome, Inc. (Trips to Holy Land), National; Home Appliance Co. (Radio, Television & Appliances), United States Government Agencies, Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Cardwells Inc. (Rugs), National Institute of Technology, Sil-i-Kleen Auto Polish, Washington, D. C.; Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Academy Motors (Hudson), Philadelphia, Pa.

*TV Accounts:* Koolvent Metal Awnings, George's Radio & Television Co., The Hecht Company (Dept. Store), Occidental Restaurant, Washington, D. C.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric), Washington, Maryland, Virginia; Al's Motors (Chrysler) Virginia; McCoy's (Radio, Television & Appliances), Mid-Atlantic Appliances (Admiral & Bendix), Washington, D. C., Maryland, Virginia; Home Appliance Company (Radio, Television & Appliances), Washington, D. C.; Hotpoint Corporation, National; Abbott Refrigeration Corp., Thor Corp. (Washers & Ironers), Sil-i-Kleen Auto Polish, Rumpus Rye (New Philadelphia Bakery), Washington, D. C.; N. Snellenburg & Company (Dept. Store), Peirce-Phelps Distributors (Admiral, Youngstown, Proctor, Hamilton), Philadelphia, Pa.; Hecht Bros. (Dept. Store), Washington, D. C.; The Hub (Dept. Store), Baltimore, Md.; Motorola, Gimbel's (Dept. Store), Frigidaire, Philadelphia, Pa.; Simon Distributing Corp. (Motorola, Hotpoint, General Electric),

Washington, D. C., Maryland, Virginia; R. H. White Co. (Dept. Store), TV Engineers of New England, Boston, Mass.; Gimbel Brothers (Dept. Store), Pittsburgh, Pa.

### ENGEL ADVERTISING, INC.

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

Phone: RAndolph 6-7220

ANPA—PPA—APA—NOAB

President & Treasurer.....Frank L. Engel  
 Vice-Pres. & Sec.....M. L. Engel  
 Art Dir. & Copy Dir.....A. A. Lausmann  
*Radio Accounts:* Superior Match Pants Co.

### ENNIS-ANDERSON ADV. AGENCY

218 Anglo Bank Bldg., Fresno, Calif.

Phone: Ph. 3-2613

President.....E. E. Anderson  
 Vice-President .....Frank Ennis  
 Art Director.....Milton M. Young  
 Radio Director.....Lon McAdams  
*Radio Accounts:* National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce.

### ERWIN, WASEY & CO., INC.

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

Phone: LEXington 2-8700

AAAA—ANPA—APA—NOAB—PPA

Chairman of the Board.....Louis R. Wasey  
 President.....Howard D. Williams  
 Vice-Presidents.....George E. Wasey,  
 David B. Williams  
 Sec.-Treas.....James F. O'Connor  
 Vice-Pres. Radio.....C. H. Cottington  
 Radio Director.....Keith B. Shaffer  
 TV Director.....Richard L. Eastland  
 Time Buyer.....Ray Simms  
 Radio Dir. (L. A.).....Robert L. Redd  
 TV Dir. (L. A.).....Charles F. Lowe  
 Time Buyer (L. A.).....Jack Schluter  
 Time Buyer (Chicago).....John Gwynn

*Branch Offices*

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

Vice-President.....L. R. Northrup

5045 Wilshire Blvd., Los Angeles 36, Calif.

Exec. Vice-Pres.....Fred M. Jordan

523 Marquette Ave., Minneapolis 2, Minn.

Manager .....Mac Martin

1st National Bank Bldg., Oklahoma City, Ok.

Manager .....Warren Humphrey

1170 Bay St., Toronto, Ont., Can.

Manager.....Ralph L. Lawson

1121 St. Katherine St. W., Montreal, Que.,  
 Canada

Manager .....Brian Devlin

*Radio Accounts:* Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Lydia E. Pinkham Medicine Co. (Vegetable Compound), Lynn, Mass.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars,

## . . . Advertising Agencies . . .

Dutch Masters Cigars), Zonite Products Corp. (Larvex), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; R. B. Semler, Inc. (Kreml Hair Tonic, Kreml Shampoo), New Canaan, Conn.; Seek and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; Peter Fox Brewing Co. (Beer and Ale), Oklahoma City, Okla.; KRO Company (Rodenticides), Springfield, O.; Jacob Riese Bottling Works (Soft Drinks), Minneapolis, Minn.; McColl-Frontenac Oil Co., Ltd. (Petroleum Products), Montreal, Que., Canada; Acme Flour Mills (Flour), Oklahoma City, Okla.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

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

### BENJAMIN ESHELMAN CO.

1522 Locust St., Philadelphia 2, Pa.  
Phone: KI 5-2590  
ANPA—APA—PPA

President . . . . . Benjamin Eshelman  
Exec. Vice-Pres. . . . . J. J. D. Spillan  
V.P. & Radio Dir. . . . . L. H. Greenhouse  
Secy.-Treas. & 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.

100 E. 42nd St., New York, N. Y.  
Phone: MUrray Hill 5-1000  
ABC—ABP—ANPA—APA—PPA

V.P. Chg. Radio . . . . . Thomas D. Luckenbill  
V.P. Chg. TV . . . . . Kendall Foster  
Bus. Mgr. Radio . . . . . Charles White  
Chief Executives . . . . . Wendell Adams,  
Stan Lomas, Sam Northcross, Helen Phillips, Max Wylie, Jack House, Edward Montague

*Radio Accounts:* Colgate (Super Suds, Fab, Vel), National Carbon (Prestone Anti-Freeze), R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Coca Cola Bottling Co.

*TV Accounts:* Colgate (Fab, Super Suds, Vel), M & M Ltd. (M & M's Candy), National Carbon (Eveready Batteries, Prestone Anti-Freeze), R. J. Reynolds Tob. Co.

(Camel Cigarettes, Cavalier Cigarettes), Coca Cola Bottling Co.

### EVANS & ASSOCIATES

Dan Waggoner Bldg., Fort Worth, Tex.

Phone: EDison 9521  
ABC—PPA—ABP—ANPA—APA  
NAAN—NOAB

Partners . . . . . Albert Evans, Jr.,  
Gordon N. Teague, Stanley Schlenker

*Radio Accounts:* Williamson Dickie Mfg. Co. (Men's Work (Clothes)); Foremost Danes; Ft. Worth Macaroni Co.

*TV Accounts:* Williamson Dickie Mfg. Co.; Fort Worth Macaroni Co.; Alcohol Druggist).

### EVANS-WORK ADV. AGENCY

318½ South Sixth St., Springfield, Ill.  
Phone: 28868

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

*Radio Accounts:* Axtell Kramer; B & F Toggery; Beatrice Foods; Bootery; Bridge Jewelry Co.; Brunk & Sapp; Camera Shop; Community Bakery; Constantino Packing Co.; Ray DeFrates; Faultless Milling Co.; Fink's Cleaners; First National Bank; Hills Bros. Co.; Jack Harman's Super Service; John S. Harms; Kennedy Laundry & Dry Cleaners; Lloyd's Cleaners; Lincoln Trail Turkey Farm; Quality Dairy; Public Food Market; Roland's; Royal Crown Bottling Co.; Seek DeVault Paint Mfg. Co.; Security Federal Savings & Loan; Springfield Motors; Springfield RefinOil Co.; Swanson Camera Shop; Arch Wilson Inc.

### THE EVERLING ASSOCIATES, INC.

1015 Chestnut St., Philadelphia 2, Pa.  
Phone: Market 7-2617  
ABP—APA

Pres., Radio-TV Dir. . . . . Frank J. Crockery  
V.P. & Dir. of Art. . . . . Reynold Abbruzzi  
*Radio Accounts:* Petroleum Heat & Power Co., Mrs. Smith Pie Co.

### FARQUHAR AND COMPANY, INC.

First National Bank Building, Utica 2, N. Y.  
Phone 3-7333

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

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

## Advertising Agencies

*TV Accounts:* Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Kleen-Maid Baking Corp. (Wholesale Baking Products), Utica, N. Y.; Playworld (Toys, Children's Furniture), Utica, N. Y.

### FEDERAL ADV. AGENCY, INC.

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

AAAA-ABP-ANPA-APA-NOAB-PPA  
Vice-Pres.-Dir. of Radio & TV

Francis C. Barton, Jr.

Asst. to Mr. Barton.....Eleanor L. Larsen  
Time Buyer.....Penelope A. Simmons  
Copywriter-Radio & TV....."Pat" Bartels,  
Asst. to Mrs. Simmons.....Jacqueline Ruta

*Radio Accounts:* American Safety Razor Corp. (Gem Blades), Brooklyn, N. Y.; Pan American 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), Stromberg-Carlson (TV Sets), New York, N. Y.

*TV Accounts:* General Cigar Co. (Van Dyck Cigars), New York, N. Y.; Gerber Baby Products (Baby Foods), Fremont, Mich.; Doeskin Products, Inc. (Facial Tissues and Paper Napkins), New York, N. Y.

### HARRY FEIGENBAUM ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.

Phone: LOcust 4-1536

ANPA-NOAB-PPA

Partners.....Harry Feigenbaum,  
David Werman

Radio & TV Director.....Franklin Roberts

*Radio Accounts:* Grabosky Brothers (Royalist Cigars), Federal Savings & Loan Associations of Phila., Hardwick & Magee Co. (Rugs & Furniture), Philadelphia, Pa.; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store, (Men's Furnishings), The Laundry Board of Trade (Phila. Laundry Associations), Fox Weiss (Furriers), Philadelphia, Pa.

*TV Accounts:* B. S. Pincus & Co. (Yankee Maid Meat Products), Booth's Bottling Co. (Carbonated Beverages), The Arrow Store (Men's Furnishings), Crescent Nut & Chocolate Co. (Nuts & Mints).

### ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.

Phone: CO 5-3642

Pres. & Radio Time Buyer,

Account Executive.....Robert Feldman  
Sec. & Treas. ....B. Michaels  
Radio Director.....C. Rhodes  
Copy Chief.....L. Barton  
TV Director.....R. Feldman

*Radio Accounts:* Nevelea Country Club,

Elliott Murphy's Aquashow, Maurella Products (Perfumes), Wivel Restaurant, Village Barn, Jack Dempsey's Restaurant, 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 Larned Blvd., Syracuse, N. Y.

Phone: 2-4175, 2-4176

ABP-APA

Pres., Space & Radio Time Buyer

Byron F. Fellows, Jr.

Secretary-Treasurer .....Marjorie Hughes

*Radio Accounts:* B W B Foods Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Company (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Company (Character Sweatshirts), Norwich, N. Y.

*TV Accounts:* B W B Foods, Inc. (Brown's Baked Beans & Bean Soup), Mexico, N. Y.; Cortland Baking Co. (Cobacko Bread), Cortland, N. Y.; Norwich Knitting Co. (Character Sweatshirts), Norwich, N. Y.

### COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,

Washington, D. C.

Phone: NATional 7713

President.....Courtland D. Ferguson

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

Copy Director.....Dudley H. Wade

Radio Director.....Jill Medby

TV Director.....Walter J. Kerwin

Art Director.....Lee Perri

Production Manager.....Eugene M. Kresan

Time Buyer.....Beatrice T. Rice

#### Branch Offices

45 Rockefeller Plaza, N. Y., N. Y.

Manager.....John P. Waddell

525 N. Charles St., Baltimore, Md.

Manager.....Phil Jackson

Life Ins. Co. of Va. Bldg., Richmond, Va.

Manager.....H. P. Martin

*Radio Accounts:* L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler

Peanut Products (Peanut Butter & Peanuts),

Wash. & Balt.; Mann's Potato Chips, Wash.

& Richmond; Smith's Storage Co., Washing-

ton; Lincoln Warehouse Corp., New York;

Manbeck Bread Co. (Bread Products),

Hagerstown, Md.; High's Lee Cream Co.

(Dairy Products), Washington, D. C.; Little

Tavern Shops (Restaurants), Wash. & Balti-

more; Lindsey-Robinson, Inc., Roanoke, Va.

*TV Accounts:* Briggs (Meat Products),

Smith's Storage Co., Washington, D. C.; P.

D. Gwaltney Co., Smithfield, Va.

### LAWRENCE FERTIG & CO., INC.

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

Phone: MUrray Hill 9-7100

ABP-ANPA-APA-NOAB-PPA

President-Treasurer.....Lawrence Fertig



## Advertising Agencies

Exec. Vice-Pres. & Sec.....Alexander Slavitt  
 Vice-President .....Philip Lukin  
 Space Buyer.....Miss Selma Grosswirth  
 Art Director.....Stanley Dusek  
 Production Manager.....Hal Cooke  
 Radio-TV Time Buyer, Dir...Jos. H. Mintzer

### ROBERT G. FIELDS & CO.

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

#### ABP

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

*Radio Accounts:* Robt. Orr & Co. (Coffee),  
 St. Bernard Coal Co. (Coal), Coal Heating  
 Service (Coal), Milk for Health, Inc.  
 (Milk), Nashville, Tenn.

*TV Accounts:* Nashville Pure Milk Co.  
 (Dairy Products), Nashville; Moore Handley  
 Co. (Hardware); Red Ace Petroleum Co.  
 (Coal & Oil).

### FIRESTONE-GOODMAN ADV. AGENCY, INC.

445 Loeb Arcade, Minneapolis 2, Minn.  
 Phone: Main 4393

#### ANPA—APA

Pres., Radio Dir. & Copy Chief

Allan L. Firestone

Treas. & Art Director.....Archie Goodman  
 Secretary.....R. S. Firestone  
 Space Buyer.....L. Koehler

### M. M. FISHER ASSOCIATES

134 N. LaSalle St., Chicago 2, Ill.  
 Phone: CEntral 6-1610-1611

Owner.....Jack L. Fisher  
 Time Buyer.....Helene Heinz  
 Radio & TV Dir... Jack L. (Bud) Fisher, Jr.

*Radio Accounts:* Bass Bros. Furniture Co.,  
 Chicago, Ill.; Bell Savings & Loan Assn.  
 (Local Radio), Cook Co. Central Demo-  
 cratic Committee—Political (Radio-selected  
 Localities), National Foundation for Infan-  
 tile Paralysis (Midwest Rep.), New York &  
 Chicago; Tam O'Shanter Country Club (Golf  
 Tournaments Only), Chicago; United Artists  
 Corp. (Motion Picture), Chicago (Radio Se-  
 lected Localities); Universal-International  
 Pictures (Motion Pictures), Chicago (Radio  
 Selected Localities).

*TV Accounts:* Cook Co. Central Demo-  
 cratic Committee (Political), Chicago (Se-  
 lected Localities); Tam O'Shanter Country  
 Club (Golf Tournaments), Chicago; Harvey  
 Lumber Co., Chicago; Lowebco, Inc. (Wil-  
 solve & Concrete), Nat'l. Foundation for In-  
 fantile Paralysis, Chicago & N. Y.; Phillips  
 Prod. (Aurillum), Chicago, Ill.; United  
 Artists Corp.; Universal-International Pic-  
 tures Corp.

### FITZGERALD ADVERTISING AGENCY

Lee Circle Bldg., New Orleans, La.  
 Phone: TU 3131

#### AAAA—ABC—ABP—ANPA

Director, Radio Dept.....Aubrey Williams  
 TV Director.....Tom Newman  
 TV Production.....A. David Cloud

*Radio Accounts:* Alabama-Georgia Syrup  
 Co. (Alaga Syrup), Montgomery, Ala.; Pan-  
 Am. Southern Corporation (Petroleum  
 Products), Jackson Brewing Company (Jax  
 Beer), Wesson Oil & Snowdrift Sales Co.  
 (Snowdrift Shortening, Wesson Oil), South-  
 ern Cotton Oil Co. (Crustene and Scoo  
 Shortening), New Orleans, La.; Blue Plate  
 Foods, Inc. (Coffee, Mayonnaise, Salar Dress-  
 ing, Margarine, Jellies and Preserves, Peanut  
 Butter), H. G. Hill Stores (Grocery Store  
 Chain), New Orleans, La.

*TV Accounts:* Jackson Brewing Company  
 (Jax Beer), Godchaux Sugars, Inc. (God-  
 chaux Sugar), H. G. Hill Store (Grocery  
 Store Chain), Higgins, Inc. (Flooring &  
 Institutional); La. State Rice Milling Co.  
 (Mahatma, Fag, Water Maid Rice); So. Cot-  
 ton Oil Co.; Wesson Oil & Snowdrift Sales  
 Co. (Wesson Oil, Snowdrift).

### FLACK ADV. AGENCY, INC.

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

#### AAAA—ABP—ANPA—APA—PPA

President.....John B. Flack  
 Secretary.....Florence O. Miller  
 Treasurer.....J. K. Bowman  
 Account Executives.....Claire Evans,  
 Arnold T. Bowden, William P. Conklin,  
 Grover H. Hubbell

### FOLEY ADVERTISING AGENCY

N. B. C. Bldg., Cleveland 14, O.  
 Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley  
 Sec.-Treas., Space Buyer...Helen M. Little  
*Radio Accounts:* I. J. Fox, Inc. (Retail Fur-  
 rier), Morton S. Pine Co. (Day's Pine  
 Cleanser), Cleveland, O.

### THE RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.  
 Phone: KIngsley 5-1560

#### AAAA—ABC—NOAB

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

*Radio Accounts:* Abbotts Dairies, Inc.  
 (Milk, Cheese & Ice Cream), Beneficial  
 Saving Fund (Banking), Delaware Steeple-  
 chase & Race Assn. (Horse Racing), Wil-

## Advertising Agencies

mington, Del.; Harford County Fair Assn. (Horse Racing), Bel Air, Md.

*TV Accounts:* Abbotts Dairies, Inc. (Milk, Cheese, & Ice Cream), Beneficial Saving Fund (Banking), Philadelphia, Pa.; Atlantis Sales Corporation (Silver Polish), Rochester, N. Y.; Becker-Mills, Inc. (Pontiac Autos); Louis Burk, Inc. (Meats).

### FOOTE, CONE & BELDING

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

Phone: MURray Hill 8-5000

ANPA—AAAA—PPA—APA—ABP—  
NOAB

President ..... Don Belding  
Exec. V.P. .... William E. Berchtold  
V.P. & Gen. Mgr. .... M. P. Franceschi  
Vice-President ..... A. E. Rood  
Exec. V.P. .... Elwood Whitney  
Exec. Asst. to the Pres. .... Frank Delano  
V.P. in Chg. Media & Research

Sherwood Dodge

Vice-President ..... Kenath T. Sponsel  
V.P. & Mgr., Eastern Motion

Picture Div. .... Harold Holt

Vice-President ..... Cyrus H. Nathan

Radio Director ..... Thomas McDonnell

TV Director ..... Roger Pryor

Research Director ..... Barrett F. Welch

Media Director ..... Joseph S. Spiegel

Prod. Dept. Mgr. .... J. A. Kochler

Radio Bus. Mgr. .... Lillian Selb

Publicity Director ..... George Wolf

#### *Branches Offices*

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

Phone: Superior 7-4800

Chairman of Board ..... Fairfax M. Cone

Executive V.P. .... J. H. E. Davis

Vice-Pres. & Treas. .... Wm. R. Sachse

Radio, TV Bus. Mgr. .... Harry Dieter

Radio, TV Prod. Mgr. .... Richard L. Davis

Radio, TV Time Buyer ..... Genevieve Lemper

601 W. Fifth St., Los Angeles 17, Calif.

Phone: MICHigan 7651

President ..... Don Belding

Exec. V.P. & Mgr. .... William J. Pringle

Asst. Treasurer ..... Eugene Duckwall

Radio Time Buyer ..... Claire Koren

235 Montgomery St., San Francisco 4, Calif.

Phone: SUTter 1-2355

Vice-Pres. & Mgr. .... Ford Sibley

Media Director ..... Llew A. Jones

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-6265

Vice-Presidents ..... Robert Ballin.

Elliston Vinson

Esperson Bldg., Houston 2, Texas

Phone: ATwood 8561

Co-Managers ..... C. Burt Oliver,

Stephen R. Wilhelm

Radio Time Buyer ..... Grace Spanihel

Pacific Bldg., Portland 4, Oregon

Phone: ATwater 8181

Leith F. Abbott

*Radio and TV Accounts:* Acme Breweries

—Bohemia Dist. Co., San Francisco and Los Angeles; Armour and Co., Beatrice Foods Co., Emerson Radio and Phonograph Corp., New York, N. Y.; First Natl. Bank, Chicago; Frigidaire Div., General Motors Corp., Dayton, O.; General Foods Corp., New York, N. Y.; Post Toasties, Krinkles, Instant Postum, Postum Cereal, Calumet Baking Powder, La France Bluing, Satina; Gulf Brewing Company, Houston, Tex.; Hall Brothers, Incorporated, Kansas City, Mo.; International Latex Corporation, Dover, Del.; Marshall Field & Company, Chicago, Ill.; Nepera Chemical Co.; New Home Sewing Machine Company, Beverly Hills, Calif.; New York Central System; Pepsodent Div., Lever Brothers Co., New York, N. Y.; Purux Corp., Ltd., Roma Wine Company, S & W Fine Foods, Inc., San Francisco, Calif.; Security First Natl. Bank, Los Angeles; The Toni Company, Div. of Gillette Safety Razor Co., Chicago; Union Oil Co. of Calif., Los Angeles; RKO Theatres (RKO Service Corporation), New York, N. Y.

### MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.

Phone: GILbert 2-3645

#### APA

President ..... M. J. Ford  
Publicity Director ..... William Qucale

*Radio Accounts:* Berent-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

### ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.

Phone: COrtlandt 7-5060

ABP—ANPA—APA—NOAB—PPA

Chairman of the Bd. .... Howard W. Calkins

Vice-Chairman of Bd. .... Frank J. Reynolds

President ..... J. M. Hickerson

Sr. Vice-Pres. .... Victor J. Cevaseo

Exec. Vice-Pres. .... Richard A. Cullinan

Vice-Pres. & Treas. .... S. A. Speake

Vice-Pres. & Sec. .... E. G. McAdie

Vice-Pres., Pub. Dir. .... Howard W. Calkins

Vice-Presidents ..... Frank D. Cruikshank,

Howard C. Allen

Dir. of Radio & TV ..... Robert W. Day

#### *Branch Offices*

One La Salle St., Chicago 2, Ill.

Phone: DEarborn 2-6424

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

10 Post Office Square, Boston 9, Mass.

Phone: HAcock 6-5900

Vice-President ..... Joseph R. Hamlen

Packard Bldg., Philadelphia 2, Pa.

Phone: RITtenhouse 6-3915

Vice-President ..... Milton T. Kyle

## Advertising Agencies

235 Montgomery St., San Francisco, Calif.  
Phone: YUkon 6-4641

Manager.....Lucrezia H. Kemper  
1510 19th St., Washington 6, D. C.  
Phone: Columbia 8449

Manager .....Day Thorpe

### JONES FRANKEL CO.

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

NOAB—ABP—ANPA—APA—PPA

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

Space Buyer.....Helen Eich  
Radio-TV Director.....Lew Sanders

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

*TV Account:* Rosin-Starr.

### FRANKLIN & GLADNEY, INC.

23 West 47th St., New York 19, N. Y.  
Phone: PLaza 7-7690

ABP—ANPA

President .....Dolph Franklin  
Secretary .....Edith Schless  
Director of Mdsng....Bernard W. Maxwell  
Radio-TV Director.....Dolph Franklin

*TV Accounts:* Supreme Wines (Wine), New York, N. Y.; Stern Department Stores; Mawson De Many (Furrier), Philadelphia, Pa.; L. Fish Stores (Furniture), Chicago, Ill.; Hecht's Department Stores (Department Stores).

### THE FREDERICK-CLINTON CO., INC.

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

Phone: MUrray Hill 2-7433

ABP—ANPA—APA—NOAB

President.....F. C. Berger  
Exec. V.P.....H. S. Rieff

Secretary.....R. S. Buckbinder  
Art Director.....E. Gambale

Production Manager.....Phil Berman  
V.P.-Radio & TV Dir.....Sydney Rubin

*Radio Accounts:* Adler Shoes, New York; Milrose Products (RAD Cleaner), New York; The Reporter (Magazine), New York; Gilbert Mfg. Co. (Electrical Prod.), New York.

*TV Accounts:* Adler Shoes for Men, Milrose Products (RAD Cleaner), Vim Electric Co. (Hallcrafters TV & Norge), New York.

### CURT FREIBERGER & CO.

1349 Court Place, Denver 2, Colo.

Phone: ALpine 2048

ANPA—AAAA—PPA—ANPA

President.....C. J. Freiburger  
Vice-President.....Kent Thomas

Secretary.....Charles A. Haskell  
Treasurer .....Esther Piper

*Radio Accounts:* Central Bank & Trust Co., Tivoli Brewing Co., Toner's Peanut Butter, Colorado Potato Flake Mfg. Co., Associated Grocers of Colo., Sheridan Brewing Co.

### FREITAG ADV. AGENCY

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

Phone: HEMlock 1345-6

ANPA—APA—NOAB—PPA—AAAN

Owner.....J. V. Freitag

Prod. Mgr. & Art Dir.....H. J. Torgesen

Space Buyer.....M. K. McGowan

Secretary, Radio Dir.....R. W. Wallace

*Radio Accounts:* Columbia Baking Co., Walton Rice Mill, Inc.

### OAKLEIGH R. FRENCH & ASSOCIATES

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

Phone: NEwstead 0037

AAAA—ABC—ABP—NOAB—ANPA

PPA—APA—AFA

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

Art Director.....Matthew Falk

Dir. Client Service.....Richard C. Lynch

Media Director.....C. Sewell Pangman

Dir. Radio & TV.....Al Maescher, Jr.

*Radio Accounts:* Mercantile Commerce Bank & Trust Co., Dixie Mills, H. P. Coffee Company, Meletio Sea Food Company, Whistle & Vess Beverages, Inc., St. Louis; Federal Savings Bank, R. E. Funsten Co., Gen. Electric Appl. Co., Inc., St. Louis, Mo..

*TV Accounts:* Whistle & Vess Beverages, Inc., St. Louis Federal Savings & Loan Assn., R. E. Funsten Co., Christian Peper Tobacco Co., Gen. Elec. Appl., Inc., St. Louis, Mo.

### AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone: HIGate 4-6580

(See Complete Listing Under "A")

### HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.

Phone: Liberty 2-0183

ANPA—APA—PPA

President.....Karl M. Frost

Vice-President.....Harold E. Bessom

Treasurer.....Harry M. Frost

Asst. Treasure.....Florence A. Dondero

Secretary.....Harvey P. Newcomb

Newspaper Space Buyer....Anna V. Turner  
Magazine Space Buyer & Prod. Mgr.

Harold E. Bessom  
Radio & TV Dir., Time Buyer

Harvey P. Newcomb  
*Radio Accounts:* Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Winslow Chip Company (Potato Chips, Products), Marblehead, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Mattapan, Mass.; Campbell-Fairbanks, Inc. (Sportsmen's Shows), Boston, Mass.; Frank Bownes Paint Co. (Modene Paints), Chelsea, Mass.; Jasper Wyman & Sons Co. (Wyman's Blueberries), Mill-

## Advertising Agencies

bridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Coal Co. (Fuel), Cambridge, Mass.

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

### FULLER & SMITH & ROSS, INC.

1501 Euclid Ave., Cleveland 15, O.

Phone: CHerry 1-6700

AAAA—ABP—ANPA—APA—NOAB—PPA  
 President.....Allen L. Billingsley  
 Exec. Vice-Pres.....E. L. Andrew  
 V.P. & Mgr. (Cleveland Office).....W. A. Wright  
 Secretary-Treasurer.....C. C. Reidenbaugh  
 Asst. to Pres. (Cleveland).....J. C. Maddox  
 Media Dept. Mgr. (Cleveland).....W. J. Staab  
 Media Dept. Mgr. (New York).....G. R. Lyon  
 Media Dept. Mgr. (Chicago).....L. J. Boyce  
 Radio, Film, TV Dept. Mgr.

(Cleveland Office).....Richard F. Reynolds  
*Branch Offices*

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

Phone: MUrray Hill 6-5600

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

Phone: ANdover 3-5041

Vice-Pres. & Mgr.....E. J. Lauesen  
*Radio Accounts:* Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commonwealth Shoe & Leather Co. (Shoes), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

*TV Accounts:* Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Orange Screen Co., Linder Davis Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

### FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-7393

ABP

Pres., Radio Time Buyer.....Norman Furman  
 Vice-President.....Irving J. Gottlieb  
 Secretary.....Nathan Rothenberg  
 Art Director.....Edwin R. Swaback

Acct. Executives.....H. Edward Simon  
 Lon Shaw

Space Buyer.....Alice Wiener

*Radio Accounts:* American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

### GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.

Phone: Garfield 2915

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

Ch. of Board.....H. S. Gardner  
 President.....E. G. Marshutz  
 Sec. & Treas.....J. V. Kirchhoff  
 V.P., Radio-TV.....Roland Martini  
 Radio-TV Director.....William Fisher

*Branch Office*

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

Phone: COLUMbus 5-2000

Exec. Vice-Pres.....Roland Martini

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

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

### W. W. GARRISON & COMPANY

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

Phone: SUperior 7-8388

APA—ANPA—PPA—NOAB

Pres., Treas., Acct. Exec....W. W. Garrison  
 Sec., Space & Radio Time Buyer...G. P. Schill  
 V.P. & Acct. Exec.....Earl Lines  
 Art Director.....O'Cal Hanson  
 Account Executive.....J. C. McDonough

*Radio Accounts:* Florida Citrus Exchange, Gibson Refrigerator Co.

### GEARE-MARSTON, INC.

21 S. 12th St., Philadelphia 7, Pa.

Phone: LOcust 4-0530

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA

President.....Norman W. Geare  
 V.P.-Media Director.....Frank C. Murphy  
 Secretary.....William G. Huckel  
 Treasurer.....Elizabeth A. Heath  
 Account Executives.....Bates Compton,  
 John F. Rooney John W. Claghorn, J.  
 Ross Pilling, Jr., Wm. E. Sargner, John  
 F. Coverly-Smith, Edward B. Scull.

Public Relations Director.....Wm. C. Faust  
 Radio-TV Dir.....Edward B. Harvey

## Advertising Agencies

### Branch Office

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

Phone: LEXington 2-0880

Vice-President.....Charles S. O'Donnell

**Radio Accounts:** Penn Mutual Life Insr. Co. (Insurance), Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Diston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

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

### **GERTH-PACIFIC ADV. AGENCY**

604 Mission St., San Francisco 4, Calif.

Phone: GARfield 1-1081

AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth

Account Executive.....J. W. Clark

Media Director.....Pat Crowell

Production Manager.....M. F. Musil

### Branch Office

2050 High Tower Dr., Hollywood 28, Calif.

Manager.....Orson Hauter

**Radio Accounts:** David D. Bohannon Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

**TV Account:** Calif. Fruit Products, Ltd.

### **GETSCHAL & RICHARD, INC.**

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

Phone: PLaza 9-1332

ABP—ANPA

President.....Budd Getschal

Vice-President.....Richard Ash

**Radio-TV Accounts:** Emerson TV & Radio Corp.; Sealy Mattress Co. of N. Y.; Friendly Frost Stores; Sales Affiliates, Inc.

### **GEYER, NEWELL & GANGER, INC.**

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

Phone: PLaza 5-5400

AAAA—ABP—ANPA—APA

NOAB—PPA—AFA

President.....Bertram B. Geyer

Exec. Vice-Pres.....H. W. Newell

Vice-Presidents.....C. A. Brocker,

A. J. Cole, J. H. Sheldon, A. A. Surin, E.

F. Thomas, W. R. Mason, E. G. Frost, A. C.

DePirro, G. Martin, J. Monsarratz

Treasurer.....J. R. Kunz

Publicity Director.....E. F. Thomas

Radio-TV Director.....Frederick A. Long

Associate Director.....George J. Zachary

Traffic.....Richard M. Bradshaw

Time Buyer.....Betty Powell

### Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.

Phone: Webster 3-5520

Vice-President.....John L. McQuigg

Executive Contacts.....W. Graham,

H. Wilson, Ralph Wolfe

931 Third National Bldg., Dayton 2, O.

Phone: Ful-ton 4145

Vice-President.....E. G. Frost

**Radio Accounts:** Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; Hat Corp. of America (Knox Hats), N. Y.; Chicopee Mills (Tobacco Seed-bed covers), N. Y.; United Aircraft Corp. (Sikorsky & P. & W.), E. Hartford, Conn.

**TV Accounts:** Nash-Kelvinator Corp. (Nash, Kelvinator, Leonard), Detroit, Mich.; Continental Oil Co. (Conoco), Ponca City, Okla.; P. Lorillard; Zippo Mfg. Co. (Lighters), Bradford, Pa.; U. S. Industrial Chemicals, Inc., N. Y.

### **GIBBONS ADVERTISING AGENCY, INC.**

802 Daniel Bldg., Tulsa 3, Okla.

Phone: 4-2444

ABC—ABP—ANPA—AFA—SNPA—APA

Pres. & Treas.....J. Burr Gibbons

Vice President.....John B. Gibbons

Vice President.....R. W. Peterson

Secretary.....Viola Neese

Radio-TV Dir.....Mercedes (Dee) Freiday

**Radio Accounts:** National Bank of Tulsa (Banking and Trust Services), Tulsa, Okla.; Stanley's Funeral Service (Funeral Service), Tulsa, Okla.; State Federal Savings & Loan Ass'n. (Savings, Loans and Investments), Tulsa, Okla.; Thurston Chemical Company (Bem Brand Fertilizer), Joplin, Mo.; Hale-Halsell Co. (Coffee and Canned Foods), McAlester, Okla.; Wortz Biscuit Co. (Crackers and Cookies), Ft. Smith, Ark.; Tom P. McDermott, Inc. (Tires, Service & Recapping and Appliances), Tulsa, Okla.; Jenkins Music Co. and Radio-TV Center (Appliances), Tulsa, Okla.; Sand Springs Home Farms (Turkeys and Eggs), Sand Springs, Okla.; John Brown University (Schools), Siloam Springs, Ark.; Liberty Glass Company (Milk and Beverage Bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (VICO Dog Food), Sand Springs, Okla.; H. M. McDaniel Co. (Real Estate & Home Building), Tulsa, Okla.; Short Stop Hamburger Stands (Hamburgers), Tulsa, Okla.; Southwestern Ornamental Iron Works (Ornamental Iron), Tulsa, Okla.; Whitener's Department Store (Ready-to-wear and home needs), West Tulsa, Okla.; Prayson Candies Co. (Candies and Yogurt), Tulsa, Okla.; Hope Lumber and Supply Co. (Paint, Appliances & Lumber), Tulsa, Okla.; Whitaker Manah (TOK Meat Tenderizer), Tulsa, Okla.; Comet Moving & Storage Co. (Moving & Storage Service), Tulsa, Okla.

**TV Accounts:** National Bank of Tulsa (Banking and Trust Services), Tulsa, Okla.; Hope Lumber & Supply Co. (Paint, Appliances and Lumber), Tulsa, Okla.; Tom P. McDermott, Inc. (Appliances, Tires, Recapping Service, Motor Oil), Tulsa, Okla.; State Federal Savings & Loan Ass'n. (Savings and Investments), Tulsa, Okla.; Wortz



## Advertising Agencies

Biscuit Company (Crackers and Cookies), Ft. Smith, Ark.; Whitaker Manah (TOK Meat Tenderizer), Tulsa, Okla.

### J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada

Phone: Empire 4-2111

AAAA—ABC—CDNA—CWNA—CNN & PA  
CAAA

Chairman of Board.....R. A. Stapelis  
President.....Mrs. J. J. Gibbons  
V.P. & Managing Dir.....H. M. Tedman  
Vice-Pres. & Gen. Mgr.....R. B. Pattinson  
Secy./Treas.....E. T. Saunders  
V.P. & Secy.-Treas.....E. T. Saunders  
Vice-President.....J. G. Russell  
Toronto Radio Mgr.....D. S. Marshall  
Calgary Radio Mgr.....A. Swanson

#### Branch Offices

924 Dominion Square Bldg., Montreal, Que.  
Manager.....R. L. Burdick  
272 Scott Block, Winnipeg, Manitoba  
V.P. & Manager.....A. B. Johnston

### GIBRALTAR ADV. AGENCY, INC.

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

Phone: Murray Hill 7-7896

President.....Charles J. Basch, III  
Vice-President.....Leo Berman  
Treasurer.....Clarence Schmidt  
Secretary, Radio & TV Dir.....Frances Scott  
Radio & TV Time Buyer.....Gloria Lubin  
Publicity Director.....Earl Schneiderman  
*TV Account:* Bonafide Mills, Inc. (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.

*Radio Account:* Pomatex, Inc. (Hairdressing and Pomade).

*Radio & TV:* Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).

*Other accounts:* Leelite Incorp. (Mfrs. of aluminum furniture); Kurt A. Baer, Inc. (Mfrs. Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boat-ing supplies); Nan Duskin, Inc. (Women's Specialty Store).

### GILLHAM ADVERTISING AGENCY

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

Phone: 4-5516

ABP—ANPA—APA

President-Treasurer.....M. C. Nelson  
Exec. Vice-President.....Lon Richardson  
Vice-President.....Robert F. Rohlfing  
Vice-President.....Wendell J. Ashton  
Secretary.....Marjorie Farrell  
V.P., Radio-TV.....Victor V. Bell  
Asst. Dir. Radio-TV.....Heber C. Wolsey  
Time Buyer.....Enid N. Ogaard

*Radio Accounts:* Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream,

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

*TV Accounts:* Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Henager School of Business, Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Sego Milk Products Co. (Sego Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

### BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.

Phone: DALY 8-5948

AAAA—ABC—ABP—ANPA—AFA

Owner.....Bert S. Gittins  
Prod. Dir.....Stewart Carlson  
Media Dir.....Esther Block  
Copy Dir.....Harold Nelson  
Ind. Copy Dir.....Franklin J. Beezley  
Office Mgr.....Erwin R. Holtz  
Radio & TV Executive.....Gerald L. Seaman  
Radio & TV Executive.....Verne Launsten  
*Radio Accounts:* Allis-Chalmers Mfg. Co.

## Advertising Agencies

(Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

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

### GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.  
Phone: DUNKirk 4-2141

AAAA—ANPA—PPA

President.....G. F. Glasser  
Vice-President.....P. E. Gailey  
Secretary-Treasurer....Howard W. Gambrell  
Art Director.....Eric S. Heizer

#### Branch Office

79 Post St., San Francisco, Calif.

Phone: EXbrook 2-6468

*Radio Accounts:* Ralph Grocery Co., Tropical Preserving Co., Santa Clara Packing Co. (Quality Canned Fruits, Juices, Nectars), San Jose; L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

### GLEW ADVERTISING AGENCY

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

Phone: 9-4052

ABP—ANPA

Owner-Operator.....Francis K. Glew  
*Radio Accounts:* Miller & Zeilstra Lumber Co., Grand Rapids, Mich.; Rausser's Sausage Co., Grand Rapids, Mich.

### GOLDEN ADVERTISING AGENCY

44 Court Street, Brooklyn 2, N. Y.

Phone: MAIn 4-1375

ABP—ANPA—AFA

President.....Ben Golden  
Account Executives.....William Goldstein,  
Gus Goldman

*Radio Accounts:* EDCO Electric Co. (Sylvania & Thor Washers), New York; Carl's Men's Shops (Men's Wear), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

### GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.

Phone: Superior 7-6746

AAAA—ANPA—PPA—ABP

President.....Clyde M. Joice  
Exec. Vice-President....Harlow P. Roberts  
Treas. & Copy Chief....Garrick M. Taylor  
Secy. & Media Dir....Florence A. Neighbors  
Research & Mdse.....George B. Frank  
Asst. Media Director.....J. Alden Joice  
Production Manager.....Doris Monnette  
Account Executive.....Henry Nathan

*Radio Accounts:* Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Jewel Tea Co., Inc., The

Illinois Canning Co., Laboratory Products Co., C. H. Runciman Co., Lowell, Mich.

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

### GOTHAM ADVERTISING CO.

2 W. 46th St., New York 19, N. Y.

Phone: LUXenburg 2-2880

APA—ABP—ANPA—PPA—ABC

Chairman of Bd.....G. Ellsworth Harris  
President.....Duncan D. Sutphen, Jr.  
Exec. V.P. & Treas.....Arthur A. Kron  
Vice Pres.....Robert F. Kendall  
Vice Pres.....Arthur F. Connolly  
Secretary.....Chester A. Priest  
Dir. Radio & Television...Arthur A. Kron  
Radio Time Buyer....Kathleen K. Barton

#### Branch Offices

Gotham de Mexico, S. A.

Bolivar 8, Despacho 607, Mexico D.F., Mexico  
Director.....Edwin J. Ryan

Coudrey-Gotham Prop. Ltd.

5-7 Barrack St., Sydney, Australia

Director.....C. J. Coudrey

*Radio Accounts:* Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; La Regione Siciliana (Sicily Tourism), Turin, Italy; Lucille Villiers Inc. (Perfume), New York, N. Y.

*TV Accounts:* Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; Lucille Villiers, Inc. (Perfume), Turin, Italy.

### GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.

Phone: WALnut 2-3636

ABC

Partner.....Jerome B. Gray  
Partner & Radio Dir....Edmund H. Rogers  
Partner.....Robert W. Graham  
Partners.....Sherman G. Landers,  
Russell K. Carter, Samuel Chew, William B. Edwards, William S. Harvey, Edmond G. Thomas, Atherton Seeley.

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

Radio-TV Dir.....J. C. Hirst

*Radio Accounts:* Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Capital Bakers, Inc. (Bread), Harrisburg, Pa.; Bell Tele. Co. of Penna. (Service), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Thomas A. Edison, Inc. (Automobile Batteries), Orange, N. J.; The M. A. Hanna Company (Coal), Philadelphia, Pa.; Harleysville Mutual Casualty Co. (Insurance), Harleysville, Pa.; Keystone Automobile Club, (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.; Spring Garden Institute (Service),

## . . . Advertising Agencies . . .

Philadelphia, Pa.; Sunshine Brewing Company (Beer); Reading, Pa.

*TV Accounts:* Associated Hospital Serv. of Phila. (Hospitalization), Philadelphia, Pa.; Chevrolet Dealers Ass'n of Phila. (Service), Philadelphia, Pa.; Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; Sunshine Brewing Company (Beer), Reading, Pa.; Philadelphia Zone Planning (Service automotive), Philadelphia, Pa.

### GREEN-BRODIE

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

Phone: PLaza-3-9533

ANPA—PPA

Partners.....Julian P. Brodie, Alan Green  
Space & Time Buyer.....Betty Gershon  
Art Director.....Cecil Baumgarten  
Production Director.....Melford Brodie  
Copy Chief.....Mark Issacs

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

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

### GREY ADVERTISING AGENCY, INC.

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

Phone: CHickering 4-3900

AAAA—ABP—ANPA—APA—NOAB—PPA  
President.....Lawrence Valenstein  
Executive Vice-Pres.....Arthur C. Fatt  
Media & Research Dir....Herbert A. Vitriol  
V.P. & Radio-TV Dir.....Wm. A. Chalmers  
Business Mgr. Radio-TV.....Barbara Jones  
TV Prod. Mgr.....Robert Peyson  
Radio Prod. Mgr.....Gerald F. Ford  
Time Buyer (AM-TV).....Philip Leshem  
*Radio Accounts:* Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Hollanderizing Corp. of America, New York; Pharmaco Laboratories, Inc. (Admiracion Shampoo), Kenilworth, N. J.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.

*TV Accounts:* Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Bond Stores, Inc., Bernard Ulmann & Co., Inc., Long Island City, N. Y.; Good-Humor, Inc. (Ice Cream), N. Y.; De Jur Amisco (Cameras), N. Y.; I. P. Kleinert Rubber Co., Inc., New York.

### THE GRISWOLD-ESHELMAN CO

Terminal Tower, Cleveland 13, O.

Phone: TOWer 1-3232

AAAA—ANPA—PPA—APA—ABP

NOAB—ABC—SNPA

President.....Kenneth W. Akers  
Vice President.....Charles Farran

Vice President.....S. A. Lewis  
Vice President.....E. R. Preble  
Secretary-Treas.....John F. Davis  
Asst. Treasurer.....William A. Weaver  
Dir. of Radio & TV.....John R. Schmunk

*Branch Office*

307 West Broadway, Louisville 2, Ky.

Phone: Amherst 2474

Donald McDonald.....Manager  
*Radio Accounts:* B. F. Goodrich Co. (Farm Tires), Akron, O.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland, O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat'ls for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.; The Tremco Mfg. Co. (Building Maintenance Materials), Cleveland, O.

*TV Accounts:* Consider H. Willett Co. (Furniture), Louisville, Ky.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Morton Packing Co. (Frozen Packaged Foods), Louisville, Ky.; First Nat'l Bank of Louisville, Ky. (Banking Service), Louisville, Ky.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.

### JULIAN GROSS ADV. AGENCY

11 Asylum St., Hartford 3, Conn.

Phone: 7-7179

ABP—NAAN

Pres., Treas., Pub. Dir.....Julian Gross  
Vice-President.....Beulah Gross  
Art Director.....Declan Powers  
Sec., Media Dir., Radio Time Buyer

Libby Dunn

Copy Chief.....James J. Osebold  
*Radio Accounts:* (21 Local and Regional.)

### ART GRUBER ASSOCIATES, ADVERTISING

5316 S. Girard Ave., Minneapolis 19, Minn.

Phone: REgent 1307; 0373

APA—PPA

Pres., Treas.....Arthur R. Gruber  
Secretary.....E. M. Gruber  
Art Director.....Donald Layman

## Advertising Agencies

**Radio Accounts:** Dolly May Cookies Co. (Cookies), Minneapolis, Minn.; Courtesy Motors (Automobiles), St. Paul, Minn.; Davis Furniture & Appliances (Appliances-Furniture), Minneapolis, Minn.; Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

**TV Accounts:** Chem Search Laboratories (Vitamins), Minneapolis, Minn.; Jay Kline Chevrolet, Inc. (Automobiles), So. St. Paul, Minn.; Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Lane Bryant (Fashions), Minneapolis, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Old Home Creameries, Inc. (Cottage Cheese, Butter), Minneapolis, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis, St. Paul, Minn.; People's Furniture Co. (Home Furnishings), St. Paul, Minn.; Royal Packard Inc. (Packard Automobiles), St. Paul, Minn.; Rusco Window Company (Self-Storing Windows), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (Desoto Plymouth), Minneapolis-St. Paul, Minn.

### GULFORD ADVERTISING AGENCY

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

Phone: PENnsylvania 6-8518

ANPA

Account Executive.....Frances G. Guilford

### JOHN L. HALPIN ADVERTISING

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

Phone: 2-0492

Partners.....John L. Halpin,  
Marion G. Halpin

Copy Chief.....L. A. Maney

Production Chief.....E. L. Mincher

Art.....A. J. Hitchins

**Radio Accounts:** Jonathan Levi Co., Wallace Co., Mynderse Beverage Co., Cobleskill Agricultural Society.

**TV Accounts:** IUE-CIO (Trade Union), Schenectady, N. Y.

### HANLY, HICKS & MONTGOMERY, INC.

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

Phone: LOnacre 5-5000

AAAA-ABP-ANPA-PPA-APA

NOAB-ABC

Chairman of Board.....C. P. Hanly

President.....H. M. Montgomery

Sec.-Treas. & Media Dir.....H. E. Lehman

Vice-Presidents...R. N. Mann, H. O. Nelson

*Branch Office*

Wallace-Ferry-Hanly Co.

400 W. Madison St., Chicago, Ill.

Phone: FRanklin 2-6440

President.....L. T. Wallace

### HART-CONWAY CO., INC.

45 Exchange St., Rochester 14, N. Y.

Phone: LOcust 3520

ANPA-APA-PPA-ABP

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

**Radio Accounts:** Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Hallman Chevrolet Co. (Chevrolet Dealer), Rochester, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Sears, Roehuck & Co. (Department Store), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Whiting-Buick, Inc. (Buick Distributor), Rochester, N. Y.

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

### GEORGE H. HARTMAN CO.

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

Phone: STate 2-0055

ABP-ANPA-APA-NOAB-PPA

President.....George H. Hartman

Vice-President.....Edwin Cahn

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

Radio-TV Director.....Thomas Kivlan

**Radio Accounts:** Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), M. J. Lananah Co. (Automobiles), Chicago Tribune (Newspaper), Berghoff Brewing Corp. (Beer), Fort Wayne, Ind.; Hartz Mountain Products (Bird Food), New York, N. Y.;



## Advertising Agencies

Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.; Boyer International Labs. (Cosmetics), Chicago.

*TV Accounts:* Edward Hines Lumber Co. (Lumber), Nelson Bros. (Furniture), Berg-hoff Brewing Corp. (Beer), Fort Wayne, Ind.

### THE F. H. HAYHURST COMPANY LIMITED

38 King St. W., Toronto, Ontario, Canada  
Phone: EMpire 4-9263

President.....W. P. Hayhurst  
Vice-President.....Geo. F. Hayhurst  
Director.....H. W. E. Pepler  
Director.....D. J. Leonard  
Director.....N. L. Drynan  
Radio-TV Director.....R. D. Amos  
Asst. Radio-TV Dir.....C. M. Harrison

#### Branch Office

Drummond Bldg., Peel St., Montreal, Que.  
Phone: HArbour 0131

Manager.....B. J. Leopold  
*Radio Accounts:* Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Templeton's Limited (Raz-Mah & T-R-C's), Toronto, Ont.; Addisons Limited (Radio, Television, Norge Products), Toronto, Ont.; Brading Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Dr. A. W. Chase Co. Limited (Nerve Food, Kidney & Liver Pills), Oakville, Ont.; Best Foods Limited (Nucoa Margarine), Hamilton, Ont.; Canadian Camers Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; McFecters Limited (Golden Bar Honey Butter, Golden Bar Cheese), Toronto, Ont.

*TV Accounts:* Brading Breweries Limited (Cincinnati Cream), Ottawa, Ont.; British Ceramics & Crystal (Canada) Limited (Fine China), Toronto, Ont.

### HENRI HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.

Phone: FRanklin 2-9180

AAAA-ABP-ANPA-APA-NOAB-BPA  
Chairman of Bd. of Dir.....W. D. McDonald  
President.....W. B. Henri  
Secretary.....A. M. Semones  
Treasurer.....R. H. Eaton  
Media Director.....Charles Pumpian  
Radio-TV Director.....John Scott Keck  
Radio-TV Time Buyer.....L. R. Hall

*Radio Accounts:* Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and

Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings & Expanders), Hagerstown, Ind.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.; A. O. Smith Corporation (Permaglas, Duracrad and Milwaukee Water Heaters), Milwaukee, Wis.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Milnot Co. (Milk Compounds), Litchfield, Ill.; Perma Starch, Inc., Illiopolis, Ill.; Pillsbury-Ballard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Frozen Rolls, Obelisk Plain & Self Rising Flour, Prepared Baking Mixes, Animal feeds), Louisville, Ky.; Chicago, Rock Island & Pacific Railway Co., Inc., Chicago, Ill.

*Television Accounts:* Fred W. Amend Co. (Chuckles Jelly Candies), Chicago, Ill.; Belmont Radio Corporation (Raytheon Television Sets), Chicago, Ill.; Coopers, Inc. (Jockey Underwear, Coopers Sportswear and Sox), Kenosha, Wis.; International Shoe Co. (Friedman-Shelby Branch; Peters Branch; Roberts, Johnson & Rand Branch; Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room, Bedroom and Dining Room Furniture; Theatre Chairs), Naperville, Ill.; The Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Ia.; Perfect Circle Corporation (Piston Rings and Expanders), Hagerstown, Ind.; Thor Corporation (Thor Spinner and Wringer Washing Machines & Gladirons; Dishwashers and Sinks; Clothes Dryers), Chicago, Ill.; Chicago, Rock Island & Pacific Railway Co., Inc., Chicago, Ill.; Perma Starch, Inc., Illiopolis, Ill.; Pillsbury-Gallard, Div. of Pillsbury Mills, Inc. (Oven Ready Biscuits, Flour, Mixes, Feeds), Louisville, Ky.; Milnot Co. (Milk Compounds), Litchfield, Ill.; Ivano, Inc. (Ivalon Sponges), Chicago; Skelly Oil Co. (Motor Oils, Petroleum Products, Gasoline, Skellysolve, etc.), Kansas City, Mo.

### AL HERR ADVERTISING AGENCY

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

Phone: Broadway 2-8040

AAAA-ABP-ANPA

Pres., Acct. Exec.....Al Herr  
Account Executive.....John Rock  
Account Executive.....Fenton Machugh  
Radio and TV Dir.....Pat Kocian

*Radio Accounts:* Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; John Graf Company (Soft Drinks), Mil-



## Advertising Agencies

waukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; King Braeger Chevrolet (Auto Dealer), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.

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

### HEWITT, OGLIVY, BENSON & MATHER, INC.

575 Madison Ave., New York, N. Y.  
Phone: MURray Hill 8-6100  
ANPA—AFA—PPA—NOA

President.....Anderson F. Hewitt  
Senior Vice-Pres.....David Oglivy  
Vice-Presidents.....Olin A. Saunders,  
Lucille Goold, Thomas G. Johnston, Rolin  
C. Smith, David Margaretten

Treasurer.....Shelby H. Page  
Dir. of Radio-TV.....Clinton F. Wheeler  
Radio-TV Creative Head.....Dean Coords  
Radio-TV Time Buyer.....Florence Smith  
TV Art Director.....William Binzen

*Radio Accounts:* Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

*TV Accounts:* Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

### HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 3-9135

ABP—ANPA—APA—PPA—NOAB

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

*Radio Accounts:* Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

*TV Accounts:* Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

### HIRSHON-GARFIELD, INC.

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

ABC—ANPA—APA—PPA

President.....Sidney Garfield  
Exec. Vice-Pres.....Lewis Nemerson  
Vice-President.....Erwin Spitzer  
Gen. Mgr.....Julian Braun  
Radio & TV Director.....Robert F. Lewine  
Mgr. Radio & TV Dept.....William Sheppard

Media Dir.....Julian Katz  
*Branch Offices*

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

Executive-in-Charge.....Gabriel Stern  
12 Orange St., Haymarket, W.C. 2,  
London, England

*Radio Accounts:* Burlington Mills (Ribbons), New York, N. Y.; Utica Knitting Co. (Children's Sleepers), Utica, N. Y.; Miles Shoes (Shoes), Prentis Clothes (Men's & Women's Clothing), Truval Sportswear (Men's Wear); Lane's Dept. Store, New York.

*TV Accounts:* Burlington Mills (Ribbons), New York; Jacques Kreisler Mfg. Corp. (Watchbands), New York; Lane's Dept. Store, New York.

### W. F. HOLLAND AGENCY

Holland Bldg., Cincinnati 19, Ohio  
Phone: CApital 1252-3-4

Owner.....William F. Holland  
Radio-TV Director.....Earl Holland  
Production.....Robert Temmen

### HOUCK & COMPANY, INC.— ADVERTISING

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

ABP—ANPA—APA—PPA—SNPA

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

#### *Branch Office*

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

Alfred I. duPont Bldg., Miami, Fla.  
Phone: 82-1391

President.....Karl Bishopric  
Time Buyer.....Nona Sonstebly  
Radio-TV Director.....Wm. B. Houck  
Art Director.....Richard V. Sutton

*Radio Accounts:* Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop's Men's Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Aerovias "Q," S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

## Advertising Agencies

*TV Accounts:* Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla.; Natural Health Products (Liquefier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

### ROBERT HOLLEY & CO., INC.

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

Phone: MUrray Hill 2-8408

ABP—APA

Pres. & Treas. .... Robert Holley  
Vice-Pres. .... Charles J. Cutajar  
Secy. & Media Dir. .... Leo Litwin

### HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,

Providence 3, R. I.

Phone: Dexter 1-3316

AAAA—ABC—ABP—ANPA

Partner .... Frederick C. Noyes  
Partner .... C. Darrell Prutzman  
Partner .... Carroll H. Rickard  
Account Executive .... Miles T. Williams

*Radio Accounts:* Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

*TV Accounts:* Brownell & Field Co. (Autocrat Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Sealtest Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; New England Bakery (Harvest Bread), Pawtucket, R. I.

### LELAND K. HOWE ASSOCIATES, INC.

150 East 35th St., New York 16, N. Y.

Phone: OREGon 9-4998

President .... Joseph R. Horenstein  
Act. Executives .... Allen Law,  
Mary Lewis, L. Bell

Radio & TV Dir. .... J. R. Horenstein  
Time Buyer .... Florence Katz

*Radio Accounts:* CBS-Columbia (TV Distributors), Brooklyn, N. Y.; Babylon Chamber of Commerce, Babylon, N. Y.; Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

*TV Accounts:* Bedford Television Stores (Appliance Dealers), Brooklyn, N. Y.; Citizens Committee for the Election of Joseph T. Sharkey (Political), New York City; Hobby & Brown Electronic (Lighting Units), Rockville Centre, N. Y.; Willis E. Burnside Co. Inc. (Securities Dealers), New York City.

### CHARLES W. HOYT CO., INC.

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

Phone: MUrray Hill 2-2000

Radio-TV Director .... Wm. Philip Smith  
Time Buyer .... D. H. Humm

*Branch Office*

15 Lewis St., Hartford 3, Conn.

Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple

*Radio Accounts:* Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine.

*TV Accounts:* Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.; Strohmeyer & Arpe Co. (Re Umberto Olive Oil).

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

1235 Statler Bldg., Boston 16, Mass.

Phone: LIBerty 6100

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

Phone: LEXington 2-3020

Ch. of Board .... H. L. Wittemore  
Pres. & Treas. .... Richard S. Humphrey  
Vice-Pres. & Secy. .... H. M. Dillerbeck  
Vice-Presidents .... Paul B. Cavanagh,  
Frank S. Christian, Joseph P. Coenen,  
Herbert T. Hand, Jr., Charles A. Holcomb,  
John H. McCullough, Harold Nadler, Milton Towne, Dean H. Uptegrove, Sally Larkin, Marorie Hall.

Dir. Radio-TV (N. Y.) .... Sall Larkin  
Dir. Radio-TV (Boston) ... John D. Fitzgerald

### HUTCHINS ADVERTISING CO., INC.

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

Phone: HAMilton 1160

APA—ANPA—PPA—ABP—NOAB

Director .... F. Irving Hutchins  
President .... Frank M. Hutchins  
Vice-President .... John P. McCarthy

## Advertising Agencies

Vice-Presidents.....William F. Lacey,  
Homer C. Scheck, Raymond P. Weis.

### Branch Offices

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

Vice-Presidents.....John R. Maxwell,  
Max Enelow

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

Vice-Presidents.....H. Pierson Mapes,  
Maitland Jones

1244 Dufferin St., Toronto, Que., Canada

Vice-President .....Walter Engwer

*Radio Accounts:* Philco Corp., Schulers  
Potato Chip Co., Lincoln Rochester Trust  
Co., McCurdy & Co., Seranton's; Beaucaire,  
Inc., Boller-Clark, Inc., Star Palace Laundry.

*TV Accounts:* Philco Corp., Schulers Po-  
tato Chip Co., Beaucaire, Inc., Lincoln  
Rochester Trust Co.

### INTERNATIONAL ADVERTISERS

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

President.....Roy C. Kelley  
V.P. & Gen. Mgr.....Lewis N. Steenyk

Treasurer .....Jean Foster  
Space & Radio Time Buyer. Abbie Seastron

*Radio Accounts:* Brunger & John Hard-  
ware, Harold Brink, Folger's Bottling Co.,  
Colonial Custom Upholstering Co., Alpine  
Auto Parts, Leonard Auto Parts, Adjustable  
Table Co., John K. Burch Co., Continental  
Decal Co., 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 Net-  
work, Muzak, Inc.

### ROCKLIN IRVING & ASSOCIATES

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

Phone: RANDolph 6-2324-25

Continuity Director.....M. Lovinger  
Comptroller .....Zelda Prohov

Account Executives.....Sidney Bernberg,  
Irving Rocklin

Radio Director.....Ruth Robbins  
TV Director.....Werner Haas

Production .....Betty Zidell

*Radio Accounts:* Walton Motors, Inc.  
(Chrysler Plymouth Dealer), Chicago, Ill.;  
Union Life Ins. Co. (Insurance), Chicago,  
Ill.; Linoleum City (Floor Coverings), Chi-  
cago, Ill.; Balaban Floor Covering (Floor  
Coverings), Chicago, Ill.; Chicago Furniture  
Mart (Furniture), Chicago, Ill.; Martin Jew-  
elry (Jewelry), Chicago, Ill.; Atlas Piano  
Co. (Pianos), Chicago, Ill.; Town House—  
Town Pump (Restaurants), Chicago, Ill.;  
Intermission (Restaurants), Chicago, Ill.;  
Chicago Downs Association (Harness Rac-  
ing), Chicago, Ill.; M. B. Auto Sales, Inc.  
(Hudson Dealer), Chicago; Radio TV Pub-  
licity Corp. (Advertising Clocks), Chicago;  
Roxy Rug & Linoleum Co. (Floor Cover-  
ings), Chicago; Nortown Currency Exchange

(Currency Exchange), Chicago; Lake TV  
Sales (Television Sets), Chicago.

*TV Accounts:* Balaban Floor Coverings  
(Floor Coverings), Chicago, Ill.; Cole  
Finder, Inc. (Mercury Auto Dealer), Chi-  
cago, Ill.; Econ Products (Novelties), Chi-  
cago, Ill.; Modern Merchandisers (Cleans-  
ers), Chicago, Ill.; Wolack & Bauer (Wom-  
en's Shoes), Chicago, Ill.; United Slip Cover  
Co. (Slip Covers & Draperies), Chicago, Ill.;  
Walton Motors, Inc. (Chrysler Plymouth  
Dealer), Chicago, Ill.; Roxy Rug & Lino-  
leum Co. (Floor Coverings), Chicago, Ill.;  
Linoleum City (Floor Coverings), Chicago,  
Ill.; Kass Clothiers (Clothing), Chicago,  
Ill.; Mich. Blvd. Studios (Photographers),  
Chicago, Ill.

### JACKSON & COMPANY

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

Phone: WOrth 4-7005

PPA

Managing Partner.....Paul E. Jackson

General Manager.....John Yeargain

Production Manager.....Gerald Duggan

Radio & TV Director.....Samuel Gallu

*Radio Accounts:* Pequot Mills (Sheets &  
Pillowcases), J. W. Valentine Co., Inc. (Insti-  
tutional), New York, N. Y.

*TV Accounts:* Pequot Mills.

### JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio

Phone: FRanklin 2169

President & Treas.....M. K. Jessop

Vice-President.....Charles A. Jessop

Radio Director.....R. Gilbert

Secretary.....R. D. Moss

Radio Time Buyer.....R. J. Cobak

### DUANE JONES COMPANY, INC.

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

Phone: PLaza 3-4848

ABC—ABP—ANPA—AFA

Chairman of Bd. & Pres.....Duane Jones

Vice-Pres. & Treas.....Lawrence J. Leaman

Acct. Exec. & Asst. Secy.....John Quick

Art Director.....Thomas McManus

Production Mgr.....Gerald DaCosta

Radio-TV Dir.....Brent Groves

Time Buyer.....Sarab Yores

*Radio Accounts:* National Re-Clean Corp.  
(Home Cleaner), Brooklyn, N. Y.; Vitamin  
Corp. of America (Rybtol, Jevanal,  
Vyons), Newark, N. J.

*TV Accounts:* National Selected Products,  
Inc. (7-Minit Pic Crust, Corn Muffin Mix,  
Lemon Pie, Coconut Pie, Chocolate Pie,  
Pumpkin Pie, etc., 6-O'Clock Vanilla Cream  
Pudding, Chocolate Tapioca Pudding), New  
York; Vitamin Corp. of America, Newark,  
N. J.

### THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

AAAA—ABC—ABP—ANPA—AFA

## Advertising Agencies

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

*Branch Office*

580 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-4600

Manager . . . . . W. A. Powers  
*Radio Accounts:* Bavarian Brewing Co.,  
 The Kroger Company, Miami Margarine  
 Company, Martin Rosenberger Wallpaper  
 Co., Cincinnati, O.; Ten-B-Low Company,  
 Columbus, O.; Heekin Incorporated, The  
 Drackett Company (Charge Division), Cin-  
 cinnati, O.

*TV Accounts:* Bavarian Brewing Co., The  
 Kroger Company, Miami Margarine Com-  
 pany, Martin Rosenberger Wallpaper Co.,  
 Cincinnati, O.; Ten-B-Low Company, Co-  
 lumbus, O.; The Drackett Company (Charge  
 Division), Cincinnati, O.

### KAL, EHRLICH & MERRICK, INC.

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

President . . . . . Norman C. Kal  
 1st Vice-Pres. . . . . Harry L. Merrick  
 2nd Vice-Pres. . . . . Alvin Q. Ehrlich  
 Secretary . . . . . Bernard R. Linkins  
 V.P. in Charge of Radio and TV

Alvin Q. Ehrlich

Copy Chief . . . . . Fred M. Harris  
 Time Buyer . . . . . Nella Manes  
 Account Executives . . . . . Joseph Weinstein,  
 Alexander Charles, Wm. B. Mullett, Forest  
 Entwisle, Philip Berne, Wm. Roberts, Huly  
 Bray

### H. W. KASTOR & SONS ADV. CO.

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

ABC—NOAB—ANPA—PPA—APA

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

### KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

274 Madison Ave., New York 16, N. Y.  
 Phone: ORegon 9-4440

ABP—ANPA—APA—NOAB—PPA

President . . . . . H. Kastor Kaln  
 Exec. Vice-Pres. . . . . W. S. Chesley, Jr.  
 V.P. & Copy Director . . . . . C. E. J. Clifford

V.P. & Media Director . . . . . J. B. Peters  
 Radio & TV Dir. . . . . Harry Walsh

*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.;  
 Schnefel Bros., Newark, N. J.; Jeris Hair  
 Tonic, New York; Pierce's Proprietaries,  
 New York.

*TV Account:* Blatz Brewing Co., New York,  
 N. Y.; Hockok Mfg. Co., Rochester, N. Y.

### THE JOSEPH KATZ COMPANY

488 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-1223

AAAA—ANPA—PPA—ABP—APA—NOAB  
 President . . . . . Joseph Katz  
 V.P. & Mgr. . . . . Nat C. Wildman  
 Time & Space Buyer . . . . . Alice Ross

*Branch Office*

10 W. Chase St., Baltimore 1, Md.  
 Phone: Lexington 1500

Radio Director . . . . . Robert G. Swan  
 Media Director . . . . . J. T. McHugh  
*Radio Accounts:* American Oil Co., Globe  
 Brewing Co., Madera Bonded Wine & Liquor  
 Co., Maryland Pharmaceutical Co., Pompeian  
 Co., Inc., Cellowax Company (Cellowax &  
 Bluko), Baltimore, Md.; Fish Dry Cleaning  
 & Laundry, Baltimore, Md.; Shields-Com-  
 monwealth Co. (Custom-built Kitchens,  
 Heating & Plumbing Equipment), Balti-  
 more, Md.; S. & N. Katz, Inc. (Jewelers), Balti-  
 more, Md.; Block Drug Company (Minipoo  
 Dry Shampoo, Alkalds), Jersey City, N. J.

*TV Accounts:* American Oil Co., Globe  
 Brewing Co., Maryland Pharmaceutical Co.,  
 Baltimore Contractors, Inc., Baltimore, Md.;  
 Fish Dry Cleaning & Laundry, Baltimore,  
 Md.; Madera Bonded Wine & Liquor Co.,  
 Baltimore, Md.; Maryland Drydock Com-  
 pany, Baltimore, Md.; Pompeian Olive Oil  
 Co., Baltimore, Md.; Motor Sales Co., Balti-  
 more, Md.; Arthur Murray Dance Studios,  
 Baltimore, Md.; Wonder Clothes, Baltimore,  
 Md.; Block Drug Company (Minipoo Dry  
 Shampoo, Alkalds), Jersey City, N. J.

### HENRY J. KAUFMAN & ASSOCIATES

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

ABC—ABP—ANPA—APA—NOAB—PPA  
 Senior Partner . . . . . Henry J. Kaufman  
 Partners . . . . . Jeffrey A. Abel,  
 Wm. F. Sigmund

Account Executives . . . . . J. A. Abel,  
 A. H. Edelson, A. A. Sarra, R. C. O'Don-  
 nell, B. K. Silverman, K. White Sonner,  
 L. Dobrow

Production Manager . . . . . Betty Darling Gwyer  
 Space Buyer . . . . . Mary M. McDougall  
 Media & Research Director . . . . . Faith Feltus

## Advertising Agencies

Radio-TV Dir. & Time Buyer

Jeffrey A. Abel

Radio-TV Creative Dir....Robert S. Maurer  
Continuity Writer.....Louise Packard  
Continuity Writer.....Eunice Rein

*Radio Accounts:* The S.S.S. Company (S.S.S. Tonic), Atlanta, Ga.; Potomac Elec. Power Co. (Power Company), Trew Motor Company (Automotive), Tom's Auto Service, Inc. (Automotive), Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Columbia Federal Savings & Loan Assn. (Savings & Loan Assn.), Lacy's Inc. (Electric Appliances), Saks Furs (Furs), First Federal Savings & Loan Assn. (Savings & Loan Assn.), Gude's Bros. (Florists), Chr. Heurich Brewing Co. (Brewery), Liberal Clothing Co. (Credit Clothing), Manhattan Auto & Radio Co. (Auto Radios & Accessories), Md. & Va. Milk Producers Association (Milk Producers Assn.), Nu Nap Process Co. (Nu Nap Process—Cleaning), Northeast Motor Washington, D. C.; Mason's Root Beer Bottling Co. of Washington, D. C., Shannon & Luchs Co. (Real Estate), Washington, D. C.; Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash., D. C.; Carpel, Inc. (Frozen Foods), Wash., D. C.; Derwood Mill (Animal-Poultry Food); Gude Bros. (Florists); Bruce Hunt, Inc. (Men's Wear); S. Kann Sons Co. (Dept. Store); King's Credit (Credit Clothing); Madrillon Restaurant; Reliable Motor Co.; B. Rich's Sons (Shoe Store); Charles Schwartz & Son; Simon Dist. Corp.; Frank Small, Jr., Inc. (Ford Dealers).

*TV Accounts:* Giant Food Stores (Grocery); Chestnut Farms-Chevy Chase Dairy (Sealtest Dairy Products), Southern Dairies, Inc. (Sealtest Ice Cream), Lacy's Inc. (Electrical Appliances), Chr. Henrich Brewing Co. (Brewery), Peake Motor Co. (Automotive), Rice's Fashion Corner (Dept. Store), Simon Dist. Corp. (Wholesaler—Hotpoint, Motorola), Ambassador Hotel, Wash., D. C.; Capitol Garage (Chrysler-Plymouth Dlr.), Wash., D. C.; Bruce Hunt, Inc. (Men's Wear), Wash., D. C.; Tom's Auto Service, Inc. (Chrysler-Plymouth Dlr.), Wash., D. C.

### 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  
Sec.-Treas., Radio Time Buyer

Ethel N. Keane

Radio Director.....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: PL 1476

AAAA—ABP—ANPA—ABC

Pres. & Treas.....Hal R. Keeling  
Exec. Vice-Pres. & Secy..Wm. M. Hutchison  
Vice-Presidents.....Ralph B. Roberts,  
Lowell H. Stormont, Lawrence T. Sogard,  
Victor G. Varmo

Asst. Secretary.....Lenore R. Martin  
*Radio-TV Dept.*

Media Dept. Mgr.....Mary C. Dill  
Vice-President.....Lowell H. Stormont

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

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

### KEELOR & STITES CO.

3001 Carew Tower, Cincinnati 2, Ohio

Phone: Parkway 1310

President .....Phil Hume  
Exec. V.P.-Treas.....J. T. Nolan, Jr.  
Secretary.....T. P. Wright  
Radio-TV Director.....A. A. Radkey

### THE KEILSON CO.

117 W. 46th St., New York 19, N. Y.

Phone: Judson 2-1797

Partners.....M. Keilson,  
J. Keilson, I. Keilson

Art Director.....Janet Sternberg  
Time Buyer.....J. Keilson  
Program Director.....Phyllis Pion

#### Branch Office

120 N.E. 6th Street, Miami, Fla. 18

Phone: 2-1141

Partner.....M. Keilson

*Radio Accounts:* Julius Grossman Shoes, Inc. (Shoes), New York, N. Y.; Birkett Mills, Inc. (Wolff's Buckwheat), Penn Yan, N. Y.; I. Rokeach & Sons, Inc. (Foods and Cleansers), Farmingdale, N. J.; Horowitz-Margareten (Baked Goods), Long Island City, N. Y.; Breakstone Bros. (Cheese Products), Miami, Fla.

### 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  
Radio Director.....David C. Chopin

*Radio Account:* Visit St. Louis Committee.



## Advertising Agencies

### KENYON & ECKHARDT, INC.

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

AAAA

Chairman of Board.....Dwight Mills  
President.....William B. Lewis  
Sr. Vice-President.....Edwin Cox  
Treasurer.....Charles H. Vasoll  
Sec. & Gen. Mgr.....David C. Stewart  
V.P. in Chg. Media.....Joseph Braun  
V.P. in Chg. Research.....G. Maxwell Ule  
V.P. and Copy Dir.....Thomas P. Carpenter  
Vice-Presidents.....Malcolm Smith,  
John Brew, E. W. Newsom, Glenn Wiggins,  
Ralph Linder, George Humbert, George  
Beecher, William Green, George Mac-  
Gregor, Donald J. Maggini  
V.P. & Publicity Dir.....Hal Davis  
V.P. & Radio-TV Dir.....Garth Montgomery  
Radio-TV Publicity Dir.....Herb Landon  
Talent Buyer.....Sylvan Taplinger  
Commercial Continuity.....Thomas K. Carpe  
Comm. Continuity.....Thomas K. Carpenter, Jr.  
Time Buyer Director.....Philip C. Kenney  
Time Buyers.....Mary Dwyer,  
Lucy Kerwin, William Hinman, Eugene  
Litt, Helen Hartwig

#### Branch Offices

Equitable Bldg., Hollywood, Calif.  
Vice-Pres. in Charge.....Robert D. Wolfe  
345 Griswold St., Detroit, Mich.  
Vice-Pres. in Charge.....Don C. Miller  
135 La Salle St., Chicago, Ill.  
V.P. in Charge.....C. E. Pritchard  
304 Bay St., Toronto, Canada  
Vice-Pres. in Charge.....William J. Frost  
805 Peachtree St., N.E., Atlanta, Ga.  
Other Offices: San Francisco

**Radio Accounts:** Ford Motor Company (Institutional—All Prods.), Wesson Oil and Snowdrift Sales Co. (All Products), American Maize Products (All Products), White Rock Corp. (All Products), John B. Stetson (All Products), The Gorham Company (All Products), Manhattan Shirt Co. (All Products), Pepperige Farms, Inc. (All Products), Richard Hudnut Sales Co., Inc. (All Products), Beechnut Packing Co. ("Gum" and Baby Food), Bristol Meyers Co. (Resistab), Piels Beer (Piels Beer), Allied Chemical Co. (Swerl), Kellogg Company (Cereals), Lincoln-Mercury Dealers (All Products), General Electric Company, (Air Conditioning Units and Home Heating), Industrial Tape Corp.

**TV Accounts:** The Kellogg Co. (Cereal), Ford Motor Co. (All Products—Inst.), Lincoln-Mercury Div. (All Products), Beechnut Packing Co. (All Products), Bristol Meyers Co. (Resistab), General Electric Co. (Air Conditioning), Richard Hudnut Sales Co. (All Products), White Rock Corp. (All Products), Piels Brewing Company, (Piels Beer).

### KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.

Phone: COurt 1-5100

AAAA—ABP—ANPA

President.....George Ketchum  
Exec. V.P.....Robert E. Grove  
Radio & TV Dir.....Lansing B. Lindquist  
Asst. Radio & TV Dir.....Joseph A. Jenkins  
Asst. Radio & TV Dir.....Ray E. Scott  
Radio & TV Timebuyer.....James B. Tafel

#### Branch Offices

State Street Bldg., Harrisburg, Pa.  
Field Rep.....George K. Keet  
1627 K Street, N.W., Washington, D. C.  
Field Rep.....W. J. McIlhenny  
1801 Central Nat'l Bank Bldg.,  
Richmond 19, Va.

Field Rep.....Robert Mildford  
**Radio Accounts:** Peoples Natural Gas Co., Pittsburgh, Pa.; Peoples First Nat'l Bank, Pittsburgh, Pa.; Colonial Trust Company, Pittsburgh, Pa.; Thorofare Markets, Pittsburgh, Pa.; Hamburg Brothers, Pittsburgh, Pa.; Chevrolet Zone Dealers, Pgh., Harrisburg, Maryland, Virginia.

**TV Accounts:** Peoples Natural Gas Co., Pittsburgh, Pa.; Natural Gas Companies, Pittsburgh, Pa.; Pittsburgh Zone Chevrolet, Pittsburgh, Pa.; Virginia Zone Chevrolet, Norfolk, Va.; Colonial Trust Company, Pittsburgh, Pa.; East Ohio Gas Company, Cleveland, O.; Rieck-McJunkin Dairy Co., Pittsburgh & Johnstown; Thorofare Markets, Inc., Pittsburgh, Pa.; Hamburg Brothers, Pittsburgh & Johnstown; Westinghouse NCAA (Football only).

### KIESEWETTER ASSOCIATES, INC.

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

Phone: LEXington 2-0025

ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter  
Vice-President.....Samn S. Baker  
Vice-President.....Horace Hagedorn  
Vice-President.....R. Wetterau  
Vice-President.....Frederick Russell  
Radio-TV Exec.....Horace Hagedorn  
Radio-TV Exec.....Samn S. Baker  
Radio-TV Time Buyer.....E. Thompson  
Radio-TV Talent.

Program Buyer.....Michael Gargiulo  
Radio-TV Copy.....Arthur Davidson  
Radio-TV Copy.....Gloria Brown  
Radio-TV Data.....Helen Wanamaker  
Radio-TV Art Dir.....Frederick Russell

**Radio Accounts:** Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), Norwich Pharmaceutical Co. (NP-27 for Athlete's Foot), Norwich, N. Y.; Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products), Gene-

## Advertising Agencies

va, N. Y.; Courtley, Ltd. (Courtley Men's Products).

*TV Accounts:* Abraham & Straus (Dept. Store); Standard Laboratories (Sloan's Lini-ment and Balm); Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries.)

### ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.  
Phone: PLaza 3-9600

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

President ..... Abbott Kimball  
Vice-President ..... W. C. Matthews  
Comptroller ..... Monica Riley  
Dir. of Radio-TV ..... Arthur M. Ehrlich  
Assoc. Dir. Radio-TV,

Time Buyer ..... Miriam Traeger  
*Branch Offices*

900 N. Michigan Ave., Chicago 11, Ill.  
Van Ness at Wilshire, Los Angeles, Calif.  
Phone: SUperior 7-5929

Manager ..... Abbott Kimball  
155 Sansome St., San Francisco, Calif.  
Phone: EXbrook 2-6275

President ..... Alfred Ducato  
4015 Wilshire Blvd., Los Angeles, Calif.  
Phone: DUmkirk 7-7305

President ..... Stewart Widdess  
*Radio Account:* Union Pharmaceutical Co. (Saraka), Bloomfield, N. J.

*TV Accounts:* Hathaway Mfg. Co. (Hatha-way Fabrics), New Bedford, Mass.; Artra Cosmetics, Inc. (Imra), Montclair, N. J.; C. & A. Brenninkmeyer (Women's Specialty Shop), New York; British Woolens.

### KING, ACKERMAN, DECKARD & BURCH, INC.

1315 N. Central, Phoenix, Arizona  
Phone: 4-5548

ABP-ANPA-AFA

President ..... Lew King  
Exec. Vice Pres. .... Lee Ackerman  
Sec.-Treas. .... Leslie Ackerman  
Office Manager ..... David G. Price  
Radio & TV Dir. .... Jack Beveridge  
Radio Director ..... Ray Boley

#### *Branch Office*

233 E. Congress St., Tucson, Arizona

Branch Mgr. .... Orland Fiandaca  
*Radio Accounts:* First Federal Savings (Savings & Loan Assn.), Phoenix-Yuma, Ariz.; F. & S. Construction Co. (New Homes), Phoenix-Tucson, Ariz.; Western Vil-lage (Resort Motel), Phoenix, Ariz.; Junior Rangers of America (Thrift Promotion), Phoenix, Ariz.; Network Productions Inc. (Radio Productions), Phoenix, Ariz.

*TV Account:* First Federal Savings (Sav-ings & Loan), Phoenix-Yuma, Ariz.

### KIRCHER, HELTON & COLLETT, INC.

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

AAAA-APB-ANPA

President ..... Ralf C. Kircher  
Vice-Presidents ..... James M. Hadley,  
R. M. Collett, Watson B. Metcalfe  
General Manager ..... Carter B. Helton  
Treasurer & Gen. Mgr. .... Carter B. Helton  
Art Director ..... Floyd Johnson  
Production Manager ..... Hap Moon  
Secretary ..... R. C. Mills  
Account Executives ..... Ralf Kircher,  
James M. Hadley, R. M. Collett, Watson B.  
Metcalfe, Norman Van Zant, C. B. Helton  
Radio & TV Dir. .... C. B. Helton  
Radio-TV Acct. Execs. .... James E. Venable,  
Susanne Hinckley, Ralph Kaufman

*Radio Accounts:* Gem City Bldg. & Loan Assoc. (Home Loans), Dayton, O.; Liberal Market (Food Chain Store), Dayton, O.; Zephyr Ventilated Awning Co. (Awnings), Dayton, O.; Amole Company (Lime Frappe—cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; Soft Water Industries (Institutional—Soft Water), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

*TV Accounts:* Dayton Council on World Affairs (Public Service by Station WHIO-TV), Dayton, O.; Station WHIO-TV (Public Service), Dayton, O.; Stuart Fox Company (Food Brokers), Dayton, O.; Gem City Building & Loan Assoc. (Home Loans), Day-ton, O.; Liberal Market (Food Stores), Day-ton, O.; Jack Werst, Jeweler (Jewelry), Day-ton, O.; Amole Company (Lime Frappe—Cosmetic), Tipp City, O.; Dayton Pump & Mfg. Co. (Water Systems), Dayton, O.; St. Mary's Packing Co. (Food Packers), Sidney, O.

### KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.

Phone: LAMar 3682

APA-SNPA-ABP

Partners ..... J. A. Kirkland,  
Frank A. White, James B. Schell  
Acct. Executive ..... Fred A. George, Jr.

### KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Calif.  
Phone: SUtter 1-6110

AAAA-APA-ABP

President ..... James C. Knollin  
Asst. Gen. Mgr. .... Robert H. Knollin  
Art Director ..... Sigurd Mortenson  
Space Buyer ..... Jan Wilson  
Account Executive ..... Richard L. Tevis

### KOEHL, LANDIS & LANDAN, INC.

588 5th Ave., New York 19, N. Y.

Phone: JUdson 2-1370

ABP-ANPA-APA-NOAB-PPA

Pres. & Treas. .... Albert E. Koehl

## Advertising Agencies

Vice-Pres. & Sec. . . . . A. A. Landis  
 Space Buyer . . . . . A. Lasity

*Branch Office*

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

**KUDNER AGENCY, INC.**

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

President . . . . . J. H. S. Ellis  
 Vice-Presidents . . . . . Sam D. Fuson,  
 Myron P. Kirk, Schuyler Kudner, E. J.  
 Owens, Norman Nash, Shafto Dene  
 Exec. Dir. TV & Radio . . . . . Myron P. Kirk  
 Asst. Dir. TV & Radio . . . . . Frank Harting  
 Business Manager . . . . . Al Reibling  
 Time Buyer . . . . . John Marsich  
 Casting . . . . . Mickey Alpert  
 Directors . . . . . Eddie Sutherland,  
 A. A. Coughlin, Frank Burns, Hugh Brown,  
 J. P. Ellis, Hank Ladd

Copy Chief (Radio & TV) . . . . . Norman Nash

*Branch Offices*

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

Executive in Charge . . . . . Martin Rice  
 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.

*TV Accounts:* The Texas Co., United States  
 Tobacco Co., Shick, Inc.

**KUFF & FELDSTEIN**

5 West Preston, Baltimore 1, Md.  
 Phone: VERNon 3654-5-6

President . . . . . I. Harold Kuff  
 Vice-President . . . . . Harry Feldstein  
 Art Director . . . . . Albert Klevan  
 Media Director . . . . . Patricia Coan

**KUTTNER & KUTTNER, INC.**

646 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SUPERior 7-7940  
 AAAA—ANPA

President . . . . . H. E. Kuttner  
 Vice-President . . . . . F. S. Kuttner  
 Sec. & Treas. . . . . C. D. Kuttner  
 Res. & Prom. Dir. . . . . S. S. Korshak  
 New York, N. Y.

130 W. 57th St., New York, N. Y.  
 Phone: JUDson 6-2358

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  
 Mrg. Co. (Hollywood Broilers), Chicago, Ill.;  
 Shainberg Dry Goods Co. (Dept. Store),  
 Memphis, Tenn.; Holleb and Co. (Wholesale

Grocers), Frank's Dept. Store (Dept. Store),  
 Jo Bell Products (Kurl Klasp), Essaness  
 Theaters (Chain of Theaters), Chas. Doppelt  
 and Co. (Leather Goods), Washington Shirt  
 Co. (Men's Clothing), Chicago, Ill.; Dou-  
 glas Lumber Co., Chicago, Ill.

*TV Accounts:* Berecraft Corp. (Appliance  
 Distr.), Finders Mfg. Co. (Hollywood Broil-  
 er), Chicago, Ill.; Community Builders  
 (Builders), Skokie, Ill.; Television Engi-  
 neers (Servicing), 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 Time Buyer . . . . . Mrs. L. Simmons  
 Production Manager . . . . . Mrs. M. Parker  
 Publicity Director . . . . . Al R. Capley  
 Acct. Executives . . . . . David Davidson,  
 Jane Erdman, Mrs. L. Cunningham

*Radio Accounts:* Plough Sales Corp., U. S.  
 Bedding Co., Childs' Razor Blade Co., Jones-  
 boro, Ark.; Liberty Petroleum Co., Mt. Ver-  
 non, Ill.

**LAMB & KEEN, INC.**

1616 Walnut St., Philadelphia, Pa.

Pres. & Treas. . . . . James G. Lamb, Sr.  
 Exec. V.P. & TV Dir. . . . . Kennard G. Keen, Jr.  
 Vice-President . . . . . E. D. G. Garth  
 V.P. & Copy Chief . . . . . John O. Ellington, Jr.  
 Media Director . . . . . Roy T. Lochten  
 Production Manager . . . . . Walter Mazurek  
 Art Director . . . . . Harold Kehl  
 Acct. Executives . . . . . James G. Lamb, Sr.,  
 K. G. Keen, Jr., E. D. Garth, John O.  
 Ellington, Jr., Thomas G. Brennan, Jr.,  
 Norman S. MacAfee

*TV Accounts:* John Wanamaker, Ranger  
 Joe Cereal, Linton's Friendly Restaurants,  
 P. J. Ritter Company, Keystone Macaroni  
 Mfg. Co. (San Giorgio).

**LAMBERT & FEASLEY, INC.**

60 E. 42nd 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., Gen. Mgr. . . . . Frank W. Mace  
 Radio Director . . . . . Ray H. Kremer  
*Radio Accounts:* Phillips Petroleum Co.  
 (Gasoline, Motor Oil), Bartlesville, Okla.

**LANDSHEFT, INC.**

810 Liberty Bank Bldg., Buffalo 2, N. Y.  
 Phone: MO 9500  
 ABP—NOAB—APA—PPA—ANPA

President . . . . . Henry L. Barber  
 Vice President . . . . . E. T. Drullard  
 Secretary-Treas. . . . . Vera H. Landsheft  
 Production Mgr. . . . . E. T. Drullard  
 Art Director . . . . . Harold F. Feltz

## Advertising Agencies

Acct. Executives.....Henry L. Barber,  
E. T. Drullard

*Radio Accounts:* P. J. Garvey Storage  
(Storage and Carting), Buffalo, N. Y.; Ken-  
dall Refining Company (Gasoline and Oil),  
Bradford, Pa.; Liberty Bank of Buffalo  
(Banking), Buffalo, N. Y.

*TV Accounts:* Crawford Garage Doors  
(Garage Doors), Buffalo, N. Y.; Liberty  
Bank of Buffalo (Banking), Buffalo, N. Y.

### LANE ADV. AGENCY, INC.

299 Madison Avenue, N. Y.

President.....Philip J. Lane  
Secretary.....N. E. Lane  
Account Executive.....Michael G. Perlman

*Television Accounts:* Diane Beauty Salon,  
Ansonia DeLuxe Shops Inc. (Retail Shoe  
Chain); Sheer Bros. (Fabrics).

### LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.

Phone: MA 1-6579

AAAA-ABP-ANPA-APA-NOAB-PPA

President.....H. Jack Lang  
V.P.-Secretary.....Alvin B. Fisher  
V.P.-Treasurer.....Fred P. Stashower  
Director Radio-TV.....Alvin B. Fisher  
Asst. Dir. Radio-TV.....Robert F. Gibbons  
Chief Time Buyer &

Asst. Dir. Radio-TV...Mary Jayne Haring  
Prod. Mgr. Radio-TV.....John Cremer

*Radio Accounts:* The Bib Corporation  
(Canned Orange Juice for Baby), Lakeland,  
Fla.; Brewing Corp. of America (Beer and  
Ale), Cleveland, O.; The Burrows Brothers  
Co., Inc. (Office Supplies, Books, Equip.),  
Cleveland, O.; General Electric Supply Corp.  
(Electrical Appliances), Cleveland, O.; High  
Level Used Car Center (Used Car Dealers),  
Cleveland, O.; The Miller-Becker Company  
(Beverages), Cleveland, O.; Arthur Newman  
Music Shop (Sheet Music, Records, Musi-  
cal Instruments), Cleveland, O.; Sears, Roe-  
buck & Company, Cleveland, O.; Yellow  
Cab Co., Cleveland, O.

*TV Accounts:* The Bib Corporation, Lake-  
land, Fla.; Brewing Corp. of America, Cleve-  
land, O.; General Electric Supply Corp.,  
Cleveland, O.; The Kaynee Company (Boys'  
Wear), Cleveland, O.; The Miller-Becker  
Company, Cleveland, O.; The Ohio Mattress  
Company, Cleveland, O.

### LANGHAMMER AND ASSOCIATES

511 Omaha Natl. Bank Bldg., Omaha 2, Neb.

Phone: Jackson 6190

ABP-APA

President.....Joe H. Langhammer  
Ass't. to Pres.....Robert C. Lochrie

*Radio Accounts:* Mueller-Selby, Inc. (Dis-  
tributors—Motorola), Omaha, Neb.; Metro-  
politan Chevrolet Dealers (Chevrolets),  
Omaha, Neb.; Omaha Zone Chev. Dtrs. Assn.  
(Chevrolets), Omaha, Neb.; Mid-America  
Appliance Corp. (Distributors—Servel, Uni-

versal Ranges, Apex), Omaha, Neb.; Inland  
Manufacturing Company (Radiator Repair  
Equipment), Omaha, Neb.; Carl A. Ander-  
son, Inc. (Distributor—Rislone), Omaha,  
Neb.

*TV Accounts:* Omaha Real Estate Board  
(Real Estate), Omaha, Neb.; Mueller-Selby,  
Inc. (Distributors—Motorola), Omaha, Neb.;  
Omaha Zone Chev. Dtrs. Assn. (Chevrolets),  
Omaha, Neb.; Metropolitan Chevrolet Deal-  
ers (Chevrolets), Omaha, Neb.; Carl A. An-  
derson, Inc. (Distributor—Rislone), Omaha,  
Neb.

### LAUESEN & 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. Cuttie

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

### AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.

Phone: RIttenhouse 6-1500

ANPA-APA-NOAB-PPA

President.....Al Paul Lefton  
Vice-Pres. & Treas.....H. S. Louchheim  
Vice-Presidents.....P. Brown,  
A. Parker, J. Jensen, H. Genske

Space Buyer.....E. V. Righter  
TV & Radio Director.....A. R. Griffin

#### Branch Offices

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

Phone: VAnderbilt 6-4340

President.....Al Paul Lefton  
Vice-Pres. & Mgr.....R. J. Herts

435 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-9511

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

*Radio Accounts:* Phila. Electric Co. (Light  
& Power), Yellow Cab Co. (Taxi Service),  
Borden's Ice Cream, Crawford Clothes, Inc.,  
Claridge Food Products (Canned Meats),  
Metropolitan Jockey Club (Jamaica Race  
Track), Empire Racing Assn. (Racing), A.  
Goodman & Sons (Goodman's Noodles),  
Hotel Bar Butter, Triangle Publications  
(Seventeen Magazine), New York, N. Y.

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

### LENNEN & MITCHELL, INC.

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

Phone: MURray Hill 2-9170

ANPA-APA-PPA-AAAA-NOAB

ABC-ABP



## Advertising Agencies

Chairman of the Bd.....Philip W. Lennen  
 President.....Ray Vir Den  
 Vice President.....Walter M. Swertfager  
 V.P. in Chg. of Production &  
 Secretary.....Michael J. Madar  
 Art Director.....Hans Sauer  
 Asst. Secretary.....Betty Knop McGannon  
 V.P. in Chg. of Radio &  
 Television.....Nicholas E. Keesely  
 V.P.—Radio & Television  
 Copy Chief.....Peter V. Keveson  
 V.P. in Chg. of Merchandising &  
 Research.....Todd B. Franklin  
 V.P. in Chg. of Media..Catherine V. Parker  
 V.P. in Chg. of

Copy.....Frederick W. Reynolds, Jr.  
 Vice Presidents.....Thomas P. Doughten,  
 Daniel M. Daley, Jr., Jackson Taylor, C.  
 Frederic Bell, Stephen M. Kenyon, John  
 D. Speirs  
 Mgr.—Radio-TV Depts....Frank A. Daniel  
 Art Dir. TV.....Clark M. Agnew  
 Producers.....Charles T. Harrell,  
 George G. Tompkins, Harry I. Woodworth  
 Time Buyer Radio-TV....William D. Smith  
 Traffic Mgr. Radio-TV.....George E. Caron

### Branch Office

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

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

*TV Accounts:* Colgate-Palmolive-Pect  
 Company (Lustre-Creme Products—Sham-  
 poo & Hairdressing), Jersey City, N. J.;  
 Lehn & Fink Products Corporation (Lysol  
 Disinfectant), New York, N. Y.; Lorillard,  
 P., Co., Inc. (Old Gold Cigarettes, Briggs  
 Pipe Mixture, Muriel Cigars, Headline  
 Cigars.) New York, N. Y.; Tide Water As-  
 sociated Oil Co. (Tydol Gasoline, Veedol  
 Motor Oil), New York, N. Y. & Tulsa, Okla.;  
 Weekly Publications, Inc. (Newsweek Maga-  
 zine), New York, N. Y.

### AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.  
 Phone: CRoton 3444

Senior Partner.....Austin C. Lescarboura  
 Junior Partner.....Stanley A. Lescarboura  
 Production.....Winifred Phillips  
 Secretary.....Miriam Lescarboura  
*Radio Accounts:* Aerovox Corporation  
 (Capacitors), New Bedford, Mass.; Claro-

stat Mfg. Co., Inc. (Controls and Resistors),  
 Dover, N. H.; Allen B. Du Mont Labs.  
 (Cathode-ray Tubes), Allen B. Du Mont  
 Labs. (Television Transmitters), Allen B.  
 Du Mont Labs. (Cathode-ray Instruments),  
 Clifton, N. J.; Allen B. Du Mont Labs. (TV  
 components), East Paterson, N. J.; Henry  
 L. Crowley & Co. (Powdered Iron Cores and  
 Steatite Parts), West Orange, N. J.; Indus-  
 trial Instruments (Electrical Test Instru-  
 ments), Jersey City, N. J.; Industrial De-  
 vices, Inc. (Electrical Test Instruments),  
 Edgewater, N. J.; Hudson Wire Company  
 (Magnet and Bare Wires), Ossining, N. Y.

### TED LEVY ADVERTISING AGENCY

811 Cooper Bldg., Denver 2, Colo.  
 Phone: Main 7133  
 ABP—ANPA

President.....Ted Levy  
 Radio Dept. Dir.....Barbara Aiton  
 Production Mgr.....William Archenhold  
*Radio Accounts:* Ellis Canning Co.  
 (Chili), Denver, Colo.; Sealy Mattress Co.,  
 Denver; Colorado Mattress Co., Denver,  
 Colo.; Lee Jewelers, Denver.

### LEWIN, WILLIAMS & SAYLOR INCORPORATED

40 East 49th St., New York 17, N. Y.  
 Phone: MURray Hill 8-6200  
 AAAA—ABC—ABP—ANPA

President.....A. W. Lewin  
 Exec. V.-P. Pres.  
 and Treasurer....Sidney Matthew Weiss  
 Vice Pres. & Sec'y.....Max Green  
 Vice President.....Walter T. Pollock  
 Vice President.....Leonard Newsteder  
 Vice President.....Donald Waterbury  
 Radio-TV Dir.....Robert Brennan

### Branch Office

11 Commerce St., Newark 2, N. J.  
 Phone: MI 3-3200

Manager.....Leonard Newsteder  
*Radio Accounts:* G. N. Coughlan (Chim-  
 ney Sweep), West Orange, N. J.; Cook and  
 Dunn (Paint), Newark, N. J.; Spandy, Inc.  
 (Spandy), West Orange, N. J.; Harris-  
 Upham (Brokerage), New York; Sophie  
 Mae (Candy), Newark, N. J.; Rostwick, Inc.  
 (Air-Gene); Bridgeport, Conn.

*TV Accounts:* Borck and Stevens (Bak-  
 ery), Bridgeport, Conn.; Chambers Gas  
 Ranges (Range), Newark, N. J.; Spandy,  
 Inc. (Spandy), West Orange, N. J.; Costa  
 Ice Cream Co. (Ice Cream), Woodbridge,  
 N. J.; G. N. Coughlan (De Moist), West  
 Orange, N. J.; Hensler Brewing Co. (Beer),  
 Newark, N. J.; Harris-Upham (Brokerage),  
 New York; G. N. Coughlan (Process 33),  
 West Orange, N. J.; Borden's (Frozen  
 Foods), Newark, N. J.; Colonial House  
 Candy (Candy), Newark, N. J.



## Advertising Agencies

### ADDISON LEWIS & ASSOCIATES

2310 Stevens Ave., Minneapolis 4, Minn.  
Phone: AT 6235

ABP—ANPA—PPA—NOAB—APA—ABC  
Pres. & Acct. Exec. .... Addison Lewis  
Production Manager. .... Don H. Johnson  
Comptroller ..... M. Saunderson  
*Radio Accounts:* Minnesota Amusement  
Co. (Theaters), Lavoris Co. (Mouthwash),  
Minneapolis, Minn.

### LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.  
Phone: Cypress 6521

AAAA—ABP—NOAB—ANPA—APA  
SNPA—PPA

Partner, Art Dir. .... James L. Battle  
Partner, Acct. Exec. .... C. K. Liller  
Partner, Acct. Exec. .... William W. Neal  
Media Director. .... Sarah Williams

#### Branch Office

40 E. 51st St., New York 22, N. Y.  
Phone: EL 5-7785

Co-Mgrs. .... Jack Wyatt,  
Regina Schuebel

301 Palmetto Bldg., Columbia, S. C.  
Manager ..... Caldwell Withers  
*Radio Accounts:* Brock Candy Company,  
Colonial Stores, Inc., Blackman Stock Com-  
pany, Bank of Georgia, 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—ABC

President. .... Laurence M. Lloyd  
Vice-Pres. & Secty. .... Charles F. Pietsch  
Treas. & Media Dir. .... John J. Hagan  
Vice-Pres. & Art Dir. .... M. H. Kates  
Production Manager. .... William T. Kaleb

### LOCKWOOD-SHACKELFORD CO., INC.

2001 Beverly Blvd., Los Angeles 4, Calif.  
Phone: DUNKIRK 8-3121

ABP—ANPA—APA—NOAB—PPA

President. .... Russell N. Lockwood  
Vice-Presidents ..... Lou Holzer,  
Secretary. .... M. W. Shackelford  
Treasurer. .... E. M. Lee

#### Branch Offices

681 Market St., San Francisco 5, Calif.  
Phone: YUKON 6-5030

Manager. .... H. M. Carleton  
420 Madison Ave., New York 17, N. Y.

Manager. .... R. T. O'Connell  
*Radio Accounts:* Santa Fe Vintage (Santa  
Fe Wine), Los Angeles; Horsetrader Ed  
(Automobile Dealer), San Francisco; State  
Sewing Center (Sewing Machines), Seattle.

*TV Accounts:* Girard's Inc. (Salad Dress-

ing), San Rafael; Kern Food Products  
(Foods), Good Humor Co. of Calif. (Ice  
Cream), Los Angeles.

### DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.

Phone: MADISON 9-1604

ANPA—AAAA—PPA—APA—ABP  
President. .... Dudley L. Logan  
Art Director. .... Rosemary Doermann  
Copy Chief, Media Dir. &  
Prod. Mgr. .... Jack Waterman

### THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.

Phone: RANDOLPH 6-4606

ABP—ANPA—NOAB

Chairman of Board. .... L. W. Haas  
President. .... E. E. Hanson  
Vice-Pres. & Advtg. Dir. .... Wm. Goodman  
Vice-Pres. & Dir. of Sales. .... J. A. Smith  
Treasurer. .... A. T. Downie  
Secretary. .... H. G. Mergener  
Dir. of Radio & TV. .... Edward C. Fritz, Jr.  
Asst. Dir. Radio-TV. .... J. Minetz

*Radio Accounts:* Amrhein's Bakery, Inc.,  
Springfield, Ill.; Atlanta Baking Co., Atlanta,  
Ga.; Mrs. Boehme's Bakery, San Angelo,  
Tex.; Bowman Baking Co., Albuquerque,  
N. M.; Borek & Stevens, Bridgeport, Conn.;  
Brown's Bakery, Defiance, O.; Brown's  
Bread, Ltd., Toronto; Butter Krust Baking  
Co., Sunbury, Pa.; Cape Girardeau Baking  
Co., Cape Girardeau, Mo.; Capital City  
Bakery, Tallahassee, Fla.; Carpenter Baking  
Co., Milwaukee, Wis.; City Bakery, Inc.,  
St. Augustine, Fla.; H. H. Claussen's Sons,  
Inc., Augusta, Ga.; Cotton Bros. Baking Co.,  
Alexandria, La.; Cross Baking Co., Mont-  
pelier, Vt.; Dietzen's Bakeries, Anderson,  
Ind.; Dixie Maid Baking Co., Kingsport,  
Tenn.; Duquesne Baking Co., Pittsburgh,  
Pa.; Finney's Bakery, Greenville, Texas;  
Fisher Baking Co., Salt Lake City; Florida  
Baking Co., Pensacola, Fla.; Fluhrer Baker-  
ies, Inc., Medford, Ore.; Fuchs Baking Co.,  
So. Miami, Fla.; Gardner Baking Co., Mad-  
ison, Wis.; Gase Baking Co., Saginaw, Mich.;  
Gunzenhauser Bakery, Lancaster, Pa.; Hal-  
ler's Eagle Bakery, Inc., Altoona, Pa.; Hayes  
Baking Co., Oil City, Pa.; J. S. Hershey  
Baking Co., York, Pa.; Holsum Baking Co.,  
Roswell, N. M.; Holsum Bakery Co., Charle-  
ston, W. Va.; Holsum Bakery, Ft. Wayne,  
Ind.; Holsum Bakeries, Inc., New Orleans,  
La.; Holsum Bakers, Tampa, Fla.; Holsum  
Bakery Co., Lewiston, Ida.; Holsum Bread  
Co., Inc., Ft. Worth, Tex.; Holsum Baking  
Co., Harlingen, Tex.; Holsum Baking Co.,  
Lubbock, Tex.; Ideal Baking Co., Tyler,  
Tex.; Jamestown Baking Co., Jamestown,  
N. Y.; Lee Baking Co., Victoria, Tex.;  
Master Baking Co., Mt. Vernon, Ill.; Mc-  
Gogh Bakeries Corp., Birmingham, Ala.;  
Meadville Bread Co., Meadville, Pa.; The

## Advertising Agencies

Merchants Bakery, Inc., Norfolk, Va.; Chas. Newman Baking Co., Amarillo, Tex.; New Process Baking Co., Chicago, Ill.; Alfred Nickles Bakery, Inc., Navarre, O.; John J. Nissen Baking Co., Portland, Me.; Oak Cliff Baking Co., Dallas, Tex.; Old Homestead Bread Co., Denver, Colo.; Pan O Gold Baking Co., Piepstone, Minn.; P. F. Petersen Baking Co., Omaha, Nebr.; Phoenix Bakery, Inc., Phoenix, Ariz.; Roskam Baking Co., Grand Rapids, Mich.; Sabine Holsum Bakers, Port Arthur, Tex.; San Joaquin Baking Co., Fresno, Calif.; Shipley Baking Co., Ft. Smith, Ark.; Spengler's Bakery, Lewiston, Ida.; Sunlite Bakery, Inc., San Jose, Calif.; Turner Baking Co., Borger, Tex.; Wilke Baking Co., Beatrice, Nebr.; Williams Baking Co., Scranton, Pa.

*TV Accounts:* New Process Baking Co., Chicago; McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Phoenix Holsum Bakery, Phoenix; Fuchs Baking Co., So. Miami, Fla.

### EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.

Phone: AN 3-1888

AAAA—ABP—ANPA—APA

President-Treasurer ..... Earle Ludgin  
Exec. Vice-Pres. .... Vincent R. Bliss  
Vice-Presidents.. Montgomery N. McKinney,  
John H. Wilmarth, Edward Chapman  
Radio & TV Director..... Jane Daly  
Time Buyer..... Ruth Babick

*Radio Accounts:* Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Allen B. Wrisley (Wrisley Soap), Chicago, Ill.

*TV Accounts:* Jules Montener, Inc., The Best Foods, Inc., Kitchen Art Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp. (All Purpose Rit), New York, N. Y.; Chicago Title & Trust Co., Chicago, Ill.; Ecco Products Co. (Kitchen Utensils), Chicago, Ill.; Allen B. Wrisley Co., Chicago, Ill.

### LYNN-FIELDHOUSE

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

Phone: 2-7182-3

ABP—ANPA—NOAB—APA

Partners..... S. C. B. Lynn,  
L. S. Fieldhouse

Radio-TV & Media Dir..... W. B. Pritchard  
Art Director..... C. L. Steyer  
Account Director..... William Anneman

#### Branch Office

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

Phone: MUrray Hill 2-4048

*Radio Accounts:* Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.

*TV Accounts:* Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.

### W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa

Phone: 5139

AAAA

President..... W. D. Lyon  
Vice President..... R. B. Creswell  
Radio-TV Director..... R. H. Schubert  
*Radio Accounts:* A. Y. McDonald Mfg. Co. (Water Systems), Dubuque, Ia.; Barron Motor Supply (Automotive Equipment), Cedar Rapids, Ia.; Collins Radio Company (Commercial Radio Equip), Cedar Rapids, Ia.; Crescent Electric Supply (General Electric Appliances), Dubuque, Ia.; Bupane Gas Company (Bottled Gas), Cedar Rapids, Ia.; Tendersweet Sales Corp. (Canned Vegetables), Vinton, Ia.; Kent Feeds (Livestock & Poultry Feeds), Muscatine, Ia.; Potosi Brewing Company (Beer), Potosi, Wis.

*TV Accounts:* Maplecrest Turkey Farms (Frozen Turkeys & Chickens), Wellman, Iowa; Whink Products (Rust-Stain Remover), Eldora, Iowa; Crescent Electric Supply (Appliance Distributor), Dubuque, Iowa

### MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.

Phone: 6-0771

ANPA—ABP—APA—PPA—NOAB

President & Art Dir..... J. F. Fellay  
Vice-President..... R. W. Steele  
Sec.-Treas. & Gen. Mgr..... Jay J. Keith  
Copy Dept..... J. R. Shullaw

### MacFARLAND, AVEYARD & CO.

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

Phone: RAndolph 6-9360

ANPA—ABP—ABC

President..... Hays MacFarland  
Vice-Pres. & Gen. Mgr..... Allen B. Dicus  
Exec. Vice-Pres..... A. E. Aveyard  
Media Director..... Betsy Tyroler  
Space Buyer..... Patricia Kral  
Radio-TV Dir..... Allan Fishburn  
*Radio-TV Accounts:* Zenith Radio Corp.; Drewrys, Ltd. (Beer & Ale), So. Bend, Ind.

### MacLAREN ADVERTISING CO., LTD.

372 Bay St., Toronto, Ont.

Phone: Empire 4-0321

ABC—ANPA

President..... J. A. MacLaren  
Vice-Presidents..... E. V. Rehnitzer,  
J. Ferres  
Comptroller ..... W. D. MacMahon  
Director..... W. G. Abel  
Radio & TV Dir..... H. Horler  
Time Buyer..... V. D. L. Dyer  
Traffic Manager..... Kay Dale

## Advertising Agencies

### Branch Offices

410 Dominion Square Bldg., Montreal, P. Q.  
 Manager.....F. P. Gill  
 Radio.....Mary Moran

911 Electric Rlwy. Chambers, Winnipeg,  
 Manitoba

Manager.....E. P. Thomson  
 305 Province Bldg., Vancouver, B. C.

Manager.....W. D. M. Patterson  
 Radio.....John Hoyland

111 Sparks St., Ottawa, Ontario

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, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Javex), Christie Brown, Ltd. (Food), Standard Brands, Ltd., Shefford-Ingersoll Cheese, 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, Palmers' Limited, G. W. Hogan (Car Dealer); Ainsworth Motors; General Motors of Canada; Canadian Shredded Wheat Co.; Canada Dry Ltd.; Provincial Tire Co.

### MacMANUS, JOHN & ADAMS

Fisher Bldg., Detroit 2, Mich.

Phone: TRINITY 2-8300

ANPA—APA—PPA—AAAA—ABC—NOAB

Chairman.....W. A. P. John

Pres. & Treas.....James R. Adams

Exec. Vice-Pres.....Harvey G. Luce

V.P., Media & Research Dir.

Elmer W. Forehlich

Radio Time Buyer.....Martha Ude

*Radio Accounts:* Champion Spark Plug,

Ferry-Morse Seed Co., Pontiac Motor Div.,

Dow Chemical Co.

*TV Accounts:* Pontiac Motor Div.

### MALCOLM-HOWARD

203 N. Wabash. Chicago 1, Ill.

Phone: Ran 6-7942

ABP—ANPA—APA—PPA

TV Writers-Producers.....George Janda.

William Bent, Norine Freeman, Michael

Brown, Stanford Kaatz

Executive-Producers.....Arthur Holland,

Hal Barkun, Max Holland

*Radio Accounts:* Dad's Root Beer, Hollands

Jewelers, Chicago Coliseum, Foherman

Motors, Joy Candies, Ambrosia Brewing

(Nectar Beer), Legion Ice Cream Co. (Ice

Cream).

*TV Accounts:* National TV & Electrical

Living Show, Courtesy Motors (Autos),

Fohrman Motors (Autos), Hudson Dealers

Asso. (Autos), Hollands Jewelers, Dad's  
 Root Beer Co. (Dad's Root Beer), Ambrosia  
 Brewing Co. (Nectar Beer), Roller Derby  
 (Sports Event), New York. N. Y.; Rubin's  
 (Women's Apparel), Stiffel Bradley Co.  
 (Stiffel-Switch Lamps), Chicago, Ill.; Clinton  
 Watch Co. (Clinton Watches).

### DAVID MALKIEL ADV. AGENCY

172 Newbury St., Boston 16, Mass.

Phone: Copley 7-9580

ABP—ANPA—APA—PPA—AAAN

Production Manager.....Julian Malkiel

Secretary.....Martha Brest

*Radio Accounts:* Royal Crown of New

England (Soft Drinks), Canadian Ace Ale

(Beer & Ale), Ace Vacuum Stores (Vacuum

Cleaners), Boston, Mass.

### MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.

Phone: GENEVA 9619

APA—ABP

Pres. & Treas.....Robert P. Miller

Vice-Pres. & Sec.....Eleanor L. Miller

Art Dir. & Prod. Mgr.....Edward Harris

*Radio Account:* Snyder Drug Stores.

### MARFREE ADVERTISING

#### CORPORATION

105 West 40th St., New York 18, N. Y.

Phone: LONGACRE 4-7190

Pres., Dir. Radio.....Harry A. Friedenberg

V.P., Acct. Exec.....Sheppard Chartoc

V.P., Comptroller.....E. M. Story

Secretary-Treasurer.....Louis P. Randell

TV Dir., Acct. Exec.....Barnett Friedenberg

Account Executives.....J. Nye Delman,

Mort Sobel, Howard Eisenberg, Herbert

Futrain, Bert Newberger, James Sweeney

Director Radio.....Harry A. Friedenberg

Director TV.....Barnett Friedenberg

#### Branch Office

919 North Michigan, Chicago, Ill.

Phone: Whitehall 4-2651

V.P. in Charge.....Sheppard Chartoc

*Radio Accounts:* D-Con Company (D-

Con), Chicago, Ill.; House of TV (Televi-

sion), Chicago, Ill.; Lee TV (Television),

New York, N. Y.; Galgano Distributing Co.

(Phonograph Records), Chicago, Ill.; Allen

Card Co. (Greeting Cards), New York,

N. Y.; Bankers Life & Casualty Co. (White

Cross Hospitalization), Chicago, Ill.; Bemac

Enterprises (Perfumes), Memphis, Tenn.;

House of Goddard (Quilt Lady, Perfex Elec-

tric Shaver), Chicago, Ill.; United Enter-

prises (Fli-Pel), Chicago, Ill.

*TV Accounts:* R & F Company (Toys).

New York, N. Y.; Garrick Music Shops

(Music), Chicago, Ill.; Plantation Estates

(Real Estate), New York, N. Y.; Mizin

Mfg. Co. (Furniture Accessories), New York,

N. Y.; Raven Mills Corp. (Textiles), New

York, N. Y.; B & B Toy Mfg. Co. (Educa-

tional Toys), New York, N. Y.; Camer

## Advertising Agencies

Glass (Glass Lamps and Access.), New York, N. Y.

### 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  
TV-Radio Director.....Curt A. Peterson  
*Radio Account:* Esso Standard Oil Co.  
(Petroleum), New York, N. Y.  
*TV Account:* Esso Standard Oil Co. (Pe-  
troleum), New York, N. Y.

### J. M. MATHES, INC.

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

ABP—ANPA—APA—PPA—ABC  
President.....J. M. Mathes  
Treasurer.....A. E. Cox  
Secretary.....Carle E. Rollins  
Vice-Pres. & Dirs.....Wilfred S. King,  
W. T. Okie  
Vice-Presidents.....David C. Gibson,  
Dr. O. L. Tinklepaugh, Jan H. Meyer  
Director of Radio & TV.....Read H. Wight  
Radio Time Buyer.....Edna S. Cathcart  
*Radio Accounts:* Air France, American  
Viscose Corp., Austin Motor Co., Ltd. (Eng-  
land), Canada Dry Ginger Ale, Inc., New  
York, N. Y.; Houbigant Sales Corp., Im-  
perial Paper & Color Corp., Luden's, Inc.,  
Reading, Pa.; The Pure Food Co., Inc.,  
Mamaroneck, N. Y.; Union Carbide & Car-  
bon Corp., New York, N. Y.  
*TV Account:* Canada Dry Ginger Ale, Inc.,  
New York, N. Y.

### MATHISSON & ASSOCIATES, INC.

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

ABP—NOAB—PPA—APA—ANPA  
Pres., Art. Dir., Space Buyer,  
Research Dir.....C. A. Mathisson  
Vice-Pres. & Treas.....L. M. Henkel  
Copy Chief, Sec., Media Dir.,  
Space Buyer.....Edward G. Ball  
Radio-TV Dir.,  
Space Buyer.....Charles H. Helliwell  
*Radio Account:* Edwards Motor Co.

### JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.  
Phone: GASpec 4456-4457

ABP—ANPA—ABC  
Pres., Space-Radio-TV-Time  
Buyer.....Joseph M. Finkle  
Vice-Pres.-Treas.....Aaron M. Finkle  
Copy Chief.....Richard D. Brugman  
Radio Director.....Dorothy M. Barry  
Production Mgr.....Anne E. Woled

### MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.  
Phone: LORain 7-5710

ANPA—APA—PPA—ABC—NOAB

President.....Lou R. Maxon  
Vice-President.....Searle Hendee  
Treasurer.....W. I. O'Neil  
Secretary.....G. Reginald McKiel

#### Branch Offices

12 E. 53rd St., New York 22, N. Y.  
Vice-Pres., Gen. Mgr.....M. F. Mahoney  
Radio & TV Director.....S. James Andrews  
664 N. Rush, Chicago 11, Ill.  
Manager.....L. J. Sholty  
*Radio Account:* Gillette Safety Razor Co.

### THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.  
Phone: DUNkirk 8-2111

ABP—APA—NOAB—PPA—ANPA  
President.....Henry Mayers  
Vice-President.....Forrest Dolan  
Secretary.....Sophie Mayers  
Treasurer.....James P. Shelley  
Production.....Edith Hemphfling  
Media Director.....Madelyn Miles  
*Radio Accounts:* Gordon Bread Co., Hoff-  
man Candy Co., Adolps Foods 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), Adolps Food Pro-  
ducts (Meat Tenderizer).

### McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: JUDson 6-3400

AAAA—ABC—ABP—ANPA—APA  
NOAB—PPA—BMB  
Chairman of Board.....H. K. McCann  
Vice Chm. & Chm. of  
Exec. Comm.....Harrison Atwood  
President.....Marion Harper, Jr.  
Vice Pres. & Treas.....John L. Anderson  
Asst. Treas. & Compt.....Dixon R. Griswold  
Secretary.....Kathryn H. Kelly  
Vice Presidents (N. Y.)...R. M. Alderman,  
Frederick Anderson, Donald M. Ar-  
mstrong, Jr., James W. Blackburn, Donald  
G. Calhoun, W. H. Conine, Sidney W.  
Dean, Jr., J. L. Deane, G. B. Dearnley,  
Earl C. Doucgan, Leonard F. Erikson, L.  
E. Firth, Emerson Foote, George H. Giese,  
Alberta Hays, C. A. Hoppock, Farish A.  
Jenkins, Daniel W. Keefe, Arthur J. Kemp,  
Alton Ketchum, Ralph B. Koser, Thomas  
P. Losee, Wm. E. McKeachie, Rudyard C.  
McKee, C. A. Posey, Florence A. Richards,  
Margot Sherman, R. E. Thompson, John  
H. Tinker, Jr., Samuel P. Walker, E. F.  
Wilson, Fred M. Zeder, Jr.

Vice. Pres. of Radio-TV...Thomas H. Lane  
Vice Pres. of Radio-TV  
Programs.....Alfred J. Scalpone  
Vice Pres. of Radio-TV  
Services.....William C. Dekker  
Vice Pres. & Exec.  
Producer.....Dorothy B. McCann

## Advertising Agencies

Dir. of Radio-TV Program  
 Development ..... Hendrik Booraem  
 Dir. of Radio-TV Commercial  
 Copy ..... Charles H. Wolfe  
 Mgr. of Hollywood  
 Office ..... J. Neil Reagan  
 Mgr. of Radio-TV Time  
 Buying ..... Robert M. Reuschle  
 Mgr. of Radio-TV  
 Production ..... Donald N. McClure  
 TV Film Director ..... Frank P. Bibas

### Branch Offices

200 Berkeley St., Boston 16, Mass.  
 Vice Pres.-Mgr. .... Watson M. Gordon  
 629 Euclid Ave., Cleveland 14, O.  
 Vice Pres.-Mgr. .... Albert A. Sommer  
 647 Griswold St., Detroit 26, Mich.  
 Vice Pres.-Mgr. .... Paul Holder  
 707 Terrace Plaza Bldg., Cincinnati 2, O.  
 Mgr. .... G. Lester Williams, Jr.  
 318 S. Michigan Ave., Chicago 4, Ill.  
 Vice Pres.-Mgr. .... Homer Havermale  
 Vice Presidents. .... Walter C. Krause,  
 G. Bowman Kreer, A. W. Sherer, Sidney  
 A. Wells  
 6331 Hollywood Blvd., Hollywood 28, Calif.  
 Mgr. .... J. Neil Reagan  
 612 S. Flower St., Los Angeles 17, Calif.  
 Vice Pres.-Mgr. .... Burt Cochran  
 114 Sansome St., San Francisco 4, Calif.  
 Vice Pres.-Mgr. .... H. Q. Hawes  
 Vice Presidents. .... Roswell H. Cochran,  
 Clarence Hestorff, Frederick H. McCrea,  
 Robbins Milbank  
 310 Public Service Bldg., Portland 4, Ore.  
 Mgr. .... Willard E. Wilson

*Radio Accounts:* Altes Brewing Co., American Trust Co., American Safety Razor Corp., Broadway Dept. Store, Inc., California Packing Corp., California Wine Association, Chesebrough Mfg. Co., Cons'd., Chrysler Corporation—Chrysler Sales Div., Coldstream Products Co., Columbia Records, Inc., Cowles Magazines, Inc., Crowell-Collier Publishing Co., Frank Fehr Brewing Co., Gruen Watch Co., W. P. Fuller & Co., Lee Pharmaceutical Co., The Leisy Brewing Co., Lucky Lager Brewing Co., Milk Foundation, National Biscuit Co., The Ohio Bell Telephone Co., Pacific Power & Light Co., Pharma-Craft Corporation, Portland Gas & Coke Co., The Richman Brothers Co., The S. O. S. Company, The Soil-Off Company, Southern California Gas Co. and Southern Counties Gas Co., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., Trans-Canada Air Lines.

*TV Accounts:* Altes Brewing Co., American Safety Razor Corp., Bell Brand Foods, Ltd., California Packing Corp., Chesebrough Mfg. Co., Cons'd., Chrysler Corporation—Chrysler Sales Div., Clark Brothers Chewing Gum Co., Congoleun-Nairn, Inc., Cowles Magazines, Inc., Esso Standard Oil Co.,

Frank Fehr Brewing Co., W. P. Fuller & Co., Gruen Watch Co., Hale Bros., Inc., "Junket" Brand Foods, Lehn & Fink Products Corp., The Leisy Brewing Co., Lucky Lager Brewing Co., Manufacturers Trust Co., The Maytag Company, Milk Foundation, Inc., National Biscuit Co., The National City Bank of Cleveland, The Ohio Bell Telephone Co., Pepsodent Div.—Lever Bros. Co., Pharma-Craft Corporation, The Richman Brothers Co., The S. O. S. Company, The Soil-Off Company, Southern California Gas Co. and Southern Counties Gas Co., Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., Vim Electric Co., Inc., Westinghouse Electric Corp.

### McCORMICK COMPANY

217 E. 7th Ave., Box 1931 Amarillo, Tex.  
 Phone: 6-5333

NOAB—ANPA—APA—SNPA

Owner-Manager. .... James L. McCormick  
 Art Director. .... Stefan Kramer  
*Radio Accounts:* Shamrock Oil & Gas Corp.

### L. E. McGIVENA & CO., INC.

444 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 3-7422

ANPA—ABP—APA—PPA—ABC

President. .... L. E. McGivena  
 Exec. V.P., Copy Chief. .... Howard W. Roper  
 Secretary. .... John W. Brennan  
 Art Director. .... Samuel Josephs  
 Production Manager. .... James J. Preston  
 Space Buyer. .... Mrs. Marguerite Andrews

### McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.  
 Phone: LOcust 7-4737

ANPA—PPA—APA

President. .... Roy J. McKee  
 Vice-Pres. & Treas. .... David R. Albright  
 Vice-Pres. Radio-TV. .... James A. McFadden  
 Time Buyer. .... Evelyn Walmsley  
 Vice-Pres., Mdse. .... Howard H. Yaw  
 Secretary. .... T. E. Libby  
*Radio Accounts:* Western Maryland Dairy, Phila. & Reading Coal & Iron Co., General Ice Cream Corp., Breyer Ice Cream Co., Breakstone Bros., Inc. (Dairy Products), New York, N. Y.

*TV Accounts:* General Ice Cream Co., Breyer Ice Cream Co., Phila. & Reading Coal & Iron Co., Breakstone Bros., Inc., Renuzit Home Products Co., Keebler-Weyl Baking Co. (Biscuits & Crackers), Phila.

### McKIM ADVERTISING LIMITED

Dominion Square Bldg., Montreal, Que., Can.  
 Phone: Lancaster 5192

ANPA—ABC—APA

President. .... James M. Baxter  
 Vice-Pres., Sec.-Treas. .... J. W. Thain

### Branch Offices

47 Fraser Ave., Toronto, Ont. Canada  
 Manager. .... E. W. Brodie



## Advertising Agencies

Paris Bldg., Winnipeg, Man., Canada  
 Manager.....A. A. Brown  
 Province Bldg., Vancouver, B. C., Canada  
 Manager.....W. J. 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  
 ANPA—PPA—NOAB—APA—SNPA  
 President-Treasurer.....Louis Melamed  
 Vice-President.....S. E. Melamed  
 Secretary.....M. O. Gooder  
 Media Director.....Jon Bjornson  
*Branch Offices*

E. 906 First National Bank Bldg., St. Paul 1, Minn.  
 Manager.....E. T. Holmgren  
 Melamed-Hobbs, Baskin & Livingston  
 333 Michigan Ave., Chicago 1, Ill.

Manager.....E. R. Livingston  
*Radio Accounts:* Chocolate Products Co.,  
 Lan-O-Sheen, Inc., Minnesota Farm Bureau  
 Federation, Milk Foundation of Minnesota.

### ARTHUR MEYERHOFF & CO.

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

ANPA—PPA—AAAA—NOAB—APA  
 President.....Arthur E. Meyerhoff  
 General Manager.....J. H. Black  
 Financial Manager.....J. A. Johnston  
 Director of Radio & TV...Benjamin J. Green  
 Assoc. Radio & TV Dir....George Rich III  
 Radio Time Buyer.....Carol Colby  
 Space Buyer.....Mary Hauser  
 Copy Chief.....M. E. Chon  
*Branch Office*

759 N. Milwaukee St., Milwaukee 2, Wis.  
 Manager.....George Grabin  
*Radio Accounts:* Chicago National League  
 Ball Club, Illinois Meat Company, 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  
 AAAA—ABC—ABP—ANPA—APA  
 NOAB—PPA

President.....C. L. Miller  
 Treas., Radio & TV Dir.....G. V. Carhart  
 Sec., Radio & TV Dept.....L. L. Hoffman  
 Secretary.....P. P. Hoffman  
 Spot Time Buyer.....Miss R. Driscoll  
*Branch Office*

333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: CENtral 6-1640

Manager.....I. M. Tuteur  
*Radio Accounts:* Corn Products Sales Co.  
 (Karo, Mazola, Linit, Niagara Starch);  
 Bachman Choc. Mfg. Co. (Old Sol Bar);

Circle Line Sightseeing Yachts. Blue Chan-  
 nel Corp. (Harris American Crabmeat, Har-  
 ris American Deviled Crabmeat).

*TV Accounts:* Corn Products Sales Co.  
 (Niagara Starch).

### DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.  
 Phone: DUNkirk 8-3301  
 AAAA—ABC—ABP—ANPA—APA—CAN  
 NOAB—PPA

President.....Dan B. Miner  
 Exec. Vice-Pres.....J. C. Morse  
 Vice-Presidents.....I. M. Greer  
 Hildred Sanders, Richard Glover  
 Secretary-Treasurer.....M. R. Swceny  
 V.P. in Chg. Radio & TV...Hildred Sanders  
 Asst. Radio & TV Dirs.....Robert Black,  
 Arthur Trask

*Radio TV Accounts:* American Beauty  
 Macaroni (West Coast Div.) (Macaroni), Los  
 Angeles; Forest Lawn Co. (Mortuary and  
 Cemetery), Glendale; Lakewood Park, Inc.  
 (Houses), Lakewood Park; Interstate Ba-  
 keries Corp. (Weber Bread), Kendall Foods,  
 Inc. (Dog Foods), Smart & Final Co.  
 (Foods); Bu-Tay Products Ltd. (Rain-  
 drops); Freemans Frozen Foods (Fish);  
 Blue Cross Plan (Health Insurance).

### EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.  
 Phone: CO 5-2480  
 ABP—ANPA—PPA

President.....Emil Mogul  
 Secretary-Treasurer.....Helene Mogul  
 Exec. Vice-Pres.....Charles L. Rothschild  
 Vice-Presidents.....Seth D. Tobias,  
 Myron A. Mahler, Rino Negri, Milton  
 Guttenplan

TV Dir.....Carlo de Angelo  
 Radio & TV Time Buyer...Helen Munroe  
 TV Producer.....Lee Reynolds  
 Production Manager.....Al Mauro  
 Art Director.....William Jacoby  
 Media & Research Dir.....Joel Martin  
 Copy Chief.....Maxwell Sapan

*Radio Accounts:* Barney's Clothes (Men's  
 & Boys' Clothing), Beriole Import Co.  
 (Berio & Francesconi Oil), New York,  
 N. Y.; Gem Oil, Brooklyn, N. Y.; Napa  
 Valley Grape Prod. (Colombo Wine), New  
 York, N. Y.; Canadian Fur Corp. (Women's  
 Furs), New York and New Jersey; Ronzoni  
 Macaroni Co. (Macaroni & Spaghetti Prod.),  
 Long Island City, N. Y.; National Shoes  
 (Children's, Women's & Men's Shoes),  
 Somnyl Pharnacal Corp. of America (Nu-  
 Pax), New York; Blue Ridge Textile Co.,  
 New York; Klein Bros. (Kaybee Silks),  
 New York; Knomark Mfg. Co., Inc. (Esquire  
 Boot Polish), N. Y.; Modern Industrial  
 Bank, New York; Rock-Flint (Flints), Far  
 Rockaway, N. Y.; Stone-Tarlow Co., Inc.  
 (Shoes), Brockton, Mass.; M. Wile & Co.,

## Advertising Agencies

Inc. (Don Richards Men's Clothes), Buffalo, N. Y.

*TV Accounts:* Knomark (Esquire Boot Polish), Brooklyn, N. Y.; National Shoes (Children's, Women's & Men's Shoes), New York, N. Y.; Ronzoni Macaroni Co. (Macaroni & Spaghetti), Long Island City, 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. & Time Buyer.....Carl H. Press

*Radio Accounts:* Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star.

*TV Accounts:* Coney Island, Inc., Coca-Cola Bottling Co., Cincinnati Times-Star, Cincinnati.

### MOREY, HUMM & JOHNSTONE, INC.

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

Phone: BR 9-5950

ABP—ANPA—APA—NOAB—PPA

President.....Silvester M. Morey  
Exec. Vice-Pres....Llewellyn B. Van Doren  
V.P. & Mgr. Utility & Home

Appliance Dept.....Albert W. Humm  
V.P. & Copy Chief.....Stanley F. Ellsworth

V.P. & Art Dir.....William G. Sutton

Vice-Pres. & Merch. Dir....Walter J. Andree

Secy. & Treas.....William G. Carmody

Media Director.....Frank E. McElmoyl

TV Director.....W. L. Wernicke

Time Buyer.....Kathryn Shanahan

#### Branch Office

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

Phone: PL 7-8060

V.P. Chg. Midtown Office. Muriel Johnstone  
Mdse. 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

ANPA—APA—NOAB

President.....Raymond R. Morgan

Exec. Vice-Pres.....Robert C. Temple

Account Executives.....Jack Kerr,  
L. W. Hobson, John Burton

V.P. in Chg. Radio-TV.....James C. Morgan

Production.....John Burton

Time Buyer.....Terry Brady

Copy Chief.....Audrey Sharpe

#### Branch Office

260 California St., San Francisco 11, Calif.

Phone: DOuglas 2-6073

Manager.....Porter Anderson

#### Affiliate

Goodkind, Joice & Morgan, Inc.

Palmolive Bldg., Chicago 11, Ill.

President.....Clyde M. Joice

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);

Institute of Religious Service, Neb. Beverage

Co.

*TV Account:* Neb. Beverage Co. (Par-T-

Pak).

### MORSE INTERNATIONAL, INC.

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

Phone: ORegon 9-4600

APA—PPA—NOAB

Chairman of the Board.....A. T. Preyer

President.....J. Patterson

Exec. Vice-Pres. & Treas.....M. F. House

Space Buyer.....F. D. Davies

Mgr. Radio & TV Dept.....C. C. Slaybaugh

Export Media Mgr.....Aurora Blando

Director of Prod.....M. K. Burkett

Group Prod. Mgrs.....W. W. Williams,  
D. R. Quist, W. J. Berey

Sr. Art Director.....L. Szalay

Group Art Directors.....E. Ellis,  
S. Nagle

Art Studio Mgr.....C. Scimecca

Account Executives.....Constance Boland,  
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), Alfred

D. McKelvey Co. (Seaforth Men's Toilet-

ries).

### MOSELLE & EISEN ADV. AGENCY

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

Phone: MUrray Hill 2-4939

PPA—ANPA

Partners.....Henry Eisen,  
Rose Moselle

Copy Chief, Publicity Dir...Mildred Barsky

Art Dir., TV Prod....Frederick H. Cassens

Production Manager.....M. Baumstein

### MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone: 4-6141

ABP—ANPA—APA—NOAB—PPA—SNPA

Pres. & Treas.....Arthur S. Cotins

Asst. to President.....Robert MacFarland

Vice-Presidents.....James N. Brown,  
L. B. Reigler

Secretary.....Mrs. Mildred S. Benson

V.P. & Art Dir...A. Montgomery Huntington

Sp. Buyer & Research Dir...Miss L. B. Mang

Asst. Sp. Buyer...Miss Christine H. Van Dyke

Asst. Research Dir.....Mrs. Pearl A. Curtis

Production Manager.....Fred Michel

Merchandising Director.....R. Del Dunning

Account Executives.....Arthur S. Cotins,  
James N. Brown, L. B. Reigler, Geo. P.

Hodges, Robert F. MacFarland, Harry T.

Duffy, Kenneth S. Duffes

*Radio Accounts:* Animal Foundation, Inc.

## Advertising Agencies

(Hunt Club Dog Food), Sherburne, N. Y.; C. A. Durr Packing Co. (Meat Products), Utica, N. Y.; Empire Crafts Corp. (Silverware), Newark, N. J.

*TV Accounts:* C. A. Durr Packing Co. (Meat Products), Utica, N. Y.; General Ice Cream Corp. (Sealtest Ice Cream), Utica, N. Y.; Honey Butter Products Corp. (Honey Butter), Ithaca, N. Y.; Animal Foundation, Inc. (Hunt Club Dog Food), Sherburne, N. Y.

### MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 7-7377  
ABC—ABP—ANPA

President.....Joseph H. Moss  
Vice-President.....Martin W. Jacobson  
Radio & TV Dir.....Miles Shefferman

### C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.  
Phone: Financial 6-3481  
ABP—ANPA—PPA

President.....C. W. Muench  
Media Director.....Victor Fabian  
Production Manager.....Wm. G. Fisher  
Copy Chief.....Glenn E. Martin

*Radio Accounts:* Adams Corp. (Snacks—Korn Kurls), Beloit, Wis.; Monarch Brewing Co. (Beer), Chicago, Ill.; Maurer-Neuer Co. (Meat Products), Kansas City, Mo.; A. F. Schwahn & Sons Co. (Meat Products), Eau Claire, Wis.; L. C. Forman & Sons Co. (Condiments), Pittsford, N. Y.; Fanny May Candy Co. (Candy), Fox De Luxe Foods, Inc. (Poultry), Chicago, Ill.; Pavelka Brothers (Meat Products), Cleveland, O.; Triangle Restaurant Co. (Restaurant), Chicago, Ill.; Toffenetti Restaurant Co. (Restaurant), New York, N. Y.

*TV Accounts:* The Griffith Laboratories, Inc. (Spices); Monarch Brewing Co. (Beer), Chicago, Ill.

### NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 9-6835

President.....Paul R. Kruming  
Vice-President.....Thomas W. Hughes  
Secretary.....Joseph W. Madden  
Copy Chief.....John L. Albright  
Art Director.....Walter Kelly  
Radio & TV Director.....James G. Zea  
Time Buyer.....Harriette Belille

*Radio and TV Accounts:* American Safety Razor, Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Pharmacal Co., Lever Brothers (U. S.), National Carbon Co., Quaker Oats Co., Ruppert Brewery, W. R. Warner, R. Hudnut, Westinghouse.

### NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.  
Phone: STate 2-5151  
AAAA—ANPA—PPA—NOAB—APA

### ABC—ABP

President.....Maurice H. Needham  
Vice-Presidents.....John J. Louis,  
Melvin Brorby, W. Raymond Fowler,  
Wm. D. Horne, Jr., Wm. P. Bager, Wm.  
H. Ohle, Wm. R. Kinnaird  
Vice-Pres. & Media Dir.....Otto R. Stadelman  
Vice-Pres. & Radio-TV Dir.....Allan Wallace  
Sec.-Treas.....Max D. Anwyl

#### Branch Office

1680 North Vine St., Hollywood 28, Calif.  
Vice-Pres. & Mgr.....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

Pres., Radio Time Buyer...William Rogow  
Account Executive...Stewart Pierce Brown,  
Yale Shafer  
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.; Bond Stores, Inc. (Clothing), New York.

### RALPH NELMS, INC., ADV.

318 St. Louis St., Springfield 3, Mo.  
Phone: 4-2555  
APA

President.....Ralph A. Nelms  
Secretary.....Irene A. Bass  
Art Director.....J. H. Richards  
*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; Meck Lumber Cos. (Lumber Yard Chain), Lockwood; Pioneer Products, Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reycor Tandem), Springfield, Mo.

### GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.  
Phone: 4-4135

Pres. & Treas.....George R. Nelson  
Vice-President.....Helen C. Nelson  
Secretary.....Alice Pach  
Art Director.....Arnold Hitchins  
Radio, Copy, Pub. Dir.....Robert S. Cragin  
TV Director.....Edward F. Flynn  
Radio Time Buyer.....Anne F. Pratt  
TV Time Buyer.....Sybil Van Patten  
Assoc. TV Prod.....Jack Landt

#### Branch Office

150 W. 49th St., New York 18, N. Y.  
Phone: Circle 5-5431  
Assoc. TV Producer.....Jack Landt