

Partners.....Robert C. Lowe, Jr., John H. Stevens
 Vice President.....Jules Clyde Gerding
 Art Director.....J. D. Hawkins
 Production Mgr.....O. L. Shelley
 Media Director.....Audrey Jones
Radio Accounts: White Provision Co. (Cold Cuts, Wieners, Sausage); Roman Cleanser Co. (Bleach), both Atlanta, Ga.
TV Accounts: Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; Electric Sales & Service (Necchi-Elna Sewing Machines), White Provision Co.; Carrier Atlanta Corp. (Air Conditioners) all Atlanta, Ga.
Estimated Radio-TV Billings: \$65,562.93.

LUCKOFF & WAYBURN PRODUCTIONS

320 W. Lafayette Blvd., Detroit 26, Mich.
 Phone: Woodward 2-0707
 ABP—ANPA

President, Treas.....Louis H. Luckoff
 Vice President.....Leon S. Wayburn
 SecretaryRobert Goldfarb
 Dir. Radio-TV & TV Time Buyer
 Alan E. Luckoff
 Media Dir., Radio Time Buyer...Edith Rose
 TV Time Buyer.....Donald DeCook
 Radio-TV Time Buyer.....Georgia Harrison
Radio Accounts: State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Simmons & Clark Jewelers, Detroit Times, United Shirt Distributors, all Detroit, Mich.; Triangle Furniture, Royal Oak, Mich.
TV Accounts: State Sample Dept. Store, Detroit Times, Meyer Jewelry Co., Gordon-Chapman (Grenadier Mattress); Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Koolvent Awnings, Gage Oldsmobile, all Detroit.
Estimated Radio & TV Billings: \$1,050,000.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
 Phone: ANdover 3-1888
 AAAA—ABP—ANPA—APA—ABC
 NOAB—PPA

Chairman, Treas.....Earle Ludgin
 PresidentVincent R. Bliss
 Exec. V.P., Art Dir.....John H. Willmarth
 V.P.'s, Acct. Execs.....Fred Klein, Kenneth Mason, Clifford Schaible, J. E. Chapman, George Rink, Ralph Whiting.
 V.P., Time Media Dir.....Jane Daly
 Time Buyer.....Ruth Babick
Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.
TV Accounts: The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.
 Phone: VAlley 2-7182-3
 ABP—ANPA
 Owner, Acct. Exec.....S. C. B. Lynn

Radio-TV &
 Media Dir.....W. P. McLaughlin
Branch Office
 51 E. 42nd St., New York 17, N. Y.
 Phone: MUrray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.
TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
 Phone: EMpire 4-2451
 AAAA—ABP—ANPA—APA

President.....W. D. Lyon
 Vice President.....R. B. Creswell
 Acct. Execs.....R. P. Zirbel, R. H. Schubert
 Media Dir.....R. P. Ames
 Radio-TV Dir.....Robert D. Colburn
 Radio & Time Buyer.....Eileen Burns
Branch Office
 373 Orpheum Electric Bldg., Sioux City, Ia.
 Phone: 8-5545

Manager.....H. Don Carlos
Radio Accounts: Ames Incross (Hybrid Chicks), Des Moines, Iowa; Better Homes & Gardens (Magazine) Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies) Dubuque, Iowa; First National Bank, Sioux City, Iowa; Guaranty Bank & Trust Co., Cedar Rapids, Iowa; Home Town Dairies, Iowa City, Iowa; Hotel Roosevelt, Cedar Rapids, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; Rockford Brick & Tile Co., Rockton, Iowa; Kay Dee Feed Co. (Farm Feeds) Le Mars, Iowa; Wells Blue Bunny Co. (Dairy) LeMars; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Peterson Furniture Co., Cedar Rapids, Iowa; United Hagie Hybrids (Hybrid Seed Corn) Des Moines, Iowa.

TV Accounts: Cownie-Williges (Furriers), Sioux City, Iowa; First National Bank, Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Peterson Furniture Co., Cedar Rapids, Iowa; Tolerton-Warfield (Food Brokerage) Sioux City, Iowa; John B. Turner Co. (Morticians) Cedar Rapids, Iowa; Wells Blue Bunny (Dairy) LeMars, Iowa; The Gerkin Co. (Hardware) Sioux City, Iowa; Whink Products (Household Aids) Eldora, Iowa.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
 Phone: RANdolph 6-9360
 ANPA—ABP—AAAA—ABC

ChairmanHays McFarland
 President.....A. E. Aveyard
 Exec. V.P., Gen. Mgr.....Allen B. Dieus
 V.P., Creative Dir.....G. F. Drake
 Vice-Pres.....W. C. Power, David W. Stotter,

Robert Bullen, Robert Byars, George Stokes
 V.P., Art Dir.....Rom. Z. Rigotti
 Research Director.....William Bradley
 Media Director.....A. S. Trude, Jr.
 V.P., Radio-TV Dir.....J. C. Shelby
 Asst. Radio-TV Dir.....W. B. Goodrich
 Prod. Mgr.....W. E. Christopher
Radio Accounts: Stewart-Warner Corp.,
 Alemito Corp., Chicago, Ill.; Drewrys Ltd.,
 U. S. A., Inc. (Beer); Heidelberg Brewing
 Co., Tacoma, Wash.; Zenith Radio Corp.
 (Hearing Aids) Chicago.
TV Accounts: Drewrys Ltd., U. S. A., Inc.
 (Beer & Ale), South Bend, Ind.; Stewart-
 Warner Corp., Alemito Division, Chicago,
 Ill.; Heidelberg Brewing Co. (Beer & Ale),
 Tacoma; Standard Knitting Mills (Health-
 knit), Knoxville; Martin-Senour Paints,
 Chicago.

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario
 Phone: EMpire 4-0321
 President.....E. V. Rechnitzer
 Sr. V.P., Mng. Dir.....James Ferrer
 Vice Presidents.....C. E. Brown, F. P. Gill,
 W. F. Harrison, Scott Stockwell
 Treas. & Dir.....M. D. MacMahon
 Mgr. Media.....D. C. Linton
 Mgr. Creative.....G. G. Sinclair
 Mgr. Radio-TV.....F. Hugh Horler
 Asst. Mgrs.....G. M. Elliott, H. E. Hough
 Time Buyer.....Mary Moran
 Traffic Mgr.....Kay Dale
 TV Film.....W. O. Crampton

Branch Offices

410 Dominion Sq. Bldg., Montreal, Quebec
 Phone: UNiversity 6-9751
 Vice Pres.....F. P. Gill
 911 Electric Railway Chambers
 Winnipeg, Manitoba
 PHone: 92-6321
 Manager.....E. P. Thomson
 1240 West Pender St., Vancouver, B. C.
 Phone: MARine 6268
 Manager.....W. D. M. Patterson
 Journal Bldg., 237 Queen St., Ottawa, Ont.
 Phone: CEntral 5-3144
 Vice Pres.....W. F. Harrison
Radio & TV Accounts: Aluminum Goods
 Ltd., British & American Motors (Canada)
 Ltd., Broadhurst Lee Co., Ltd., Canada Dry
 Limited, Canada Paint Co., Ltd., Canadian
 Bank of Commerce, Canadian General Elec-
 tric Co., Capilano Brewery, Ltd., Dept. of
 National Defence, Dominion Rubber Co.
 Ltd., General Motors of Canada, H. J. Heinz
 Co. of Canada, Ltd., Home Oil Distributors,
 Imperial Oil Ltd., Javex Co., Ltd., Lake of the
 Woods Milling Co., Lever Brothers Ltd., W.
 H. Malkin & Co., Ltd., Martin-Senour Co.,
 Ltd., Mutual Life Assurance Co. of Canada,
 Nalley's Ltd., O'Cedar Co. of Canada, Sher-
 win Williams Co. of Canada Ltd., Standard
 Brands Ltd., Tuckett Ltd., Henry K. Wan-
 pole & Co., Ltd., Zero Manufacturing Co.,
 Ltd., Dominion Stores Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.
 Phone: Midwest 6-1000
 ANPA—AAAA—ABC—NOAB—PPA
 APA
 President.....Ernest A. Jones
 Exec. Vice Pres.....John R. Mac Manus
 V.P., Asst. to Chmn.....Frank T. Skinner
 V.P., Sec'y., Asst. Treas...Leo A. Hillebrand
 V.P., Gen. Mgr.....Fred J. Hatch
 V.P., Media Dir.....Elmer W. Froehlick
 Radio-TV Time Buyer.....C. N. Campbell
 V.P., Dir. of Radio-TV...Henry G. Fownes, Jr.
 V.P., Dir. of Art.....Glenn J. Frost

Branch Office

444 Madison Ave., New York, N. Y.
 Phone: PL 9-3221
 Vice Pres., Mgr.....Henry G. Fownes, Jr.
 Media Director.....Roger C. Bumstead
 Time Buyer.....Dorothy Hanley
 1632 Russ Bldg., San Francisco, Calif.
 Phone: GARfield 1-4746
 Manager.....Jack Holmes
 6399 Wilshire Blvd., Los Angeles 48, Calif.
 Manager.....Robert Guggenheim
 Phone: WE 3-9569
 MacManus, John & Adams, of Canada, Ltd.
 600 University Ave., Toronto 2, Ont.
 Phone: EMpire 2-1366
 V.P., Manager.....Leslie S. McMahon

Radio Accounts: Pontiac Motor Division,
 Pontiac, Mich.; Cadillac Motor Division,
 Dearborn, Mich.; Dow Chemical Co., Mid-
 land, Mich.; Gerrity-Michigan Corp., Adrian,
 Mich.

TV Accounts: Pontiac Motor Div., Pontiac,
 Mich.; Cadillac Motor Car Div., Detroit,
 Mich.; Dow Chemical Co., Midland, Mich.

MALCOLM-HOWARD

ADV. AGENCY

203 N. Wabash, Chicago I, Ill.
 Phone: Andover 3-0022
 ABP—ANPA—PPA
 Owner.....Arthur M. Holland
 Art Director.....Arthur Anderle
 Copy Chief.....William Bent
 Radio-Time Buyer.....Evelyn Burke
 Publicity Director.....Stewart Sherling
 Radio-TV Dept.....Alden Richman.

Dale Kocirik, Edw. Drucker
Radio Accounts: Hollands (jewelry), Chi-
 cago; Roller Derby, N. Y. C.

TV Accounts: Courtesy Motors, Chicago;
 Mages Sporting Goods, Chicago; Leo Rose
 Co. (clothing), Chicago; Rubin's (apparel),
 Chicago; Holland, Inc. (jewelry), Chicago;
 Associated Hospital Service, Chicago; Roller
 Derby, Chicago; Sun-Times (newspaper),
 Chicago; Stiffel Lamp Co., Chicago.

J. GORDON MANCHESTER.
ADVERTISING, INC.

1726 Pennsylvania Ave., N.W.,
 Washington 6, D. C.
 Phone: ME 8-0360
 President.....J. G. Manchester
 Vice Pres., Art Dir.....Richard P. Elst

ADVERTISING AGENCIES

Radio-TV Dir.....Richard T. Williams
Radio Accounts: American Sta-Dri Co. (Paint), Brentwood, Md.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise, Spices), Richmond, Va.; Woodfield Fish & Oyster Co., Galesville, Md.

TV Accounts: American Sta-Dri Co. (Masonry Paint), Brentwood, Md.; Capitol Frito Co., Bethesda, Md.; W. S. Pope & Sons, (Cheese), Philadelphia, Pa.; National Fruit Product Co., Inc., (Applesauce), Winchester, Va.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise), Richmond, Va.; Woodfield Fish & Oyster Co., Galesville, Md.

MARKS-AIKEN COMPANY, INC.

110 W. 40th St., New York 16, N. Y.
 Phone: LA 4-3895
 ABP

Pres., Media Dir.....Sigmund C. Aiken
 Production Mgr.....Ira Bernstien
 Art Director.....Pete Costanza

ROBERT M. MARKS & COMPANY, INC.

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

Pres. & Secy.....Robert M. Marks
 Media Dir.....D. Scherer
 Prod. Mgr.....A. P. Lawsky
 Art Dir.....Jerome Kauffman
 Radio-TV Cons.....Sidney Walton
 Research Dir.....Werner Lob
 Pub. & P. R. Cons.....Arthur Pine
Radio Accounts: Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.

TV Accounts: Swauk, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

MARTIN CO., THE., ADV.

201 N. Wells St., Chicago 6, Ill.
 Phone: DE 2-5910
 ABP-APA

President.....Mark T. Martin
 Exec. V.P.....Richmond M. Lloyd
 V.P., Copy.....N. E. Anderson
 V.P., Radio-TV.....E. J. Lewinski
 V.P., Public Relations.....O. L. McDonald
 Acct. Execs.....M. T. Martin, Richmond Lloyd, Orville McDonald, E. J. Lewinski, Norman Anderson, L. W. Roush, W. M. Wider

Chamber of Commerce Bldg., Nashville, Tenn.
 Office Manager.....Dick Bransford
 310 W. Liberty St., Louisville, Ky.

Space Buyer.....LaVerne Busey
 2102 Jackson St., Dallas, Tex.

Space Buyer.....Laura Smith
 3920 Lindell Blvd., St. Louis 8, Mo.

Office Mgr.....Robert Moldafsky

MARWEL ADV., INC.

34 W. 46th St., New York 36, N. Y.
 Phone: JUDson 6-4270
 ABP

President.....William W. Weltman
 Exec. V.P.....Bruce Marchin
 Secretary.....Gloria Marchin
 Treasurer.....Ruth Weltman
 V.P., Art Dir.....Charles Jefferson
 Copy Chief.....Ed Jacobson
 Media Dir.....Rose Hoanzl

J. M. MATHES, INC.

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

President.....W. T. Okie
 Treasurer.....A. E. Cox
 Secretary.....D. R. Hathaway
 Vice-Pres. & Dirs.....Wilfred S. King,
 Lester J. Loh, O. L. Tinklepaugh, Jan Meyer

Vice Presidents.....Thomas McCauley,
 David Gibson, Harvey Rohde, William Brayton, James Sawyer

V.P., Dir. of Radio & TV....Read H. Wight
 Asst. Dir. Radio-TV....Richard S. Jackson
 Time Buyer.....Edna S. Cathcart
 V.P., Publ. Dir.....Arthur Monroe
 V.P., Media Dir.....Douglas Hathaway

Radio Accounts: Brown Co. (Paper Products) Boston, Mass.; Canada Dry Ginger Ale, New York; Carbola Chemical Co. (Carbola Paint, CCC Insecticide, Triple 20 Plant Food, Carbola Fly Bait), Natural Bridge, N. Y.; Judson Dunaway Corp. (Delete, Vanish), Dover, N. H.; Northam Warren Corp. (Cutex Lipstick, Nail Polish, Odorono) Stamford, Conn.; Pure Food Co. (Devised Chicken, Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Economics Laboratory (Soilax) New York, N. Y.; Union Carbide & Carbon Corp. (6-12 Insect Repellent) New York.

TV Accounts: Canada Dry Ginger Ale, New York; Carbola Chemical Co. (Paint, Insecticide, Fly Bait, Triple 20 Plant Food), Natural Bridge, N. Y.; Economics Laboratory (Soil-Off) New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops) Reading, Pa.; Northam Warren Corp., Stamford, Conn.; Pure Food Co. (Westchester Boned Chicken) Mamaroneck, N. Y.; Union Carbide & Carbon Corp. (Institutional) New York, N. Y.

MATHISSON & ASSOCIATES, INC.

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

President.....C. A. Mathisson
 Vice-Pres.....Edward G. Ball
 Bdest. Media Dir.....J. E. Severson
 Time Buyer.....Robert Geary
 Exec. Adm.....Walt E. Krueger
 Sec.-Treas.....Ralph W. Henkel

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
 Phone: GASpee 1-4456-4457
 ABP-ANPA

President.....Joseph M. Finkle

ADVERTISING AGENCIES

Vice-Pres.-Treas..... Archie M. Finkle
 Radio Director..... Sylvia Ovalles
 Production Mgr..... Dorothy M. Barry
 Radio, TV Time Buyer..... Joseph M. Finkle

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
 Phone: LOrain 7-5710
 ANPA—APA—PPA—ABC—NOAB—TAB
 CCA

President..... Lou R. Maxon
 Vice-President Searle Hendec
 Treasurer..... W. I. O'Neil
 Secretary..... G. Reginald McKiel
 Radio & TV Dir..... Edwin Wilhelm

Branch Offices

12 E. 53rd St., New York 22, N. Y.
 Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr..... M. F. Mahoney
 664 N. Rush, Chicago 11, Ill.
 Phone: WHitehall 4-1676

Vice President..... L. Martin Krautter
Radio and TV Accounts: Gillette Safety
 Razor Co., Boston, Mass.; Mohawk Carpet
 Mills, Inc., Amsterdam, N. Y.; H. J. Heinz
 Company (canned foods), Pittsburgh, Pa.;
 General Electric Co. (Radio Receiver Dept.)
 Bridgeport, Conn.; Hotpoint, Inc. (appli-
 ances), Chicago, Ill.; Pfeiffer Brewing Co.,
 Detroit, Mich.; Gillette Safety Razor Co. of
 Canada, Ltd., Montreal, Que.; Jacob Schmidt
 Brewing Co., Detroit, Mich.; Griesedieck
 Bros. Brewery Co., St. Louis, Mo.

McCANN-ERICKSON, INC.

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

AAAA—ABP—ANPA—APA—NOAB—PPA
 Chairman of Board..... H. K. McCann
 President..... Marion Harper, Jr.
 Sr. V.P., Treas., Chrm. Finance Comm.
 Frank White

Sr. Vice Pres..... C. A. Posey
 Sr. Vice Pres. &

Creative Dir..... John H. Tinker, Jr.
 V.P. chg. Radio-TV..... George Haight
 V.P. chg. Media..... William C. Dekker
 Vice Pres. & Treas..... Wilbert G. Stilson
 Vice Pres. & Asst. Treas... Dixon R. Griswold
 Secretary..... Benjamin Holme, Jr.
 Asst. Secy..... Marjorie B. Middlebrook
 Vice Presidents (N. Y.)..... Frederick
 Anderson, Karl A. Brautigam, William J.
 Breen, Donald G. Calhoun, Sidney W.
 Dean, Jr., J. L. Deane, G. B. Dearnley,
 Leonard F. Erikson, J. J. Flanagan, H. L.
 Grafer, Alberta Hays, Farish A. Jenkins,
 Daniel W. Keefe, Alton Ketchum, Ralph
 B. Koser, Thomas P. Losee, Hugh A.
 Mitchell, Florence A. Richards, Alfred J.
 Roby, Jr., Margot Sherman, Wells W.
 Spence, R. E. Thompson, G. Lester Wil-
 liams, Jr., E. F. Wilson, Victor M. Ratner,
 W. Howard Chase, John F. McClure, Neal
 Gilliatt, S. L. Meulendyke, Edward B.
 Noakes, Dorothy B. McCann, Theodore
 Bergmann, Peter A. Cavallo, Jr., Earl H.
 Ellis, Richard Farricker, David J. Hop-
 kins, Lansing B. Lindquist, Myron Mc-

Donald, John H. O'Toole, Jr., Wallace
 Rigby, Stuart Watson, Ferd Ziegler
 V.P., Mgr., N. Y. Office... Rudyard C. McKee
 V.P., Chm. Creative Plans Bd.

Donald Armstrong, Jr.

Branch Offices

200 Berkeley St., Boston 16, Mass.
 Vice Pres.-Mgr..... Watson M. Gordon
 335 Euclid Ave., Cleveland 14, Ohio
 Vice Pres.-Mgr..... Robert W. Dailey
 647 Griswold St., Detroit 26, Mich.

V.P., Mgr..... Paul Foley
 900 Lovett Blvd., Houston 6, Texas

Vice Pres. Mgr..... Joseph B. Wilkinson
 Vice Pres..... Kern Tips
 1034 Gibraltar Life Bldg., Dallas 1, Texas

Manager Bill Sansing
 318 S. Michigan Ave., Chicago 4, Ill.

V.P., Mgr..... Peter G. Peterson
 Vice-Presidents..... Robert J. Brewster,
 Frederick O. Britton, Thomas Batman,

William Kinnaird, Howard A. Heller, Wal-
 ter C. Krause, Chester L. Posey, A. W.
 Sherer, James G. Sherman
 1410 Heyburn Bldg., Louisville 2, Ky.

114 Sansome St., San Francisco 4, Calif.
 Sr. V.P.-Mgr. West. Oper..... H. Q. Hawes

V.P., Mgr..... Phipps Rasmussen
 Vice-Presidents..... John M. Bridgman,
 Albert J. Camille, Roswell H. Cochran,

Joseph R. Fox, Burton C. Granicher, Clar-
 ence Hestorff, Frederick H. McCrea
 3325 Wilshire Blvd., Los Angeles 5, Calif.

V.P.-Mgr..... Reg W. Twiggs
 V.Ps..... J. Neil Reagan, Wm. Conine
 310 Public Service Bldg., Portland 4, Ore.

Manager..... T. N. Tracy

International Division

642 Fifth Ave., New York 19, N. Y.
 Phone: JU 6-3400

Chairman..... Robert E. Healy

Radio Accounts: Advertising Committee
 of the Norwegian Canning Industry, Ameri-
 can Safety Razor Corp., American Trust Co.,
 California Paeking Corporation (Del Monte),
 California Spray Chemical Corp., California
 Wine Association, Chesebrough-Pond's, Inc.,
 Chrysler Division, Cowles Magazines, Inc.,
 Esso Standard Oil Co., Gray Drug Stores, Inc.,
 Bulova Watch Company, Hamptden Brewing
 Co., Lemon Products Advisory Board, Lucky
 Lager Brewing Company, Manufacturers
 Trust Company, Milk Foundation, Inc., Mil-
 not Company, National Biscuit Company,
 Ohio Bell Telephone Co., Pacific Power &
 Light Co., S.O.S. Company, Southern Cali-
 fornia & Southern Counties Gas Companies,
 Standard Oil Company (Ohio), Stegmaier
 Brewing Co., Swift & Company, Nestle Co.
 (Quik, Ever Ready Sweet Milk Coroa, Semi-
 Sweet Morsels, Cookie Mix, Gravey Mix,
 White Sauce Mix), Mennen Co. (Foam Shave
 Afta Shave), Lehn & Fink (Lysol & Dorothy
 Gray Cosmetics).

TV Accounts: Advertising Committee of
 the Norwegian Canning Industry, American
 Safety Razor Corp., American Trust Co., Bell



Brand Foods Ltd., California Spray Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Chrysler Division, Cowles Magazines, Inc., Derby Foods, Inc., Gray Drug Stores, Inc., Lincoln Bank & Trust Co., Lucky Lager Brewing Company, National City Bank of Cleveland, Ohio Bell Telephone Company, Owens-Corning Fiberglas Corp., Pacific Power & Light Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics) Nat'l Biscuit Co.

MARSCHALK & PRATT

Division of McCann Erickson

460 Park Ave., New York 22, N. Y.

Phone: TEmpleton 8-8030

ABP—ANPA—APA—PPA—ABC—AAAA
NOAB

Chairman.....William E. Berchtold
President.....S. L. Meulendyke
Senior Vice President.....S. H. Giellerup
Exec. Vice Pres.....Arthur A. Bailey
Vice Presidents. E. George Cloutier, Eugene J. Cogan, Arthur J. Kemp, Martin Koehring, Jesse H. Lide, William C. Munro
V.P., Radio-TV.....Russ Johnston
Assoc. Dir. Radio-TV...Glen A. Bammann
Radio Accounts: International Nickel Co. (Institutional) New York; Asphalt Institute (Asphalt roads and highways) College Park, Md.; Newport News Shipbuilding & Dry Dock Co. (Shipbuilding, ship repair), Newport News, Va.; Coca Cola Bottling Co. of New York.

TV Accounts: Coca Cola Bottling Co. of New York; National-Lead Co. ("Dutch Boy" paints) New York; Newport News Shipbuilding & Dry Dock Co., Newport News, Va.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 5-5533

AAAA—ANPA—APA—PPA

Chm. Bd. & Pres.....Walter K. McCreery
Radio-TV Dir.....Howard Flynn
Radio Time Buyer.....Virginia White

Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood; Fad Nylons (Hosiery) Beverly Hills, Calif.; Pardee Phillips Const. Co. (Homes) Los Angeles, Calif.; Sunset Mortgage Co., Sherman Oaks, Calif.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.

Phone: KIngley 6-1130

ABP—APA—PPA—NBP

President.....J. Robert Mendte

Vice Pres.....J. W. Holland
Treas.....N. L. Hughes
Prod. Mgr.....Dennis McClatchey
Art Director.....Andrew Audet
Copy Chief.....Mariel Haggerty

Radio Accounts: J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.; Krylon, Inc. (Spray Enamels) Norristown, Pa.; Venice Maid Co. (Spaghetti Sauces) Vineland, N. J.

TV Accounts: J. Bird Moyer Co., Wilson Lines, Riverview Beach Park, Krylon, Inc., Venice Maid Co., Finnaren & Haley Co. (Chain of Paint Stores) Philadelphia.

GEORGE T. METCALF, COMPANY

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

Phone: UN 1-2634

ABP

Pres., Treas.....George T. Metcalf
Exec. V.P.....Walter Hyland
V.P., Sec'y.....Sheldon Spencer
Prod. Mgr.....Allan Campbell
Art Dir.....David Bond
Copy Chief.....Frank Jones
Acct. Exec.....Robert O. Meehan, J. T. Metcalf, Jr., Walter Hyland, Sheldon Spencer, E. L. Wanner, G. Van Eck

Accounts: The James Hanley Co. (Beer & Ale), Providence, R. I.; Taunton Municipal Lighting Plant (Electricity), Taunton, Mass.; Arnold-Hoffman & Co.; Ashworth Bros., Inc.; Babbitt Steam Specialty Co.; Bently Knitting Machinery Organization, Inc.; Circular Tool Co.; Cold Spring Bleachery; Coto-Coil Co.; Cottrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; Phalo Plastics Corp.; Premiere Thread Co.; Riggs & Lombard, Inc.; Sargeant & Wilbur, Inc.; Sentry Co.; Synthetic Yarns, Inc.; Taunton Municipal Lighting Plant; Technic Inc.; Universal Converting Corp.; Wardell Braiding Machine Co.; WJAR-TV, Providence; Wood, J. W. Elastic Web Co.

TV Accounts: James Hanley Co. (Export Beer & Hanley Ale).

ARTHUR MEYERHOFF & CO.

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

Phone: DELaware 7-7860

ANPA—PPA—AAAA—NOAB—APA

President.....Arthur E. Meyerhoff
Production Manager.....Allen Bethe
Dir. of Radio & TV.....S. L. Novy
Radio-TV Time Buyer.. Evelyn Vanderploeg
Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon

Branch Office

759 N. Milwaukee St., Milwaukee 2, Wis.

Phone: BRoadway 1-3144

ManagerGeorge Grabin



Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
Phone: DUnkirk 8-3301

AAAA—ABP—ANPA—ABC

President.....J. C. Morse
Vice-Presidents.....I. M. Greer,
Hildred Sanders, Richard Glover, Andrew
Carpenter, Arthur Trask, Sherman Slade,
Fred Kaplan

Secretary-Treasurer.....M. R. Sweeney
V.P. in Chg. Radio & TV....Hildred Sanders
Asst. Radio & TV Directors.....Albert B.
Buffington, James Andrews
Time Buyers..Kay Ostrander, Sylvia Schultz
593 Market St., San Francisco, Calif.
Phone: YUkon 2-4408

Exec-in-Chg.Charles Walden
Radio & TV Accounts: American Beauty
Macaroni; Buick Dealers Association; Bu-
Tay Products, Ltd. (Rain Drops, George,
Diaper Sweet); Freeman's Certi-Fresh Foods-
(Fish); Thrifty Drug Stores, Inc. (Drug
Store Chain); Clifton's Cafeterias; Green
Spot, Inc. (Orange Drink); Interstate Bak-
eries Corp. (Bread); Von's Grocery Co.
(Supermarket); Kerr Glass Corp., (Canning
Equipment); Santa Fe Vintage (Wines);
Luer Packing Co. (Meats); James O. Welch
Co. (Candy); Hoffman TV (Television
sets); Buena Park Mutual Homes, All Los
Angeles.

EMIL MOGUL CO., INC.

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

Phone: TEmpleton 8-7100

ABP—ANPA—PPA

Bd. Chrmn., President.....Emil Mogul
Secretary-Treasurer.....Helene Mogul
Exec. Vice-Pres.....Charles L. Rothschild
V.P., Creative Dir.—Air Media

Myron A. Mahler
V.P., Creative Dir.—Print Media

Seth D. Tobias
Vice President, Copy Chief....Nat Wildman
Vice President.....Rino Negri, Milton
Guttenplan

Traffic Production Supvr.....Al Mauro
Controller, Asst. to Pres...Norman N. Cohen
V.P., Media & Research Dir....Joel Martin
V.P., Dir. Marketing & Merch..Jules Leonard
V.P., Radio-TV Dir.....Leslie Dunier
Radio-TV—Prod., Dir.....Nat Eisenberg
V.P., Exec. Art Dir.....William Jacoby
V.P., Drugs, Toiletries, Cosmetics Div.

Richard Lockman
Sr. Vice President.....Edward Klein
Dir. Media & Research.....Joel L. Martin
Dir. Publ. Relations.....Harry Chapperon
Account Executives.....Harold Balk,
Murray Gross, Bernard Kramer, Malcolm
D. Mogul, Joseph Rapaport, William Sham-
broom, Lawrence Wisser, Wm. Conover
Accounts: Adam Hat Manufacturers, New

York; Berolio Import Co. (Berio & Fran-
cesconi Olive Oil) New York; Ferber Corp.
(VU-writer Pens & Pencilettes (Englewood,
N. J.; Gem Oil Corp. (Edible Oils) Brook-
lyn, N. Y.; Gold Medal Candy Corp. (Bon-
omo's Turkish Taffy, Bonomo's Peanut Brit-
tle, Cocilana Cough Nips) Brooklyn, N. Y.;
Gradiatz, Annis & Co. (Gold Label Cigars)
Tampa, Fla.; Knomark Mfg. Co. (Esquire
Shoe Polishes) Brooklyn, N. Y.; Luria
Engineering Co. (Prefabricated Steel Bldgs.)
New York; Monarch Wine Co. (Manische-
witz, Gold Ribbon Wines) Brooklyn, N. Y.;
Park & Tilford Distillers Corp. (P & T
Reserve, P & T Reserve, P & T Private Stock,
Psychaud Cordials, Dry Monopole Cham-
pagne, Tintex, Winx) New York; Rayco Mfg.
Co. (Auto Seat Covers) Paterson, N. J.;
Revlon Products (Silken Net, Aquamarine
Shampoo, Lotion, Spray Mist, Revlon
Deodorant Stick) New York; Ronzoni Mac-
aroni Co. (Spaghetti & Macaroni Products &
Spaghetti Sauce) Long Island City, N. Y.;
Stone-Tarlow Co. ("Elevators" Shoes) Brock-
ton, Mass.; Barney's Clothes (Men's & Boys'
Clothing) New York; National Shoes (Fam-
ily Shoe Chain) New York; Rayco Auto
Seat Covers (Auto Seat Covers) Paterson,
N. J.

CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.

Phone: Parkway 1178

ABP—ANPA

President, Treas.....Chester C. Moreland
Secretary.....Walter H. Strauss
Vice-President.....Carl H. Press
Vice Presidents..B. L. Schurman, Carl Press,
Mablon Sheridan

Radio Accounts: Coney Island, Inc., Coca-
Cola Bottling Co., Thomas Foods, Inc.

TV Accounts: Coney Island, Inc., Coca-
Cola Bottling Co., Thomas Foods, Inc., Adam
Wuest, Inc.

MOREY, HUMM & WARWICK, INC.

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

Phone: LO 4-2240

ABP—ANPA—APA—AAA—PPA

NBP—NOAB

President.....Sylvester M. Morey
Exec. Vice-Pres....Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home

Appliance Dept.....Albert W. Humm
V.P., Chmn. Plans Brd.....J. R. Warwick
V.P., Acct. Exec.....Stanley F. Ellsworth
V.P. & Art Dir.....William G. Sutton
Vice-Pres. & Merch. Dir....Walter J. Andree
Radio & TV Dir.....W. L. Wernicke

Time Buyer.....Kathryn Shanahan
Research Dir.....Dr. Howard D. Hadley
Secy.-Treas.....William G. Carmody
Asst. to Pres.....David J. Wasko
Media Director.....Frank B. McElmoyl
Copy Chief.....Fred C. Maine
Dir. of Public Rel.

Publicity.....Warren Cox
Production Manager.....Paul Silardi

Radio accounts: Sinclair Refining Co.,



Richfield Oil Corp. of N. Y., Holland House Coffee.

TV Accounts: Sinclair Refining Co., New York, N. Y.; Gen. Dynamics Corp.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 3-4194

ANPA—APA—AAAA—NOAB

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple
Vice-President.....J. Paul McKinney
Art Director.....Wm. Martin
Time Buyer.....Terri Brady

Branch Office

260 California St., San Francisco 11, Calif.

Phone: EX 7-0426

V.P., Manager.....Porter Anderson
Palmolive Bldg., Chicago 11, Ill.

Rep.....Goodkind, Joice & Morgan
Co., J. A. Folger & Co., Nehi Beverage Co.,
Victory Packing Co. (Thoro Fed, Kal Kal
dog food); Hollywood Stars Baseball Team.

MORSE INTERNATIONAL, INC.

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

Phone: OXFord 7-2100

President.....J. Patterson
Export V.P.....C. O. Sloane
Domestic V.P.....R. A. Dearth
Treasurer.....J. A. Riedell
Media Dir.....O. E. Christy
Radio, TV Time Buyer.....R. A. McArdle
Export Media Mgr.....Aurora Blando
Dir. of Radio-TV Prod.....S. Lyon
Group Prod. Mgrs.....W. W. Williams,
C. Wright, D. Wheatley
Group Art Directors.....P. Zangas,
E. P. Ellis, W. Boege

Art Studio Dir.....S. Maltzman
Account Executives.....Reg Coghlan,
R. Short, E. Eads, R. Andrews, E. J. Rowland,
Rolt Smith

Radio and TV Accounts: Vick Chemical
Co. (Vick Products), Prince Matchabelli,
Inc. Alfred D. McKelvy Co. (Seaforth Men's
Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.

Phone: 3-7544

ABP—ANPA—APA—PPA—NBP—NOAB

Pres., Acct. Suprv.....Arthur S. Cotins
Exec. V.P., Dir. Creative Services

A. M. Huntington
V.P., Treas.....L. B. Reigler
V.P., Sec'y.....Harry T. Duffy
Media Dir.....Mrs. L. B. Mang
Production Manager.....Fred Michel
V.P., Merch. Director.....R. Del Dunning
Account Executives.....L. B. Reigler,
Geo. P. Hodges, Robert F. MacFarland,
Harry T. Duffy

Radio Accounts: Mohawk Valley Investing
Co., Utica, N. Y.; Fitzgerald Bros. Brewing
Co. (Beer & Ale), Troy, N. Y.; Sarah Cov-
entry, Inc. (Costume Jewelry) Newark, N. J.

TV Accounts: Fitzgerald Bros. Brewing
Co. (Beer & Ale), Troy, N. Y.; Honey But-

ter Products Corp. (Honey-Butter), Ithaca,
N. Y.; Sarah Coventry, Inc. (Costume Jew-
elry), Newark, N. Y.; Procino-Rossi Corp.
(Macaroni, Spaghetti & Egg Noodles) Au-
burn, N. Y.; Agricultural Insurance Co.
(Property Insurance), Watertown, N. Y.

MOSS ASSOCIATES, INC.

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

Phone: MUrray Hill 7-7377

ABC—ABP—ANPA—PPA

President.....Joseph H. Moss
Art Director.....Sidney Fischer
Copy Chief.....Gerald H. Bruce
Media Director.....Florence Ellis
Radio & TV Dir.....Betty Math

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.

Phone: FInancial 6-3481

ABP—ANPA—APA—NOAB

President.....C. W. Muench
General Manager.....W. O. Yocum
Media Director.....Victor Fabian
Dir. of Merch.....Robert E. Moore
Sales Prom. Mgr.....Harold M. Shover
Production Mgr.....William G. Fisher
Account Executives.....Lawrence M. Bell,
C. W. Muench, R. T. Hickman, Robert
Moore, Weldon Yocum

Branch Office

2102 Jackson, Dallas 1, Texas

Phone: RANdolph 2554

Radio Accounts: Freshrap Div., Badger
Paper Mills, Inc. (Waxed Paper), Peshtigo,
Wis.; Balentine Packing Co. (Meat Pro-
ducts), Greenville, S. C.; Bosch Brewing Co.,
Houghton, Mich.; Consolidated Foods Corp.,
Chicago, Ill.; Doyle, Inc. (Dog Food), Chi-
cago; L. C. Forman & Sons (Condiments),
Pittsford, N. Y.; Fox DeLuxe Foods, Inc.
(Poultry & Meat Products), Chicago, Ill.;
Fuji Trading Co. (Chop Suey Foods), Chi-
cago, Ill.; LaCrosse Breweries, Inc., LaCrosse,
Wis.; Monarch Brewing Co., Chicago, Ill.;
Neuhoff Brothers Packers (Meat Products),
Dallas, Tex.; Toffenetti Restaurants, Chicago,
Ill.

TV Accounts: Freshrap Div., Badger
Paper Mills (Waxed Paper), Peshtigo, Wis.; Bal-
entine Packing Co. (Meat Products), Green-
ville, S. C.; Bosch Brewing Co., Houghton,
Mich.; Fox DeLuxe Foods, Inc. (Poultry &
Meat), Chicago; LaCrosse Breweries, Inc.,
LaCrosse, Wis.; Monarch Brewing Co., Chi-
cago; Neuhoff Brothers Packers (Meat Pro-
ducts), Dallas, Tex.

**NATIONAL EXPORT ADVERTISING
SERVICE, INC.**

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

Phone: MUrray Hill 9-6835

AIAA

President.....Thomas W. Hughes
Vice-Presidents.....Joseph W. Madden,
Walter Kelly

Art Director.....Anthony Saris
Radio & TV Director.....James G. Zea

Radio and TV Accounts: Borden Co.,

Esterbrook Pen, H. J. Heinz Lambert Co.,
Lever Brothers (U.S.), Quaker Oats Co.

NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone Circle 5-6200
ANPA—AAAA—PPA—ABP—NOAB—APA
NBP

Pres., Treas.....H. Victor Grohmann
V.P. & Sec'y.....John M. Handley
V.P. & Art Dir.....H. Nelson Kent
Exec. Sec'y.....Kathryn Intemann
Copy Director.....E. R. Lagerwall
Prod. Mgr.....Samuel Boyd,
Lawrence W. Alpaugh

Media Dir.....Harry C. Ledingham
Acct. Executives.....H. Victor Grohmann,
John M. Handley, John M. Keil, Alfred
Burnham, Howard Heinsius

Accounts: America House; Centriline
Corp.; Chatham Mfg. Co.; Cosby Brush &
Import Co. Inc.; Flower City Charcoal Co.;
Huffman & Boyle; Johnson, Arthur A.,
Corp.; Kent of London; Lockwood, A. N.;
National Biscuit Co.; New Braunfels Textile
Mills Inc.; Raymond Concrete Pile Co.;
Rockefeller Center, Inc.; Staunton Military
Academy; Stillman, & Hoag, Inc.; Sussex
County Planning Board; Thonet Industries
Inc.; White Turkey; Woodside Mills Inc.;
Zenith-Godley Co. Inc.

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1. Ill.
Phone: WHitehall 4-3400

AAAA—ANPA—ABP—APA—ABC

President.....Maurice H. Needham
Sr. Vice Presidents.....J. J. Louis,
Melvin Brorby, W. R. Fowler
Sr. V.P., Media Dir.....Otto R. Stadelman
V.P., TV-Radio Dir.....James G. Coninos
Sec'y-Treas.....Max D. Anwyl
V.P. Chg. TV-Radio Prog.....Alan Wallace
Pub. Rel. Dir.....Wm. Miner

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
Phone: HOLlywood 2-2391

Mgr.Michael Gradle
730 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-0333

V.P. & Mgr.....Frederick A. Mitchell
V.P., Media Dir.....Gordon Vanderwarker
880 Bay St., Toronto, Ont., Canada

V.P. & Mgr.....John A. Willoughby
Radio Accounts: Campbell Soup Co.; S.
C. Johnson & Son, Inc.; S. C. Johnson & Son,
Ltd.; Kraft Foods Co.; Morton Salt Co.;
People's Gas, Light & Coke Co.; Phenix
Foods Co.; Quaker Oats Co.; Wieboldt
Stores, Inc.; Wilson & Co. Inc.; Household
Finance Corp.; Monsanto Chemical Co.;
State Farm Insurance Cos.; Kraft Foods Co.
Ltd.

TV Accounts: (Same as above, with the
exception of Morton Salt Co.)

RALPH NELMS, INC., ADV.

Box 1624 SS Sta., Springfield, Mo.
Phone. 4-2555

President.....Ralph A. Nelms
SecretaryAnnabelle Gray
Account Executive.....J. H. Richards
Art Director.....Richard Wilcox
TV Director.....Alta V. Howell
Radio Accounts: Wilson Bros. Mfg. Co.
(Hooked Rug Materials), Springfield; Wilke
Laboratories (Poultry & Livestock Reme-
dies), West Plains; Independent Stave Co.
(Wood Products), Lebanon; Reynolds Mfg.
Co. (Reyco Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

Phone: FRanklin 4-4135

Pres. & Treas.....George R. Nelson
Vice-President.....Helen C. Nelson
SecretaryAlice Pach
Art Director.....Arnold Hitchins
Radio, Copy, Pub. Dir.....Robert S. Cragin
TV Director.....Robert Stone
Radio Time Buyer.....Ruth W. Wark
TV Time, Space Buyer.....Tillie Reing

Radio Transcription Production Accounts:
General Electric Company, Electronics Divi-
sion (G. E. Radios and TV Sets), Syracuse,
N. Y.; Saratoga Association (Racing Associa-
tion), Saratoga & New York, N. Y.; Gen-
eral Electric Company, Appliance Division
(Refrigerators, Stoves, etc.), Bridgeport,
Conn.; National Dairy Products Corp. (Seal-
test Dairy Prods.), Benrus Watch Company
(Watch Manufacturer), New York, N. Y.;
Marcus Breiers' Sons (Sports Clothing),
Mohawk Carpet Mills, Inc. (Rug & Carpet
Mrs.), Amsterdam, N. Y.; Pepsi-Cola Com-
pany, Soft Drink Mfrs.), New York, N. Y.;
Spaulding Bakeries, Inc. (Spaulding Baked
Products), Binghamton, N. Y.; Block Drug
Company (Pharmaceutical Products), Jersey
City, N. J.; D. L. & W. Coal Co. (Blue Coal),
New York; Shell Oil Co., N. Y.; National
Presto Industries, Inc. (Presto Prods.) Eau
Claire, Wis.; WROW, WROW-TV, Albany,
N. Y.

Television Film Production Accounts:
Pepsi-Cola Company (Soft Drink Mfrs.),
New York, N. Y.; Saratoga Association (Rac-
ing Association), New York & Saratoga,
N. Y.; Mohawk Carpet Mills, Amsterdam,
N. Y.

Television Accounts (Time): William W.
Lee & Co. (Save-the-Baby), Watervliet, N. Y.;
Saratoga Association (Racing Association),
Saratoga & New York, N. Y.

**NEWMAN, LYNDE & ASSOCIATES,
INC.**

1628 San Marco Blvd., Jacksonville 7, Fla.
Phone: EX 8-9721

ABP—ANPA—APA—PPA

Pres., Acct. Exec.....Hunter Lynde
V.P., Copy Chief.....David E. Robeson
Secv. Public Rel. Dir....Ronald G. Sercombe
Radio-TV Dir., Time Buyer..John Hopkins
Radio Accounts: Swisher, J. H., & Son,
Inc. (King Edward Cigars), Jacksonville, Fla.

NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.
 Phone: PLaza 1-0900
 ANPA—PPA—NOAB—APA
 Chmn. of the Bd. William H. Weintraub
 President Elkin Kaufman
 Exec. V.P., Chrm.
 Plans Bd. Norman B. Norman
 V.P., Secretary Eugene Kummel
 V.P., Treas. B. David Kaplan
 V.P., Radio & TV Walter Craig
 Senior V.P. John Davenport Scheuer
 V.P., Copy Director Richard Bowman
 V.P., Marketing Dir. John B. Morris
 V.P., Fashion Coordinator,

Copy Director Kay Daly
 Vice President Richard Bouton
 V.P., Prod. Mgr. William Zerweck
 Mgr., Print Media Dept. George Coleman
 General Mgr. Roselou Flanagan
 V. P., Broadcast Media Dir. Reggie Schuebel
 Operations Supervisor Ronald R. Mullins
 Group Copy Supervisors Adrian Bryan
 Courie, Harriet Pirk, Paul Carey, Florence
 St. George

TV-Radio Production Suprv. Sheldon Platt
 Print Media Dir. Eugenie C. Stamler
 Space Buyer Martin Prager
 Executive Art Dir. Robert Smith
 Art Director Constance Valesey
 Time Buyer Jeanne Sullivan
 TV Art Director Benjamin Colarossi
 Account Executives H. G. Bissinger,
 Richard Bouton, Warren Fales, Chester
 Herzog, David Luxner, L. J. McGrady, Rob-
 ert Russell, Gerald Shapiro, James M.
 Shivas, Thomas T. Stafford, E. L. Whitney

Branch Offices

8733 Sunset Blvd., Los Angeles, Calif.

Phone: CRestview 6-6129

Manager John Christ
 608 Madison Ave., Toledo 4, Ohio
 Phone: CHerry 4-2593

Executive L. J. McGrady
 Manager George Paneff
Radio & TV Accounts: Democratic Na-
 tional Committee, Washington, D. C.; G.H.P.
 Cigar Co., New York; Hudson Pulp & Paper
 Corp., New York; Ronson Corp., Newark,
 N. J.; Seeman Bros., (Air-Wick, Nylast)
 New York; Selchow & Righter Co., New
 York; Speidel Corp., Providence, R. I.;
 Warner-Lambert Pharmaceutical Co., Lam-
 bert-Hudnut Div. (Sportsmen Toiletries)
 Morris Plains, N. J.; Willys Motors, Toledo,
 Ohio.

Estimated Radio & TV Billings: \$9,650,000.

NORTH ADVERTISING, INC.

Merchandise Mart, Chicago 54, Ill.

Phone: WHitehall 4-5030

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

Branch Offices

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

Phone: OXford 7-0414

V.P., Dir. Radio & TV Bruce M. Dodge

9533 Brighton Way, Beverly Hills, Calif.

Phone: CRestview 6-7048

Manager Walter N. Hiller, Jr.
Radio & TV Accounts: The Toni Co.
 (Charm Kurl Home Permanent, Deep Magic
 Facial Cleansing Lotion, Prom Home Per-
 manent and End Curl Prom, Silver Curl,
 New Ventilated Spin Curlers, Toni Home
 Permanent and Tip Toni, Tonnette Child-
 ren's Home Permanent) Chicago; Eng-
 lander Co., Inc. (Mattresses), Chicago; Lan-
 vin Parfums, Inc. (Arpege, My Sin Perfumes
 and associated products) New York.

R. T. O'CONNELL COMPANY

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

Phone: PLaza 3-5412

ABP—PPA—APA—AAAA

President R. T. O'Connell
 Exec. Vice Pres.,
 Creative Dir. Ethel Merklen
 Vice President George Miller
Radio Accounts: Pomatex Co., Inc. (Hair-
 dressing), New York, N. Y.; Cushman &
 Denison, New York; Edward Weck & Co.,
 Brooklyn, N. Y.

Ogilvy, Benson & Mather Inc.

589 Fifth Ave., N. Y. 17, N. Y.

Phone: MU 8-6100

AAAA—ANPA

President David Ogilvy
 Sr. V.P., Treas. Shelby H. Page
 Sr. V.P. James J. McCaffrey
 Sr. V.P., Acct. Sup. Herbert W. Warden
 Vice Pres. Charles Strauss
 Sr. V.P., Copy Chief. Judson H. Irish
 V.P., Chg. Prod. David Margaretten
 V.P., Art Dir. Rollin C. Smith, Jr.
 Radio-TV Dir. Phillip L. Tomalin
 TV-Radio Acct. Execs. Richard Simon,
 David Evans

Radio Production Mgr. Rex Coston
 TV Production Mgr. Anthony Rizzo
 Media Dir. Emerson Elliott
 Business Mgr. Evelyn Ward
 Casting Dir. Tina Smith
 Art Director Robert Patterson
Radio Accounts: Lever Bros. (Dove, Good
 Luck) New York, N. Y.; Pepperidge Farm
 (Bread) Norwalk, Conn.; Diamond Crystal
 (Salt) St. Clair, Mich.; Pepsi Cola (Schwep-
 pes Quinine Water) New York, N. Y.; Tetley
 Tea Co. (Tea) New York, N. Y.; Philhar-
 monic-Symphony Society of New York (Sub-
 scription Tickets, Single Tickets) New York,
 N. Y.; Melville Shoe Corp. (Thom McAn
 Shoe) New York, N. Y.

TV Accounts: Lever Bros. (Dove, Good
 Luck, Lucky Whip) New York, N. Y.; Arm-
 strong Cork (Cushiontone) Lancaster, Pa.;
 Helena Rubinstein (Reduce-Aids, Nudit,
 Colortone Shampoo, Naildress) New York,
 N. Y.; Melville Shoe Corp. (Thom McAn
 Shoes) New York, N. Y.; Pepsi Cola
 (Schweppes Quinine Water) New York,
 N. Y.; Diamond Crystal (Salt).

Estimated Radio-TV Billings: \$4,500,000.

OLMSTED & FOLEY

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

Phone: FEderal 3-8166

AAAA-ABC-ABP-ANPA-AFA

Exec. Partner.....Ward H. Olmsted

Exec. Partner.....John T. Foley

Partners.....G. C. Hellickson,

Ward W. Olmstead, John K. Mortland

Radio-TV Dir.....B. G. Morison

Producers.....Ned W. Axt, Diane F. Syme

Time Buyer.....W. T. Way

Radio Accounts: Avochem, Inc. (Softize Fabric Conditioner); 1st Nat'l Bank of Minneapolis; Hotel Leamington; North Am. Life & Casualty Co.; Northland Milk Co.; all Minneapolis, Minn.; Lavoptik Co. (Eye Lotion), St. Paul, Minn.; Marshall-Wells Co. (Paint-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Boutells (Furniture & Appliances), Minneapolis; Clover Leaf Creamery, Minneapolis; Donaldson Co. (Killer Kane) St. Paul, Minn.; Fort Dodge Laboratories (Vet. Pharmaceuticals M.L.V.) Fort Dodge, Iowa; Sears, Roebuck & Co.; Waterbury Heating Supply Co. (Furnaces) Minneapolis, Minn.

TV Accounts: Avochem, Inc. (Softize Fabric Conditioner); Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington; Northland Milk Co.; The Waterbury Co., all Minneapolis, Minn.; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Waterbury Htg. Supply Co. (Furnaces), Minneapolis, Minn.

ROBERT W. ORR & ASSOCIATES, INC.

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

Phone: PLaza 9-8050

ANPA-ABC-ABP-AFA

President.....Robert W. Orr

Vice-Pres.Eldon Sullivan

V.P., Marketing,

ResearchDonald Johnstone

Admn. V.P., Treas.....Robert P. Clark

Radio-TV Director.....Lou Ergmann

Radio Accounts: Andrew Jergens Co. (Jergens), Cincinnati, O.; Nat'l Guard Bureau, Washington, D. C.; Cinzano, Inc., New York; Rockwood & Co., Brooklyn, N. Y.

TV Accounts: Andrew Jergens Co.; Nat'l Guard Bureau; Rockwood & Co.

W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.

Phone: KIingsley 6-4140

President.....W. Wallace Orr

V.P. & Asst. to Pres...George J. Kerrigan, Jr.

Sec'y & Treas.....Willard W. Hughes

Art Dir.....Wellington H. Kashner

Copy Chief.....R. Joseph Kuklich

Space & Time Buyer.....Greta Dunsmore

Radio Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens (Motel) Atlantic City, N. J.; M. A.

Bruder & Sons, Inc. (Paint Mfgr.) Philadelphia; Stanwood Gardens (Real Estate Development) Philadelphia; Swanwyck Estates (Real Estate Develop.) Wilmington, Del.; Harry F. Michell Co. (Garden Supplies) Philadelphia.

TV Accounts: Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens, Atlantic City, N. J.; Monte Carlo Beach Motels, Atlantic City, N. J.; M. A. Bruder & Sons, Inc. (Paint Mfgr.) Philadelphia.

MERRITT OWENS ADV. AGENCY, INC.

365 New Brotherhood Bldg.,

Kansas City 1, Kans.

Phone: DR 1-7250

ABP-ANPA-APA-FAAG

PresidentMerritt Owens

Art Dir., Prod. Mgr.....Tom Horan

Account Executives.....Merritt Owens,

Robert Edwards, Frank Lisec

Radio Accounts: Inter-State Building & Loan Assn., Kansas City.

TV Accounts: Zephyr Ventilated Awning Co., Kansas City, Kans.; Feld Chevrolet (Cars & Trucks), Kansas City.

PACE ADVERTISING AGENCY, INC.

19 West 44th St., N. Y. 36, N. Y.

Phone: MUrray Hill 7-4090

ABP

PresidentElias Schonberger

Exec. V.P.....Peter Frenkel

V.P. & Merch. Dir.....David E. Winnick

Sec'y & Treas.....Max Weintraub

Copy Chief.....Seymour Altman

Art Dir.....Elmer Pfeffer

Prod. Mgr.....Irving Ginsberg

Radio Time Buyer.....Betty Silon

Media Dir., Space Buyer.....Irving Krouse

Research Dir.....Jay Dresner

Pub. Dir.....June Rutkofsky

Acct. Executives.....David E. Winnick,

Lawrence Nelson, Aaron W. Davis, Jay

Dresner, Betty Silon, Peter Frenkel, Elias

Schonberger.

Accounts: Downs, Grace; Furniture Specialties Corp.; Klein & Teicholz; Modern Maid Products Co.; Orenstein, N. & Son; Overhead & Modernfold Door; Seminole Furniture Corp.; Stainless Food Equipment Co. Inc.; Wagner Mfg.

PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.

Phone: ELiot 1401

AAAA-ANPA

Chrm. of Board.....Wm. H. Horsley

PresidentTrevor Evans

Vice Presidents.....George Griffis,

Milton Foland

SecretaryFrank Horsley

Treasurer.....Calvin W. Franklin

Radio-TV Dir., Talent Buyer..Grant Merrill,

Media Dir., Time Buyer.Gertrude M. Nyman



ManagerMartin Boss
715 Cascade Bldg., Portland, Oregon
Phone: Capitol 2-1021

V.P., Manager.....Milton A. Foland
48 Second St., San Francisco 5, Calif.
Phone: DOuglas 2-6947

ManagerHarvey Strobusch
Radio Accounts: Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wash. State Fruit Commission, Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Lang & Co. (Gold Shield Coffee) Seattle, Wash.; Nalley's, Inc., (Praise Salad Dressing) Tacoma, Wash.; Oil Heat Institute of Washington, Seattle.

TV Accounts: Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; Carstens Packing Company; Montag, Inc.; Lang & Co.; Oil Heat Institute of Washington.

PARIS & PEART

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

Phone: MUrray Hill 9-2424

ABP—ANPA—APA—PPA—ABC—NOAB
NBP

President.....A. G. Peart
Exec. V.P., Treas.....J.A.H. Rchm
Sec'y., ComptrollerThayer Durell
Marketing, Research Dir.....H. L. Mooney
Art Director.....F. Yelinek
Production Mgr.....R. Kreinik
Vice Presidents.. W. F. James, G. M. Cleland
Act. Executives.....A. A. Bindrim,
W. F. Byrne, F. S. Ferry, D. C. Kreinik,
D. C. Porteous, R. E. Walsh, W. J. De-
Stefan, G. R. Gibson, J. C. Holme, K. E.
Lee

Time Buyer.....Virginia Burke
Plans Board Dir.....Maurice A. Umans
Copy Director.....Dorothy Parker
Media Dir.....W. M. Symmes

Accounts: A & P Coffee Div.; A & P Nat'l. Bakery Div.; Business Organization, Inc., N. Y.; Colonna, J., Bros.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Fruit Products Corp.; Great Atlantic & Pacific Tea Co., N. Y.; Ice Cream Novelties Div.; Joe Lowe Corp.; Kannengiesser & Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Sage Laboratories Inc.; Sarra Inc., N. Y.; Silex Co.; Skinner & Eddy Corp. Inc.; Spratt's Patent (America) Ltd.; West Disinfecting Co.; White House Milk Co., Inc.; Woman's Day Inc.; Anderson, Clayton & Co., Dallas, Tex.; Breakstone Bros., Div. of Nat'l. Dairy Products Corp. New York; Bremer Broadcasting Corp. (WATV), Newark, N. J.; No-Cal Corp., Brooklyn, N. Y.; Producers Distributors Agency, New York; Radio Rubber Corp., New Brunswick, N. J.; Vanity Fair Paper Mills, New York; Remington Rand Div. of Sperry Rand Corp., New York; Remington Rand Electric Shaver Div.

of Sperry Rand Corp., Bridgeport, Conn.; Remington Rand Univac Div. of Sperry Rand Corp., New York.

PEARSON ADV. AGENCY, INC.

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

Phone: YUKon 6-7795

ANPA

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

PECK ADV. AGENCY, INC.

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

Phone: PLaza 3-0900

ANPA—ABC—ABP—AFA

Chr. Exec. Committee.....Harry Peck
Chairman of Board.....Sidney Garfield
PresidentHarry Krawit
Exec. V.P.....Norman Mack
Vice Presidents.....Sidney Alexander, John Schuman, Herman Stolley

SecretaryLee Lessen
Media Dir.....Frieda Weiss
TV, Radio Dir.....Sylvan Taplinger
Time Buyer.....Russ Alben
Radio Accounts: Howard Store Corp. (Clothes) Brooklyn, N. Y.; Van Munching & Co. (Heineken's Beer) New York, N. Y.; Bruns, Nordeman & Co. (Stocks & Bonds) New York, N. Y.

TV Accounts: U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; D'Orsay Sales Co. (Intoxication Perfume) New York, N. Y.

PERRIN-PAUS COMPANY

8 South Michigan Ave., Chicago 3, Ill.

Phone: RA 6-7923

ABP—ANPA—AAAA—AFA—ABC

President.....Earl R. Perrin
Vice-President, Sec'y.....Donald L. Paus
Ast. to Pres.....Linnea Vanderlaag

Branch Office

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

Phone: PL 7-6120

PHILLIPS-RAMSEY CO.

304 Ivy, San Diego 1, Calif.

Phone: BELmont 4-6401

APA—NBP—TAAN

Chairman.....W. L. Phillips
President.....Charles C. Ramsey
Vice Pres.....James Holloway
Sec'y.-Treas.Herbert Fredman
Media Director.....Robert L. Phillips
Radio-TV Dir.....Mrs. Orva W. Huff

Radio Accounts: Silver Gate Savings & Loan Assn., First National Bank, Alsynite Co. of America (Translucent Fiberglass Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Community Chest of San Diego; Mrs. Conkling's Bakery; Food Basket (Supermarket Chain); Severin Building Co.; Walker Scott Corp. (Department Store); Hazard Concrete Products Co.



TV Accounts: Alsynite Co. of America, Food Basket, Silver Gate Savings & Loan Assoc., Walker Scott Corp., Golden Tulip Foods, Lion Clothing Co., all San Diego.

PITLUK ADVERTISING COMPANY

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

APA—PPA—NOAB—SNPA—TAAN
ABP—ANPA

Pres., Acct. Exec..... Jack N. Pitluk, Sr.
V.P., Acct. Exec..... Jack N. Pitluk, Jr.
Acct. Exers..... C. Carolus, Jack D. Mitchell,
Sam Riklin, Louis Pitluk

Copy Chief..... Harvey Christiansen
Radio Director..... Margaret Morrison
TV Director..... Dave Hubbard

Radio-TV Accounts: Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company, (Fair Maid Bread & Cakes), San Antonio, Tex.; Roegelien Provision Company (Bacon, Sausages), San Antonio, Tex.

PORTER & ASSOCIATES

1188 S. Muirfield Rd., Los Angeles 19, Calif.
Phone: HOLLYWOOD 5-0580

Owner, Sales Mgr..... Irwin T. Porter
Partner, Time Buyer.... Gertrude T. Porter
Account Executive..... Jean Norab

Radio Accounts: Wright Carpet, Inc., Los Angeles; Resnik Bros. (Automobile Repairs) Los Angeles; Ackerman Cosmetics (Creams, Lotions, etc.) Los Angeles; Keys Meat Market (Butcher) North Hollywood; Pecks Model Agency, Hollywood, Calif.; Prekut Homes (Building Contractors) Los Angeles; Kenosha Transport Corp. (Automobile Transportation) Los Angeles; Angelus Furniture Co., Los Angeles, Calif.

POTTS-WOODBURY, INC. ADV.

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

ANPA—NOAB—PPA—ABP

Chrm. of Board..... R. J. Potts
President..... J. B. Woodbury
Vice Pres..... E. A. Warner,
C. C. Tucker, C. L. Robinson, Al Coleman,
G. F. McGill, John K. Barton

Sec'y Treas..... C. C. McMillan
Radio-TV Dir..... William J. Brewer
Radio-TV Acct. Dirs..... Gene Dennis,
Al Christy

Film Buyer..... Al Christy

PRATER ADVERTISING AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone: GARfield 1-6490

ABP—ANPA—AFA

President..... George L. Prater
Vice-President..... M. T. Prater
Art Dir..... Walter Miller
Secretary..... Mary E. Johnson
Radio & TV Director..... Barbara Brock
Radio, TV Account: Falls City Brewing Co.

Inc. (Falls City Beer), Louisville, Ky.

J. G. PROCTOR COMPANY, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUKon 6-7725

PPA

President..... J. G. Proctor
V.P. & Acct. Exec..... Ray Hanna
Secretary..... M. S. Proctor
Art Dir. & Prod. Mgr..... M. Sholle

Accounts: Addis Co.; Allied Purchasing Corp.; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Fredrica Furs Inc.; Freed's Fur Shop; Hausman M. & Sons; Horne, Joseph Co.; Joske's of Texas; Levenson Co.; Lexington Corp.; Norwegian Fur Breeders Ass'n; Paden City Pottery Co.; Pasquier, Michel; Peerless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Titcher-Goettinger Co.; Zimmerman-Scher Co.

PRODUCT SERVICES

17 East 45th Street, New York City
Phone: MURray Hill 7-0204

ABP

President..... Les L. Persky
Exec. V.P., Gen. Mgr.... Lester J. Blumenthal
V.P., Acct. Supv..... Harold L. Tuers
Art Director..... Allen G. Davis

TV Production Mgr..... Frank D. Jacoby
Publicity Director..... Ruth Davis
Time Buyer..... Mort Reiner
Acct. Exec..... Lester Blumenthal, N. R. Lorman, Harold Tuers

Radio Accounts: Strauss Stores Corp., N. Y. & Conn. (Auto Accessory Chain).

TV Accounts: Roto-Broil Corp. of America (rotisseries); Pro-Kleen Industries (Rug & Upholstery Cleaner); Olympic Radio & Television, Inc. (Electronic and Communication Equipment).

CHARLES O. PUFFER ADVERTISING

75 E. Wacker Dr., Chicago 1, Ill.
Phone: Financial 6-0519

ABP—APA

President..... Charles O. Puffer
Art Director..... Henry Garcia
Prod. Mgr..... Glorya Bakken
Publicity Dir..... Jack Hess
Acct. Executives..... Charles O. Puffer,
Lloyd Kuehn, Jack Hess

Accounts: Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malt-ing Co.

L. W. RAMSEY COMPANY

230 No. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-8155

ABP—ANPA—APA—PPA—NOAB

Pres. & Treas..... A. C. Naeckel
Vice-President..... L. H. Copeland
Vice-President..... N. B. Langworthy
Art Director..... E. J. McCabe
Media Director..... Dorothy L. Parsons

Acct. Executives... Carl J. Dueser, Dwight B. Mitchell

Branch Office

111 East 3rd St., Davenport, Iowa
Phone: 6-0157

Acct. Exec. & Tech. Consul.... W. A. Giraldi
Accounts: American Machine & Metals Inc.; Dairy Queen Nat'l Trade Assn. Inc.; Daisy Mfg. Co.; Davenport Papers, Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Stations KGLO, WTAD; Rolscreen Co.; Sawyer Biscuit Co. (Western Div.); Station WOC, Tri-City Bcstg. Co.; Western Grocer Marshalltown, Ia.

THE RANDALL COMPANY

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

President..... Wilbur W. Randall
Acct. Exec..... Donald R. Schively
Art Director..... Robert I. Berger
Radio & TV Director.... Florence F. Grady
Radio Accounts: Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoffman Wallpaper, Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.
TV Accounts: Hartford Gas Co., State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.

REACH, YATES & MATTOON, INC.

720 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-7676

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

Bd. Chrm., Pres..... Chas. Dallas Reach
Exec. V.P..... Harold H. Black
V.P., Radio & TV Dir.... Norman Gladney
V.P., Art Dept..... L. L. Schultz
Media Dir..... Richard B. Gordon
Production Mgr..... Frank Sharpe
Acct. Execs..... Harold H. Black, Frederick O. Perkins, Stephen Holdempf, Jr.

Branch Office

69 Washington St., Newark 2, N. J.
Phone: MARket 3-5100

Pres..... Francis R. Risley
Radio Accounts: Larus & Brother Co., Inc. (Edgeworth Pipe Tobacco, Holiday Pipe Tobacco), Richmond, Va.; International Latex Corp. (Playtex Baby Products, Playtex Living Gloves), N. Y., N. Y.; Philadelphia Coke Co., Phila., Pa.; Personal Finance Co. of N. Y.; New Jersey Bell Telephone Co., Newark, N. J.; Dugan Bros. (Bakers), Newark; Beneficial Management Corp., Newark; Koppers Coke Co., Kearney, N. J.

TV Accounts: Larus & Brother Co., Inc.; International Latex Corp.

JAMES R. REESE ADVERTISING CO.

15 West 10th St., Kansas City 6, Mo.
Phone: VICTor 5269
APA-ABP-ANPA

Owner..... James R. Reese
Accounts: Becklean Co.; Berry, Carl Oil Co.; Borel, Jules, Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.;

Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

KNOX REEVES ADVERTISING, INC.

600 First Nat'l-Soo Line Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 9-0071

ABP-ANPA-APA-NOAB-PPA-NBP
Chrmn. of Bd..... E. E. Sylvestre
President..... Wayne Hunt
Exec. V.P..... R. W. Stafford
Sec'y..... Mary Gale
Treasurer..... L. J. Beltrand
Vice-Presidents..... J. H. Sarles,
Helen A. Brown, R. H. Burbank, Elizabeth B. Gray, Loren P. Herder

V.P., Radio & TV Dir..... R. E. Neff
V.P., Media, Research Dir.... Dr. A. R. Root
Radio-TV Prod. Mgr..... Wm. S. Shepherd
Time Buyer..... H. Wendell Eastling
Radio Accounts: General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc., Minneapolis Brewing Co.

TV Accounts: Art Instruction, Inc., General Mills, Minneapolis Brewing Co., Pacific Gamble Robinson Co., Minneapolis.

Estimated Radio-TV Billings: \$3,925,000.

REINCKE, MEYER & FINN, INC.

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

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

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

REINGOLD CO., INC.

69 Newbury St., Boston 16, Mass.
Phone: KENmore 6-3900

ANPA-PPA-ABP-APA-NAAN
President & Treas..... Harry I. Reingold
Art Director..... George Wilson
Production Manager..... Ruleffe Barbour
Copy Director..... Richard Brugman
Vice President..... Thomas J. Bowen
Radio-TV Accounts: Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

REINHARDT ADVERTISING INC.

1736 Franklin St., Oakland 12, Calif.
Phone: TEMplebar 2-2408

ABP-ANPA-APA-NOAB
President..... Emil Reinhardt
Time Buyer..... A. Leo Bowman
TV & Radio Dir..... Cecil Webb, Jr.
Media Dir..... Adeline Schow
Acct. Exec..... Bernard Blake
Radio Accounts: Walter N: Boysen Company (Paints) Oakland and Los Angeles.

Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Radio Station KROW, Oakland, Calif.; Par-T Pak Beverages (Soft Drinks), Oakland; Pacific Tire Co., Oakland; Spreckels-Russell Dairy Co., San Francisco & Burlingame; Yami Yogurt Distr., San Bruno, Calif.

TV Accounts: Kilpatrick's Bakery (Bread), San Francisco, Calif.; Yami Yogurt Distr., Burlingame; KCRA, Inc. (TV Station) Sacramento, Calif.

E. W. REYNOLDS LIMITED

154 University Ave., Toronto Ont., Canada
Phone: Empire 2-2381

Chairman of Bd.....Edward W. Reynolds
President.....C. Warren Reynolds
Vice Pres.....N. Stuart Walton
V.P., Radio-TV.....H. E. Karpus
Vice Pres.....H. D. R. Newby
Time Buyer.....Helen Anderson

Branch Office

1440 St. Catharines St., W., Montreal, Quebec
Phone: UN 6-1775

Manager.....R. C. Elvin
Radio & TV Accounts: General Mills (Canada) Ltd. (Baking Products & Cereals); Nestle (Canada) Ltd. (Quik, Evap. Milk, Maggi Boullion); Dairy Farmers of Canada (Dairy Products); Eversharp, Inc. (Razors and Pens); Fleers Buhble Gum; R. M. Hollingshead Co. (Auto Additives); Honey Dew Coffee Shops (Restaurants); Hunt's Bakery Ltd. (Baked Goods); Mutual of Omaha (Insurance); Silhouette Products, Ltd. (Cosmetics); Sisman Shoe Co. (Shoes); Willards Chocolates (Candy), all Toronto.

FLETCHER D. RICHARDS, INC.

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

Chrmn. of the Bd.....Fletcher D. Richards
Vice Chrmn. of Board...Bradley A. Walker
President.....Eugene I. Harrington
Spot Time Buyer.....James M. Kelly
Vice Presidents.....Ernest A. Gray,
Ellsworth D. Hill, John Graff, John Hamm,
Sandford Smith, Kenneth Young
V.P., Dir. Research.....John E. Shepherd
Secy., Treas.....Duane W. Beurmann
Network Time Buyer, Stat. Rel.,
Program Dev.....Keith Shaffer
V.P., Dir. Radio-TV.....Seymour J. Frolick

Branch Offices

221 N. La Salle St., Chicago, Ill.
Phone: Financial 6-3585

Manager.....George T. Jahnke
550 Sherbrooke W., Montreal, Que.
Phone: AVenue 8-3191

ManagerWilliam F. Walsh

**HARRINGTON & RICHARDS: Division of
F. D. Richards, Inc.**

256 Sutter St., San Francisco, Calif.
Phone: EXbrook 2-6025

ManagerAlfred E. Smith
5816 Wilshire Blvd., Los Angeles, Calif.
Phone: WEBster 3-5577

ManagerGreacen Mitchell

Radio Accounts: United States Rubber Co. (Tire Div., Footwear Div., U. S. Royal Golf Balls, International Div., Chemical Div.) New York; MacMillan Petroleum Corp. (Royal Scot Div.) Los Angeles, Calif.; Morris Plan Co. of Calif., San Francisco; American Machine & Foundry (Bowling Equipment, Pinspotters, Roadmaster Bicycles, DeWalt Power Tools), New York; Avoset Co. (Qwip Whipped Cream) Los Angeles; National Sugar Refining Co. (Quaker Cane Sugars) New York; Bank of California, San Francisco; Eastern Air Lines and Colonial Air Lines, Div. of EAL New York; Squirt Beverage Co., Beverly Hills, Calif.; Waterman Pen Co., Seymour, Conn.; Western Pacific Railroad Co., San Francisco.

TV Accounts: United States Rubber Co. (International Div., Tire Div., Footwear Div., Textile Div., Chemical Div., Mechanical Goods Div.) New York; American Machine & Foundry Co. Avoset Co., Eastern Air Lines & Colonial Air Lines Div. of EAL; Squirt Beverage Co., Waterman Pen Co.

**M. EVANS RICHMOND
ASSOCIATES**

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

Pres. & Radio Time Buyer

M. Evans Richmond

Art Director.....Frank Cartwright
Production Mgr.....D. Blaine

Branch Office

230 Boylston St., Boston 16, Mass.
Yucca Vine Bldg., Hollywood 28, Calif.
TV, Radio Office.....Morey K. Reiss

DAN RIVKIN ADVERTISING

1418 Walnut St., Philadelphia 2, Pa.
Phone: PE 5-5766

OwnerDan Rivkin

Radio Accounts: Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Moskin Clothes, Ford Optical Co., Ismak Rug Mills.

W. S. ROBERTS, INC.

1401-05 Fox Bldg., Philadelphia 31, Pa.
Phone: RIttenhouse 6-8763

ABP

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

Radio Accounts: Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); Irones Co. (Ironing Board Covers), all Philadelphia, Pa.; Corleto Buick, Inc., Philadelphia; McKean Chevrolet, Philadelphia; Whitehill Distributors (Garbage Disposals); The Critic (Mail Order Gifts), Philadelphia; General Electric Appliances Co.

TV Accounts: Broad Motors (Ford Dealers); Philadelphia Gas Works (Utility); Bryant Air Conditioning Corps. (Heating Equip., Air Conditioning), All Philadelphia, Pa.; General Electric Appliances Co.

ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 2-3175
ANPA—APA—PPA

President.....Robert Power Reimers
Vice Presidents.....Leon Kelley, M. W. Nichols
V.P., Media Dir.....John K. Lucken
Secretary.....Jac M. Wolff
Prod. Mgr.....Sidney Menchel
Art Director.....Hugh Ryan
Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, John Yeargain

**MARSHALL ROBERTSON
ADVERTISING AGENCY**

1550 Speer Blvd., Denver 4, Colo.
Phone: KE 4-6268
ABC—ANPA

Pres., Partner.....Marshall G. Robertson
Sec.-Treas., Partner.....Mary A. Robertson
V.P., Acct. Exec.....John Eby
Radio Manager.....Margaret Pierson
TV Manager.....Jack Helling
Art Director.....Lavern Everson
Account Executives.....R. W. McWilliams, James H. Briggs

Radio Accounts: City Elite Laundry, Denver, Colo.; Colo. Hospital Service (Insurance), Denver, Colo.; Wyo. Hospital Service (Insurance), Cheyenne, Wyo.; Cottrell's Clothing Store (Men's Clothes) Denver, Colo.; Dale Dance Studio, Denver; Elcar Fence Co., Denver; Elitch's Gardens (Recreation Park) Denver; First National Bank of Englewood, Englewood, Colo.; Fontius Shoe Store, Frumess Jewelry Co., Grayson's Apparel, TV Station KTVR, Lindner's Pkg. & Prov. Co. (Meat Products); Miller's Super Markets (Groceries); O'Meara Motor Co. (Automobile Sales); Pioneer Saving Stamps, Star Bakery, Walden Heating Co. (Heating Appliances); Weicker Storage Co. (Moving and Storage), all Denver, Colo.

TV Accounts: Cassidy Hicks Wallpaper Co., Clinton Aviation, Colorado Seed Co., Cottrell's Clothing Store, Dale Dance Studios, Elcar Fence Co., Elitch's Gardens (Recreation Park); First National Bank of Englewood, Frumess Jewelry Co., Grayson's Apparel, Lindner's Pkg. & Prov. Co., Miller's Super Markets, O'Meara Motor Co., Pioneer Saving Stamps, Star Bakery, Walden Heating Co., Weicker Transfer & Storage Co.

ELWOOD J. ROBINSON & CO.

1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MUTual 6293
ABP—ANPA—ABC

President.....Elwood J. Robinson
Exec. Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Vice Presidents.....David R. Fenwick, John Haynes
Radio, TV Dir.....Lee Laufer
Media Dir.....R. C. Neuman

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

TV Accounts: California Federal Savings & Loan Assn., Los Angeles, Calif.; Grerty-Michigan Corp. (Dishwasher), Adrian, Mich.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Los Angeles Dept. of Water & Power; Los Angeles, Calif.; Utility Appliance Corp. (Heating Equip., Coolers & Fans, Gaffers & Sattler and Occidental Gas Ranges), Los Angeles, Calif.; Wilco Co. (Foaming Clear-ex, Bif Insecticides).

ROCHE, WILLIAMS & CLEARY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone: RANDolph 6-9760
ANPA—ABP—APA—NBP—PPA—ABC

President.....J. P. Roche
Treasurer.....D. J. Kelly
V.P., Acct. Supv.....Walker B. Sheriff
Vice-Presidents...S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, M. F. Williamson, W. H. Savin, George Lyman, James M. Cleary, R. H. Stracke, Frank Hakewill

Radio, TV Director.....Kirby Roche
Acct. Exec.....E. C. Olson

Radio Accounts: Chicago, Milwaukee, St. Paul & Pacific R.R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach), Stewarts Private Blend Coffee Co., Chicago.

TV Accounts: Chicago, Milwaukee, St. Paul & Pacific Railroad, Chicago; Stewarts Private Blend Coffee Co., Chicago; Hardware Mutuals, (Insurance), Stevens Point, Wis.

ROCKLIN IRVING & ASSOCIATES

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

President.....Irving Rocklin
Continuity Director.....M. Lovinger
Account Executives.....Robert Spencer, Gerald Addis, Edw. Lovinger

Radio Director.....Trina Shuchat
Art Director.....Patricia Boyd
TV Director.....Ira Segall
Film Director.....Sue Wurtzburg
Production.....Helen Wurtzburg

Radio Accounts: Western Tire Auto Stores (Dept. Store); Fizz-Up (Beverage); Chicago Furniture Mart; Kay-Den Beauty Salon; Roxy Rug Co., all Chicago.

TV Accounts: Walton Motors, Inc. (Automobiles); Western Tire Auto Stores; All Star Motors (Automobiles); Leader Pontiac; Fizz-Up; Chicago Furniture Mart; Glen Motors; Nortown Olds, all Chicago.



ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.

Phone: DEarborn 2-0020

ABP—ANPA—APA—PPA—SNPA—NOAB
SAAA

President.....P. C. Fewell
Exec. V.P., Mgr.....Ray H. Reynolds
Asst. Treasurer.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Vice-President.....Robert L. Headen

Branch Offices

InsurOmedic Bldg., Dallas 1, Tex.

Exec. V.P. & Mgr.....R. E. Brooks
903 McGee St., Kansas City 6, Mo.

V.P. & Mgr.....R. S. Brigham

Radio Accounts: Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; KMBC, Brest. Co.

TV Accounts: T. W. Burleson & Son (Honey), Waxahachie, Texas; 1st Nat'l Bank in Dallas, Dallas, Texas; Butterfield Canneries (Canned Fruits and Vegetables), Muncie, Ind.; Little Crow Milling Co. (Coco Wheats Cereal), Warsaw, Ind.; S. E. Mighton Co. (Doggie Dinner Dog Food), Bedford, Ohio.

RONALDS ADV. AGENCY, LTD.

701 Keefer Bldg., Montreal, Can.

Phone: University 6-9471

ABC—ANPA

Bd. Chrm., Pres.....Russell C. Ronalds
Exec. Vice-President.....F. deB. Walker
Sec'y-Treas.Angus Ahern
V.P., TV, Radio Dir.....Peter Collick
Media Dir.....R. M. Gleeson

Branch Offices

108 Peter St., Toronto, Ont., Canada

Phone: EMpire 3-0237

Exec. V.P., Manager.....R. J. Avery
409 Petroleum Bldg., Edmonton
Alberta, Can.

Phone: 2-8356

Manager.....W. A. Bishop

WILLIAM GANSON ROSE, INC.

1330 Williamson Bldg., Cleveland 14, O.

Phone: TOWer 1-6171

Pres., Treas., Radio Dir.

William Ganson Rose

Vice-Presidents...Frank Pelton, L. C. Brown

Production Mgr.....Joan Burke

Radio Accounts: Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

ROSE-MARTIN, INC.

21 West 46th St., New York 36, N. Y.

Phone: JUdson 2-3550

ABP—ANPA—APA

President.....Irl W. Rose, 11
V.P., Gen. Mgr.....John A. Boulle
V.P., Media Director.....G. M. Rundbaken
Production Manager.....Ethel Whelan
Radio-TV Dir.....Channing Hadlock

Radio Accounts: Bankers Trust Co., New York, N. Y.; H & M Packing Co. (Coronet Prune Juice), Brooklyn, N. Y.; Noxon, Inc.

(Metal Polish), New York, N. Y.; Atmore, (Mince Meat & Plum Pudding), Philadelphia, Pa.

TV Account: Bankers Trust Co., New York, N. Y.

IRVING ROSEN ADVERTISING

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

Phone: OREGon 9-1926

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

ROSENGARTEN & STEINKE, INC.

483 Union Ave., Memphis 3, Tenn.

Phone: JACkson 7-4566

APA—ABP—AAAN

President.....Norton Rosengarten
Exec. Vice Pres.....Lynn Steinke
Copy Chief.....W. L. Chesman

Radio-TV Dir.....Jay Scott

Accounts: Air Temperature, Inc. (Heating & Air Conditioning) Memphis, Tenn.; American Distilling Co. Pekin, Ill.; Barzizza Bros., (Foods) Memphis, Tenn.; Black & White Stores, Memphis, Tenn.; Britling Cafeterias, Memphis, Tenn.; Burling, Nat. Packing Co. (meat packers) Memphis, Tenn.; Kraus & Co. (Cleaners) Memphis, Tenn.; Layne & Bowler, Inc. (Wells and Pumps) Memphis; Marl Metal Mfg. Co. (Dinette Furniture) Memphis; Memphis Furniture Co.; Memphis Publishing Co.; Mills-Morris Co. (Distributors) Memphis; Sanitary Bag & Burlap Co. (Panhandler Pot Holders) Memphis; Southern Leather Co., Memphis; Stewarts, Inc. (Food Products), Memphis; WHBQ, WHBQ-TV, Memphis, Tenn.

ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.

Phone: LORain 7-3900

ABP—ANPA—PPA—NOAB

President.....Ross Roy
Exec. V.P. &

Gen. Mgr.....Thomas G. McCormick
Sr. V.P., Acct. Supv.....Carroll F. Sullivan
V.P. & Art Dir.....John W. Hutton
V.P., Acct. Suprs....William Gerstenberger,
Wm. W. Shaul

Secretary.....Erwin H. Haass

Treasurer.....Lathrop P. Morse

Comptroller.....Harry W. Mellen

V.P., Media Dir.....Carl E. Hassel

Research Dir.....Robert E. Riordan

Production Director.....William L. Miller

Publicity Dir.....Albert C. Nute

V.P., Dir. Prod. Analysis..Kenneth S. Loring

Personnel Dir.....George Macier

Librarian.....Florence Armstrong

Branch Offices

122 East 42nd St., New York 17, N. Y.

Phone: MURray Hill 7-2944

Acct. Executive.....John Roche

1680 North Vine St., Hollywood 28, Calif.

Phone: HOLlywood 9-6263

ADVERTISING AGENCIES

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

Vice Pres. Harold J. G. Jackson
Accounts: Aseptic-Thermo Indicator Co.;
 Chrysler Corp. of Canada, Ltd.; Chrysler
 Corp., Parts Div.; Chrysler Div., Chrysler
 Corp.; DeSoto Div., Chrysler Corp.; Dodge
 Division, Chrysler Corp.; Eljer Div., Murray
 Corp.; Export Div., Chrysler Corp.; Honey
 Co.; Modern Homes Corp.; Murray Corp. of
 Am.; Plymouth Div., Chrysler Corp.; Pre-
 pared Products Co., Inc.; Servel, Inc., Air
 Conditioning Div.

RUDER & FINN, INC.

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

Chairman of Board..... William Ruder
 President David Finn
 V.P., Operations..... Paul B. Zucker
 V.P., Administration..... Felix Kaufman
 Account Group Suprvs..... Charles Lipton,
 Robert Fleisher
 Dir., Creative Services..... Richard Weiner
 Dir., Communications..... William Cahn
Accounts: Bettinger Corp.; Borgenicht,
 Jack; Gibraltar Corrugated Paper Co. Inc.;
 Inskip, J. S.; Ruder Brothers.

CHARLES L. RUMRILL & CO., INC.

339 East Ave., Rochester 4, N. Y.
 Phone: Baker 5-7900

APA—NBP—AAAA—ABP—ANPA—PPA
 President..... C. L. Rumrill
 Treas. H. R. Hanson
 Exec. V.P. G. M. Prince
 Vice Presidents..... N. A. Gallegher,
 J. R. VanArsdale, C. N. Gleason, F. F.
 Harned, W. T. Jensen, B. W. Jones, J. S.
 Warren, Jr.

Secretary..... G. G. Wallington
 Radio-TV Director..... Dorian St. George
 Asst..... Grace M. Danelo

Radio Accounts: Community Savings Bank,
 Rochester, N. Y.; Genesee Valley Union
 Trust Co., Rochester, N. Y.; Kordite Co.
 (Polyethylene Plastics) Macedon, N. Y.;
 Symonds Farms (Frozen Food) Utica, N. Y.;
 Fanny Farmer Candy Shops, Rochester,
 N. Y.; Eastman Kodak Co. (Photo Supplies
 & Serv.) Rochester, N. Y.

TV Accounts: Otto Bernz Co. (Torches,
 Campstoves, Lanterns) Rochester; Brighton
 Place Dairy, Rochester; Community Savings
 Bank, Rochester; Eastman Kodak Co.,
 Rochester; Endicott Johnson Co. (Shoes),
 Endicott, N. Y.; Fanny Farmer Candy Shops,
 Rochester; Genesee Valley Union Trust Co.,
 Rochester; Kordite Co., Macedon, N. Y.;
 Richardson Corp. (Fountain Fruits & Syrups)
 Rochester; Stromberg Carlson Co. (Elec-
 tronic equipment) Rochester, N. Y.; Sym-
 onds Farms (Frozen Food) Utica, N. Y.

Estimated Radio & TV Billings: \$365,000.

LOWE RUNKLE CO.

1305 Liberty Bank Bldg., Okla. City 2, Okla.

Phone: REgent 6-3521
 AAAAA—ABP

President Lowe Runkle
 Vice-Presidents Roger Pishny,
 Howard Neumann, Monty Mann.
 Radio, TV Director..... Martin H. Fuller
Radio Accounts: Cain's Coffee Co. (Coffee,
 Tea, Spices); Local Federal Savings and
 Loan; Liberty National Bank (Banking);
 Kerr-McGee Oil Industries, Okla. Gas &
 Electric Co.; Meadow Gold Dairy; Dulaney
 Distributing Co. (Appliance Distributors);
 Air Products (Distributors), Okla. City.

TV Accounts: Cain's Coffee Co. (Coffee,
 Tea, Spices); Liberty National Bank (Bank-
 ing); Southwestern Bell Telephone (Tele-
 phone Service), Oklahoma City; Oklahoma
 Publishing Co. (Newspapers); Consolidated
 Gas (Gas Utility), Oklahoma City, Okla.;
 Safeway Stores, Okla. City; Superior Feed
 Mills, Meadow Gold Dairy, Kerr-McGee Oil
 Industries, Oklahoma Gas & Electric Co.

RUTHRAUFF & RYAN, INC.

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

AAAA—ABC—ABP—ANPA—APA—NOAB
 PPA

Chrmn Exec. Comm..... F. Barry Ryan, Jr.
 Chrmn. of the

Bd..... Paul E. Watson (Chicago)
 Vice Chrm. of Bd..... Robert Watson
 President..... F. Kenneth Beirn
 V.P., Sec'y-Treas..... J. Lewis Ames
 V.P., Dir. of Radio & TV..... George Wolf
 V.P., Radio & TV

Copy Chief..... Douglas MacNamee
 Suprv. of Film Prod..... Philip Feld
 TV Art Dir..... Ken Haverstick
 Bus. Mgr., Radio-TV Dept... Havis Medwick
 V.P., Media Dir..... Daniel M. Gordon
 Prod. Supervisors. Dorothy Rivers, Ted Storb
 Mgr., Time Buyers..... Vincent DeLuca
 Time Buyers..... Mary Dowling,
 Edward Sherimian

Radio-TV Writers..... Louis deMillhau,
 Marianne Zeamer

Branch Offices

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

Exec. V.P..... H. B. Groseth
 Exec. V.P..... R. W. Metzger
 V.P., Manager..... William W. Watson
 V.P. Dir. of Radio-TV... George B. Anderson
 Production Manager..... Jerry Sperling
 Dir. of Sales Training, Visual

Comm. Don Durian
 V.P., Chief Time Buyer..... Holly Shively
 Time Buyers..... Irene Hess, Edmund Kasser
 Carew Tower, Cincinnati 2, Ohio

Phone: GARfield 1-5800
 Manager Alex G. Pappas
 1412 Main St., Dallas 2, Texas

Phone: RIverside 6453
 Manager..... Alex G. Pappas
 7430 Second Boulevard, Detroit 2, Michigan
 Phone: TRinity 4-2200

Exec. V.P..... Tod Reed



5615 Fannin St., Houston 4, Texas
 Jackson 4-7531
 V.P., Manager.....Theodore F. Keady
 3440 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DUNKirk 8-0571
 V.P. & Pacific Coast Mgr....John H. Weiser
 Dir., Radio-TV.....Edward E. Simmons
 611 Olive St., St. Louis 1, Mo.
 Phone: MAIn 1-0127
 Sr. V.P. & Mgr.....Oscar A. Zahner
 2650 University Ave., St. Paul 14, Minn.
 Phone: MIDway 5-7711
 Manager.....William M. Amundson
 235 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 2-4616
 V.P., Manager.....Ray Mount Rogers
 1218 Third Avenue, Seattle 1, Wash.
 Phone: ELIott 1572
 V.P. & Manager.....F. G. Mullins
 840 National Press Bldg., Washington 4, D. C.
 Phone: EExecutive 3-6730
 V.P., Manager.....Donald J. Wilkins
Radio Accounts: Addit Co. (Addit) Detroit, Mich.; Allied Florists Assn. of Illinois (Florists) Chicago, Ill.; Apparatus Distributors (G.E. Distributor) New York, N. Y.; Arthur Murray School of Dancing (Dancing Instruction) New York, N. Y.; Blue Cross-Blue Shield (Hospital & Medical Insurance) St. Paul, Minn.; Bon Ami Co. (Jet Bon Ami) New York, N. Y.; Climalene Co. (Climalene) Canton, Ohio; Ed James Buick Co. (Automobiles) Los Angeles, Calif.; Erickson Petroleum Corp. (Gas & Oil Operation) Minneapolis, Minn.; Frito New York, Inc. (Fritos, Chee-Tos, Ta-Tos) New York, N. Y.; Frito Tri-State Corp., Philadelphia, Pa.; Frito Wisconsin, Inc., Monroe, Wis.; First National Bank of St. Paul, St. Paul, Minn.; General Electric Supply Co. (Distributor of Appliances) Houston, Tex.; Janney, Semple, Hill & Co. (Paints & Hardware) Minneapolis, Minn.; Kenton Pharmaceutical Co. (Sal-Fayne) Cincinnati, Ohio; Lewis-Howe Co. (Tums) St. Louis, Mo.; Nalley's Inc. (Mayonnaise, Salad Dressing) Seattle, Wash.; Pacific Coast Paper Mills of Washington, Inc. (M-D Tissue) Seattle, Wash.; Pacific Finance Corp. (Loans) Los Angeles, Calif.; Puget Sound Power & Light Co. (Utility) Seattle, Wash.; Red Top Brewing Co. (Red Top Beer) Cincinnati, Ohio; Safeway Stores, Inc. (Skylark Bread) San Francisco, Calif.; Seattle-First National Bank, Seattle, Wash.; Staley, A. E. Mfg. Co. (Sta-Puf, Sta-Flo) Decatur, Ill.; Sunheat Fuel Oil, Philadelphia, Pa.; Sun Oil Co. (Blue Sunoco Gasoline) Philadelphia, Pa.; Texas State Optical Co. (Opticians & Optometrists) Beaumont, Tex.; Wrigley, Wm., Jr., Co. (Double-Mint Gum) Chicago, Ill.
TV Accounts: Addit Co. (Addit) Detroit, Mich.; American Home Products Corp., Whitehall Pharmaceutical Div. (Neet) New York, N. Y.; Apparatus Distributors (G.E. Distributor) Brooklyn, N. Y.; Blue Cross-Blue Shield (Hospital & Medical Insurance) St. Paul, Minn.; Bon Ami Co. (Jet Bon Ami)

New York, N. Y.; Brown & Williamson Tobacco Co. (du Maurier Cigarettes) Louisville, Ky.; Climalene Co., (Climalene) Canton, Ohio; Ed James Buick Co. (Automobiles) Los Angeles, Calif.; Erickson Petroleum (Gas & Oil Operation) Minneapolis, Minn.; Frito Co. (Fritos, Chee-tos, Ta-Tos) Fritos of Cleveland, Barberton, Ohio; Frito New York, Inc., Mamaroneck, N. Y.; Frito Tri-State Corp. Philadelphia, Pa.; Frito Co., Western Div., Los Angeles, Calif.; Frito-Wisconsin, Inc., Monroe, Wis.; General Electric Supply Co. (Distributor of Appliances) Houston, Tex.; Gulf States Utilities Co. (Utility) Houston, Tex.; Janney, Semple, Hill & Co. (Paint & Hardware) Minneapolis, Minn.; Kenton Pharmaceutical Co. (Sal-Fayne) Cincinnati, Ohio; Lewis-Howe Co. (Tums) St. Louis, Mo.; Lone Star Gas Co. (Natural Gas Service, Gas Appliances) Dallas, Tex.; Nalley's, Inc. (Mayonnaise, Tang Salad Dressing, Canned Meat Products) Tacoma, Wash.; Red Top Brewing Co. (Red Top Beer) Cincinnati, Ohio; Safeway Stores, Inc., Fairfax Baking Co. (Skylark Bread) San Francisco, Calif.; Seattle First National Bank (Banking) Seattle, Wash.; Serta Associates, Inc. (Mattresses & Box Springs) Chicago, Ill.; Staley A. E., Manufacturing Co. (Sta-Flo, Sta-Puf) Decatur, Ill.; Sun Oil Co. (Blue Sunoco Gasoline) Philadelphia, Pa.; Texas State Optical Co. (Optometrists and Opticians) Beaumont, Tex.; TV Time Foods, Ind. (TV Time Uopcorn) Chicago, Ill.; Wrigley, Wm. Jr. Co. (Doublemint Gum) Chicago, Ill.

LEWIS EDWIN RYAN ADVERTISING

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

AAAA-ABC-ABP-ANPA-AFA

Owner.....Lewis Edwin Ryan
 Gen'l Mgr.....John F. Hardie
 Comptroller.....Preston D. Coiner
 Sr. Acct. Exec.....William R. Doores
 Prod. Mgr.....David F. DeYoung
 Acct. Exec.....Samuel E. Hunsaker,
 Walter Kerwin, James Gould, Samuel Pat-
 terson
 Art Directors.....James W. Steele
 William R. Clifford
 Dir., Radio-TV.....William J. Green
 Copy Chief.....Louise S. Cohle
 Creative Director.....Walter Kerwin

BEN SACKHEIM, INC.

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

Phone: PLaza 1-2200

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

PresidentBen Sackheim
 Exec. Vice-Pres.....George B. Pampel
 Secy., Treas.....S. M. Sackheim
 Copy Chief.....Anne Green
 Art Director.....Arthur Singer
 Production Manager.....Bernard Spiro
 Media Director.....William Galker
 Account Executives.....Murray Hirsch,



Bernard Cooper, William Pitts, George B. Pampel, Glenda Sullivan, Ted Breining
Radio Accounts: The Autoyre Co. (Kitchen & Bathroom Accessories) New York; Peter Pan Foundations (Brassieres & Girdles) New York; Mother's Food Products (Gefilte Fish), Newark, N. J.; Nationwide Insurance (Auto, Fire, Life Insurance) Columbus, Ohio; Chauquin, Inc. (Wines, Cognac) Morrisville, Pa.

TV Accounts: Peter Pan Foundations, New York; Emenee Industries, Inc. (Musical Toys), New York, N. Y.

ST. GEORGES & KEYES, INC.

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

Phone: YUkon 6-7575

AAAA-ABP-ANPA-ABC

President.....Stanley J. Keyes, Jr.
 Vice-Pres.-Art Director...Alfred A. Anthony
 Acct. Executives...Marshall Murphy, Sydney Huntley, Roy Williams, John Lawton
 Production Manager.....William Korcak
 V.P., Media Dir.....James J. Freeman
 V.P., Public Rel. Director...Torrey Stearns

Branch Offices

1004 No. Charles St., Baltimore 18, Md.

Phone: PLaza 2-0809

ManagerRoy Williams
Radio Accounts: Davison Chemical Co., Div. of W. R. Grace & Co. (Fertilizers), Baltimore, Md.; Josiah Wedgwood & Sons, (Chinaware), N. Y., N. Y.

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

WALKER SAUSSY ADVERTISING, INC.

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

Phone: CANal 9212

ANPA-ABP-ABC

PresidentWalker Saussy
 Vice Presidents.....Joseph Shields, Jr., D. W. Ziegelsch
 Radio Time Buyer.....Stanley Starr
 Acct. Executives.....Jules Robert, Wallace Dorion, Jr.
 SecretaryDorothea Schlesinger
 Treasurer.....Alvin C. Camus
 Production Mgr.....Donald Levy
 Art Director.....J. J. Wolf, Jr.
 Radio-TV Dir.....John Browne

Radio Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees); L. A. Frey & Sons, (Meat Products) Henderson Sugar Refinery, New Orleans; Hibernia Homestead (Bldg. Loan & Savings) New Orleans.

TV Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; Hibernia Homestead (Building Loans); White Bros. (Jewelry Store); General Electric Supply Co.; L. A. Frey & Sons (Meat Products), New Orleans & Lafayette, La.

FRANK B. SAWDON, INC.

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

PLaza 1-2156

President.....Frank B. Sawdon
 Vice-President, Media Dir.....Jerry Bess
 Time Buyer.....Tom Mannos
 Radio-TV Production.....Jack Wilcher
 Coordinator.....James Hackett

Branch Office

8721 Sunset Blvd., Hollywood, Calif.

Phone: CRestwood 4-7585

Office Manager.....M. B. Scott
Radio Accounts—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Radio Station WIND, Chicago.

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

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.

Phone: Market 2-0480

ANPA-APA-PPA

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

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

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

SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.

Phone: ARmitage 6-1600

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

SCHNEIDER, JOSEPH P., ADV., INC.

11 E. 44th St., New York 17, N. Y.

Phone: MUrray 7-8294

President.....Joseph P. Schneider
 Exec. V.P.....Alfreda Walsh
 SecretaryPhilip Nemiroff
 Prod. Mgr.....Mark Barry
 Space Buyer.....Margaret Cassidy



SCHOLTS ADVERTISING SERVICE

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

Owner.....T. D. Scholts
Radio-TV Dir.....Kenneth C. Higgins

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone: GASpee 1-4813-4-5
ABP—ANPA—AFA—ABC

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

Radio Accounts: Gladding's, Inc. (Radios), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Paris Fabric Shop, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence; Providence Retail Trade Board (Chamber of Commerce); California Artificial Flower Co., Providence, R. I.; Johnson & Wales Business School, Providence; Monogram Shop (Monogramming, Gifts) Providence; R. I. Provision Co. (Meat Packer) Johnston, R. I.; William H. Harris (Furrier) Providence, R. I.

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

RUSSEL M. SEEDS CO., INC.

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

PresidentFreeman Keyes
Exec. Vice Pres.....Harry H. Maus
Vice Pres, Gen. Mgr.....H. B. Goldsmith, Jr.
Vice Presidents.....A. D. Keyes
Daniel Foster, Harley B. Hobbs, James Witherell, L. J. Marshall, Dean Landis, P. F. Marshall, Fred Willson, Jesse Livermore, Don Reed

Sec.-Treas.....E. V. Owen
Time BuyerMerle Myers
Radio-TV Director.....R. B. Young
Dir. Film Prod.....Alan Lee

Branch Offices

121 Monument Circle, Indianapolis 9, Ind.
MELrose 5-1361

V.P. in Chg.....Paul Richie
418 S. Robertson Blvd., Los Angeles, Calif.
Phone: CRestview 4-7613

Vice Pres. in Chg.....Lou Place
Radio Accounts: Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup & Pabasonone), Fort Wayne, Ind.; Lanolin Plus (Cosmetics).

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

ED SHAPIRO INC.

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

PresidentEdward Shapiro
Vice-President.....Leonard Goldsmith
SecretaryH. Hyman Shapiro
Treasurer.....Edward L. Frater
Art Director.....Jack Garry

Radio Accounts: Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

TV Accounts: Sealy Mattress Co.; Philadelphia Model Hobbies Association.

JOHN W. SHAW ADVERTISING, INC.

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

President & Treas.....John W. Shaw
Vice-Presidents.....David E. Guerrant,
P. L. O. Smith, Sigmund T. Seaman,
Norman R. Anderson

SecretaryRobert C. Milner
Time Buyers.....Robert A. Landers,
Isabel McCaulay

Radio Accounts: Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dormeyer Corp. (Electric Appliances-Power Tools); Lumbermens Mutual Casualty Co. (Insurance); Quaker Oats Co. (Corn Goods, specialty products); Webcor, Inc. (Fonographs, Tape Recorders, Diskchangers) all Chicago.

TV Accounts: Colgate-Palmolive Co., Dormeyer Corp.; Quaker Oats Co., Webcor, Inc.

SILTON BROTHERS, INC.

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

President.....Myron L. Silton
Exec. V.P.....Jason N. Silton
V.P., Media Dir., Radio-TV

ProducerEarle W. Hoffman
V.P. Art.....Andre B. Paquette
Time Buyer.....Marie E. Kachinski

Radio Accounts: Craftsman Insurance Co. (A. & H. Insurance); New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain); Luby Chevrolet Co.; Magee's (Appliance Dealer), all Boston, Mass.

TV Accounts: Craftsman Insurance Co., New England Provision Co.; The Barcolene Co.; Elm Farm Foods Co.; Magee's; Luby Chevrolet Co.; Penobscot Shoe Co.

Estimated Radio & TV Billings \$550,000.

SIMON & GWYNN

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

Partners.....Milton Simon, H. N. Gwynn
Art Prod. Mgr.....Carlos Gordon
Radio-TV Accounts: American Snuff Co.,
Donald Furniture Co., The HumKo Co., Ro-
bilio & Cuneo (Ronco Foods), American
Tea & Coffee Co.; WMC, WMCT, Memphis,
Tenn.

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000
AAAA—ANPA—ABP

Partners.....Leonard N. Simons,
Lawrence J. Michelson
Prod. Mgr.....Arthur H. Copland
Account Exec.....Richard N. Hughes
Art Director.....Al Sielaff
Radio-TV Dir., Time Buyer...George J. Hill
Radio Accounts: Cunningham's Drug
Stores (Drug, etc.), Keopplinger Bakery
(Baked Goods), Krun-Chee Potato Chips
(Potato Chips), (Pretzels), Marshall Drug
Company (Drugs), Cleveland, Ohio; Benja-
min Rich (Real Estate), Sealy Mattress Co.
(Mattresses), Taylor's Inc. (Dodge-Ply-
mouth), Detroit, Mich.; Velvet Peanut Prod-
ucts (Peanut Butter); E & B Brewing Co.
People's Outfitting Co. (Dept. Store); Dos-
sins Food Products (Pepsi-Cola); General
Electric Supply Co. (Appliances); Guardian
Savings & Loan; Lasky Furniture; City Bank,
Detroit, Mich.; Leo Adler Co. (DeSoto-
Plymouth); Mohawk Lumber Co., Detroit,
Mich.; Lix (Cough Formula), Detroit;
Stone's Jewelers, Detroit; Schmidt's (Beer),
Detroit; Wrigley's Super Markets, Detroit;
Arkay (Prepared Foods); Wrigley Markets;
Gold Bell (Gift Stamps); Epps Four Great
Stores (Sporting Goods).

TV Accounts: Cunningham's Drug Stores
(Drugs, etc.); Dossin's Food Products (Pep-
si Cola); Keopplinger Bakery (Baked
Goods); Krun-Chee (Potato Chips); Peo-
ple's Outfitting Co. (Dept. Store); Sealy
Mattress Co. (Mattress Mfg.); Taylor's Inc.
(Automotive); Velvet Peanut Products (Pea-
nut Butter); E & B Brewing Co.; Hanson
Chevrolet; Leo Adler Co. (DeSoto-Ply-
mouth); Mohawk Lumber Co.; Wrigley's
Super Markets; City Bank, Detroit, Mich.;
Lix.

Estimated Radio-TV Billings: \$1,150,000.

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
JUniper 4-2163
APA—SNPA—ANPA

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

Byrne
Radio Account: Peerless Mfg. Co.
SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: Atlantic 1-9312
ABP—ANPA—APA—FAAG

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

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

321 Eleventh St., Des Moines 9, Ia.
Phone: 3-3185
ANPA—APA—ABP—FAAG

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

C. JERRY SPAULDING, INC.

201 Commercial St. Worcester 8, Mass.
Phone: PLeasant 3-4789

Pres., Treas. & Radio Time Buyer
C. Jerry Spaulding
Secretary.....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Charles Rice
Media Dir.....Theresa Kalashian
Acct. Exec.....Robert F. Hayward
Radio Accounts: Peoples Savings Bank,
Mechanics Natl. Bank, Smith & Fyfe, Inc.
(Ice Cream) Worcester.

**RAYMOND SPECTOR COMPANY,
INC.**

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

President, Treas.....Raymond Spector
Client Service.....Bert Schwartz
Art Director.....Irving Trabich
Production Manager.....Bernard Luden
Research Director.....Charles Goldberg
Radio-TV Director.....Dick Blaine
Radio-TV Account: Hazel Bishop, Inc.
(Lipstick and Complexion Glow), New York,
N. Y.

SPITZ ADVERTISING AGENCY, INC.

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

Owner, Acct. Exec.....William Spitz
Art Director.....Frederic Berg
Copy Chief.....Madeline Clark
Production Mgr.....Diane Davis
Space & Time Buyer.....Martha Mathews
Radio-TV Dir., Acct. Exec...Harry J. Accurso

Radio Accounts: Empire Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse Mohican Stores Inc. (Food Markets), Syracuse & Auburn, N. Y.; Pilgrim Packing Co., (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Syracuse National Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

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

Estimated Radio-TV Billings: \$100,000.

SPITZER & MILLS LIMITED

50 King Street W., Toronto 1, Can.

Phone: EMpire 6-2811

CAAA—CDNPA

President.....G. F. Mills
Exec. Vice-Pres.....J. W. Spitzer
Gen. Mgr. & Sec.-Treas.....W. H. Reid
Radio TV Director.....T. R. Hart
Time Buyer.....E. McCeullagh

Branch Office

3405 Addington Ave., Montreal, Quebec

Phone: WA 0344

Co. Mgrs.....D. McCrimmon, J. Randle
Radio-TV Dir.....P. E. Corbeil

Radio-TV Accounts: Colgate-Palmolive Ltd. (Palmolive Soap, Halo Shampoo, Fah Detergent, Colgate Toothpaste, Palmolive Shave Preparations, Toronto, Ont.; Quaker Oats Co. (All Products) Peterboro, Ont.; Kimberly-Clark Prod. Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coult's Co., Ltd. (Hallmark Greeting Cards) Toronto, Ont.; The Tea Council (Tea) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; B. F. M. Ltd. (Colibri Lighters) Montreal, Que.; McCormicks Biscuit Co. (Biscuits) London, Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; John Ingles Co., Ltd. (White Goods) Toronto; Lehu & Fruk, Ltd. (Lysol) Toronto; Dorothy Gray, Ltd. (Cosmetics) Toronto; Lesquen-

dier Ltd. (Cosmetics) Toronto, Ont.

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

BARTON A. STEBBINS ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8131

ABP—ANPA—AAAA

Owner.....Barton A. Stebbins
Acct. Exerutives.....A. W. Gudelman,
Nat Jeffras, Judd Graham

Time Buyer.....A. W. Gudelman

Radio Accounts: Vitalfa Corp. (Brewster's Food Supplement) Roseda, Calif.; Certified Grocers of Calif. (Royal Host, Perfect Host, and Guest coffees) Los Angeles, Calif.; Old Fashion Products (Foster's Freeze) Compton, Calif.

TV Accounts: Certified Grocers of Calif.; Old Fashion Products; Signal Oil Co. (Gasoline) Los Angeles, Calif.

STEBBINS, HAL, INC., ADV.

714 W. Olympic Blvd., Los Angeles 15, Calif.

Phone: Richmond 9-5317

PPA—ANPA—ABP—APA—AAAA—ABC

NBP

PresidentHal Stebbins
Vice Presidents..Paul Winans, Robert Laws
Sec., Treas.....Edna Page Ackerman
Art Dir.....Jack Eipper, Jack Vibber
Prod. Mgr.....Al Schuknocht
Acct. Execs.....Harvey Hickman, Richard
Levis, Margot Stevens

STERLING ADV. AGENCY

535 5th Ave., New York 17, N. Y.

Phone: MURray Hill 7-3400

ANPA—PPA—BP

Chr. Bd., Pres.....S. M. Brown
TreasurerHerbert Goldsmith
Media Director.....Alfred B. Udow

Radio Accounts: Milium Division, Deering, Milliken & Co., (Lining Material); Fashion-o-rama Mgt. Corp. (Fashion Exposition) both New York, N. Y.

TV Accounts: Milium Division, Deering, Milliken & Co.

STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.

Phone: Dunbar 1-5600

AAAA—ABP—ANPA—APA—PPA—NOAB
Chrmn. of Board.....William Z. Burkhardt
VP, Sec. & Copy Chief.....Ranald S. West
Pres., Dir. of Contact..Joseph D. Nelson, Jr.
Exec. V.P., Treas.....C. Thomas Martin
Time Buyer, Art Dir.....Robert Helmich
Television Director.....Gary Lee
Pgm. Mgr., Radio-TV.....Robert Huber

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

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

STORM ADVERTISING CO., INC.

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

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

Acct. Ex. Time Buyer. Jean Schantz
Prod. Mgr. Norman Ludlow
Office Manager. Janet Thomas

Radio and TV Accounts: Harry Forman Cl. *Radio and TV Accounts:* Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; Designs Publishing Company, N. Y. C.; Alhart's Electric Company (appliances), Rochester; Cramer Drug Company (drugs), Rochester; Baker's Jumping-Jack Bootery (Shoes), Rochester-Elmira-Geneva, N. Y.; A Lustig Inc. (Food Processor), Brockport, N. Y.; Rudolph's Jewelers, Rochester; Snyder's Seat Covers, Rochester; Style House (Rugs), Rochester.

DANIEL F. SULLIVAN CO., INC.

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

AAAA-ABP-ANPA-APA-NBP-PPA
President. Daniel F. Sullivan
Sales Dir. Robert N. Sullivan
Treas., Space Buyer. William H. Sullivan
Publicity Dir. William Mc Morrow

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

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

477 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-1600

ANPA-APA-NOAB-PGA-NBP-AAAA
President. Raymond F. Sullivan
Vice-Pres. Donald D. Stauffer
Vice-Pres. S. Heagan Bayles
Vice-Pres., Secy. John P. Cohane
Vice-Pres. Ralph Smith
Vice-Pres. & Treas. T. Newton Weatherby
Vice-Pres. Lloyd W. Baillie
V.P. & Copy Chief. Joseph Leopold
V.P. & Media Dir. Francis Minehan
V.P. & Merch. Dir. Daniel O'Meara
Vice-Pres. Mary A. Ayres
Vice-Pres. Herbert A. Vitriol

Vice-Pres. A. K. Spencer
Vice-Pres. Luther H. Wood
Vice-Pres. Maitland Jones
Vice-Pres. John H. Hosch, Jr.
Vice-Pres. Ida S. Raisback
Vice-Pres. Barrett Welch
Vice-Pres. William M. Spire
Vice-Pres. Horace Hagedorn
Vice-Pres. Joseph Hardie
V.P., Research Dir. Timothy J. Healy
V.P. & Head Art Dir. Robert West
Prod. Mgr. George Andrew
Controller. M. Herbert King
V.P. & Radio-TV Dir. Philip H. Cohen
Radio-TV Bus. Mgr. Frank Reed
V.P., Network Operations. George Frey
V.P., TV-Radio Pgm. Dev. Robert W. Ballin

Branch Office

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

Vice-Pres. &
TV-Radio Dir. John Van Nostrand
Assistant. John G. Cole
Accounts: American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio y Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Pyclope Tooth Brushes); Blue Coal Corp. (Blue Coal); Carter Products (Arrid Cream Deodorant, Rise Instant Lather); J. H. Filbert, Inc. (Mrs. Filbert's Margarine, Mayonnaise and Salad Dressing); Gunther Brewing Co. (Gunther Premium Dry Beer & Ale); Hudnut Sales Co. (Cosmetic Div., DuBarry Preparations, Hudnut "Light and Bright"); Junket Brand Foods Div., Chr. Hansen's Laboratory (Junket Rennet Powder & Tablets, Quick Fudge & Frosting Mix, Danish Dessert, Freezing Mix, Sherbet Mix, Fondant Mix); Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co. (Richard Hudnut Quick Home Permanent, Pin-Quick, Children's Quick, Enriched Creme Shampoo, Creme Rinse, Rinse 'n Set); V. La Rosa & Sons (Macaroni, Spaghetti Sauces, Pizza Pie Mix, Prepared Italian Food Specialties); Lever Brothers Co. (Lifebuoy Soap, Silver Dust Blue, Hum); Noxzema Chemical Co. (Noxzema Skin Cream, Brushless Shave Cream, Suntan Lotion); Smith Brothers (Cough Drops & Cough Syrup); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Pharmacal Co. (BiSoDol Mints, BiSoDol Powder, InfraRUB).

TALAD CORPORATION

730 Fifth Ave., Suite 1901, New York 19, N. Y.
Phone: COlumbus 5-3550

President. Charles Bernard
Secy.-Treas. Philip R. Leeds
Art Director. Leonard Kessler
Asst. to Pres. Rita Hughes
Radio Account: Superior Insurance Plan.



J. WALTER THOMPSON COMPANY

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

Phone: MURray Hill 3-2000

AAAA—ABP—ANPA—APA

Chairman.....Stanley Resor
 Vice Chairman.....Henry C. Flower, Jr.
 Vice Chairman.....Samuel W. Meek
 President.....Norman H. Strouse
 Dir., Radio-TV.....Dan Seymour
 V.P. & Dir. of Media.....Arthur A. Porter
 Admn., Radio-TV.....John F. Devine
 TV Group Heads.....Robert E. Buchanan,
 Storrs Haynes, Al Morrison
 Associate Media Dirs.....Alvin Dreyer,
 James O. Luce, Anne Wright, Gerald Ver-
 non, Richard Jones, Jack Green

Branch Offices

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

Phone: MOhawk 4-6700

Vice Pres., Mgr.....George C. Reeves
 Radio-TV Mgr.....John E. Mosman
 Media Dir.....John de Bever
 535 Griswold St., Detroit, Mich.

Phone: WO 2-8890

V.P., Mgr.....John L. McQuigg
 Radio-TV Acct. Suprv.....Donald Thorburn
 Radio-TV Rep.....Eldon Hazard
 6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 3-7201

V.P., Mgr.....Cornwell Jackson
 220 Miracle Mile, Coral Gables, Fla.

Phone: MIami 83-5487

Manager.....Eugene Austin
 320 California St., San Francisco, Calif.

Phone: GA 1-3510

V.P., Mgr.....Harry A. Lee
 Time Buyer.....Frances Austin

Radio Accounts: Joseph Schlitz Brewing Co., Pharma-Craft Corp.; Mentholatum, Shell Oil Co., Chun King Sales, Inc., Scott Paper Co., Murine, Panagra, Ford Div., Ford Motor Co., Ward Baking Co.

TV Accounts: Ciba Pharmaceutical Prod., Inc., Pan American, Johns-Manville, Aluminum Ltd., Lever Bros., Standard Brands, Inc., Mentholatum, Blue Cross, Blue Shield, Scott Paper Co., Chesebrough-Pond's, Eastman Kodak, Kraft Foods Co., Ford Div., Ford Motor Co., Bril'o, Seven-Up, Joseph Schlitz Brewing Co.

TRACY, KENT & CO., INC.

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

Phone: ELDorado 5-4404

ABP—ANPA—APA—PPA—NBP

Chairman of Board.....Wm. Irwin Tracy
 Pres.....Frank S. Kent
 Vice-Pres. & Art Dir.....Hugh F. Donnell
 Vice-Pres.....F. Haas, F. Nye

Radio Accounts: J. W. Beardley's Sons, (Food Products), Newark, N. J.; Cadie Chemical Products, Inc. (Polishing cloths), New York, N. Y.; Charles & Co., Inc. (Bon Voyage Shop), New York, N. Y.; Dellwood Dairy Co., Inc. (Milk & Dairy Products), Yonkers, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Adolph Goldmark &

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

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

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas

Phone: RI 8-4741

AAAA—ABP—ANPA—AFA

President.....Morris Hite
 Exec. Vice-Pres.....Clay W. Stephenson, Jr.
 Media Dir.....Ernestine Parker
 Radio, TV Director.....Lawrence E. DuPont

Branch Office

2332 W. Holcombe, Houston 25, Texas

Phone: MO 7-3306

1501 Canal St., New Orleans 16, La.

Canal 9278

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

TV Accounts: Borden Co. (Southern District); Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Kings Candy Co., Ft. Worth; Haggard Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

WILLIAM VON ZEHLE & CO., INC.

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

Phone: MU 2-9010

Pres., Radio-TV Dir.....Wm. von Zehle
 Copy Chief.....Otto Riess

Accounts: Bernheimer, D. F., & Co.; Colonial Boat Works; Dyson Shipping, N. Y.; Emery, John S. Co.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Jadov, B. Inc.; K & W Products Corp.; Meyer, N. S.; Mohegan Int'l.; Pan-Atlantic Steamship Line; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.; Young, Adam J. Inc.

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.

Phone: STate 2-7369

ABC—ANPA

Exec. Dir.....Albert G. Wade, II
 General Manager.....Paul McCluer
 Senior Acct. Exec.....Robert E. Dwyer
 Acct. Exec.....Lawrence W. Davidson
 Research Dir.....Gordon Norberg
 Art Director.....J. B. Hoopes
 Dir. Radio Pgms.....P. C. Lund
 Media Director.....Louis J. Nelson



Space, Time Buyer.....David S. Williams
Dir. of Network TV Pgms.....Jack Farnell
Dir. of TV Film Dept.....Booth Luck

Branch Offices

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

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

Eastern Radio, TV Dir...Henry J. Opperman
Radio Accounts: Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin), Elkhart, Ind.; Miles California Co., (Bactine) Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco; Joe Maggio; Greene & Henkle; National Van Lines; Paper Products Co.

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

HUGO WAGENSEIL & ASSOC. CO.

Talbott Bldg., Dayton 2, Ohio
Phone: HEmlock 5542

AAAA-ABP-APA-PPA-ANPA
CAAN

PresidentHugo Wagenseil
Vice President.....Paul B. Willis
Vice President.....W. H. Ford
Radio Director.....F. R. Harwood
V.P., Creative Dir.....Harley C. Case

W. S. WALKER ADVERTISING CO.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.
Phone: GRant 1-1900

ABP-ANPA

President.....C. P. Richardson
Exec. V.P.....F. L. Newmeyer, Jr.
Vice Presidents.....A. F. Young,
Norman Burk

Sec'y.-Treas.....George Luchik
Radio-TV Dir.....Robert B. Stevens

Radio Accounts: Aunt Hannah's Bakery (Food Products) Pittsburgh, Pa.; Sterling Oil Div. of Quaker State Oil Refining Corp. (Gas & Oil) Emlenton, Pa. & St. Marys, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Milk and Ice Cream) Uniontown, Pa.;

Pittsburgh Coke & Chemical (Insecticides) Pittsburgh, Pa.; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh, Pa.; Blackstone Corp. (Laundry Equipment) Jamestown, N. Y.; Niagara Therapy Mfg. Corp. (Massage Equipment) Adamsville, Pa.

TV Accounts: Aunt Hannah's Bakery, Sterling Oil Div. of Quaker State Oil Refining Corp., Blackstone Corp., Niagara Therapy Mfg. Corp., I. N. Hagan Co., Pittsburgh Coke & Chemical, Allegheny Ludlum Steel Corp., Disco Div. of Pittsburgh Consolidation Coal Co.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MURray Hill 5-8950

ABP-ANPA-PPA

President.....Norman D. Waters
Vice Presidents....Bliss Woodward, Marvin Sherres
Secretary.....Elaine L. Waters
Space Buyer.....Bernard Beallor
Production Mgr.....Herbert Jacobs
Office Manager.....Mimi Luden
Art Director.....Robert Bergman
Mechanical Art.....Robert R. Brown
Account Execs.....Norman Waters,
Bliss Woodward, Leonard Koven, Marvin Sherres, Roy Friedlander
Paris, France, 1 Ave. Franco-Russe
ManagerFaith Shipway

WILLIAM WARREN, JACKSON & DELANEY

45 W. 45th St., New York 36, N. Y.
Phone: JUdson 6-0350

ABP-APA-ANPA

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

Radio Accounts: Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason & Hamlin Piano Co.; Modell Jewelers; Michaels Brothers (Dept. Store), Schane Pontiac Corp., Sonotone of New York; Big 4 Buick



Dealers; Radio-TV Training Assn.; Nat'l. Home Study School; Zenith Radio Corp., Tri-State Buick Dealers Assn., all New York, N. Y.

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

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

WARWICK & LEGLER, INC.

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

President.....H. Paul Warwick
Vice-PresidentsHenry Legler,
S. O. Youngheart, Arthur Deerson, Thomas
H. Shanley, C. E. Staudinger
Radio & TV Director... William P. Warwick
Asst. Radio-TV Dir... Robert Steen, Joe Gratz
Radio Accounts: Jacob Ruppert (Knicker-
bocker Beer) New York, N. Y.; Ex-Lax, Inc.
(Chocolated Laxative) Brooklyn, N. Y.;
Williams Baking Co. (Bread and Baked
Goods) Scranton, Pa.
TV Accounts: Ex-Lax, Inc. (Laxative),
Brooklyn, N. Y.; Jacob Ruppert (Knicker-
bocker Beer) New York, N. Y.; Schick, Inc.
(Electric Shavers) Lancaster, Pa.

Estimated Radio & TV Billings: \$6,350,000.

WASSER, KAY & PHILLIPS, INC.

1231 Banksville Rd., Pittsburgh 16, Pa.
Phone: LOcust 3-1570

President.....G. S. Wasser
Vice Pres.....E. J. Laughlin
Media Director.....Harry Anderson
Art Dir.....A. S. Ziaukas
Radio, Television Director.....Alvin Roth
Acct. Execs.....Owen Daley, Paul LeBoeuf
Copy Chief.....Sally Kohl
Radio & TV Accounts: Country Belle
Coop. (Farmers Dairy Products), Krogers
(Food Markets), Coca Cola Bottling Co. of
Pittsburgh, Pittsburgh, Pa.; City Products
Corp. (Ice), Pittsburgh, Pa.; Rosenbaums
Dept. Store, Pittsburgh, Pa.; Timken Silent
Automatic Div. of Scaife Co. (Furnaces)
Oakmont, Pa.; Morrison & McCluan (Frozen
Foods) Pittsburgh, Pa.

WATTS, PAYNE-ADV., INC.

900 S. Main St., Tulsa 3, Okla.
Phone: DIAMond 3-8108
AAAA

Chairman of the Board.....Don Watts
Pres., Treas.....Oscar E. Payne
Vice Presidents.....Leslie S. Hauger,
Don Dyer
Secy., Radio-TV Dir.....Don S. Mitchell
Asst. Treasurer.....Jack Buchman
Account Executives.....Don Watts,
Oscar E. Payne, Leslie S. Hauger, Don
Dyer, Don S. Mitchell, Thurman Glenn,
George Breidenbach.
Radio-TV Coordinator.....Larry Bettis
Radio-TV Copy Writer.....Sally Milstead
Radio-TV Traffic.....Carolyn Johns
Radio-TV Director.....Don Mitchell

Radio Accounts: Oklahoma Tire & Supply
Co., Mid-West Chevrolet, Prather's Prescrip-
tions, 7-Up Distributors, Mason's Furniture &
Appliances, Pepsi Cola Distributors, United
Federal Savings & Loans, Watts, Plumbing &
Electric, Bell Oil & Gas, Hawks Dairies,
Angel's Drive-In, Commonwealth Life Ins.,
Downtown Tulsa, Unlimited, Brown-Dunkin
Dept. Store, Tulsa, Okla.

TV Accounts: Oklahoma Tire & Supply,
Mid-West Chevrolet, Bell Oil & Gas, Mason's
Furniture & Appliance, Jitney Jungle, (Gro-
cery Chain); Hanna Lumber Co., Burt's Ice
Cream, Okla. Natural Gas, all Tulsa, Okla.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.
Phone: LO 5-6462

PresidentM. A. Weiss
Sec'y., Treas.....Andrew Weiss
Art Director.....Trudy Kadisch
Production Mgr.....Irwin Bogin
Media Director.....Audrey Bernfeld
TV Director.....Bernard Schiff
Acct. Execs.....M. A. Weiss, Andrew Weiss,
L. Sturms, Vi Porte

EDWARD H. WEISS & CO.

London Guarantee Bldg.
360 N. Michigan Ave., Chicago, Ill.
Phone: CEntral 6-7252

PresidentEdward H. Weiss
Exec. Vice Pres.....Irving D. Auspitz
V.P., Dir. of Media.....Jack Bard
V.P., Copy Dir.....Byron A. Bonnheim
V.P., Acct. Supvr.....Bernard J. Gross
Dir. Motivation
ResearchMary Jane Grunsfeld
V.P., Acct. Supvr.....Robert Harris
V.P., Acct. Supvr.....Jerome Joss
V.P., Creative Dir.....Lee King
V.P., Sec'y., Radio-TV Dir.,
Acct. Supvr.....Marvin L. Mann
V.P., Acct. Supvr.....Kenneth Murison
Treas., Business Mgr.....Ernest Stern

Branch Office

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

Accounts: American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); Autopoint Co. (Ballpoint Pens); James B. Beam Distilling Co. (Jim Beam Bourbon, Beam Bottled in Bond Bourbon, Beam's Pin Bottle Bourbon); Clear Springs Distilling Co. (Baranof Vodka, Bhukov Vodka, Chateaux Vodka, Chateaux Flavore_d Vodkas, Dark Eyes Vodka, Ph. Boillieux Brandy); John B. Canepa Co. (Red Cross Macaroni, Spaghetti, Elbow Macaroni, Mostaccioli, Rigatoni and Shells); Carr, Adams & Collier (Bilt-Well Kitchen and Storage Cabinets, Bilt-Well Windows); College Inn Food Products Corp., Cromwell Paper Co., Helene Curtis Industries; Kings Men; Lentheric, Inc.; Jose Escalante & Co.; General American Transportation Corp.; Parker Kalon; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Manhattan Soap Co.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Selby Shoe Co.; The Solvents & Chemical Group; Visking Co.

E. TAYLOR WERTHEIM

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

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

WESLEY ASSOCIATES, INC.

247 Park Ave., New York 17, N. Y.
Phone: ELdorado 5-2680

ABP—ANPA—PAP—NBP—PPA—NOAB
President.....Leland G. Wesley
Exec. V.P.....Lindsay Fairweather
Chm. Plans Bd.....Atherton Pettingell
Vice President.....LeGrand L. Redfield
Art Director.....C. A. Rathkopf
Fashion Art Dir.....G. Heller
Prod. Mgrs...Herman Hecker, Ed Fitzgerald
Media Dir.....Jos D. Knap Jr.

WESTERN ADVERTISING AGENCY, INC.

4848 Wilshire Blvd., Los Angeles 5, Calif.
Phone: WEbster 8-2681

APA—ABP—NOAB

President.....Edward E. Keeler
Vice Presidents.....William Willson,
C. M. Grove
Sec'y.Frederick Botsford
Prod. Mgr.....Leo Carillo
Media Dir.....Norrine Freeman

WEXTON COMPANY, INC.

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

ABP—ANPA

PresidentLarry Schwartz
Vice Presidents.....Ted Gravenson,
Ed Greenberg
Secy.-Treas.Howard Wechsler
Acct. Supervisor.....George Gilbert
Radio-TV Dir.....Larry Schwartz
Radio Accounts: W. Gobel (Hummel Figurines), Bavaria.
TV Accounts: Burndy Engineering Co. (Electrical Products), Norwalk, Conn.; Metal Foil Products Mfg. Co., (Broil-A-Foil Trays) Linden, N. J.; O'Quin Charcoal Sauce, N. Y. C.

Estimated TV Billings: \$200,000.

WHERRY, BAKER & TILDEN, INC.

919 North Michigan, Chicago 11, Ill.
Phone: DELaware 7-8000

AAAA—ABC—ABP—ANPA

PresidentLarry Wherry
Vice Presidents.....Bruce A. Baker,
Louis E. Tilden, Clifford Bolgard, Charles
A. Wilcox
Dir. of Radio & TV.....Louis E. Tilden
Media Dir.....Gordon Hendry
Vice Pres., Creative Dir....James D. Nevins
Radio Accounts: American Investment Co. of Ill. (Loan Corp.), St. Louis; Boatmen's Bank, St. Louis; H. C. Cole Milling (Flour), Chester, Ill.; Manhattan Coffee Co., St. Louis, Mo.; Kerr-McGee Oil Industries, (Deep Rock Oil) Oklahoma City, Okla.; Carling Brewing Co. (Black Label Beer) Cleveland, Ohio; Chevrolet Dealers Assn. of Greater St. Louis; Miller Products Co. (Insect Repellent); Katy Railroad, St. Louis.
TV Accounts: American Investment Co. of Ill.; Chevrolet Dealers of Greater St. Louis; Manhattan Coffee Co., Carling Brewing Co., Miller Products Co. (Insect Repellent), all St. Louis, Mo.; Kerr-McGee Oil Industries, Oklahoma City, Okla.

WINIUS-BRANDON COMPANY

1706 Olive St., St. Louis 3, Mo.
Phone: CHEstnut 1-6380

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

WOODWARD & BYRON, INC.

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



Ch. of Bd., Treas.....Mark B. Byron
 Pres., Media Dir...Van Lear Woodward, Jr.
 Vice Pres.....Thomas F. Cosgrove
 SecretaryJohn Boyd
 Pub. Rel. Dir.....Thomas McNeil
 Vice Pres.Edw. Wade

WYATT ADVERTISING AGENCY

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

SNPA

Owner.....William I. Wyatt
 Art Dir.....William J. Lytle
 Prod. Mgr.....James Thompson
 Copy Chief, Radio Dir.....A. J. Lewis
 Acct. Execs.....Tim Collins

YOUNG & RUBICAM, INC.

285 Madison Ave., New York 17, N. Y.
 Phone: MURray Hill 9-5000

AAAA

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

A. V. B. Geoghegan
 V.P., Art Director...Frederick S. Sergenian
 Senior Vice President.....Frank Fagan
 Sr. V.P., Contact Dept.....Harry Harding
 Sr. V.P., New Business..William H. Howard
 V.P., Dir. Radio-TV...Robert P. Mountain
 V.P., Mgr., Radio-TV Pub.....Harry Rauch
 V.P., Mgr. Copy Dept...John B. Rosebrook
 V.P., Dir. Int'l. Div.....Lorimer B. Slocum
 V.P., Gen. Counsel.....David Miller
 V.P., Merchandising Dir.....Samuel Cherr
 V.P., Dir. Pub. Rel.....Ken R. Dyke
 V.P., Dir. Research.....Dr. Peter Langhoff
 Mgr. of Radio-TV Oper.....D. Y. Bradshaw
 V.P., Dir. Copy, Radio-TV

Com's.....George H. Gribbin
 V.P., Dir. Radio-TV

CommercialsCharles Feldman
 V.P., Asst. to Pres.....Thomas Lapham
 Vice-PresidentsMilford Baker,
 Harry B. Carpenter, George B. Dippy, J.
 Brooks Emory, Jr., Frank L. Henderson,
 Alexander Kroll, A. Gardiner Layng,
 Walter K. Nield, William L. Shinnick,
 Walter R. C. Washburn, Edward Bood,
 Robert Clayton, Montagu G. Miller, Ben-
 nard Pagenstecher, Paul Richardson, Louis
 P. Weil, J. P. Wilkerson, Thomas W. Clark,
 H. Kierstead, Randolph McKelvey, Wil-
 liam D. Thompson, Thomas Cox, Douglas
 Murphey, Edgar Van Winkle.

Branch Offices

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

Phone: FInancial 6-0750

V.P., Mgr.....Eldon E. Smith

V.P., Mgr.....John F. Whedon

645 Griswold St., Detroit 26, Mich.

Phone: WOODward 1-0067

V.P., Mgr.....Aldis P. Butler
 6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-2731

V.P. Radio-TV Dir.....Walter Bunker
 120 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 7-1838

V.P., Mgr.....Edward A. Merrill, Jr.
 611 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MADison 6-7641

V.P., Mgr.....Jack W. Smock

Radio Accounts: Thomas J. Lipton, Inc.;
 Piel Bros., Inc.; General Foods Corp.; Gen-
 eral Electric Co.; Gulf Oil Corp.; Procter &
 Gamble Co.; American Home Foods, Inc.;
 Metropolitan Life Insurance Co.; Bristol-
 Myers Co.; Duffy-Mott; Calso Water Co.;
 Union Oil Co.; Simoniz Co.; Borden Co.;
 Drackett Co.; General Cigar Co., Inc.; Hunt
 Foods, Inc.; Singer Sewing Machine Co.;
 Time Inc.; P. Lorillard Co.; American Bak-
 eries Co.; Johnson & Johnson; Northern
 Paper Mills; Simmons Co.

TV Accounts: Thomas J. Lipton, Inc.;
 Piel Bros., Inc.; Duffy-Mott Co., Inc.; Pro-
 cter & Gamble Co.; General Electric Co.;
 General Cigar Co., Inc.; Singer Sewing Ma-
 chine Co.; Borden Co.; General Foods
 Corp.; Gulf Oil Corp.; Simmons Co.; John-
 son & Johnson; Goodyear Tire & Rubber
 Co., Inc.; Bristol-Myers Co.; P. Lorillard
 Co.; American Home Foods, Inc.; Sanforized
 Div. of Cluett, Peabody & Co., Inc.; Drack-
 ett Co.; Hunt Foods, Inc.; Remington-Rand,
 Inc.; American Bakeries; Time, Inc.; North-
 ern Paper Mills; Kaiser Aluminum Co.;
 Metropolitan Life; National Shawmut Bank;
 Lincoln Div. of the Ford Motor Co.; Ham-
 mond Organ Co.; Calso Water Co.; W. P.
 Fuller Co.; United Vintners; Union Oil Co.;
 Simoniz Co.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.

Phone: 2-2816

Owner.....M. A. Yount
 Acct. Executive.....M. John Yount
 Production Mgr....Richard A. Lewandoski
 SecretaryLuella Drenning
 Art Director.....Richard Bitting
 ArtistLee Tillman

Radio Accounts: The Erie Brewing Co.,
 Erie, Pa.

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

ZANPHIR, PETER, ADVERTISING

565 5th Ave., New York 17, N. Y.

Phone: PL 3-8340

ABP

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

WHO'S WHO
in
AD AGENCY
TIME BUYERS

~~~~~  
**BIOGRAPHICAL SKETCHES**  
**OF SOME OF THE TOP-**  
**LEVEL TIME BUYERS**

**1957**

**SULLIVAN, JEANNE**, head time buyer at Norman, Craig & Kummel, Inc. B., 1924, New York, New York. Single. Entered agency field in 1943 at Duane Jones, as secretary. Promoted to time buyer post in 1945. She moved to Wyatt & Schuebel in 1951 as head time buyer. Left agency with Miss Schuebel in April, 1956, for Norman, Craig & Kummel as head time buyer. Member of Radio and Television Executives Society.



**LINDEN, HEINZ**, time and space buyer, Benton & Bowles, Inc., B. 1923, Berlin, Germany. Attended Marburg University, LL.B., 1948. Entered the agency field in 1953 at Benton & Bowles as a trainee. In 1954 he moved to the media analysis group. The same year Linden became assistant print buyer and was made print buyer in 1955. He became time and space buyer in 1956. Services Crest Toothpaste.



**SCHUBERT, GENEVIEVE**, time buyer, Compton Advertising, Inc. B. in N.Y.C. Single. Attended Columbia University Evening Session. Entered Badger, Browning & Hersey Advertising Agency in 1945 as estimator. She moved to Ted Bates & Co. as time buyer in 1949, and switched to Compton in 1951 as time buyer. She services Nehi Corp., Remington-Rand & Sterling Brewers now.



**WASSERMAN, ANITA**, time buyer at Lawrence C. Gumbinner Advertising Agency, Inc. B., New York City. Attended Hunter College, B.A., 1948. Single. Did free-lance writing for radio. In 1947, was associated with Worldwide Broadcasting Foundation. Joined Gumbinner in 1949 as secretary. Became an assistant time buyer. In 1953, was named time buyer. Accounts serviced are Chap Stick, Q-Tips, Sacramento Tomato Juice, Roi-Tan Cigars, and Filter Tip Tareyton Cigarettes.



**ZEMLOWITZ, JEAN**, media director and time buyer at Birmingham, Castleman & Pierce. B. 1930, N. Y. C., N. Y. Attended City College, BBA, 1951. Single. Entered Lewin, Williams & Saylor, 1951 as copy typist. Then she progressed to traffic manager and finally copywriter. She moved to Ritter, Sanford & Price as copy chief in 1954, and in 1956 came to Birmingham, Castleman & Pierce as media director.



**BRAY, JACK T.**, time buyer at Cunningham & Walsh, Inc. B., 1931, Bronx, N.Y. Attended Fordham University, B.A., 1952. Single. Entered agency field in 1956 as assistant buyer at Benton & Bowles. At one time Bray was a page at NBC. Following 10 months association with B&B, he joined Cunningham & Walsh as a time buyer on their new account, Texaco. Also services Chase Manhattan Bank, N.Y. Daily News, Narragansett Beer, Pax Lawn Mower, & Brooklyn Union Gas.





**GONSIER, IRA**, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc. B. 1928, New York City. Attended CCNY, BS, 1949, New York University, M.A., 1951. M. Nora Lowenthal, 1952; Children, Amy Lee, 1955. Entered agency field in 1951 as research assistant at The Biow Co. Moved to Harry B. Cohen in 1952 as estimator, then assistant time buyer



then time buyer. In 1956, switched to SSC&B as a time buyer.

**LA MONTAGNE, A. LEO**, time buyer at Product Services, Inc. B. 1925, Boston, Mass. Attended University of Chicago. Single. Entered agency field in 1954 at Product Services, Inc., in research department. Became an estimator in 1955, and was promoted to time buyer in 1956. Primarily buy time for Dermagene and Tintair. LaMontagne currently resides in Manhattan. Resided in various countries, including France, England, and Mexico, where he attended various schools.



**DUCEY, JAMES J.**, media buyer at Cunningham & Walsh, Inc. B. 1926, Bronx, N. Y. Attended St. Johns Univ., B.A. 1950. M. Anna Marie Smith, 1954. Entered agency field with William Esty in 1952 as assistant buyer. In 1954, joined Cunningham & Walsh as media buyer. Services Brisk and Super Suds, both Colgate products; also services C. R. Squibb and Folgers Coffee. Served in U.S. Navy, 1954-1956.



**HACKETT, JAMES J.**, time buyer at Frank B. Sawdon, Inc. B., 1929, New York City. Attended Swarthmore College. M. Joan Parkins, 1954; children, Dennis Reynolds, 1957. Entered agency field in 1953 at Cecil, Presbrey & Co., as media trainee. Following association with organization, Sept., 1953, joined Sawdon as radio-TV coordinator. Services Robert Hall Clothes. Served in U.S. Army, 1950-1952 as corporal. Member of Delta Upsilon, college fraternity.



**CLAPP, ROGER H.**, time buyer at Benton & Bowles, Inc. B., 1928, Scarsdale, New York. Attended Amherst College, B.A., 1954. M. Patricia Townshend, 1954. Entered agency field in 1954, when he came to Benton & Bowles in the mail room. In May, 1955, he moved to media analysis as an assistant time and print buyer, and the following year, was named time buyer on Regular Maxwell House Coffee, Yuban and Bliss.



**SUREN, STEPHEN M.**, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc. B. Brinkerton, Pa. Attended University of Kentucky, and graduated from University of Illinois, B.A., 1940. M. Clara Szauter; children, Barbara Ann, 1956. Entered agency field in 1947 at SSC&B in checking department. Moved to estimating department in 1948, became head estimator in 1950. The following year, was named time buyer.



**SPRAGUE, JEREMY D.**, time buyer at Cunningham & Walsh, Inc., B., New York City. Attended Columbia University, B.A., 1955. Single. Entered agency field in 1949 in mail room at Compton. He became radio-TV estimator while there, then joined media research and was promoted to time buyer. In 1954 he joined



Walsh as time buyer. Sprague served in the U.S. Navy, 1951-1952, petty officer. Member of New York Athletic Club.

**STEARNS, JAN. G.**, time buyer at Doyle Dane Bernbach, Inc. B., 1917, Bangor, Me. Attended Greenbriar College. M. Luellen L. Stearns, 1957. Entered broadcasting in 1943, at WMAS, Springfield, Mass. In 1945 went to Harold Cabot, Boston ad firm, to set up radio department, followed by TV. Became media dir. at Cabot in 1951. Left in 1952 to go to Sherman Marquette, which later became Bryan Houston. Joined present agency in 1955.



**ZUVER, RICHARD**, time buyer at Compton Advertising, Inc. B., 1931, Massillon, Ohio. Attended Trinity College, class of 1955. Single. Zuver entered the agency field in 1954, at Young & Rubicam, Inc. where he was located in the merchandising department. The following year, he moved to Compton in media statistics. He worked as an assistant time buyer, and in 1956, was named time buyer handling Ivory Soap, and Dash Detergent accounts.



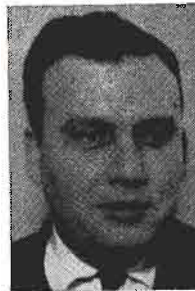
**O'DEA, THOMAS J.**, time buyer at Sullivan, Stauffer, Colwell & Bayles. B. 1930, New York City. Attended New York Univ., M. Joan Cook, 1954; children, Noreen, 1955, Eileen, 1956. Entered agency field in mail room of Wm. Esty, 1949. In 1951 was associated with U.S. Air Force, until 1952. Rejoined Esty as media coordinator. Became network time buyer in 1953-1954. From 1954-1956, did spot time buying. Joined SSC&B in 1956.



**WALSH, JOHN JR.**, time buying manager, D. P. Brother Advertising Agency. B., 1922, Detroit. Attended University of Detroit, and Sacred Heart Seminary College, B.A., 1945. M. Marjorie Convery, 1950; children, Elaine, 1951, Terrence, 1955, Jane, 1956. Walsh was first affiliated with the Maxon Advertising Agency, as an assistant to the media director in the agency's Detroit office. He spent nine years as assistant to the media director, and joined D. P. Brother, 1956.



**KANE, MARTIN T.**, manager of broadcast of media, Ogilvy, Benson & Mather, Inc., B. 1921, Stamford, Conn. Attended Dartmouth, B.A., 1943. M. Marie Naphen, 1949; children, Thomas, 1950; Peter, 1953; Elizabeth, 1955; William, 1956. Entered advertising at Ruthrauff & Ryan as assistant buyer, 1948. Moved to McCann-Erickson in 1950 as time buyer and two years later became a time buyer to Ogilvy, Benson & Mather. Made a manager in 1955.





**RICHARDSON, EDWARD S.**, time buyer



at Geyer Advertising Agency, Inc., B. 1922, Denver, Colo. Attended CCONY, BBA, 1949. M. Estelle Barash, 1946; children, Kerry, 1950, Scott, 1954. Entered agency field in 1950 in accounting dept. at James A. Coveny, Inc. Moved to W. Earl Bothwell, 1951 in accounting dept. in 1952, to Geyer Adv. as an estimator,

then space buyer. In July, 1956, made a space and time buyer.

**DELUCA, VINCENT T.**, manager, media



time buying division, Ruthrauff and Ryan, New York. Attended Manhattan College, BBA, 1951. M. Ann Harnaga, May 1954; children, Rosanne. DeLuca entered broadcasting at Kenyon and Eckhardt in 1951. His other time buying experience includes employment at Foote, Cone and Belding in 1953 and in 1954 he entered

Cecil and Presbrey Advertising Agency. Services the Flav-r Straws, Sun Oil Co. and New Jet Bon Ami accounts.

**DEKKER, WILLIAM C.**, vice president



and director of all media, McCann-Erickson Inc., New York Home Office. Attended Univ. of New Hampshire, B.A., 1933; married, 3 children. Joined McCann-Erickson in 1943 to form Central Radio Dept., after serving with Procter and Gamble, New York Herald Tribune and Ted Bates Inc. Made director of

radio time and station relations in 1949; director of all media in the home office, 1952.

**BESS, JERRY**, V.P. in charge of radio &



TV at Frank B. Sawdon, Inc., B., 1921, South Orange, N. J. Attended Indiana University, B.S., 1943. M. Jean Abelson, 1948; children, John, 1951, Andrea, 1953. Served in U.S. Army 1943 - 1946, First Lt. pilot in air force. Following discharge, went to Louis G. Cowan, Inc. In 1947, he joined Sawdon as time buyer.

Member of Radio & Television Executives Society.

**LAMBERT, DAVID L.**, time buyer at



Benton & Bowles, Inc. B. 1924, Washington, Pa. Attended University of Pennsylvania (Wharton), B.S., 1949. Joined Benton & Bowles in 1954 after various associations with manufacturers. He worked in Benton & Bowles' media research department and became assistant media buyer in 1956.

Lambert was made a full time and space buyer in 1956. Services Parliament Cigarettes, Benson & Hedges Cigarettes & Association of Am. Railroads.

**CATHCART, EDNA**, time buyer at J. M.



Mathes, Inc. B., New York City. Widow; children, Mrs. James R. Hutchins, 1927. Entered agency field at Young and Rubicam in station relations department as secretary in 1934. Three years later, joined J. M. Mathes as secretary, working with radio director. In 1942, was promoted to time buyer. Handles all radio and television time buying for all J. M. Mathes accounts. Member of RTES.

**RATNER, EDWARD**, radio-TV director of Friend-Reiss. B. 1924, Brooklyn, N.Y. Attended New York University, B.A. 1948. M. Frances Granoff, 1947; children, Debra Anne, 1952, Linda Joan, 1955. Has had varied career in writing. Entered advertising as radio-TV copy chief at Product Services, Inc. Lives in Jersey City. Is member of Radio Writers



Guild and director of Metropolitan Advertising Men.



**SIMPSON, JEAN L.**, radio-TV time buyer for Doyle, Dane and Bernbach. B. 1926, Passaic, N. J. Oberlin College, B.A., 1947. M. John E. Crocco, 1952. Entered agency field in 1950 at Anderson, Davis & Platte, continuing after merger as Anderson & Cairns. She is a member of Radio-Television Executives Society. Handles spot radio, spot



TV and network TV. Her outside interests lie mainly in the field of architecture, her husband's profession.



**JONES, EVELYN LEE**, business manager and head time buyer radio-TV departments, Donahue & Coe, Inc. B., 1910, Baltimore, Md. Attended Rochester University, Columbia University. M. Charles Reed Jones, 1934. Handled advertising, publicity, exploitation for independent motion picture companies 1933-1942. Joined Donahue & Co in 1943,



worked as copy writer. Shifted to radio-TV department in 1946. Publicity chairman, 1953. Board of directors 1954-56 of Advertising Women of New York, Inc. Prior to joining the agency, she was at City Hall as Civilian Defense Volunteer Aide to the late Fiorello H. LaGuardia.

**MARSICH, JOHN P.**, ass't. media director in charge of radio-TV time buying at the Kudner Agency, 575 Madison Ave., N. Y. Attended New York University. B.S. in Business Administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940 serving through 1949 with 3 year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. He served in that capacity until August of the same year, when he joined Kudner Agency.



**GLADNEY, NORMAN**, V.P. in charge of TV and radio, Reach, Yates & Mattoon, Inc. B. Sept. 5, 1922, New York City. Attended New York Univ. M. Marion Sonder, 1948; children, Jeffery and Liza. Entered broadcasting as a radio announcer for WLIB, New York City. From there he went to WITH, Baltimore, then to WWDC, Washington, D. C. Served as director of TV and radio sales promotion for the Bulova Watch Co. until May, 1956 when he joined Reach, Yates & Mattoon, Inc.



**DAY, ROBERT W.**, vice president in charge of radio & television, head time buyer, Albert Frank-Guenther Law, Inc. B. 1917, Springfield, Mass. Attended Harvard University, B.A. 1939. M. Joan Thompson, 1939; children, Carolyn, 1941, Susan, 1943, Robert W., 1945, Linda, 1951. Entered advertising in 1942 with Broadcast Advertising, Boston; U. S. Navy, 1942-45; Advertising Manager, John Hancock, 1945-49; H. B. Humphrey, New York, 1949-50; Albert Frank-Guenther Law, 1950-57.



**REINER, MORT**, time buyer at Product Services, Inc., B., 1926, New York, N.Y. Attended Syracuse University, B.S., 1950. Single. Entered agency field in 1950 at Pedlar and Ryan, Inc., in media department. Became an assistant time buyer and left agency in 1952 for the Biow Co. Joined Biow as assistant time buyer. Left there in Nov., 1955 for Product



Services, Inc. as time buyer. Services Glamorene, Tintair and Continental Wax.

**GORDON, ROSANNE**, time buyer at Product Services, Inc. B., 1928, New York, N. Y. Attended New York University, 1949. Single. Entered broadcasting at Headley-Reed Co., 1949. Left in 1954 for Franklin Bruck Agency. In 1955, moved to Street & Finney, Inc., as assistant time buyer and estimator. Left in 1956 for Television Advertising Associates, Inc. as time buyer. Joined Product Services, Inc., in Feb., 1957. Handles Tintair and Dermagene.



**BAER, NORMAN**, radio-TV director & time buyer, Lewin, Williams & Saylor, Inc. B., 1926, New York City. Attended Cornell Univ., University of Missouri and New York Univ., B.A., 1946 (NYU). M. Jo Bernstein, 1949; children, Ellen, 1953. Entered broadcasting in 1948 as writer for DuMont Television Network. Did free lance work until 1952. Went into



packaging business with Jerry Gross, and was radio-TV dir. at Hilton & Riggio. In 1956, he came to his present position.

**BERLA, PETER A.**, time buyer at Benton & Bowles, Inc., B. 1930, Newark, N. J. Berla attended Cornell University, receiving a B.A. degree in 1952. Single. He entered the advertising agency field in 1954, in the research department at Benton & Bowles. Two years later, in 1956, he moved to the media department as a time and space buyer. Served as a first lieutenant in the U.S. Air Force, from 1952-1954.



**HUGHES, GORDON R.**, time buyer, Marschalk & Pratt. B. 1931, New York, N. Y. Attended Columbia University, B.S., 1953. Single. Entered broadcasting in 1953 at Ruthrauff & Ryan. Came to Marschalk & Pratt in February, 1956. He services Coca-Cola Bottling Co., Bulova Razor and Mennen Stick Deodorant accounts. In 1951, Hughes was



employed in the mail room at Ruthrauff & Ryan while continuing his studies at night. At R & R he was a member of RTES.

**ZIEGLER, ISABEL**, time buyer at N. W. Ayer & Son, Inc. B., Bayonne, N. J. Attended Simmons College, B.S., 1950. Single. Entered agency field in 1950 at J. Walter Thompson as a secretary. Was then promoted to estimator and assistant buyer. In 1951, moved to the Biow Co., as estimator and assistant buyer. Was later promoted to time buyer. Left Biow in March, 1956 for N. W. Ayer. Services Philip Morris, Inc.





**ROSS, ALICE**, radio-TV time buyer, Franklin Bruck Adv. B. London, England. Attended Columbia University, B.A. 1932. M. Harry J. Alderman, 1946; entered agency work at Lawrence C. Gumbiner Agency in 1937; then to Franklin Bruck as space buyer in 1943; left in 1945 for book business and a year later returned to advertising at Joseph Katz. Came to



Franklin Bruck in 1953. Services Coty, Sitruie Tissues, Charles Chester Shoes, North American Accident Insurance, Artistic Cards, Fashion Frocks, Rad Bleach.

**GERSTLE, JUSTIN T.**, media buyer at Benton & Bowles, Inc. B. 1930, New York, N. Y. Attended Yale University, B.A., 1951. Single. Entered agency field in 1952, working in the mail room at Benton & Bowles. Six months later, he moved into the agency's store research department. In April, 1954, he moved to media dept. as an assistant time buyer. In July, 1955, was named time buyer. Account handled now is Procter & Gamble's Tide.



**DAVIS, HAL**, time buyer, Compton Advertising, Inc. B. 1925, Newburgh, N. Y. Attended Marietta College, B.A. 1949. M. Jeanne Rothschild, 1950; children, Wendy Jean, 1952, Gregory Joseph, 1955. Entered advertising as time buyer for Benton & Bowles, 1949-50. Served as time buyer for Doherty, Clifford, Steers & Shenfield, Inc., 1951-



53; came to the Erwin Wasey Agency in 1953-56. Joined Compton Advertising, Inc. in 1956.

**PETERS, LEONORA F.**, time buyer at N. W. Ayer & Son. B. Edinburgh, Scotland. M. Charles Peters, 1947; entered agency field in 1946 as estimator at Kastor, Farrell, Chesley & Clifford. Became an assistant time and space buyer. Moved to Biow Co. in 1951 as estimator and assistant time buyer. Was promoted to time buyer. Left in July, 1956 and in Dec., 1956, joined Ayer as assistant on Philip Morris Account.



**MULLIGAN, BERTRAND F.**, head time buyer at Compton Advertising, Inc. B. 1925, Staten Island, N. Y. He attended University of Miami. M. Thelda Cordani, 1955. Entered broadcasting as an announcer with radio stations. He served in Sales Service Department of the American Broadcasting Co., New York, and joined Compton Advertising, Inc. in



1953, and became the head time buyer in February 1957.

**LIDDEL, ROBERT**, time buyer at Compton Advertising, Inc. B. 1929, Washington, D. C. Attended University of Virginia, B.A. 1952. M. Virginia Sheaff, 1952; children, Robert, Jr., 1956. Entered broadcasting at Compton in 1952 as media research clerk. Became a time buyer in January, 1954. Services the Comet, Crisco, Drene and Duz accounts for Procter & Gamble.



**BRADY, JONATHAN**, media buyer, Fuller & Smith & Ross, Inc. B. 1925, New York City. Attended Columbia University. M. Mary Leech, 1951; entered agency work in 1944 at Federal Agency, then to BBDO and Cunningham & Walsh as media buyer. Joined Wilding Picture Prod. as sales executive. Moved to Fuller & Smith & Ross in 1956. Services Aluminum Cooking Utensil, Borden Co., Commercial Solvents, Grumman Aircraft, Westinghouse, Hercules Powder. Belongs to Amateur Comedy Club.



**PETTICK, BEN**, time buyer at Product Services, Inc. B. 1916, New York City. M. Selma Persky, 1942; children, Barbara, 1946, Norah, 1947, Donna, 1956. Entered agency field in 1954 in the research department at Product Services, Inc. He was named time buyer in 1956 and is still working in research. Served U. S. Army, 1941-1945. Pettick resides with his family in Fresh Meadows, N. Y.



**GALKER, WILLIAM**, media director and time buyer at Ben Sackheim, Inc. B. 1925, Brooklyn, N. Y. Attended Brooklyn College and Long Island Univ., B.A., 1948. Single. Entered advertising field in 1952 in production at Ben Sackheim. Became traffic manager at the agency in 1953; moved to space and time buyer in 1955. Later became media director. Member of Alpha Mu Sigma, college fraternity, and Long Island University Alumni Association.



**GRIFFITH A. HUNDLEY**, director radio and TV, Doremus & Co. B. 1929, Buena Vista, Va. Attended Virginia Military Institute, Columbia University, BFA, 1956. M. Charlotte B. Burford, 1951; children, Lizabeth, 1956. Korean War, 1950-53, Coast Guard. Entered advertising at Doremus. Member Radio-TV Executives Society, Sons of the American Revolution; is a Boy Scout Master. Hobbies are photography, amateur hi fi, flying, carpentry.



**O'LEARY, TIMOTHY J.**, head time buyer at Calkins & Holden, Inc. B. 1930, New York City. Attended Fordham University, B.S., 1954. M. Isabelle Smaldone, 1955. Entered agency field in 1949 as office boy at William Esty. In 1951, moved to Esty's media department as assistant buyer, later becoming time buyer. In 1954, joined Calkins & Holden as head time buyer. Professional member of Ben Duffy Chapter of Alpha Delta Sigma, advertising honorary.



**ERHARDT, WARREN R.**, media buyer, Fuller & Smith & Ross, Inc., B. 1924, Milwaukee, Wis. Attended Marquette University, Milwaukee, Wis. Ph.B., 1950. M. Selma Gerber, 1957. Worked in publicity and public relations for legitimate theaters from 1950-54. Entered advertising at Fuller & Smith & Ross in the media department. Services Alcoa Steamship, Commercial Solvents Corp., Hewitt-Robins Co., Inc., Tile Council of America, Commercial Factors Corp., Package Machinery Co., Westinghouse X-ray. Interests include legitimate theater.





**OSTRANDER, KAY**, time buyer for Dan B. Miner Company in Los Angeles, went to work as a secretary for McNeil & McCleery in 1948, where she remained until 1950. She first became interested in advertising agency work while employed by CBS-KNX in the post-war days. The vice president in charge of radio and television at the Miner Company,



Hilly Sanders, offered her the job as time buyer for the agency.

**POWELL, ELIZABETH**, time buyer at Geyer Advertising Agency. B. New York City. Attended the University of Toronto, B.A. Single. Entered agency field in 1940 as secretary at Duane Jones. In 1942 joined the Biow Company as assistant time buyer. Joined BBDO as time buyer in 1946. Went to the Humphrey Company in 1948 as time buyer, then to the Geyer Company in 1950.



**FULTON, MILDRED**, broadcast supervisor for McCann-Erickson's Bulova Watch Company, has served in the same capacity for 10 years. M. George G. Backus. Mildred moved with Bulova from the Biow Company to McCann-Erickson in January 1955. During the war she worked as secretary and administrative assistant to Edward W. Barrett,



former assistant Secretary of State with the Office of War Information. She moved to New York in 1945 to work with Free & Peters.

**GLYNN, THOMAS J.**, supervising buyer, J. Walter Thompson. B. 1927, Queens Village, Long Island, N. Y. Attended St. John's University in Brooklyn, BBA, 1950. M. Fairlie Fraser, 1951; child Barbara Jeanne, 1953. Entered agency work in 1950 at J. Walter Thompson in traffic dept., market research, then buying. Service Ford Motor Co. account. Member of RTES, St. John's Alumni Club. Golf, music, interior decorating, woodworking. Lives in Westport, Conn.



**GEFFERT, JAMES T.**, time buyer at Cunningham & Walsh, Inc. B. 1930, Hazleton, Pa. Attended Pennsylvania State Univ., B.A., 1952. Single. Entered agency field in 1954 as clerical assistant to the creative director at Dowd, Redfield & Johnstone, Inc. Moved to media department as estimator and assistant space buyer. Left in 1956 for Cunningham and Walsh as space and time buyer. Member of Beta Kappa Phi, and Alpha Delta Sigma, professional ad honorary.



**BURBECK, JOSEPH G.**, time buyer, Compton Advertising, Inc. B. 1931, Bayshore, L. I. Attended Dartmouth College, B.A. 1953. Single. Served in U.S. Navy 1953-55. Joined Compton Advertising, Inc. in 1955 starting in media statistics, working up to assistant time buyer and finally time buyer. Services Big Top Peanut Butter and Peanuts, Ivory Flakes, Duncan Hines Cake Mixes. Sailing, skiing and golf are his hobbies.







**PEARSON, TONI**, time buyer at Parker Advertising, Inc. B. 1923, Sunol, Neb. Attended George Washington University. Children, Glenn Edwards, Jr. Entered Agency field in 1946 at Kal, Erlich and Merrick Advertising, Washington, D. C. Became radio-TV director for Alvin Epstein in 1949. Joined Advertising Consultants in 1954. Came to New York to Parker Advertising. Buys time for Sun'n Soil, Scott Mitchell House, Benton Typewriter, Lobex Corporation.



**GAVIN, JOE**, media buyer at Cunningham & Walsh. B. 1927, Parsons, Pa. Attended Seton Hall Univ., B.S., 1951. M. Joan Burke, 1951; children, Thomas, 1953, Michael, 1955, Joseph, 1956. Entered agency field in 1950 as office boy at Franklin Bruck through 1953, moving up from office boy to time buyer. Moved to Cunningham & Walsh in 1953 as time buyer. Service Sunshine Biscuits, Smith-Corona.



**WEIDER, ETHEL**, head time buyer of Compton Advertising, Inc. B. 1917, New York, N. Y. Served as time buyer and supervisor of time buying section at the Biow Advertising Agency from 1945-56. Joined Compton Advertising, Inc., as head time buyer in 1956. Services Gleem and all Procter and Gamble products in Canada. Special interests are reading and theater.



**PRANZO, GARY**, time buyer at Cunningham and Walsh, Inc. B. 1932, Brooklyn, N. Y. Attended CCNY, B.B.A., 1955. M. Rose Mecic, 1955. He entered agency business in Feb., 1956 as an estimator for Cunningham & Walsh, In Jan., 1957 he was named time buyer at the organization. Pranzo served in U.S. Army 1953-1955 as corporal. He majored in advertising at CCNY.



**FROST, ALICIA B.**, media buyer for St. George & Keyes, Inc. B. 1920, Plainfield, N. J. Entered advertising in 1946 with Spitzer & Mills in Toronto. Employed in their public relations office. Miss Frost joined Platt-Forbes Agency (now Platt, Dyson & O'Donnell, Inc.) working in the media department from 1948-51. Entered similar capacity at Ruthrauff & Ryan in 1951. In 1953 she joined St. George & Keyes working up to present position of media buyer.



**DALTON, PETER J.**, time buyer at Benton and Bowles, Inc. B. 1929, New York City. Attended University of Pennsylvania (Wharton), B.S., 1951. M. Joan Potter, 1956. Entered advertising agency field in 1952 in the mail room of Benton and Bowles. Later he moved to the Store Audit Research Department in 1953. He then moved to media department in media analysis in 1954. He became time buyer in 1956. Services Ivory Snow.



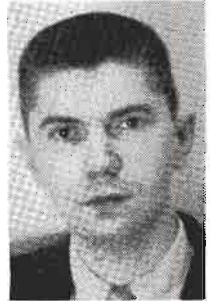


**GREIG, HUMBOLDT J.**, head time buyer at C. J. La Roche & Co. B. 1906, Boise, Id. Attended University of Oregon, B.A., also Univ. of Washington Law School. M. children; Gail, 1937. Came to La Roche & Co. from WIBG, Philadelphia, where he was vice president. Prior to this he was president and general manager of Eastern Radio Corp., in Reading,



Pa. Was sales manager and assistant to president for network division of DuMont TV, 1948-1949.

**RITTER, VAL C.**, time buyer at Cunningham & Walsh. B., 1926, New York City. Attended Hofstra College, B.S., 1951. M. Priscilla Oster, 1956. Entered agency field in 1951 as media coordinator at William Esty. Left in 1953 to Dancer-Fitzgerald-Sample as an assistant time buyer. Became time buyer at D-F-S. In 1955, left to go to N.W. Ayer & Son as time buyer. Stayed at D-F-S until March 1, 1957. Services Folger Coffee.



**SACHS, JEROME M.**, time buyer at Doyle Dane Bernbach, Inc. B. 1927, New York, N. Y. Attended CCNY B.B.A., 1955. Single. Entered agency field in 1945 with J. D. Tarcher Co. Stayed at agency until 1950, assuming various posts. Served in U.S. Army, 1951-1952. Joined Cecil & Presbrey, Inc. in time buying division, 1953-1954. In 1955, moved to Franklin



Bruck as time buyer. In the same year, joined present agency as time buyer.

**PICKETT, RICHARD**, radio-TV buyer, Foote, Cone & Belding. B. 1929, New York, N. Y. Attended Fordham University, B.A., 1952. Single. Pickett began his career in February, 1953 at William Esty Agency as a time buyer. In July 1955 he left Esty to join Foote, Cone & Belding as time buyer. Accounts serviced are Lever Brothers and Savarin Coffee. Hobby is boating.



**GAYSTER, NAT**, TV time buyer, Ted Bates & Co. B. 1926, New York City. City College of New York, B.B.A., 1951. M. Roberta Sherr, 1953. Children, Elaine, 1954. Entered agency work in 1947 with Ruthrauff & Ryan in accounting department working as asst. dept. head of estimating. Left in 1952 to The Biow Co. as radio-TV time buyer, leaving in



1956 to join Ted Bates as time buyer. Services Whitehall Pharmacal company. Likes golfing.

**RASMUSSEN, BERNIE**, manager of broadcast media, Fuller & Smith & Ross. B. 1919, Brooklyn, N. Y. Attended Fordham University, B.S. 1940. M. Mary Dooley, 1946; children, Paul, 1947; Catherine, 1950; John, 1953; Steven, 1954; James, 1957. Entered agency work in 1946 with Ruthrauff & Ryan as asst. time buyer, becoming business mgr. of radio-TV dept. Came to Fuller & Smith & Ross in 1952. Services Alcoa, Hercules Powder, Sherwin-Williams, Linen Thread Co., Commercial Solvents Corp., Edison Electric Institute.





**ISRAEL, SOL**, time buyer at N.W. Ayer & Son, B. 1930, New York, N. Y. Attended City College of N. Y., B.B.A., 1957. M. Bea Yasnoff, 1951; children, Steven, 1955. Entered agency field 1953 with Biow Co. as a research analyst. Promoted to assistant time buyer. Left in 1956, for N.W. Ayer as time buyer. Now services Armour, Avis Rent-A-Car, and Electric Companies of America Adv. Program.



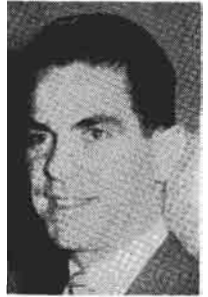
**GLATZER, ROBERT A.**, time buyer at Ben Sackheim, Inc. B. 1932, New York, New York. Attended Haverford College, B.A., 1954. Single. Entered agency field in March, 1956 at Ben Sackheim as a trainee. Became Ben Sackheim's assistant in May, 1956, and was named time buyer in Sept., 1956. Handles Peter Pan Foundations, Inc., Nationwide Insurance Co., American Cyanamid Co., Burlington Mills, Inc., Autoyre Division of Ekco Productions Co.



**SINNOTT, JEANNE**, time buyer at N.W. Ayer & Son, B. 1930, New York, N. Y. Attended Our Lady of Good Counsel College, B.S. 1951. M. John J. Sinnott, Jr., 1956. Entered broadcasting, 1951, Paul H. Raymer Co., moved to Blair TV in 1954; joined N.W. Ayer as time buyer in 1955. Handles Whitman Chocolates, Yardley of London, Gen. Electric Telechron Clock Div., Insurance Co. of N. Am., Hamilton Watch, Charles Hires Co., First Penn Co. for Banking & Trust



**SISK, JOHN J., Jr.**, radio-TV time buyer, J. Walter Thompson. B. 1929, New York City. Attended Iona College, New Rochelle, N. Y. B.A. 1951. Single. Started at Al Paul Lefton Agency in 1952 as a time buyer, leaving there in 1954 to Kudner Agency as time buyer, then moved to J. Walter Thompson in Oct. 1956. Services Lever Brothers, New York Athletic Club, Iona College Alumni Assn., Baseball.



**SIMMONS, PENELOPE**, radio-tv time buyer, Foote, Cone & Belding. B. New York City. Attended New York University. Widow. children, John Simmons; Patricia Giardini; John Campbell; Entered advertising in 1935 with Federal Advertising Agency as buyer, and remained until 1952. In June 1952 joined Foote, Cone, & Belding as time buyer. Works on Imperial Sprezz, Clairol. Interested in crocheting, hiking, and her grandchildren.



**MARSHALL, FRANK**, time buyer, J. Walter Thompson Co. B. 1924, Paterson, N. J. Attended Holy Cross College, Worcester, Mass., B.S., 1948. M. Lois Metcalf, 1953; children, Kevin, 1955; Richard, 1956. Started agency work at J. Walter Thompson in 1951 as time buyer. Services Aluminium of Canada, Atlanta Sales, Blue Cross, Blue Shield, Ciba Pharmaceutical, Francis I. DuPont, Johns-Manville, Owens-Illinois, U.S. Lines Co., W. F. Young, Inc. Member of RTES.



**DIAMOND, LYNN**, radio and television time buyer for the Emil Mogul Company, joined the agency's time buying department in March of 1953 as executive assistant and was upped to radio and television time buyer in July of the same year, working primarily on the Rayco Auto Seat Cover account. She joined the agency after two years at Cecil &



Presbrey, where she was assistant to the account executive on Tintair.

**CLARK, PAUL**, radio-TV time buyer, Foote, Cone & Belding, B. 1928, Jamestown, N. Y. Attended Alfred University, Alfred, N. Y., B.A., 1953. M. Polly Griffen, 1954; children, Elliot, 1955. Entered agency business in 1953 at McCann-Erickson as time buyer. In August 1956 went to Foote, Cone & Belding as time buyer. Services TWA, General Foods, Rheingold, and Watchmakers of Switzerland. Hobbies are golf, tennis and photography.



**HIRSCH, DANIEL**, media supervisor and time buyer, Sullivan, Stauffer, Colwell & Bayles. B. 1930, New York City. Attended Columbia College, B.A. 1951, Columbia University, M.B.A., 1954. Single. In 1951 entered agency work with The Biow Company in research, merchandising and media. In 1953-1956 for the Harry B. Cohen Agency as time buyer. In 1956



he came to Sullivan, Stauffer, Colwell & Bayles. Services Gunther Brewing Co., Best Foods, Inc., Whitehall Pharmacal Co.

**SINNOTT, JACK**, radio-TV time buyer, Ted Bates & Co., Inc. B. 1927, Terrytown, N. Y. Attended University of Miami, (Fla.) B.A., 1951. M. Jeanne Nolan, 1956; Entered agency work in March, 1951 at BBDO in mail room advancing to time buyer. In 1953 to Benton & Bowles as time buyer, then joined Ted Bates in 1955 as time buyer. Services Kool Cigarettes, Tube Rose Snuff. Member of CARTA, and Young Republican Club.



**FOR COMPLETE ADVERTISING AGENCY LISTINGS OF PERSONNEL, ADDRESSES, TELEPHONE NUMBERS AND RADIO AND TV ACCOUNTS, SEE PAGE 135**

---

# Agency's Production Role Is Many-Sided Challenge

---



By MARION  
HARPER, JR.  
President,  
McCann-Erickson, Inc.

WE ALL know that good television has several well-established sources. Whether a program is produced by an advertising agency, a package producer, or a network is, in our judgment, secondary to the question: What program and production standards will provide the most effective vehicle for our clients' sales? Our concern with programming is that simple.

Television sponsors enjoy gratifying results with programming from all three sources. None has a monopoly in quality and effective programming.



Television does, of course, present uniquely complicated and specialized challenges. Its programming involves one of the most speculative areas in all business investment—namely, show business. The very clichés, “hottest thing in show business,” or “box-office poison” (which may be applied to the same personality or format within a period of months) indicate the unpredictability of public taste. As in any art or entertainment form, there is no sure-fire formula in television.

Moreover, while investors in other forms of show business profit from a show's popularity alone, the television sponsor must depend upon more than popularity. Through both program and commercial he must create a favorable image for his company, which will be translated into actual sales.

It is such considerations as these which compel a responsible agency to take all possible steps to see that television is employed on the sponsor's behalf with the greatest expertness and economy, whatever the program source. As the agency with the largest commitment in television, we regard this as basic.



A reflection of this policy at McCann-Erickson is that Terence Clyne, Vice President in Charge of Television, is also chairman of the Plans Review Board. In this dual role, he is able to bring a broad perspective to the client's specific requirements, and to the best uses of television to meet them.

Under his leadership we have carried out a program of developing both staff and facilities to serve our clients' needs with self

sufficiency. The result is an assembly of talent capable of conceiving, planning, building, writing, and producing all kinds of television shows.

The criterion of sales development requires that an agency have competence not only in programming, but in other major areas of television: appraisal of all kinds of television properties; evaluation of network, national spot, and local television; and the whole specialized field of producing commercials. All these areas require specialized and skilled staff.

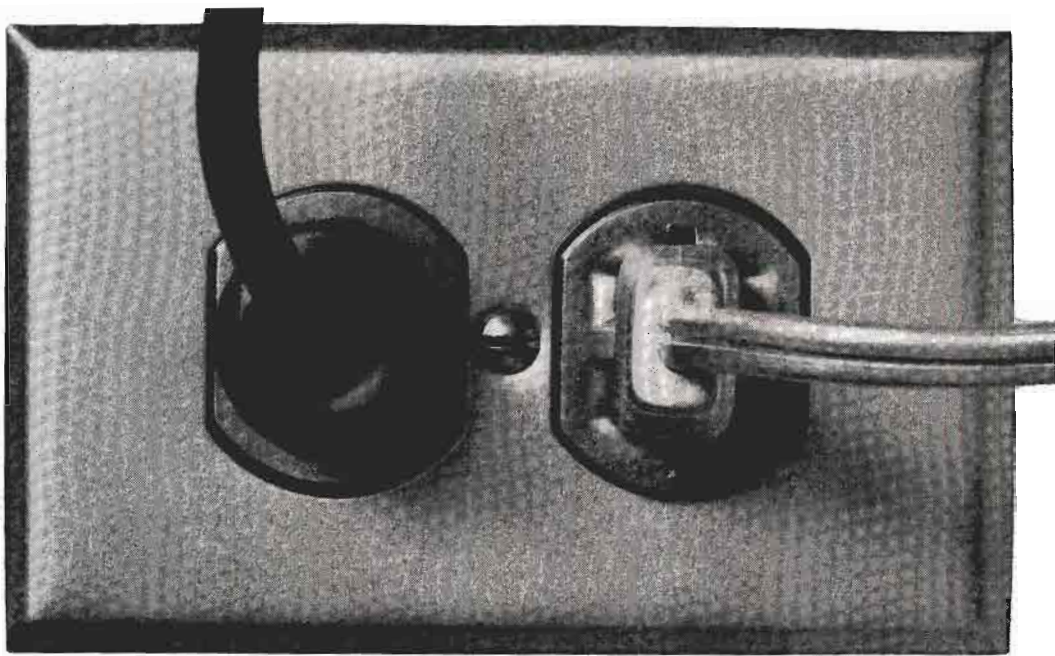


Our interest in television is as strong in the international as in the domestic field. Here we have even greater responsibility for competence in all phases of television, since the medium is so new in most countries beyond our borders. In many cases, complete agency service is required from starting date to air-time, not just to insure sales effectiveness, but simply to get a program on the air. Already, we have had gratifying success in Latin America, where television has found an immediate welcome. In the British Isles, despite a non-commercial tradition, we have made encouraging progress; as we have on the European continent, where commercial television is just beginning.



In all this activity, our purpose remains the same: to employ television, as we employ all other media, in a way that will bring the best return on our clients' investment. We have no ambition for a “corner” on the programming provided for our clients. We believe that healthy and vigorous competition for programming excellence between networks, agencies, and package-producers should be encouraged. We believe it can lead to advances both in programming and in economy—and make television an ever better and more effective sales-development instrument for our clients.





**why**



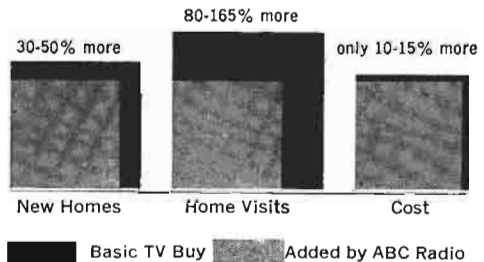
# two?

**One is for television...one is for radio.** They go together. Most homes have both — and use both.

They sell together, too. These days you don't use television to reach one audience and radio to reach another. Most of the time they're selling to exactly the same prospects...but at different times, in different ways. Today, radio and television are a team.

That's why today's Nielsen-minded TV advertiser has come more and more to consider, in conjunction with his basic TV buy, the ideally complementary medium of network radio. He sees in network radio not the "old" medium of "filling in where TV isn't" (a fast-shrinking 21% of U. S. homes), but a "new" medium that **adds** important audience in terms of TV homes not otherwise reached by the basic TV

properties and **adds** important frequency and multiple-home visits to those homes reached by TV. For example, special Nielsen duplication analyses show what ABC Morning Radio or ABC Weekend Radio add in one month to a prime TV franchise\*:



That's why today the new medium for television advertisers is network radio!

\*Based on actual duplication analyses of ABC Radio and representative TV shows — Studio One, Groucho Marx, Lawrence Welk, Robin Hood, Alfred Hitchcock, Do You Trust Your Wife?, etc. Special analysis of your TV franchise on request.



# CANADIAN ADVERTISING AGENCIES

Following Is a List of CARTB Sanctioned Advertising Agencies

| Agency                                 | Address                   | City      | Phone      | Radio-TV            | Broadcast          |
|----------------------------------------|---------------------------|-----------|------------|---------------------|--------------------|
| Aikin, Earl, Ltd.                      | 35 Hayden Street          | Toronto   | WA. 2-3138 | Time Buyer          | Dept. Director     |
| Ardiel Advertising Agency, Ltd.        | 4 Lawn Blvd.              | Toronto   | MA. 6541   | Phyllis Judson      | Ken Wright         |
|                                        | 37 James Street S.        | Hamilton  | JA. 7-9284 | Don DeNike          | Don DeNike         |
| Associated Broadcasting Co. Ltd.       | 1139 Bay St.              | Toronto   | WA. 4-1111 | Jim Elliott         | Jim Elliott        |
| Atherton & Currier, Inc.               | 100 Adelaide St. W.       | Toronto   | EM. 3-5418 | Eleanor Austen      | Eleanor Austen     |
| Baker Advertising Agency, Ltd.         | 1315 Yonge St.            | Toronto   | WA. 4-2101 | Dick King (Radio)   | Jack Horler        |
|                                        |                           |           |            | Don Farrow (TV)     |                    |
| Batten, Barton, Oursline & Osborn Inc. | 1557 Mackay St.           | Montreal  | HA. 9247   |                     | Roger Lack         |
| Bennett & Northrop, Inc.               | 160 Bloor St. E.          | Toronto   | WA. 4-3787 |                     | S. Ramsey Lees     |
| Bingham, John McKenney, Ltd.           | Maritime Life Bld.        | Halifax   | 3-8164     |                     |                    |
|                                        | 32 Front Street W.        | Toronto   | EM. 2-2641 | Llewellyn Lewis     | Llewellyn Lewis    |
|                                        | 4643 Cavendish Blvd.      | Montreal  | WA. 5032   | McCrae J. Cooper    | McCrae J. Cooper   |
| Bleasdale Advertising, Ltd.            | 541 William Street        | Preston   | DL. 3-4464 | Stan Lorrman        | Stan Lorrman       |
| Breithaupt, Milsom Ltd.                | 257 Osborne St.           | Winnipeg  | 422564     | E. Gordon Lowen     | E. Gordon Lowen    |
| Brooks Advertising, Ltd.               | 1664 West Broadway        | Vancouver | CE. 4154   | Ronald A. Kearns    | Ronald A. Kearns   |
| Brown and Mitchell Ltd.                | 1104 Douglas Street       | Victoria  | 2-6741     | Harry Bleasdale     | Harry Bleasdale    |
| Burnett, Leo Co. of Canada, Ltd.       | 44 Eglinton Ave. W.       | Toronto   | HU. 1-5251 |                     | D. L. Breithaupt   |
| Burns Advertising Agency, Ltd.         | 21 Dundas Square          | Toronto   | EM. 8-2396 | Roy Partridge       | Roy Partridge      |
|                                        | 735 Davie St.             | Vancouver | TA. 7277   | John Maxwell        | James B. McRae     |
|                                        | 133 Richmond St. W.       | Montreal  | EM. 6-5801 | Ralph Novek         | Ralph Novek        |
|                                        | 1247 Guy Street           | Toronto   | FI. 5257   | Arnold Clare        | Robert McCausland  |
|                                        | 556 Yonge St.             | Toronto   | WA. 2-6698 | John Heaton (Radio) | S. W. Caldwell     |
| Caldwell, Spence Agency                | 447 Jarvis Street         | Toronto   | WA. 2-2103 | Doc Savage (TV)     |                    |
| Canadian Advertising Agency, Ltd.      | Sun Life Building         | Montreal  | UN. 6-7711 | John Blandford      | John Blandford     |
|                                        | 80 King Street W.         | Toronto   | EM. 3-3051 | Irvin Teitel        | Irvin Teitel       |
|                                        | Electric R'ly's Chambers  | Winnipeg  | TA. 1938   | K. L. Johnson       | K. L. Johnson      |
| Cardon, Rose Ltd.                      | 615 Dominion Bank Bld.    | Vancouver | PL 9581    | Bob Howe            | Norman Cardon      |
| Carter, Garry J. of Canada, Ltd.       | 1231 St. Catherine St. W. | Montreal  | WA. 4-2505 | Earl Box            | Bob Howe           |
| Cockfield, Brown & Co., Ltd.           | 59 Avenue Road            | Toronto   | UN. 1-1771 | John Logan          | Wm. B. Hannah      |
|                                        | Canada Cement Bld.        | Toronto   | WA. 4-5492 | John Burke-Gaffney  | Wis McQuillin      |
|                                        | 185 Bloor St. E.          | Winnipeg  | 923538     | Geoff Holloway      | John Burke-Gaffney |
|                                        | 1164 Melville St.         | Vancouver | PA. 1111   | Nan Frazer          | Geoff Holloway     |
| Collyer Advertising, Ltd.              | 822 Dominion Sq. Bld.     | Montreal  | UN. 6-3411 |                     | Nan Frazer         |

|                                                            |                          |           |            |                      |
|------------------------------------------------------------|--------------------------|-----------|------------|----------------------|
| Copeland, Don H. Advertising, Ltd.....                     | 442 Sherbourne St.       | Toronto   | WA. 2-5969 | (Mrs.) Vera Copeland |
| Crombie Advertising Co., Ltd.....                          | 391 St. James Street W.  | Montreal  | MA. 5246   | Vic Gray             |
|                                                            | 24 King Street West      | Toronto   | EM. 4-7204 | Ed Davey             |
| <b>Dancer-Fitzgerald Sample Advertising (Canada, Ltd.)</b> |                          |           |            |                      |
| Denne, A. J. & Co., Ltd.....                               | 200 St. Clair Avenue W.  | Toronto   | WA. 4-8425 | Gilbert Nunns        |
| Desbarats Advertising Agency.....                          | 90 King St. W.           | Toronto   | EM. 4-3444 | Ralph McKeown        |
| Dominion Broadcasting Co.....                              | 487 Leguachetiere St. W. | Montreal  | UN. 6-4835 | Duncan Desbarats     |
| Erwin Wasley of Canada, Ltd.....                           | 4 Albert Street          | Toronto   | EM. 3-3383 | Hal B. Williams      |
| Ferres Ferguson Assoc. Ltd.....                            | 610 Church Street        | Toronto   | WA. 1-5187 | Bruce Gale           |
| Ferres Advertising, Ltd.....                               | 985 Sherbrooke St. W.    | Montreal  | AV. 8-8102 | G. R. Ferguson       |
| Foote, Cone & Belding, Canada, Ltd.....                    | 63 Duke Street           | Hamilton  | JA. 9-1116 | E. Boyd Heaven       |
| Foster Advertising, Ltd.....                               | 80 Richmond St. W.       | Toronto   | EM. 2-2686 | H. R. Hutchins       |
|                                                            | 149 Alcorn Avenue        | Toronto   | WA. 4-4681 | Alex Mackay          |
|                                                            |                          |           |            | Mary Newton          |
|                                                            |                          |           |            | Charlotte Toupin     |
| <b>Gibbons, J. J., Ltd.</b>                                |                          |           |            |                      |
|                                                            | Sun Life Bld.            | Montreal  | UN. 6-7901 | Charlotte Toupin     |
|                                                            | 165 McDermot Avenue      | Winnipeg  | 922151     |                      |
|                                                            | 46 St. Clair Avenue E.   | Toronto   | WA. 4-8391 | Walter Reeves        |
|                                                            | Dominion Sq. Bld.        | Montreal  | UN. 6-5895 | Rupert Burdick       |
|                                                            | 272 Main Street          | Winnipeg  | 927373     | Bruce Johnston       |
|                                                            | 1840 McIntyre St.        | Regina    | 3-2787     | R. P. Wilson         |
|                                                            | 513 8th Avenue West      | Calgary   | 2-5437     | Bill Bell            |
|                                                            | 206 Petroleum Bld.       | Edmonton  | 2-7512     | Tom McMillan         |
|                                                            | 1533 West Pender St.     | Vancouver | PA. 0157   | (Mrs.) Hazel Bakes   |
|                                                            | 651 Church Street        | Toronto   | WA. 4-7364 | Jack Reynolds        |
|                                                            | 207 W. Hastings St.      | Vancouver | PA. 3474   | T. H. Goodwin        |
|                                                            | 90 Richmond St. W.       | Toronto   | EM. 3-3396 | J. G. Wren           |
|                                                            | 1324 Sherbrooke St. W.   | Montreal  | MA. 7515   | P. Petel             |
|                                                            | 78 Charles St. W.        | Toronto   | EM. 8-7081 | H. J. Pollock        |
|                                                            | 7 King Street East       | Toronto   | EM. 6-0731 | Bob Amos             |
|                                                            | 150 Drummond Street      | Montreal  | HA. 0131   | Marcel Dubuc         |
|                                                            | 57 Bloor Street West     | Toronto   | WA. 2-5125 | John Chilman         |
|                                                            | 353 St. Nicholas         | Montreal  | PL. 4131   | B. E. Rioux          |
|                                                            | 35 Hayden Street         | Montreal  | WA. 4-3753 | Pat. Hennessy        |
|                                                            | 407 Barrington Street    | Halifax   | 3-9373     | A. H. Evelyn         |
|                                                            | 631 Spadina Avenue       | Toronto   | WA. 4-6671 | (Mrs.) Vera Percival |
|                                                            | 94 Yonge Street          | Toronto   | EM. 3-2438 | Evan Morton          |
|                                                            | 1265 Stanley Street      | Montreal  | UN. 6-4806 | George Temple        |
|                                                            | 447 Main Street E.       | Hamilton  | JA. 2-1155 | Gordon Hinch         |
|                                                            | 480 Leguachetiere St. W. | Montreal  | UN. 6-4835 | Duncan Desbarats     |
|                                                            | 1455 West Georgia St.    | Vancouver | PA. 9174   | M. Tyler             |
|                                                            | 80 King St. W.           | Toronto   | EM. 3-8314 | Lloyd Hefford        |
|                                                            | 255 Davenport Road       | Toronto   | WA. 4-8481 | John Holden          |
|                                                            | 1178 West Pender St.     | Vancouver | TA. 6221   | William E. Bellman   |
|                                                            | 800 Bay Street           | Toronto   | WA. 3-9887 | S. B. Hayward        |

# CANADIAN ADVERTISING AGENCIES

| Agency                                     | Address                                                                                                                                                                                                                                                              | City                                                                                                                       | Phone                                                                                                                     | Radio-TV<br>Time Buyer                                                                                                                                                                                                                        | Broadcast<br>Dept. Director                                                                                                                                                                                                    |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Maclaren Advertising Co., Ltd.             | 402 Montreal Trust Bld.<br>Toronto Gen. Trusts Bld.<br>401 Kerr Block<br>Imperial Bank Bld.<br>623 Dominion Sq. Bld.<br>111 Richmond St. W.<br>410 Dominion Sq Bld.<br>237 Queen Street<br>911 Elec. R'l'y Chambers<br>1240 West Pender St.<br>200 Bloor Street East | Winnipeg<br>Calgary<br>Regina<br>Edmonton<br>Montreal<br>Toronto<br>Montreal<br>Ottawa<br>Winnipeg<br>Vancouver<br>Toronto | 931629<br>24445<br>37570<br>24072<br>UN. 6-8391<br>EM. 4-0231<br>UN. 6-9751<br>5-4301<br>926321<br>MA. 6268<br>WA. 2-2133 | John Hart<br>Leslie White<br>George R. Bothwell<br><br>Dave McMaster<br>Mary Moran<br>Larry Trudel<br>W. F. Harrison<br>E. P. Thomson<br>John Hoyland<br>Shirley Carter (Radio)<br>Greg Paul (TV)<br>Gabby Langlais (Radio)<br>Mary Kaye (TV) | John Hart<br>Leslie White<br>George R. Bothwell<br><br>Dave McMaster<br>Hugh Horier<br>Larry Trudel<br>W. F. Harrison<br>E. P. Thomson<br>John Hoyland<br>Alan B. Cullimore<br>Larry Dampier<br>W. E. McCauley<br>Austin Moran |
| McCann-Erickson, Inc.                      | 1980 Sherbrooke St. W.                                                                                                                                                                                                                                               | Montreal                                                                                                                   | GL. 6121                                                                                                                  |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| McCauley-Knight Ad. Agency                 | 6 Adelaide St. E.                                                                                                                                                                                                                                                    | Toronto                                                                                                                    | EM. 6-3939                                                                                                                | Alex B. Shepherd                                                                                                                                                                                                                              |                                                                                                                                                                                                                                |
| McConnell Eastman & Co., Ltd.              | Huron & Erie Bldg.<br>147 University Ave.<br>Dominion Sq. Bldg.<br>173 Portage Ave.<br>1198 West Pender St.<br>153 St. Clair Ave. W.<br>1175 Bay St.                                                                                                                 | Toronto<br>London<br>Toronto<br>Montreal<br>Winnipeg<br>Vancouver<br>Toronto<br>Toronto                                    | 44528<br>EM. 3-7004<br>UN. 6-7941<br>935541<br>MA. 2161<br>WA. 4-6681<br>WA. 2-4864                                       |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| McCracken, W. A., Ltd.                     | Bank of Commerce Bldg.<br>371 Richmond St.                                                                                                                                                                                                                           | Windsor<br>London                                                                                                          | CL. 2-7297<br>3426                                                                                                        | (Mrs.) Evelyn Duncan<br>John Finn<br>Bill Mills                                                                                                                                                                                               | A. E. McGregor,<br>F. J. Deaville<br>Glen Smith<br>Andy McGuire                                                                                                                                                                |
| McGregor-Deaville Advertising              | 1510 Drummond St.<br>47 Fraser Ave.<br>250 Portage Ave.<br>591 Burrard St.                                                                                                                                                                                           | Montreal<br>Toronto<br>Winnipeg<br>Vancouver                                                                               | MA. 4152<br>KE. 3561<br>923491<br>MA. 3284                                                                                | Joan Bridge<br>Beverly Nicholl<br>Andy Brown<br>John Cummings<br>Phyllis Scott<br>Kay Schneider                                                                                                                                               | Wif. Charland<br>Keith Chase<br>Don MacMillan<br>Andy Brown<br>John Cummings<br>Eddie Gould<br>Gerald Wren<br>E. Maloney<br>M. Tyler<br>Michael Jackson<br>Wib Perry                                                           |
| McGuire Advertising, Ltd.                  | 112 1 Bay Street,                                                                                                                                                                                                                                                    | Toronto                                                                                                                    | WA. 4-5736                                                                                                                | D. Ryan<br>M. Tyler<br>Michael Jackson<br>Joyce Rhodes<br>George Vale                                                                                                                                                                         |                                                                                                                                                                                                                                |
| McKim Advertising, Ltd.                    | 209 Shaldo Bldg.                                                                                                                                                                                                                                                     | Calgary                                                                                                                    | 692370<br>44910                                                                                                           |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| Muter, Culliner, Frankfurter & Gould, Ltd. | 1455 West Georgia St.<br>464 Yonge Street                                                                                                                                                                                                                            | Edmonton<br>Toronto                                                                                                        | PA. 9174<br>WA. 4-3708                                                                                                    |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| Nattall & Maloney, Ltd.                    | 222 Simcoe Street                                                                                                                                                                                                                                                    | Toronto                                                                                                                    | EM. 6-9266                                                                                                                |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| O'Brien Advertising, Ltd.                  |                                                                                                                                                                                                                                                                      |                                                                                                                            |                                                                                                                           |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| Orr, William R., Ltd.                      |                                                                                                                                                                                                                                                                      |                                                                                                                            |                                                                                                                           |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| Otto, Robert & Co. (Canada), Ltd.          |                                                                                                                                                                                                                                                                      |                                                                                                                            |                                                                                                                           |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |

|                                            |                           |           |            |                      |
|--------------------------------------------|---------------------------|-----------|------------|----------------------|
| Paul-Pheasant, Ltd.                        | 380 Victoria Street       | Toronto   | EM. 3-6047 | George Vale          |
| Payeur-Publicite                           | 639 8th Avenue            | Quebec    | 43549      | Mary Barrer          |
| Pennell, Margaret Advertising              | 81 Queen St. W.           | Toronto   | EM. 4-2079 | E. M. Plant          |
| Plant, Elton M., Co.                       | 303 Bartlett Bldg.        | Windsor   | EM. 3-8716 | Bob Poyntz           |
| Poyntz, Alford R. Advertising, Ltd.        | 95 King St. E.            | Toronto   | GL. 4245   | Maurice Lalonde      |
| Purkis, Thornton, Ltd.                     | 4109 St. Catherine St. W. | Montreal  | EM. 3-3762 | Glady's Race         |
| Quebec Advertising Agency                  | 1200 St. Denis St.        | Montreal  | MA. 9401   | Guy Pinsonneault     |
| Reynolds, E. W., Ltd.                      | 1290 St. Denis St.        | Toronto   | EM. 8-6157 | Henry Karpus         |
| Ronalds Advertising Agency, Ltd.           | 355 King St. W.           | Montreal  | UN. 6-1775 | Hal Tingle           |
|                                            | 1440 St. Catherine St. W. | Montreal  | UN. 6-9471 | Peter Golick         |
|                                            | Keefe Bldg.               | Montreal  |            |                      |
| Ross Roy of Canada, Ltd.                   | 108 Peter St.             | Toronto   | EM. 3-0237 | Doug Loney           |
| Schneider Cardon, Ltd.                     | 409 Petroleum Bldg.       | Edmonton  | 28356      | Art Bishop           |
|                                            | Canada Trust Bldg.        | Windsor   | GL. 6-2371 | Carl E. Hassell      |
| Sills, Allan R. & Co.                      | 2024 Peel St.             | Montreal  | MA. 8024   | Monty A. Isaacs      |
| Smith, R. C. & Son, Ltd.                   | 501 Yonge St.             | Toronto   | WA. 4-9779 | Gordon Allen         |
| Spitzer & Mills, Ltd.                      | 137 Wellington St. W.     | Toronto   | EM. 8-6434 | Allan R. Sills       |
|                                            | 380 Victoria St.          | Toronto   | EM. 4-9396 | G. Alec Phare        |
|                                            | 40 King St. W.            | Toronto   | EM. 6-2811 | Ralph Hart           |
|                                            | 3405 Addington Ave.       | Montreal  | WA. 0344   | Paul Corbeil         |
| Stanfield, Harold F., Ltd.                 | Dominion Square Bldg.     | Montreal  | UN. 6-8741 | Ernie Smith          |
| Stevenson & Scott, Ltd.                    | 67 Richmond St. W.        | Toronto   | EM. 6-5454 | Olive Jennings       |
|                                            | 1260 University Ave.      | Montreal  | UN. 6-9361 | Sheldon Lodge        |
| Tandy Advertising Agency, Ltd.             | 100 Adelaide St. W.       | Toronto   | EM. 3-5773 | Burt Kaye            |
| Thompson, J. Walter Co., Ltd.              | 402 West Pender St.       | Vancouver | PA. 5824   | Roy Hunter           |
|                                            | 20 Carlton St.            | Toronto   | EM. 3-6362 | Mary-Ellen Freeborn  |
|                                            | 602 Dominion Sq. Bldg.    | Montreal  | UN. 6-6771 | Ron Kirkwood         |
|                                            | 600 University Ave.       | Toronto   | EM. 3-9402 | Phyllis Sivel        |
| Thompson-Peterson Advertising Agency, Ltd. | 215 Victoria St.          | Toronto   | EM. 8-8091 | David Fenn           |
|                                            | 913 Sun Life Bldg.        | Montreal  | UN. 6-9745 | Thomas Vamplew       |
| Vamplew Advertising                        | 1175 Bay St.              | Toronto   | WA. 3-5589 | Henault Champagne    |
| Vickers & Benson, Ltd.                     | 1440 St. Catherine St. W. | Montreal  | UN. 67701  | (Mrs.) Laura Jensen  |
|                                            | 110 Church St.            | Toronto   | EM. 4-6301 |                      |
| Walsh Advertising Co., Ltd.                | 1787 Walker Rd.           | Windsor   | CL. 6-2671 | (Mrs.) Muriel Murray |
|                                            | 44 King St. W.            | Toronto   | EM. 3-3053 | Jean Monte           |
| Whitehall Broadcasting, Ltd.               | 660 St. Catherine St. W.  | Montreal  | UN. 6-8921 | Wilf Charland        |
| Willis Advertising                         | 1510 Drummond St.         | Montreal  | MA. 4152   | Victor C. Snack      |
| A. D. Wood Advertising                     | 220 Richmond St. W.       | Toronto   | EM. 3-2073 | A. D. Wood           |
| Young & Rubicam, Ltd.                      | 620 Eighth Ave. W.        | Calgary   | 2-4767     | Bill Byles           |
|                                            | 660 St. Catherine St. W.  | Montreal  | UN. 6-8941 |                      |
|                                            | 44 King St. W.            | Toronto   | EM. 2-2341 |                      |

---

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

---

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

## OFFICERS FOR 1956 YEAR

### *President*

Dr. Burton Paulu, Station KUOM, University of Minnesota, Minneapolis, Minnesota

### *Vice-President*

Richard Hull, Station WOSU-AM-FM-TV, Ohio State University, Columbus 10, Ohio

### *Treasurer*

Robert Coleman, Stations WKAR-AM-FM, Michigan State University, East Lansing, Michigan

### *Secretary*

Jack McBride, Station KUON-TV, University of Nebraska, Lincoln, Nebraska

## DIRECTORS

### *Region I*

Arthur Weld, Jr., Station WAER-FM, Syracuse University, Syracuse 10, N. Y.

### *Region II*

Vernon Bronson, Station WTHS-FM-TV, Dade County Bd. of Public Instruction, Miami, Florida

### *Region III*

Ola Hiller, Station WFBE-FM, Flint Public Schools, Flint, Michigan

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

Frank E. Schooley, Stations WILL-AM-FM-TV, University of Illinois, Urbana, Illinois

### *Region IV*

Richard A. Vogl, WOI-AM-FM, Iowa State University, Ames, Iowa

### *Region V*

Robert Schenkkan, Director Radio-TV, University of Texas, Austin, Texas

### *Region VI*

Edwin Adams, Director, School of Communication, University of Washington, Seattle, Washington

### *Executive Director*

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

### *Associate Director*

Harold E. Hill, 14 Gregory Hall, Urbana, Ill.



# NAEB MEMBERSHIP LIST

## Active Membership of the National Association of Educational Broadcasters

### ALABAMA

| City       | Call Letters | Licensee                          | Executive                         |
|------------|--------------|-----------------------------------|-----------------------------------|
| Andalusia  | WAIQ (TV)    | Alabama Educational TV Commission | Raymond D. Hurlbert, Gen. Mgr.    |
| Birmingham | WBIQ (TV)    | Alabama Educational TV Commission | Raymond D. Hurlbert, Gen. Mgr.    |
| University | WUOA (FM)    | Univ. of Alabama                  | Graydon Ausmus, Director Radio-TV |

### CALIFORNIA

|                |           |                                           |                                          |
|----------------|-----------|-------------------------------------------|------------------------------------------|
| Berkeley       | KPFA (FM) | Pacific Foundation                        | Lewis Hill, President                    |
| Los Angeles    | KUSC (FM) | Univ. of Southern California              | Kenneth Harwood, Hd. Telecommunic. Dept. |
| San Bernardino | KVCR (FM) | San Bernardino Valley College             | M. Rod Shepherd, General Manager         |
| San Diego      | KSDS (FM) | San Diego Jr. College & Vocational School | Paul R. Roman, Program Dir.              |
| San Francisco  | KQED (TV) | Bay Area ETV Assn. 165 Post Street        | James Day, General Mgr.                  |
| Stockton       | KCVN (FM) | College of the Pacific                    | John Crabbe, Dir.                        |

### COLORADO

|               |           |                       |                                          |
|---------------|-----------|-----------------------|------------------------------------------|
| Colo. Springs | KRCC (FM) | Colorado College      | Woodson Tyree, Dir. Speech, Drama, Radio |
| Denver        | KRMA (TV) | Denver Public Schools | James Case, Prod. Dir., Mgr.             |

### FLORIDA

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

### GEORGIA

|         |           |                    |                                |
|---------|-----------|--------------------|--------------------------------|
| Atlanta | WABE (FM) | Board of Education | Haskell Boyter, Dir. Radio Ed. |
|---------|-----------|--------------------|--------------------------------|

### ILLINOIS

|            |           |                                        |                                            |
|------------|-----------|----------------------------------------|--------------------------------------------|
| Carbondale | WBTW (FM) | Southern Ill. Univ.                    | B. C. Robbins, Dir. Bestg.                 |
| Chicago    | WBFE (FM) | Board of Education                     | George Jennings, Director Div. Radio-TV    |
| Chicago    | WTTW (TV) | Chicago Educational TV Assn.           | John W. Taylor, Exec. Dir.                 |
| DeKalb     | WNIO (FM) | Northern Illinois St. Teachers College | Robert V. Esmond, Dir., Radio-TV           |
| Elgin      | WEPS (FM) | Elgin Public Schools                   | E. H. Hoke, Dir. Audio-Visual Education    |
| Evanston   | WNUR (FM) | Northwestern Univ.                     | Donley Fedderson, Chrm. Radio-TV           |
| Macomb     | WWKS (FM) | Western Ill. State Coll.               | Jennette Terrill, Dir.                     |
| Urbana     | WILL (AM) | Univ. of Illinois                      | Frank E. Schooley, Dir. Univ. Broadcasting |
| Urbana     | WILL (TV) | University of Illinois                 | Frank E. Schooley                          |
| Urbana     | WILL (FM) | Univ. of Illinois                      | Frank E. Schooley                          |

### INDIANA

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

### IOWA

|            |           |                                         |                                       |
|------------|-----------|-----------------------------------------|---------------------------------------|
| Ames       | WOI (AM)  | Iowa State College                      | R. C. Mulhall, Mgr.                   |
| Ames       | WOI (FM)  | Iowa State College                      | R. C. Mulhall, Mgr.                   |
| Decorah    | KWLC (AM) | Luther College                          | Esther J. Olson, Dir.                 |
| Des Moines | KDPS (FM) | Des Moines Public Schools 629 Third St. | Clifton F. Schropp, Dir. Audio-Visual |
| Iowa City  | WSUI (AM) | State Univ. of Iowa                     | Carl H. Menzer, Director              |
| Iowa City  | KSUI (FM) | State Univ. of Iowa                     | Carl H. Menzer                        |

### KANSAS

|         |           |                               |                            |
|---------|-----------|-------------------------------|----------------------------|
| Emporia | KSTE (FM) | Kansas State Teachers College | Tex Smiley, Dir., Radio-TV |
|---------|-----------|-------------------------------|----------------------------|



# NAEB ACTIVE MEMBERSHIP



| City                  | Call Letters | Licensee                                              | Executive                                            |
|-----------------------|--------------|-------------------------------------------------------|------------------------------------------------------|
| Lawrence              | KFKU (AM)    | Univ. of Kansas                                       | R. Edwin Browne, Director Radio-TV                   |
| Lawrence              | KANU (FM)    | Univ. of Kansas                                       | Bruce A. Linton                                      |
| Manhattan             | KSAC (AM)    | Kansas State College                                  | Kenneth Thomas, Director                             |
| Manhattan             | KSOB (FM)    | Kansas State College                                  | Ken Thomas                                           |
| Ottawa                | KTJO (FM)    | Ottawa University                                     | W. D. Bemmel, Dean of the College                    |
| Wichita               | KMUW (FM)    | Univ. of Wichita                                      | G. D. Goodrich, Manager                              |
| <b>KENTUCKY</b>       |              |                                                       |                                                      |
| Lexington             | WBKY (FM)    | Univ. of Kentucky                                     | Mrs. Camille Halyard, Director of Radio-TV           |
| Louisville            | WFFK (FM)    | Louisville Free Public Library                        | Dorothy L. Day, Head Audio-Visual Dept.              |
| Louisville            | WFPL (FM)    | Louisville Free Public Library                        | Dorothy L. Day, Head Audio-Visual Dept.              |
| <b>LOUISIANA</b>      |              |                                                       |                                                      |
| Baton Rouge           | WLNU (FM)    | Louisiana State University                            | Mrs. Lucile Ruby, Coordinator, Radio-TV              |
| <b>MARYLAND</b>       |              |                                                       |                                                      |
| Baltimore             | WBAC (FM)    | Baltimore Jr. College<br>Alameda & 33rd St.           | Clarence T. DeHaven, Manager                         |
| <b>MASSACHUSETTS</b>  |              |                                                       |                                                      |
| Amherst               | WMUA (FM)    | Univ. of Mass.                                        | Janet P. Nichols, Manager                            |
| Boston                | WBUR (FM)    | University of Boston                                  | Melvin Brodshaug, Act. Chr., Div. Communication Arts |
| Boston                | WERS (FM)    | Emerson College                                       | Charles Dudley, Chrmn. Dept. Broad                   |
| Boston                | WGBH (FM)    | Lowell Instit. Co-op Broadcasting Council             | Parker Wheatley, Manager                             |
| Boston                | WGBH (TV)    | Lowell Instit. Co-op                                  | Parker Wheatley, Manager                             |
| <b>MICHIGAN</b>       |              |                                                       |                                                      |
| Ann Arbor             | WUOM (FM)    | Univ. of Michigan                                     | Waldo Abbot, Director of Broadcasting                |
| Detroit               | WDR (FM)     | Board of Education                                    | Kathleen N. Lardie, Supervisor, Radio-Television     |
| Detroit               | WDET (FM)    | Wayne University                                      | Paul B. Rickard, Director, Radio-Television          |
| Detroit               | WTVS (TV)    | Detroit Ed. TV Found., Inc.                           | William A. Wood                                      |
| East Lansing          | WKAR (AM)    | Michigan State Univ.                                  | Robert J. Coleman, Dir. of Broadcasting              |
| East Lansing          | WKAR (FM)    | Michigan State Univ.                                  | Robert J. Coleman                                    |
| East Lansing          | WKAR (TV)    | Michigan State Univ.                                  | Armand L. Hunter, Director                           |
| Flint                 | WFBE (FM)    | Board of Education                                    | Miss Ola Hiller, Dir. Radio Educ.                    |
| Flint                 | WFUM (FM)    | Univ. of Michigan                                     | Waldo Abbot, Dir. of Broadcasting                    |
| Highland Park         | WHPR (FM)    | School District of Highland Park                      | Robert A. Stevens, Prog. Dir.                        |
| Kalamazoo             | WMCR (FM)    | Western Michigan College of Educ.                     | Wallace Garneau, Dir. of Broadcasting                |
| <b>MINNESOTA</b>      |              |                                                       |                                                      |
| Minneapolis           | KUOM (AM)    | Univ. of Minnesota                                    | Burton Paulu, General Manager                        |
| Northfield            | WCAL (AM)    | St. Olaf College                                      | Milford C. Jensen, General Manager                   |
| <b>MISSOURI</b>       |              |                                                       |                                                      |
| St. Louis             | KETC (TV)    | St. Louis Ed. TV Association                          | George Arms, Operations Mgr.                         |
| St. Louis             | KSLH (FM)    | Board of Education<br>517 S. Theresa Ave.             | Miss Marguerite Fleming, Director                    |
| <b>NEBRASKA</b>       |              |                                                       |                                                      |
| Lincoln               | KUON (TV)    | University of Nebraska                                | Jack J. McBride, Dir. of Ed. TV                      |
| <b>NEW JERSEY</b>     |              |                                                       |                                                      |
| Newark                | WBGO (FM)    | Board of Education<br>31 Green St.                    | Marie Scanlon, Supervisor Radio-Television           |
| South Orange          | WSOU (FM)    | Seton Hall College                                    | A. Paul Klose, Program Director                      |
| <b>NEW MEXICO</b>     |              |                                                       |                                                      |
| Albuquerque           | KANW (FM)    | Board of Education                                    | Mrs. Rose J. Jones, Director                         |
| <b>NEW YORK</b>       |              |                                                       |                                                      |
| Bronx                 | WFUV (FM)    | Fordham Univ.                                         | Ralph M. Rourke, Prog. Mgr.                          |
| Brooklyn              | WNYE (FM)    | Board of Education<br>29 Fort Greene Pl.              | James F. Macandrew, Dir. of Broadcasting             |
| Floral Park           | WSHS (FM)    | Sewanhaka H.S.                                        | W. A. Gregory, Director of Radio                     |
| Ithaca                | WITJ (FM)    | Ithaca College                                        | Robert Earle, Dir. of Radio                          |
| New York              | WKCR (FM)    | Columbia College                                      | Jeffrey P. Kuklin, Gen. Mgr.                         |
| New York              | WNYC (AM)    | Municipal Broadcasting System<br>2500 Municipal Bldg. | Seymour N. Siegel, Director                          |
| New York              | WNYC (FM)    | Municipal Broadcasting System                         | Seymour N. Siegel                                    |
| Springville           | WSPE (FM)    | Griffith Instit. & School<br>85 Buffalo St.           | Henry Bartkowski, Director                           |
| Syracuse              | WAER (FM)    | Syracuse University                                   | Kenneth G. Bartlett, Dir. of Broadcasting            |
| Troy                  | WHAZ (AM)    | Rensselaer Polytechnic Institute                      | Hiram D. Harris, Manager                             |
| <b>NORTH CAROLINA</b> |              |                                                       |                                                      |
| Chapel Hill           | WUNC (TV)    | Consolidated Univ. of North Carolina                  |                                                      |

NAEB ACTIVE MEMBERSHIP

| City                      | Call Letters           | Licensee                                                    | Executive                                                       |
|---------------------------|------------------------|-------------------------------------------------------------|-----------------------------------------------------------------|
| Chapel Hill<br>Greensboro | WUNC (FM)<br>WGPS (FM) | Univ. of North Carolina<br>Greensboro Public<br>Schools     | John Young, Manager<br>R. Thorpe Jones, Dir. Audio-Visual Educ. |
| High Point                | WHPS (FM)              | High Point H.S.                                             | D. P. Whitley, Principal                                        |
| <b>NORTH DAKOTA</b>       |                        |                                                             |                                                                 |
| Grand Forks               | KFJM (AM)              | Univ. of North Dakota                                       | Myron Curry, Director                                           |
| <b>OHIO</b>               |                        |                                                             |                                                                 |
| Akron                     | WAPS (FM)              | Akron Public Schools                                        | Cyril Jones, Dir. Radio-TV Ed.                                  |
| Athens                    | WOUJ (FM)              | Ohio Univ.                                                  | Arehic Greer, Acting Dir. of Radio                              |
| Bowling Green             | WBGU (FM)              | Bowling Green State<br>Univ.                                | Sidney Stone, Director                                          |
| Cincinnati                | WCET (TV)              | Greater Cinci. TV Ed.<br>Foundation                         | Uberto Neely, General Mgr.                                      |
| Cleveland<br>Columbus     | WBOE (FM)<br>WCBE (FM) | Board of Education<br>Bd. of Educ., City<br>School District | Katherine Mitchell<br>John H. Sittig, Dir.                      |
| Columbus                  | WOSU (AM)              | Ohio State Univ.                                            | Richard B. Hull, Director                                       |
| Columbus                  | WOSU (FM)              | Ohio State Univ.                                            | Richard B. Hull                                                 |
| Delaware                  | WSLN (FM)              | Ohlo Wesleyan Univ.                                         | Gerald Kroeger, Dir., Radio-TV                                  |
| Kent                      | WKSU (FM)              | Kent State Univ.                                            | Walton D. Clarke, Dir. of Radio                                 |
| Oxford                    | WMUB (FM)              | Miami Univ.                                                 | Stephen C. Hathaway, Dir., Radio-TV                             |
| Toledo                    | WTDS (FM)              | Toledo Public Schools<br>1901 Central Ave.                  | Harry D. Lamb, Dir. Radio-TV                                    |
| <b>OKLAHOMA</b>           |                        |                                                             |                                                                 |
| Norman                    | WNAD (AM)              | Univ. of Oklahoma                                           | Hugh Mix, Dir., Educ. Best. Services                            |
| Norman                    | WNAD (FM)              | Univ. of Oklahoma                                           | Hugh Mix                                                        |
| Norman                    | KETA (TV)              | Okl. Ed. TV Authority                                       | John Dunn, Director                                             |
| Norman                    | KOKH (FM)              | Board of Education                                          | Miss Elaine Tucker, Program Director                            |
| Norman                    | KOED (TV)              | Oklahoma Ed. TV<br>Authority                                | John Dunn, Director                                             |
| Stillwater                | KAMC (FM)              | Oklahoma Ed. TV                                             | John Woodworth                                                  |
| Tulsa                     | KWGS (FM)              | Univ. of Tulsa                                              | Edward S. Dumit, Dir., Radio-TV                                 |
| <b>OREGON</b>             |                        |                                                             |                                                                 |
| Corvallis                 | KOAC (AM)              | Oregon State College                                        | James M. Morris, Program Director                               |
| Eugene                    | KWAX (FM)              | Univ. of Oregon                                             | E. A. Kretzinger, Acting Dir. of Radio                          |
| Portland                  | KBPS (AM)              | Portland Public Schools                                     | Mrs. Patricia Swenson, Manager                                  |
| <b>PENNSYLVANIA</b>       |                        |                                                             |                                                                 |
| Grove City                | WSAJ (AM)              | Grove City College                                          | Dale O. Smock, Chief Engineer                                   |
| Philadelphia              | WPWT (FM)              | Philadelphia Wireless<br>Tech. Instit.                      | William W. Zerling                                              |
| Philadelphia              | WHYY (FM)              | Radio & TV Corp.<br>Metro. Phila. Educ.                     | R. S. Burdick, Dir.                                             |
| Philadelphia              | WRTI (FM)              | Temple Univ.                                                | John B. Roberts, Dir., Radio-TV                                 |
| Pittsburgh                | WDUQ (FM)              | Duquesne Univ.                                              | B. Kendall Crane, Director                                      |
| Seranton                  | WUSV (FM)              | Univ. of Seranton                                           | Rev. Richard F. Grady, S.J., Director                           |
| Pittsburgh                | WQED (TV)              | Metrop. Pittsburgh<br>Ed'l TV Station                       | John F. White, Mgr.                                             |
| <b>SOUTH CAROLINA</b>     |                        |                                                             |                                                                 |
| Columbia                  | WUSC (FM)              | Univ. of S. Carolina                                        | Lawton G. Wiles, Director, A-V Aids                             |
| <b>SOUTH DAKOTA</b>       |                        |                                                             |                                                                 |
| Vermillion                | KUSD (AM)              | Univ. of S. Dakota                                          | Edward J. Slack, Director                                       |
| <b>TENNESSEE</b>          |                        |                                                             |                                                                 |
| Knoxville                 | WUOT (FM)              | Univ. of Tennessee                                          | Kenneth D. Wright, Dir. of Broadcasting                         |
| Memphis                   | WKNO (TV)              | Memphis Comm. TV<br>Foundation                              | Harold Martin, Mging. Dir.                                      |
| <b>TEXAS</b>              |                        |                                                             |                                                                 |
| Abilene                   | KACC (FM)              | Abilene Christian College                                   | Lowell G. Perry                                                 |
| El Paso                   | KVOF (FM)              | Texas Western College                                       | Virgil C. Hicks, Radio Instructor                               |
| Honston                   | KUHF (FM)              | Univ. of Houston                                            |                                                                 |
| Houston                   | KUHT (TV)              | Univ. of Houston                                            |                                                                 |
| <b>UTAH</b>               |                        |                                                             |                                                                 |
| Logan                     | KVSC (FM)              | Utah State Agri. Collego                                    | Burrel F. Hansen, Director                                      |
| <b>VIRGINIA</b>           |                        |                                                             |                                                                 |
| Norfolk                   | WMTI (FM)              | Col'ge of William &<br>Mary                                 | B. C. Dickerson, Head                                           |
| <b>WASHINGTON</b>         |                        |                                                             |                                                                 |
| Pullman                   | KWSC (AM)              | State College of<br>Washington                              | Allen Miller, Manager                                           |
| Seattle                   | KCTS (TV)              | Comm. TV Service                                            | Loren Stone, Mgr.                                               |
| Seattle                   | KUOW (FM)              | Univ. of Washington                                         | Ken Kager, Director, Div. of Radio-Television                   |
| Tacoma                    | KTOY (FM)              | Tacoma Public Schools                                       | Merle Kimball, Program Mgr.                                     |
| <b>WISCONSIN</b>          |                        |                                                             |                                                                 |
| Madison                   | WHA (AM)               | Univ. of Wisconsin                                          | H. B. McCarty, Director                                         |
| Madison                   | WHA (FM)               | Univ. of Wisconsin                                          | H. B. McCarty                                                   |
| Madison                   | WHA (TV)               | Wisconsin State<br>Radio Council                            | H. B. McCarty, Director                                         |
| <b>HAWAII</b>             |                        |                                                             |                                                                 |
| Honolulu                  | KUOH (FM)              | University of Hawaii                                        | Louis Steed, Dir., Univ. Radio                                  |
| <b>PUERTO RICO</b>        |                        |                                                             |                                                                 |
| San Juan                  | WIPR (AM)              | Oficina de Radio-<br>emision Publica                        | Francisco Arrivi, Manager                                       |

# Equipment and Costs for Low Power TV Station

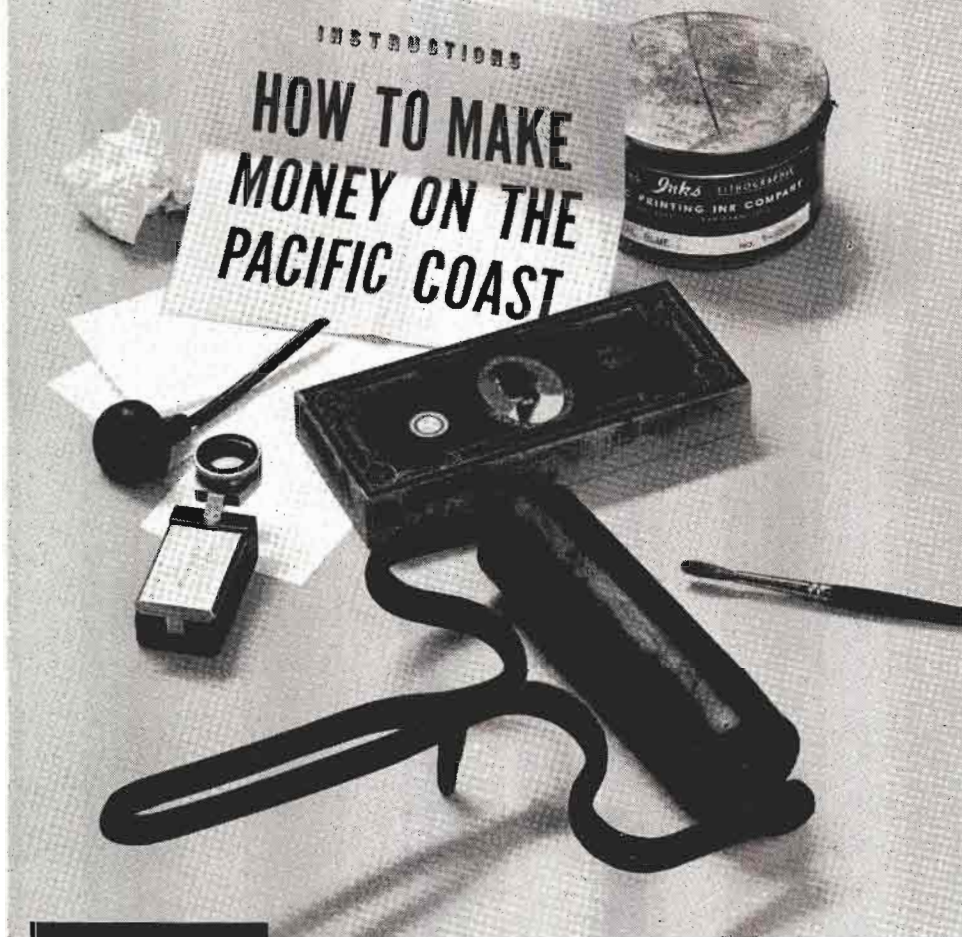
*The following material is taken from the hearings, in 1956, before the Senate Committee on Interstate and Foreign Commerce, and refers specifically to Station KINY-TV in Juneau, Alaska. It is typical, however, of many low power TV broadcasting operations.*

| Item | Quantity | Description                                                                                                                                                                                               | Price       |
|------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1    | 1        | VST-150 VHF transmitter, 150 watts, specify VHF channel, including 1 set of operating tubes and crystals .....                                                                                            | \$ 6,450.00 |
| 1A   | 1        | Substitute for item 1 if station is to be UHF: UST-150 UHF transmitter, 150 watts, specify UHF channel, including one set of operating tubes and crystals, at \$11,370.....                               |             |
| 2    | 1        | AV12-DM demodulator, VHF. Add \$10 for UHF channel, specify channel. Requires 7-inch rack space..                                                                                                         | 275.00      |
| 3    | 2        | Design 614 CBVM Bell-Howell 16 millimeters TV projectors, includes pedestal and remote operation facility, at \$1,995.....                                                                                | 3,990.00    |
| 4    | 1        | Gray Telojector, 2 by 2 slide projector.....                                                                                                                                                              | 695.00      |
| 4A   | 1        | Optional substitute for item 4, Selectro-Slide Jr., 2 by 2 slide projector, with 7-inch lens, Spindler & Sauppe, at \$297.....                                                                            |             |
| 5    | 1        | VA-19 video clamp amplifier.....                                                                                                                                                                          | 185.00      |
| 6    | 1        | 2,200 TIC synchronizing generator, for rack mounting, including PS-12C regulated power supply and PS-14 bias power supply. Includes built-in linearity pattern generator. Requires 38½-inch rack space... | 2,650.00    |
| 6A   | 1        | 410-A synchronizing generator, for rack mounting binary counter type, includes built-in power supply. Requires 10½-inch rack space, at \$1,850.....                                                       |             |
| 6B   | 1        | Optional substitute for item 6, 400-B synchronizing generator, portable type, complete at \$1,500.....                                                                                                    |             |
| 7    | 1        | VSTA-4 VHF vee antenna, 4 stacked elements, omnidirectional, 5 decibal power gain, specify VHF channel .....                                                                                              | 1,900.00    |
| 7A   | 1        | Substitute for item 7 if station is to be UHF: USTA-8 UHF antenna, 8 stacked elements, omnidirectional, 9 decibel power gain, specify UHF channel, at \$3,500.....                                        |             |
| 8    | 2        | 300-D Vidicon camera chains, portable, at \$4,600....                                                                                                                                                     | 9,200.00    |
| 8A   | 2        | Optional substitute for item 8, 300-D Vidicon camera chains, studio type, at \$4,900.....                                                                                                                 |             |
| 9    | 1        | A-069-3 film camera lens, 3-inch, F/2.5.....                                                                                                                                                              | 88.00       |
| 10   | 1        | A-069-1 live camera lens, 1-inch, F/1.5.....                                                                                                                                                              | 98.00       |
| 10A  | —        | Optional additional lenses:<br>A-069-2 camera lens, ½-inch, F/1.5 at \$99.....<br>A-069-4 camera lens, 2-inch, F/1.9 at \$88.....                                                                         |             |
| 11   | 1        | B-052-1 interconnecting cable, pulse, 1 required per camera chain in excess of 10.....                                                                                                                    | 60.00       |
| 12   | 1        | C-077-1 optical multiplexer, complete with stand and single field lens.....                                                                                                                               | 245.00      |
| 13   | 1        | C-080 film camera mounting pedestal.....                                                                                                                                                                  | 120.00      |
| 14   | 1        | Gray Telojector mounting pedestal.....                                                                                                                                                                    | 195.00      |
| 14A  | 1        | Optional substitute for item 14, slide projector mounting pedestal for item 4A consisting of C-0922 base, C-022 pedestal, and B-541 adapter plate, at \$100 .....                                         |             |

**EQUIPMENT AND COSTS FOR LOW POWER TV STATIONS**

| <i>Item</i>            | <i>Quantity</i> | <i>Description</i>                                                                                                                                                                                                                                                                                                                                                                                       | <i>Price</i>       |
|------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 15                     | 1               | AVC-L audio-video operating console providing audio, video, and projection switching control, with facilities for handling 4 audio and 4 video inputs with monitor and preview switching, and remote control of 2 film projectors and 2 slide projectors; includes CP-11, CP-14, and CP-15 panels, CH-2B console and audio amplifiers (2 preamps, 1 program amplifier and 1 monitor amplifier) . . . . . | 2,100.00           |
| 15A                    | 1               | Video mixing option: Add video fade and lap dissolve facilities, includes conversion of CP-15 to CP-15A by addition of switch row and fader mechanism, 2 VA-18 modular amplifiers for mixing and RA-8 rack mounting chassis (installed in AVC-1 at factory if ordered with AVC-1, otherwise available as a field modification kit), at \$330. . . . .                                                    | .....              |
| 15B                    | 1               | TT-14B 3-speed 12-inch transcription turntable with cabinet, 106SP tone arm, 2 reluctance cartridges and diamond stylii, 602B equalizer, complete. . . . .                                                                                                                                                                                                                                               | 350.00             |
| 15C                    | 1               | Audio preamplifier option: Add preamplifier (5116) and tray (5106) to AVC-1 console for converting high-level input to low-level input; includes operating tubes (installed in AVC-1 at factory if ordered with AVC-1, otherwise supplied as field kit), at \$109. . . . .                                                                                                                               | .....              |
| 16                     | 1               | M16A master monitor . . . . .                                                                                                                                                                                                                                                                                                                                                                            | 2,150.00           |
| 17                     | 2               | PS-12C regulated power supplies for M16A and audio-video amplifiers, requires 10½ inches rack space, at \$280 . . . . .                                                                                                                                                                                                                                                                                  | 560.00             |
| 18                     | 1               | CH-3A console housing with sliders, blower and filter; for M16A master monitor. . . . .                                                                                                                                                                                                                                                                                                                  | 370.00             |
| 19                     | 1               | CH-2A console housing, flat top, for portable Vidicon camera controls and power supplies. . . . .                                                                                                                                                                                                                                                                                                        | 160.00             |
| 20                     | 1               | Relay kit for remote control of slide projector, item 4A, at \$30. . . . .                                                                                                                                                                                                                                                                                                                               | .....              |
| 21                     | 1               | PS-13 low-voltage power supply, 24-volt direct current, 5 amperes, requires 7 inches rack space. . . . .                                                                                                                                                                                                                                                                                                 | 235.00             |
| 22                     | 2               | K-56 Setchell-Carlson 17-inch picture monitors (camera monitors), at \$199. . . . .                                                                                                                                                                                                                                                                                                                      | 398.00             |
| 23                     | 1               | K-56S Setchell-Carlson 17-inch picture and sound monitor (announce monitor) . . . . .                                                                                                                                                                                                                                                                                                                    | 214.00             |
| 24                     | 2               | R-1 racks, with rear doors. . . . .                                                                                                                                                                                                                                                                                                                                                                      | 184.00             |
| 25                     | 1               | A-072-1 camera tripod and friction head, heavy duty. . . . .                                                                                                                                                                                                                                                                                                                                             | 150.00             |
| 26                     | 1               | B-030-1 3-wheel dolly. . . . .                                                                                                                                                                                                                                                                                                                                                                           | 45.00              |
| 27                     | 1               | Senior Colortran lighting kit, code KSR. . . . .                                                                                                                                                                                                                                                                                                                                                         | 265.00             |
| 28                     | 1               | TA-3 plug-in meter for checking power supplies and calibrating M16A master monitor. . . . .                                                                                                                                                                                                                                                                                                              | 60.00              |
| 29                     | 2               | SP-2 side panels for operating console lineup, left and right, at \$5. . . . .                                                                                                                                                                                                                                                                                                                           | 10.00              |
| 30                     | 2               | SP-1 side panels for R-1 rack, left and right, at \$14. . . . .                                                                                                                                                                                                                                                                                                                                          | 28.00              |
| 31                     | 1               | Hewlett-Packard model 335 E TV station monitor, aural modulation, and aural/visual carrier frequency monitor . . . . .                                                                                                                                                                                                                                                                                   | 2,050.00           |
| 32                     | 1               | AV12 rebroadcast receiver, VHF. Add \$10 for UHF channel, specify channel. . . . .                                                                                                                                                                                                                                                                                                                       | 225.00             |
| 33                     | 2               | 635 EV microphone dynamic, omnidirectional, at \$41.40 . . . . .                                                                                                                                                                                                                                                                                                                                         | 82.80              |
| 33A                    | 2               | 420 EV desk stand for microphone, at \$12. . . . .                                                                                                                                                                                                                                                                                                                                                       | 24.00              |
| 34                     | —               | Towers, on application. . . . .                                                                                                                                                                                                                                                                                                                                                                          | .....              |
| 35                     | —               | Transmission line, on application. . . . .                                                                                                                                                                                                                                                                                                                                                               | .....              |
| 36                     | —               | Other accessories, on application. . . . .                                                                                                                                                                                                                                                                                                                                                               | .....              |
| <b>Total . . . . .</b> |                 |                                                                                                                                                                                                                                                                                                                                                                                                          | <b>\$35,811.80</b> |

## Don Lee's Do-it-yourself Hints



*Mutual*  
**DON LEE**  
 RADIO  
 1313 North Vine Street  
 Hollywood 28, California

**DON'T MISUNDERSTAND US, WE DON'T RECOMMEND COUNTERFEITING...**

We're talking about the best advertising medium on the Pacific Coast—Don Lee Radio.

In a recent survey Dr. Ernest Dichter asked Pacific Coast merchants which radio network, in their opinion, people listen to most—60% said Don Lee.

Use the Radio Network both merchants *and* listeners prefer—the nation's greatest regional network—Don Lee.

**DON LEE IS PACIFIC COAST RADIO**

Represented nationally by H-R Representatives, Inc.





# RADIO NETWORKS

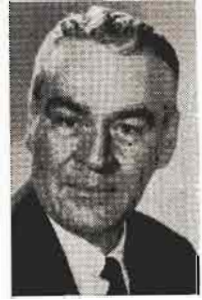
-----  
AFFILIATED STATIONS  
OWNED & OPERATED  
STATIONS  
EXECUTIVE PERSONNEL  
U. S. A. NETWORK MAPS

1957

---

## Resurgence of Network Radio Striking, Yet Understandable

---



GEORGE COMTOIS  
Vice-President, Sales  
ABC Radio Network

THE outlook for network radio is so good for 1957 that Dec. 28, 1956 ABC Radio announced an increase in network radio rates effective April 1, 1957.

ABC Radio's decision to raise rates on the segmented programs in our Morning Bloc under the ABC-Dispersion Plan is based on the fact that progress on the road back for network radio can best be accelerated by providing the industry at large with a more accurate reflection of the real worth of a network radio buy in the rates charged for that buy. While the ABC Radio rate increases are modest, they signify the increasing recognition, importance and value of network radio as a national medium.

◊

Radio has passed through a difficult period over the past decade because it has taken advertisers time to discover that \$1,000 spent in 1956 to reach 1,500,000 homes per minute is an even better buy than \$5,000 spent in 1946 to reach 5,000,000 homes per minute. While this may seem to be a very simple thing to "discover," one must remember that the buyer of advertising has traditionally been used to buying something that *assembles* a crowd for him—like the high rated radio show of yesterday and the high rated TV show of today.

In 1956, while fewer crowds were *assembled* at any one time by radio, radio as an individual listening medium *followed* more individuals than ever before—in 47,000,000 homes with radios in 35,000,000 autos with radios, in 142,000,000 individual radio set locations throughout America. With radio rates lowered in keeping with the smaller crowds *assembled*, the point was finally reached where radio was at once broad enough (thanks to the phenomenal continuing growth of set circulation) in minute-by-minute cost to actually enable an advertiser to economically pursue the media man's dream of *following* the individuals wherever they are.

◊

Moreover, this technique of mass penetration and saturation, made possible by the new pattern of radio's cost and circulation today, furthers one of the most important selling techniques of advertising—namely, *repetition*. Not only does the radio advertiser get more homes per minute for less money today than he did ten years ago, he broadcasts his message more often, with greater

frequency than ever before possible for that money. The advertisers who know about radio's change—in *method* of buying and *costs* of buying—are enthusiastic about radio because it is the most successful, economical medium they have ever used. Small advertisers have perhaps been the first to learn about radio's change and new vitality, because their inability to afford TV on a large scale has made them more expert on the use of radio and other media. Also, the small advertiser can usually feel results and trace those results to his use of radio more handily than the large advertiser.

◊

The sheer weight of research evidence brought to bear in network radio's behalf has operated in the past year to saturate the buyers of advertising with the realization of network radio's strength. The demonstrable power of the medium has, in 1956, helped move network radio from the Time buyer's desk to the Plan Board table. Similarly, the advertiser is concerning himself more and more with his radio appropriations and not delegating complete responsibility for "fill-in" coverage. The great thing for network radio has been the growing realization by both agency and advertiser in case after case that with over 75% of all homes now TV-equipped the only way to consider network radio is on the basis of total U.S. homes delivered.

◊

The resurgence of network radio is really not so surprising. Actually, trade opinion on the value of the medium has tended to follow public opinion—which has certainly changed. Advertest Research has asked TV owners every year since 1949 in a continuing study if they think TV will replace radio and if they think they will continue to listen to radio. In 1949 52% said TV would replace radio. In 1956 only 11% thought so and 89% reported they will continue to listen to radio.

In all areas, on all fronts 1957 will be a year of greater strength for the radio medium, greater progress for networks and greater rewards and advantages for those who make use of its facilities.



# A M E R I C A N BROADCASTING COMPANY, INC.

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

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

Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theaters, Inc.

## Board of Directors

|                        |                         |
|------------------------|-------------------------|
| Earl E. Anderson       | Robert H. Hinckley      |
| John Balaban           | Robert L. Huffines, Jr. |
| A. H. Blank            | William T. Kilborn      |
| John A. Coleman        | Sidney M. Markley       |
| Charles T. Fisher, Jr. | Walter P. Marshall      |
| E. Chester Gersten     | Edward J. Noble         |
| Leonard H. Goldenson   | Robert H. O'Brien       |
| H. Hugh McConnell      | R. B. Wilby             |

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

## Officers

|                      |                                                                                                             |
|----------------------|-------------------------------------------------------------------------------------------------------------|
| Leonard H. Goldenson | President of American Broadcasting-Paramount Theatres and Acting President of the American Broadcasting Co. |
| James T. Aubrey, Jr. | Vice President                                                                                              |
| James W. Beach       | Vice President                                                                                              |
| Alfred Beckman       | Vice President                                                                                              |
| Slocum Chapin        | Vice President                                                                                              |
| John Daly            | Vice President                                                                                              |
| Edward DeGray        | Vice President                                                                                              |
| Michael J. Foster    | Vice President                                                                                              |
| Robert H. Hinckley   | Vice President                                                                                              |
| Earl Hudson          | Vice President                                                                                              |
| Frank Marx           | Vice President                                                                                              |
| John H. Mitchell     | Vice President                                                                                              |
| Simon B. Siegel      | Treasurer of American Broadcasting-Paramount Theatres & Treasurer of American Broadcasting Company          |
| Robert L. Stone      | Vice President                                                                                              |
| Oliver Treyz         | Vice President                                                                                              |
| Thomas Velotta       | Vice President                                                                                              |
| Mortimer Weinbach    | Vice President & General Counsel                                                                            |
| Omar Elder           | Secretary & Asst. General Counsel                                                                           |
| Michael P. Boland    | Assistant Treasurer                                                                                         |
| J. Russell Gavin     | Assistant Treasurer                                                                                         |

## NEW YORK

7 West 66th Street

New York 23, New York

Stephen Riddleberger..... Administration V.P.

## Engineering & General Service

|                     |                               |
|---------------------|-------------------------------|
| Frank Marx          | Vice President in Charge      |
| John Bourcier       | Operations Supervisor         |
|                     | Engineering, Radio            |
| Richard Hamilton    | Supr. of Communications       |
| George Milne        | Traffic Coordinator           |
| Clure Owen          | Administrative Assistant      |
| John Preston        | Director of Engineering       |
|                     | Facilities & General Services |
| Lawrence A. Ruddell | Recording Director            |
| Joseph J. Spagnola  | Director of                   |
|                     | Office & Studio Services      |
| William Trevarthen  | Director of                   |
|                     | Engineering Operations        |
| Reginald Willcocks  | Traffic Manager               |

## Finance

|                    |                                                                                                    |
|--------------------|----------------------------------------------------------------------------------------------------|
| Simon B. Siegel    | Treasurer of American Broadcasting-Paramount Theatres & Treasurer of American Broadcasting Company |
| Michael P. Boland  | Assistant Treasurer                                                                                |
| Joseph Fitzpatrick | Internal Auditor                                                                                   |
| J. Russell Gavin   | Assistant Treasurer                                                                                |
| Edward Graesse     | Manager of Treasury Affairs                                                                        |
| Marie McWilliams   | Director of Personnel                                                                              |

## Legal

|                   |                               |
|-------------------|-------------------------------|
| Mortimer Weinbach | V.P. & General Counsel        |
| Omar Elder        | Secy. & Asst. General Counsel |
| Richard L. Freund | Dir. of Labor Relations       |

## News, Special Events, Sports & Public Affairs

|                       |                                                                                          |
|-----------------------|------------------------------------------------------------------------------------------|
| John Daly             | Vice President in Charge of News                                                         |
| Thomas Velotta        | Vice President & Administrative Officer of News, Special Events, Sports & Public Affairs |
| Donald Coe            | Director of Special Events & Operations                                                  |
| Ruth Crawford         | Librarian                                                                                |
| Francis N. Littlejohn | Director of News & Public Affairs                                                        |
| William Whitehouse    | Director of Sports                                                                       |





## Program

|                     |                           |
|---------------------|---------------------------|
| Ray Diaz            | National Program Director |
| Walter A. Gustafson | Supr. of Sound Effects    |
| William Hamilton    | Eastern Program Manager   |
| James McConnochie   | Mgr. of Announcing Div.   |
| J. Ward Mitchell    | Mgr. of Script            |

# AMERICAN BROAD

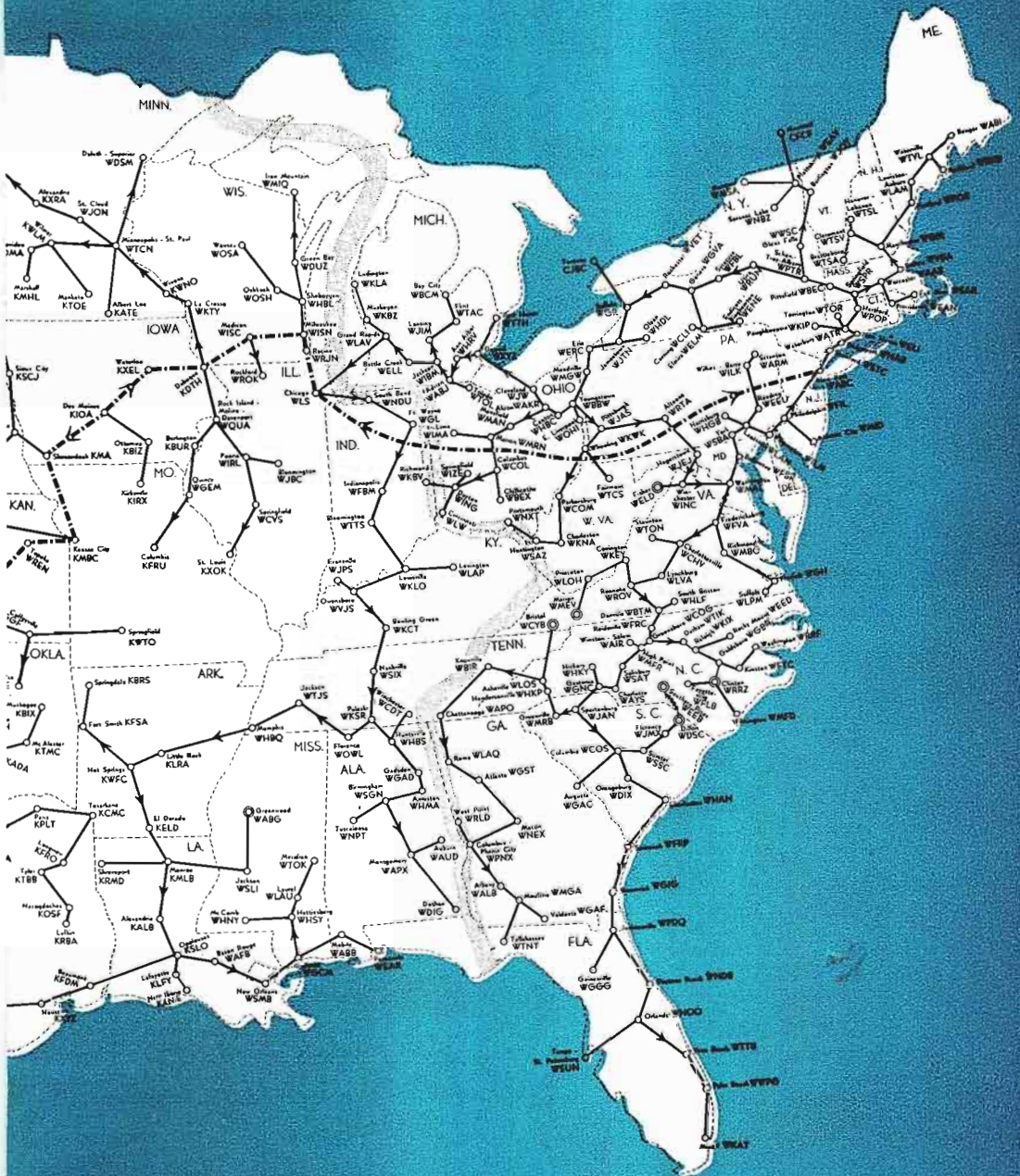


## LEGEND

-  REVERSIBLE LINE
-  DIRECTIONAL-ONE WAY
-  FM SIGNAL
-  DAYTIME ONLY AM STATION



# CASTING COMPANY



George Sax..... National Dir. of Program  
Operations & Cooperative Program Mgr.  
Frank Vagnoni..... Manager of Music Division—  
Radio

### Press Information and Advertising

Michael J. Foster..... Vice President in Charge  
Press Information, Advertising  
John H. Eckstein..... Director of Advertising  
Hank Warner..... Dir. Press Information

### Continuity Acceptance

Grace Johnsen..... Dir. of Continuity Acceptance

### Research & Sales Development

Dean Shaffner..... V.P., Research and Sales Dev.  
Edward Armsby..... Mgr. of Sales Development  
Lawrence Pollock..... Manager of Research

### Sales

George Comtois..... V.P., Charge of Sales  
S. William Aronson..... Director of Sales Service  
Margaret Fischer..... Mgr. of Order Processing  
Leslie Harris..... Eastern Sales Manager  
Peter Wade..... Director of Station Clearance

### Station Relations

Edward DeGray..... V.P., Charge of Station Relations

## CHICAGO

20 North Wacker Drive  
Chicago 6, Illinois

Clar Heider..... National Spot Sales Mgr.  
Elliott W. Henry, Jr..... Director of  
Publicity & Promotion  
William P. Kusack..... Manager of Engineering  
Department  
Ernest Walker..... Sales Mgr., Central Division

## DETROIT

1700 Stroh Building  
Detroit 26, Michigan

James G. Riddell..... President & General Mgr.  
Robert Baker..... Radio Studio Manager  
Joseph C. Cassel..... Contoller  
Harold Christian..... V.P. in Charge of  
Merchandising & Research  
Page Heldenbrand..... Promotion Manager  
Charles Kocher..... Chief Engineer  
Harold Neal..... V.P. in Charge of Radio  
Olive Davis..... Traffic Manager, Radio

## HOLLYWOOD

1539 N. Vine Street  
Hollywood 28, California

Earl Hudson..... Vice President  
J. Clifford Anderson..... Director of Labor Relations  
William P. Baxley..... Sales Manager, KABC Radio  
Dorothy L. Brown..... Continuity Acceptance Editor,  
Western Division  
Dresser Dahlstead..... Program Manager, Western  
Division  
Ralph C. Denechand..... Asst. to Chief Engineer,  
Western Division

Theodore Grenier..... Chief Engineer, Western  
Division  
John S. Hansen..... General Manager of KABC  
Allen E. Maynard..... Purchasing Agent and  
Building Maintenance Supervisor  
Courtney McLeod..... Dir. of Network Traffic,  
Station Clearance & TV Sales Service,  
Western Division  
Robert P. Myers..... Pacific Coast Counsel—ABC  
Daniel P. O'Reilly..... News Editor, Western Div.  
Florence T. Schiro..... Personnel Director  
John C. Wagner..... Contoller, Western Division  
Harry Woodworth..... Director of Radio, Western  
Division

## SAN FRANCISCO

277 Golden Gate Ave.  
San Francisco 2, California

John H. Mitchell..... V.P. in Charge of  
San Francisco Office  
Russ Baker..... Program Manager  
Jon Barkhurst..... Dir. of Station & Program  
Exploitation  
Harry Jacobs..... Chief Engineer & Building  
Maintenance Manager  
Edith Kirby..... Traffic Manager  
David E. Lundy..... Asst. Sales Mgr., KGO  
Lorraine Pederson..... Continuity Acceptance Editor  
Victor Reed..... Manager of News &  
Special Events & Advertising, Promotion &  
Publicity  
David Sacks..... Sales Manager—KGO and KGO-TV  
Henry Saroyan..... Contoller & Purchasing Agent  
Edward Smith..... Production Manager  
Mary Jean Wolf..... Sales Service Manager

## WASHINGTON

1735 DeSales Street, N.W.  
Washington, D. C.

Robert H. Hinckley..... Vice President in  
Charge of Washington Office

## NEW YORK

7 West 66th Street  
New York 23, New York

Stewart Barthelmess..... General Manager  
Myrtle Tower..... Program Director  
Robert Noble..... Sales Manager

## ABC RADIO STATIONS AFFILIATES ADVISORY BOARD

District 1... Simon Goldman, WJTN, Jamestown,  
N. Y.  
District 2... J. P. Williams, WING, Dayton, Ohio  
District 3... Ben A. Laird, WDUZ, Green Bay,  
Wisconsin  
District 4... T. B. Lanford, KALB, Alexandria, La.  
District 4... C. B. Locke, KFDM, Beaumont, Texas  
District 6... William Grove, KFBC, Cheyenne,  
Wyoming  
District 7... James Wallace, KPQ, Wenatchee,  
Washington  
District 8... J. S. Younts, WEEB, Southern Pines,  
N. C.



## Network Radio Suits Needs of Major Advertising Firms



By  
ARTHUR HULL  
HAYES  
President  
CBS Radio

THE trend for radio is upward. Almost 14,000,000 new radios were sold last year which indicates that more listeners are listening. More advertisers are buying time. Why? I think the reason is that radio has maintained its unique effectiveness for entertaining, informing and persuading large audiences. Certainly, if the developments of the past year are a reliable barometer, the CBS Radio Network, in particular, has every reason to look forward confidently during the ensuing months.



One of the first principles of advertising is that, in order to be effective, it must be repetitive and it must reach a lot of people. Because the radio medium does fulfill this function, more and more national advertisers are recognizing this fact, and they recognize further that they can secure effective advertising at the right price.

At any given moment, for example, the entire nation-wide audience for radio *can* be reached only through the use of virtually all of the 2971 commercial AM radio stations deployed across the country. But how many—if any—advertisers can buy time on *all* of these stations on a consistent and repetitive basis? Here, therefore, is where network radio is tremendously advantageous and demonstrates its effectiveness. And this is why, for an increasing number of advertisers, the answer continues to lie in network radio. Although only about 42 per cent of the commercial radio stations are affiliated with networks, these network stations account roughly for about two-thirds of the families listening to week-day, mid-day radio—a formidable percentage figure.



In this area the CBS Radio Network is dominant. CBS Radio's 201 affiliated stations, representing about seven per cent of all commercial stations in the United States, account for more than 26 per cent of the week-day, mid-day listening. This is more than the listening commanded by *any* other network and as much as the listening to the next two networks combined. CBS Radio has retained and has increased its audience domi-

nance because it has maintained the quality of its programs and has not slackened its alertness to listeners' tastes and preferences. This emphasis on the importance of programming is, in fact, the foundation on which CBS Radio has rested from its very beginnings. And attention to programming quality gives advertisers access, not only to larger audiences, but to more responsive ones.



These factors are the basis for the confidence which major advertisers are displaying in radio as a potent selling medium. CBS Radio, for example, can point to a number of tremendously important business organizations which have allocated a sizable portion of their advertising dollar to impressive time purchases on the network. Gross time purchases of a million dollars or more were made by the following in recent months: Colgate-Palmolive, \$3 million; Lever Brothers, \$3 million; Slenderella International \$1 million; Standard Brands, \$1½ million; Scott Paper Co., \$1,000,000. In addition, time purchases from the CBS Radio Network included renewals by such companies as Chevrolet, Delco, Brown & Williamson and the Wm. Wrigley Co. Where such advertisers lead, it is inescapable that others follow. The reason is simple: it's good business to buy radio!



The final barometer of advertising interest in network radio is the fact that, at this writing, 91 per cent of the CBS Radio Network's daytime programming is sold out—an improvement of more than 100 per cent on the status which was reported six months ago.

There can be little doubt about radio's continued growth and vitality. Certainly the developments of the past year seem to be a reliable indicator toward the continued growth and health of radio, both for 1957 and the years beyond.







# CBS, INC.

## CBS RADIO DIVISION

### *Executives and Staff*

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

Telephone: PLaza 1-2345

*Registered Telegraphic Address—COLUMBIA NEW YORK*

#### BOARD OF DIRECTORS CBS, INC.

|                        |                       |
|------------------------|-----------------------|
| William S. Paley.....  | Chairman              |
| Leon Levy.....         | J. L. Van Volkenburg  |
| Samuel Paley.....      | Robert A. Lovett      |
| J. A. W. Iglehart..... | Charles F. Stromeyer  |
| Ralph F. Colin.....    | Arthur Hull Hayes     |
| Frank Stanton.....     | H. C. Bonfig          |
| Edward R. Murrow.....  | Millicent C. McIntosh |
| James B. Conkling..... |                       |

#### OFFICERS

|                           |                       |
|---------------------------|-----------------------|
| William S. Paley.....     | Chairman of the Board |
| Frank Stanton.....        | President             |
| H. C. Bonfig.....         | Vice President        |
| James B. Conkling.....    | Vice President        |
| William C. Fitts, Jr..... | Vice President        |
| Peter C. Goldmark.....    | Vice President        |
| Lewis Gordon.....         | Vice President        |
| Ralph Hardy.....          | Vice President        |
| Arthur Hull Hayes.....    | Vice President        |
| Clarence H. Hopper.....   | Vice President        |
| Lawrence W. Lowman.....   | Vice President        |
| Sig Mickelson.....        | Vice President        |
| Richard S. Sakant.....    | Vice President        |
| Charles F. Stromeyer..... | Vice President        |
| J. L. Van Volkenburg..... | Vice President        |
| Julius F. Brauner.....    | Secretary             |
| Samuel R. Dean.....       | Treasurer             |
| Arthur S. Padgett.....    | General Auditor       |
| Harold Lang.....          | Assistant Treasurer   |
| Walter J. Hungerford..... | Assistant Secretary   |
| Richard W. Jencks.....    | Assistant Secretary   |
| Milton R. Newman.....     | Assistant Secretary   |

#### CBS RADIO DIVISION Officers

|                            |                                                         |
|----------------------------|---------------------------------------------------------|
| Arthur Hull Hayes.....     | President                                               |
| James M. Seward.....       | Executive Vice President                                |
| H. Leslie Atlass.....      | Vice President in Charge of Central Division            |
| Howard G. Barnes.....      | Vice President in Charge of Network Programs            |
| I. S. Becker.....          | Vice President in Charge of Business Affairs            |
| Jules Dundes.....          | Vice President in Charge of Station Administration      |
| William Froug.....         | Vice President in Charge of Network Programs, Hollywood |
| Horace R. Guillolette..... | Vice President in Charge of Operations                  |
| Louis Hausman.....         | Vice President in Charge of Advertising and Promotion   |
| John J. Karol.....         | Vice President in Charge of Network Sales               |
| William A. Schudt, Jr..... | Vice President in Charge of Station Relations           |
| Geraldine B. Zorbaugh..... | Vice President and General Attorney                     |
| Walter P. Rozett.....      | Director of Administrative Operations                   |

#### Accounting

George B. Stadtmuller.... Director of Accounting

#### Business Affairs, Network Program

|                       |                                         |
|-----------------------|-----------------------------------------|
| I. S. Becker.....     | Vice President in Charge                |
| Preston Pumphrey..... | Asst. to V.P.                           |
| Sherman McQueen.....  | Asst. Dir., Hollywood                   |
| Anne Nelson.....      | Director of Business Affairs, Hollywood |

#### Editing

Don Ball ..... Director

## Legal

Geraldine Zorbaugh.....V.P., General Attorney  
Robert Danne.....Asst. General Attorney

## Network Programs

Howard G. Barnes.....Vice President, Network Programs  
Gerald Maulsby.....Manager of Network Broadcasts  
Harlan Dunning.....Program Supervisor  
James Fasset.....Supervisor of Music  
Charles Monroe.....Director, Program Writing

## Network Sales

John Karol.....Vice President in Charge of Network Sales  
Ben S. Lochridge.....Network Sales Manager  
William W. Firman.....Eastern Sales Manager  
Frank Nesbitt.....Director of Sales Development  
Edward E. Hall.....Business Manager of Network Sales  
Lillian Selb.....Manager, Contracts and Estimates  
Jack Martin.....Manager, Sales Service

## Pacific Coast Office

Jack Donahue.....Sales Manager

### Chicago Office, 410 Michigan Ave.

Roger K. Huston.....Manager

### Los Angeles Office, 6120 Sunset Blvd.

Jack Donahue.....Manager

### San Francisco Office, Palace Hotel

Robert Price.....Manager

### Detroit Office, Fisher Bldg.

Alexander Knox, Jr.....Manager

## News and Public Affairs

Sig Mickelson.....Vice President in Charge  
John F. Day.....Director of News  
Irving Gitlin.....Director of Public Affairs  
George Crothers.....Dir. of Public Service Broadcasts  
Robert Skedgell.....Assistant Director of News, Radio  
John Jefferson.....Assistant Director, Public Affairs

Theodore Koop.....Director of News and Public Affairs, Washington  
William C. MacPhail.....Director of Sports  
Helen Sioussat.....Director of Talks  
Lewis Shollenberger.....Director of Special Events, Washington

## Operations

Horace Guillotte.....Vice President in Charge  
James Sirmons.....Manager of Network Operations  
Davidson Vorhes.....Manager, Technical Operations and Chief Engineer, WCBS  
Julius Mattfield.....Director of Music Library  
Lucile Singleton.....Manager of Record and Script Library  
W. C. Harrington.....Manager, Music Clearance  
Albert Bryant.....Manager, Office Services  
Laurette Banks.....Supervisor of Ticket Bureau

## Press Information—Audience Promotion

Charles S. Steinberg.....Director  
Lloyd Brownfield.....Director of Press Information, Hollywood  
Sid Garfield.....Director of Exploitation  
Anne Harding.....Manager, Service Division  
Raymond Hughes.....Manager, Magazine Division  
Howard Berk.....Trade News Editor  
Melvin Spiegel.....Manager

## CBS-OWNED STATIONS

### WCBS and WCBS-FM

#### 485 Madison Ave., New York 22

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

### KCBS and KCBS-FM

#### Palace Hotel, San Francisco 5

KCBS and KCBS-FM  
Henry Untermeyer.....General Manager  
Roland Kay.....Sales Manager  
Evelyn Clark.....Promotion Manager  
Pede Worth.....Program Director  
Don Mozley.....News Director

## **KMOX**

**401 S. Twelfth Blvd., St. Louis 2**

Robert Hyland.....General Manager  
Charles Burge.....Sales Manager  
Mark Russell.....Program Manager  
Foster Brown.....Promotion Manager  
Frank Zwart.....News Director

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

**6121 Sunset Blvd., Los Angeles 28**

Bert West.....General Manager  
Donald Ross.....Sales Manager  
Robert Sutton.....Program Manager  
John Asher.....Promotion Manager  
John Beck.....News Director  
Maury Webster.....Director of Operation

## **WBBM and WBBM-FM**

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

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

## **WEEI and WEEI-FM**

**182 Tremont St., Boston 12**

Thomas Gorman.....General Manager  
Robert Sinent.....Sales Manager  
Ken Ovenden.....Program Manager  
Joseph Cullaine.....Promotion Manager  
Charles Ashley.....News Director

## **HOUSEWIVES' PROTECTIVE LEAGUE PRODUCTIONS**

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

## **CBS RADIO SPOT SALES**

Gordon Hayes.....General Manager  
Milton F. Alliston.....Eastern Sales Mgr.  
Ray Kremer.....Manager, Sales Department  
Richard Hess.....Research Manager  
Fred Heywood.....Sales Promotion Manager

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

Thomas Peterson.....Western Sales Manager

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

George R. Swearinger, Jr.....Sales Manager

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

Ralph H. Patt.....Sales Manager

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

Roland H. McClure.....Sales Manager

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

Byron Nelson.....Sales Manager

## **Station Relations**

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

## **Research**

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

## **Sales Promotion and Advertising**

Louis Dorfsman.....Director  
Murray Salberg.....Manager of Program  
Promotion  
Arnold Benson.....Director Station Promotion  
Service  
Richard Golden.....Director, Network Sales  
Presentations  
Edward Kaytin.....Associate Director,  
Network Sales Presentations  
Naomi Andrews.....Network Copy Chief  
Irving Miller.....Director, Art Service,  
CBS-Owned Stations Promotion  
Joseph Tole.....Production Manager



## Network Radio Structure Seen as Filling Manifold Needs



By  
JOHN B. POOR  
President  
Mutual Broadcasting  
System

**R**ADIO'S resurgence is the misnomer that's making the rounds.

It is not a resurgence. Dictionaries define the word as a "rising or a tendency to rise." And where radio is concerned that is definitely incorrect.

The phrase that should be used these days is "radio's recognition." For that is what we have today—a recognition by all advertisers that radio is the big medium for flexible and elastic impact on the biggest possible mass audience in the world. And it is done by network radio at a minimum in cost.



This year 1957 actually marks a carry-over of a rekindled interest by national advertisers in network radio's commercial impression impact. This closer attention to network radio's potentials became markedly apparent in 1956 when our own Research Department checked the commercial minute impressions on network radio ordered over a specified period of time that year against a similar period in the preceding year 1955 — and showed there was a big increase.

I have constantly harped on the fact that network radio's big problem was the simple fact it was being eclipsed by network television. And, taking my theme from Mark Twain's famed Connecticut Yankee story, I point out these days that network radio's solution to the problem is to remove itself from the picture medium's shadow.

We did that in 1956. And we are setting our sights not to increase that campaign throughout 1957 and the years ahead. We know we're on the right track.



We have many criteria to prove our points. Firstly, last year appliance makers made and sold twice as many radio sets as they did television. As I noted above, last year more and more advertising agencies began counseling clients to spread advertising dollars more sagely by increasing allocations for network radio. We know, too, that now as never before the great American public is a mobile force—constantly on the move via new cars and newer highways.

All these are signs of the times that none of us—whether we be network operators, affiliates or national and regional advertisers—can overlook. Americans are moving out of their homes these evenings. They're traveling. They're attending drive-in theaters and enclosed theaters. They're visiting people. They've stopped hibernating.

And wherever they go there's radio. When these words are printed there will be upwards of 150 million radio sets in use throughout the country. There are more than 40 million radio-equipped cars, trucks and busses. It's the biggest mass audience in the world. And it can only be reached by radio—with network radio most efficient in this process.



There are skeptics who talk down the advantages of network radio. Fortunately, they are few today.

I have seen at first hand that local programming kept strictly on a local level has manifold limitations and is far from the answer to good programming, economically sound and progressive radio programming.



That has to be an interlocking of local interests between the specifics for neighborhood (areas of 100 to 200 square miles within the radial transmitting distances of average a.m. stations) and local programming and the spectacular, colorful broadcasting that radio listeners have come to depend on these days—the type of interstudded programming that only a network can provide.

Only a network can go round the world—for news where it is actually happening—for events as they actually occur. This is network radio's big plus.

And never again in our lifetime will we see it overshadowed.





# MUTUAL BROADCASTING SYSTEM

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

## Executive Personnel

### Board of Directors

Thomas F. O'Neil.....Chairman  
 Elbert M. Antrim.....WGN, Chicago,  
 Vice Chairman  
 Willet H. Brown...Don Lee Network, Hollywood  
 Gordon Gray.....WOR—WOR-TV Division  
 Benedict Gimbel, Jr.....WIP, Philadelphia  
 John B. Poor.....MBS, N. Y.  
 Ward D. Ingram...Don Lee Network, Hollywood  
 J. Glen Taylor.....RKO Teleradio Pictures, Inc.  
 Robert A. Schmid.....MBS, N. Y.

### Officers

Thomas F. O'Neil.....Chairman of the Board  
 Elbert M. Antrim...Vice Chairman of the Board  
 John B. Poor.....President  
 Brad Simpson.....Assistant President,  
 Programming Director  
 George R. Ruppel.....Vice President,  
 Treasurer—Controller  
 Wendell B. Campbell.....Vice President, RKO  
 Teleradio Pictures, Inc., in Charge of Network  
 Sales  
 Richard J. Puff...Vice President in Charge of  
 Advertising, Public Relations and Research  
 Robert W. Carpenter..Vice President in Charge  
 of Station Relations  
 J. Glen Taylor.....Vice President  
 Carroll Marts.....Vice President in Charge,  
 Midwest Division  
 Sidney P. Allen.....Vice President in Charge,  
 Eastern Division  
 Elisha Goldfarb.....Secretary  
 William M. Regan.....Assistant Secretary

### Office Management

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

### Legal Counsel

Keith Masters, Andrew C. Hamilton, Percy H.  
 Russel, Jr.....of Kirkland, Fleming, Green,  
 Martin & Ellis, Washington, D. C. & Chicago  
 Elisha Goldfarb.....MBS, N. Y.

### Program

Brad Simpson.....Director of Programs  
 Harold M. Wagner...Manager of Program Oper.  
 Robert Maley..Director of Radio and TV Clearance  
 Ann Brown.....Music Copyright Supervisor  
 Nathan Abramson...Manager of Entertainment  
 Bureau  
 John D. Whitmore.....Exec. Producer  
 in Charge of News and Special Events  
 Art Gleeson.....Director of Sports

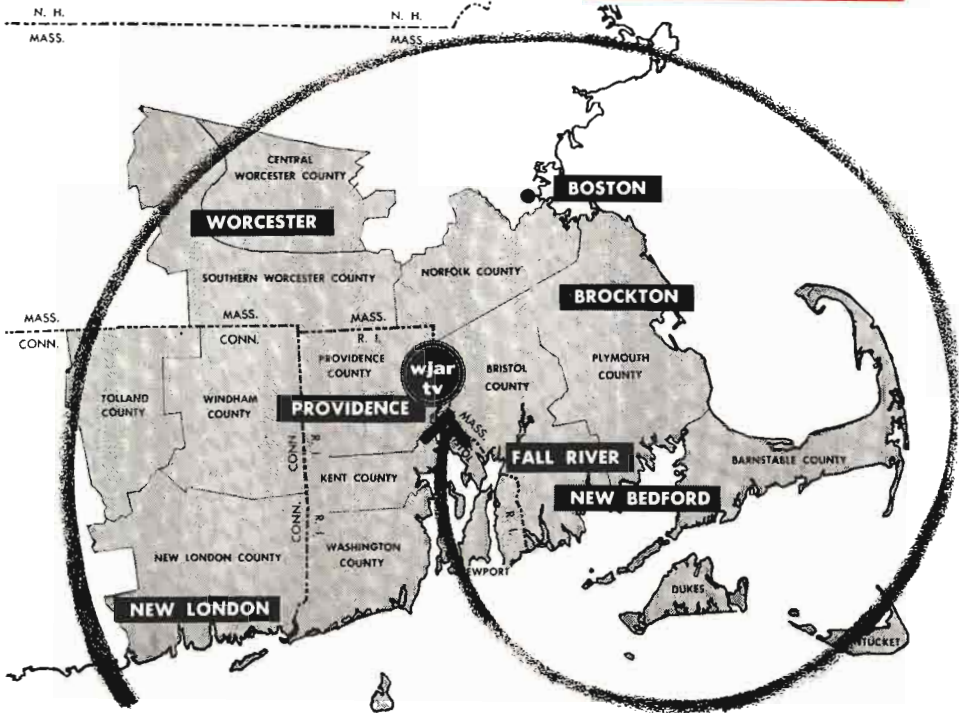
### Station Relations and Engineering

Robert Carpenter..Vice President in Charge of  
 Station Relations  
 Charles King.....Director of Station Relations





# This is the Southeastern New England Market... **810,700 Homes!**



**WJAR-TV Channel 10**  
**Reaches More of These Homes**  
**Every Day Than Any Other**  
**Television Station\***

\*A. C. NIELSEN  
 NCS No. 2 Survey  
 Spring, 1956  
 Check your Nielsen for extent  
 of Channel 10 bonus area.

Represented by  
 WEED Television



PROVIDENCE, RHODE ISLAND  
 A service of The Outlet Company



# Turnabout in the Fortunes of Network Radio Described



By  
**MATTHEW J.  
CULLIGAN**  
Vice President  
NBC Radio Network

**T**HE miraculous turnabout in the fortunes of network radio that has occurred during the past few months is definitely not a matter of luck, the failure of competition, or the charity of advertisers and agencies. It is the result, we at NBC think, of identifiable, measurable causes, all of which contribute in varying degrees. As I see it, there are seven forces which have brought about the greatly improved atmosphere for network radio. You can weigh them according to your own orientation:

1. **Stability of Audience** — Television smashed into radio nine years ago with devastating effect, particularly at night. Night-time radio lost 69% of its audience to television. To a lesser degree, daytime radio was affected. About 27% of radio's daytime audience was lost to television. But happily, the decline in radio audiences was arrested about 18 months ago, and audience levels stabilized for six months, then started a gradual, small increase. Network radio rates, however, declined faster and for a longer period than audience levels, resulting in the phenomenon of an underpriced national advertising medium.

2. **Research**—Leading national advertisers have completed research studies which have had a drastic effect on their thinking. One large soap company conducted a continuing research project over a two-year period and made a discovery which led to their purchase of \$4,000,000 in network radio. Other research is now underway, and we believe the conclusions are inevitable—that as a supplement to an existing campaign, network radio is definitely superior to any other medium—television, print or newspapers.

3. **Merchandisability** — This is an intangible, but it certainly should be considered. For more than six years television has had an almost unique explosive power with elements of the distributive and retailing trade. Almost any television caused excitement among a sales force and the trade. And no radio advertising had much effect in exciting the trade. This feverish excitement has run its course, and television no longer completely dominates the scene.

4. **Economics of Television** — The rising costs of television have militated against continuity for many advertisers. There is considerable concern about the "valleys of forgetfulness" between television exposures. Network radio is being used by bellwether advertisers to bridge the gaps between tele-

vision exposures and print exposures in weekly and monthly magazines.

5. **New Equipment**—A whole new area of service to the public is being opened via new radio equipment—such as the NBC Hot Line Service which restores to the American scene the electronic equivalent of the old newspaper's EXTRA, which was relegated to the graveyard by the speed and flexibility of radio news coverage.

6. **Need for Networks**—In recent months there have been ringing confirmations of the need for radio networks by the people whose opinions really matter. Our NBC affiliates demonstrated this beyond all doubt by accepting a change in network option time, permitting us to take under network option the first five minutes of every hour from 7:00 A.M. to 11:00 P.M. Advertisers and agencies, recognizing network radio as a supermarket way to buy, have shown their support by some recent purchases of network radio.

7. **"Imagery Transfer"**—And finally, a concept . . . "Imagery Transfer," which struck immediately among the best minds in the advertising business. The NBC Radio Network has undertaken a detailed study of "Imagery Transfer" and will shortly publish a book, called "The Scientific Basis for Imagery Transfer." The net effect of Imagery Transfer will be, in my judgment, the acceptance of network radio as a necessary part of any balanced national advertising campaign.

I would like to make three predictions about Network Radio.

1. Network Radio will be with us at least as long as any present major advertising medium—including television, magazines or newspapers.

2. The period between the Fall of 1956 and the Spring of 1957 was the turning point in the trend of Network Radio.

3. New radio audience research will be devised in 1957 which will for the first time illuminate the true audience levels of radio, including portable sets in the home, car radios and out-of-home portables.

# NATIONAL BROAD





# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

## BOARD OF DIRECTORS

|                     |                     |
|---------------------|---------------------|
| John T. Cahill      | Harry C. Ingles     |
| Charles R. Denny    | Charles B. Joffiffe |
| Frank M. Folsom     | Edward F. McGrady   |
| Harry C. Hagerty    | William E. Robinson |
| George L. Harrison  | Robert W. Sarnoff   |
| Joseph V. Heffernan | David Sarnoff       |
| Mrs. Douglas Horton | Walter Bedell Smith |
|                     | John K. West        |

## OFFICERS

|                           |                          |
|---------------------------|--------------------------|
| Robert W. Sarnoff         | President                |
| David C. Adams            | Executive Vice President |
| Harry Bannister           | Vice President           |
| Hugh M. Beville           | Vice President           |
| Kenneth W. Bilby          | Vice President           |
| J. M. Clifford            | Executive Vice President |
| Charles H. Colledge       | Vice President           |
| Matthew J. Culligan       | Vice President           |
| Michael H. Dann           | Vice President           |
| Jerry A. Danzig           | Vice President           |
| James E. Denning          | Vice President           |
| Charles R. Denny          | Executive Vice President |
| Sydney H. Eiges           | Vice President           |
| Thomas E. Ervin           | Vice President           |
| William R. Goodheart, Jr. | Vice President           |
| Richard H. Graham         | Vice President           |
| Andrew L. Hammerschmidt   | Vice President           |
| William S. Hedges         | Vice President           |
| Joseph V. Heffernan       | Vice President           |
| Jules Herbeveaux          | Vice President           |
| Edward R. Hitz            | Vice President           |
| Robert E. Kintner         | Executive Vice President |
| Robert F. Lewine          | Vice President           |
| Thomas A. McAvity         | Executive Vice President |
| Thomas C. McCray          | Vice President           |
| William K. McDaniel       | Vice President           |
| Thomas B. McFadden        | Vice President           |
| Richard A. R. Pinkham     | Vice President           |
| E. Earl Rettig            | Vice President           |
| Frank M. Russell          | Vice President           |
| Emanuel Sacks             | Vice President           |
| Thomas W. Sarnoff         | Vice President           |
| Walter D. Scott           | Vice President           |
| Carleton D. Smith         | Vice President           |
| Carl M. Stanton           | Vice President           |
| Davidson Taylor           | Vice President           |
| Mort Werner               | Vice President           |
| John K. West              | Vice President           |
| Lloyd E. Yoder            | Vice President           |

|                     |                     |
|---------------------|---------------------|
| William A. Williams | Assistant Treasurer |
| George D. Matson    | Controller          |
| John Q. Cannon      | Secretary           |
| Paul B. Lynch       | Assistant Secretary |
| John V. Shute       | Assistant Secretary |
| Raymond E. Simonds  | Assistant Secretary |

## DIVISION AND DEPARTMENTS EXECUTIVE DIVISION

|                     |                      |
|---------------------|----------------------|
| Robert W. Sarnoff   | President            |
| Thomas A. McAvity   | Exec. V.P., Staff    |
| Joseph V. Heffernan | Staff Vice President |

## ADMINISTRATIVE DIVISION

|                |                                             |
|----------------|---------------------------------------------|
| J. M. Clifford | Executive Vice President,<br>Administration |
|----------------|---------------------------------------------|

## Controllers Department

|                         |                                                        |
|-------------------------|--------------------------------------------------------|
| George D. Matson        | Controller                                             |
| Aaron Rubin             | Assistant Controller                                   |
| Robert H. Barnaby       | Manager, Capitol Budgets                               |
| Helen Davis             | Manager, General Office Services                       |
| Dick T. Hollands        | Manager, Operating Budgets<br>and Financial Evaluation |
| Charles J. Ochsenreiter | Manager, Audits and<br>Systems                         |
| Richard J. Raburn, Jr.  | Chief Accountant                                       |
| Andrew L. Hammerschmidt | V.P., Engineering<br>and Facilities Administration     |
| Joseph J. Arnone        | Manager, Design and<br>Construction                    |
| William A. Clarke       | Manager, Engineering<br>Administration and Services    |
| George K. Graham        | Liaison Engineer                                       |
| Raymond F. Guy          | Director, Radio Frequency<br>Engineering               |
| Albert Humbert          | Manager, Building Maintenance                          |
| Edward M. Lowell        | Manager, Administration                                |
| Robert F. McCaw         | Director, Facilities<br>Administration                 |
| George M. Nixon         | Director, Engineering<br>Development                   |
| Chester A. Rackey       | Director, Audio-Video<br>Engineering                   |

## Integrated Services Department

William S. Hedges.....V.P., Integrated Services  
Edwin L. Dunham.....Mgr., Music Library and  
Services  
Willard Frech.....Chief Accountant  
Mildred Joy.....Chief Librarian  
J. Robert Myers.....Manager, Traffic

## Legal Department

Thomas E. Ervin.....Vice President and  
General Attorney  
Joseph A. McDonald..Assistant General Attorney  
John V. Shute.....Assistant General Attorney  
Benjamin D. Raub.....Senior Attorney

## Personnel Department

B. Lowell Jacobsen.....Director of Personnel  
Charles Boylan.....Manager, Publications and  
Communications  
David Broadfoot.....Manager, Salary  
Administration and Records  
Richard Connell...Manager, Employee Benefits  
and Services  
William H. Craig.....Manager, Employment  
George H. Fuchs.....Manager, Labor Relations  
Dr. Bernard Handler.....Company Physician  
Eugene J. Hayman..Labor Relations Administrator  
H. O. Lumb.....Manager, Personnel  
Harvey Stackman.....Manager, Organization  
Development  
Edwin Stolzenberger.....Labor Relations  
Administrator  
Drew Van Dam.....Manager, Training and  
Procedures  
Milton E. Williams.....Manager, Safety

## Treasurer's Department

H. Earl Rettig.....Vice President and Treasurer  
William A. Williams.....Assistant Treasurer

## Operations

Charles R. Denny.....Executive Vice President

## ORGANIZATIONS SERVING THE RADIO NETWORK PUBLIC RELATIONS DIVISION

Kenneth W. Bilby.....Vice President for  
Public Relations

## Continuity Acceptance Department

Stockton Helffrich.....Director of Continuity  
Acceptance  
Carl Watson.....Manager of  
Continuity Acceptance

## National Advertising and Promotion Department

R. A. Pinkham.....Vice-President, Advertising  
John Porter.....Manager of National Adv. and  
Promotion  
Edwin Vane..Mgr., National Audience Promotion  
John Graham.....Art Director  
Donald J. Foley....National Sales Promotion Mgr.

## Press and Publicity Department

Sydney H. Eiges.....Vice President in Charge  
of Press and Publicity  
Ellis O. Moore..Director of the Press Department  
Mike Horton.....Director of Information  
Cornelius Sullivan.....Public Relations  
Representative  
Charles Henderson...Dir., Radio Network Pub.,  
O & O Stations, NBC Spot Sales  
Milton Brown.....Program Publicity Manager  
Kathryn Cole.....Manager of Information  
William Anderson.....Manager of Business  
and Trade Publicity  
Sidney Desfor.....Mgr. Photo Unit  
Robert R. Brown...Mgr., Institutional Publicity  
William B. Miller....Night Executive Officer

## Research and Planning Department

Hugh M. Beville...V.P. Planning & Development  
Dr. Thomas E. Coffin.....Manager of Research  
Allen R. Cooper..Manager of Markets and Media  
James Cornell.....Manager of Audience  
Measurement  
Barry Rumble.....Manager of Plans

## STATION RELATIONS DIVISION

Harry Bannister.....Vice President for  
Station Relations  
Donald J. Mercer....Director, Station Relations

## Technical Operations

George McElrath..Director of Technical Operations  
Reid R. Davis.....Manager, Television  
Technical Operations  
Arthur A. Garbade.....Business Manager of  
Technical Operations  
Frederick G. Knopfke..Manager of Sound Effects  
Albert W. Protzman....Supervisor, TV Studio  
Technical Operations  
Edwin Wilbur.....Networks Technical  
Operations Supervisor

## Talent Department

James E. Denning..Director, Talent and Program  
Contract Administration  
Martin J. Begley.....Casting Director  
Charles J. Moos..Manager, Talent and Program  
Contract Administration

## Public Affairs Department

Davidson Taylor..Vice President in Charge of  
Public Affairs  
Benjamin K. Park.....Director, Public Affairs  
Thomas S. Gallery.....Manager of Sports  
William McAndrew....Director of NBC News  
Edward Stanley....Manager of Public Service  
Programs  
Barry Wood.....Director of Special Events  
Arch Robb.....Mgr. of Special Events

## RADIO NETWORK DIVISION

Matthew J. Culligan.....Vice President, Radio  
Network  
Norman S. Livingston...Director, Radio Network  
Programs



William K. McDaniel...V.P., Radio Network Sales  
 Frederick L. Horton...Director, Radio Network Sales  
 Wm. Fairbanks...Eastern Sales Manager  
 Howard Gardner...Director, Radio Network Sales Development  
 Robert C. Hitchens...Sales Presentation Manager  
 Sackett Miles...Manager, Radio Sales Service and Traffic  
 Theodore Zaer...Manager, Business Affairs

**NBC OWNED STATIONS AND NBC SPOT SALES DIVISION**

Thomas B. McFadden...Vice President, NBC Owned Stations and NBC Spot Sales  
 Donald E. Bishop...Director, Publicity and Community Services  
 Thomas S. O'Brien...Director, Business Affairs

**National Spot Sales**

John Reber...Director in Charge of National Spot Sales  
 Richard H. Close...Director, Represented Stations  
 William Buschgen...Division Manager, Radio Spot Sales  
 George Dietrich...Director, Radio Spot Sales  
 Mort Gaffin...Mgr., New Business & Promotion

**WRCA—WRCA-FM, New York**

William N. Davidson...General Manager  
 Frederick E. Acker...Business Manager  
 Peter Affe...Manager, Studio and Film Operations  
 William A. Berns...Manager, News and Special Events  
 Max Buck...Director, Advertising, Promotion and Merchandising  
 Arthur Hamilton...Station Manager  
 John R. O'Keefe...Publicity Director  
 George C. Stevens...Sales Director  
 Stephen White...Program Manager

**WMAQ, WMAQ-FM, Chicago**

Jules Herbeux...V.P. & Gen. Mgr. WMAQ, WMAQ-FM  
 Henry T. Sjogren...Assistant General Manager  
 John M. Keys...Director, Advertising and Promotion  
 Leonard Anderson...Mgr., Integrated Services  
 Chet Campbell...Mgr., Press  
 Howard C. Luttgens...Mgr., Tech. Operations  
 Rolland J. Reichert...Mgr., Operations  
 Edmund Souhami...Mgr., Personnel & Legal  
 Harry D. Trigg...Director of Programming  
 Neil Murphy...Station Business Manager  
 John F. Whalley...Dir., Business Affairs & Financial Planning

**KNBC, KNBC-FM, San Francisco**

George W. Fuerst...Gen. Mgr. and Sales Mgr. KNBC, KNBC-FM  
 Bert A. Meda...Business Mgr.  
 Jack R. Wagner...Mgr., Programs  
 Jos. Baker...Mgr., Tech. Operations

**WRC, WRC-FM, Washington**

Carleton D. Smith...Vice President and General Manager for WRC, WRC-FM  
 William E. Coyle...Dir., Advertising, Promotion and Public Relations  
 Joseph Goodfellow...Director of Sales  
 James Kovach...Director of Programs  
 John Lavan...Station Business Manager  
 Lefferts A. McClelland...Director of Operations  
 John G. Rogers...Engineer-in-Charge

**WRCV, WRCV-TV, Philadelphia**

Lloyd E. Yoder...Vice President and Gen. Mgr.  
 Stanley Broza...Director, Programs  
 George Mathews...Business Manager  
 Curtis Peck...Director, Operations  
 Harold Waddell...Director, Radio Sales  
 Theodore Walworth...Director, Television Sales

**WASHINGTON EXECUTIVE OFFICE**

Frank M. Russell...Vice President—Washington

**PACIFIC DIVISION**

John K. West...Vice President for the Pacific Division  
 Frank Cleaver...General Program Executive  
 Lewis S. Frost...Manager, Radio Network Programs, Pacific Division  
 Sheldon B. Hickox, Jr...Director of Station Relations  
 Harold Kemp...General Program Executive  
 John R. Kennedy...Liaison Engineer  
 Thomas W. Sarnoff...V.P., Dir., Production and Business Affairs  
 Ralph F. Shawhan...Director, Press and Publicity  
 Oscar C. Turner...Personnel & Labor Relations Mgr.

**FOREIGN OFFICES**

**England**

Edwin Newman, Robert Abernathy, National Broadcasting Company, Inc., 2 Mansfield Street, London W1, England.

**France**

Paul Archinard, Leif Eid, 52 Avenue des Champs Elysees, Room 533, Paris 8, France.

**Japan-Korea**

George Thomas Folster, Nikkatsu Building, Number 1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

**Germany**

Frank Bourgholtzer, Press Center (American), APO 757, c/o PM, New York, New York.

**Rome**

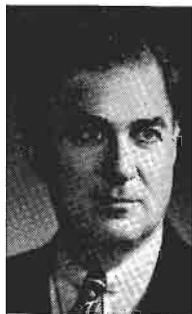
Robert A. Hecox, Seconda Piano AP, Piazza Graziolo 5, Rome, Italy.



---

## Keystone Web Services Needs Of Hometown And Rural America

---



By  
SIDNEY J. WOLF  
President  
Keystone  
Broadcasting System

THE rich bread basket which makes up Home Town and Rural America is one of the most desirable market places in the nation. Its statistics alone prove that as a market it can scarcely be overlooked as a source of tremendous revenue for advertisers in almost every conceivable field. 28,058,420 radio homes comprise an audience of over 87,000,000 listeners. Included in this group are over 4,000,000 farms where television is not a strong factor. Keystone Broadcasting System covers this vast market with radio service that has a large and loyal following. Keystone Broadcasting System provides the advertiser with access to this market that can be compared to nothing else available to him. Advertisers who have used Keystone are staunch advocates of the power of radio . . . specifically Keystone . . . in Home Town and Rural America.



One of the outstanding advantages of Keystone service to its clients is the ease and simplicity with which large market areas can be covered by the simple writing of an order. Keystone's administrative facilities enable the advertiser to choose sections of the country as he sees fit and Keystone takes over from there. The programming problems and paper work are out of the advertiser's hair because Keystone's services are such that they are almost automatic. With more than 920 stations in the Keystone family, it becomes possible for the advertiser to choose where and how many stations will best fit his particular problem. 90 or 900, according to

the dictates of his merchandising program, Keystone tailors Home Town and Rural America to fit each individual need.



Probably the great plus factor in KBS service is a tremendous extra that is provided by the unusual effort put forth by Keystone affiliates in behalf of merchandising. Time after time advertisers have expressed wonderment at the real "get up and go" of Keystone merchandising. This is no idle statement — Keystone's records are full of merchandising stories that are literally worth their weight in gold . . . and all at the local level where they do the most good. The unusual relationship that Keystone maintains with its affiliates is fertile ground for merchandising growth that we believe is unparalleled in the field.



Yes, Keystone is still growing. Every year sees new members added to the already large family. And new members mean even greater services to Keystone's present customers and future advertisers. Keystone is looking forward to 1957 as a year which will realize an even greater boon to Keystone clients and greater results from rich, enthusiastic Home Town and Rural America and the over 920 Keystone affiliate stations.

# KEYSTONE BROAD

## ALABAMA

WRFS Alexander City  
 WCTA Andalusia  
 WANA Anniston  
 WEDR Birmingham  
 WBJB Brewton  
 WRAG Carrollton  
 WKLF Clanton  
 WKUL Gullman  
 WMSL Decatur  
 WXAL Demopolis  
 W00F Dothan  
 WULA Eufaula  
 W0WF Fayette  
 W0WL Florence-Musclo Shoals  
 WZOB Fort Payne  
 WETO Gadsden  
 WGVY Greenville  
 WGSV Guntersville  
 WJBB Haleyville  
 WERH Hamilton  
 WBHP Huntsville  
 WPBB Jackson  
 W0WB Jasper  
 W0WZ Mobile  
 W0FC Monteville  
 WCRL Oneonta  
 WJHO Opelika  
 WPID Piedmont  
 WELR Roanoke  
 W0WR Russellville  
 WROS Scottsboro  
 W0BB Selma  
 WFBB Sylacauga  
 WHTB Talladega  
 W0TB Troy  
 W0TC Tuscaloosa  
 WTUS Tuskegee  
 WETU Wetumpka

## ARIZONA

KCKY Coolidge  
 KAWT Douglas  
 KCLS Flagstaff  
 KDJI Holbrook  
 KNOG Nogales  
 KRIZ Phoenix  
 KOLD Yuma

## ARKANSAS

KVRC Arkadelphia  
 KBTA Batesville  
 KBBA Benton  
 KAMD Camden  
 KCON Conway  
 KARR Crossett  
 KDQN De Queen  
 KDMS El Dorado  
 KXJK Forrest City  
 KHOZ Harrison  
 KFFA Helena  
 KXAR Hope  
 KBHS Hot Springs  
 KBTM Jonesboro  
 KVLK Little Rock  
 KBOK Malvern  
 (Formerly KDAS)  
 KUSA McGehee  
 KTML Marked Tree  
 KENA Mena  
 K0BM Monticello  
 KTML Mountain Home  
 KOSE Osceola  
 KDRS Paragard  
 K0TN Pine Bluff  
 KP0C Pocahontas  
 KXRJ Russellville  
 KWCB Searcy  
 KUOA S'loam Springs  
 KBRS Springdale  
 KWAK Stuttgart

## CALIFORNIA

KIBS Bishop  
 KFMX Coalinga  
 KRDU Dinuba  
 KICD El Centro  
 KBAB El Cañon  
 (San Diego)  
 K0AC Fort Bragg  
 KGST Fresno  
 K0VR Lodi  
 KGER Long Beach  
 KYNS Merced  
 K0FE Needles  
 K0OR Oroya  
 KP0L Paso Robles  
 K0FP Petaluma  
 K0TP Porterville  
 KBTF Red Bluff  
 K0FC San Luis Obispo  
 K0SA Santa Maria  
 K0SA Santa Paula  
 KR0G Sonoma  
 KSUE Susanville  
 KTKR Taft  
 K0UR Turlock  
 KUDU Ventura

KHUB Watsonville  
 KAGR Yuba City

## COLORADO

KGIW Alamosa  
 KRLN Canon City  
 KVFC Cortez  
 KRAI Craig  
 KDLR Denver  
 K0UP Durango  
 KHIL Fort Lupton  
 (Brighton)  
 KFTM Fort Morgan  
 KBNZ La Junta  
 KLMR Lamar  
 KLVC Leadville  
 K0PV Loveland  
 KSLV Monte Vista  
 KDZA Pueblo  
 KVRH Salida  
 KCRT Trinidad

## DELAWARE

WSUX Seaford

## FLORIDA

WAPG Arcadia  
 WTRL Bradenton  
 WTAN Clearwater  
 WKKO Cocoa  
 WCNU Crestview  
 WDFC Dade City  
 WDBF Delray Beach  
 WFBK Fernandina Beach  
 WINK Fort Myers  
 W0RN Fort Pierce  
 WGGG Gainesville  
 WGMA Hollywood  
 WJVB Jacksonville Beach  
 (Jacksonville)  
 WKWF Key West  
 WRWB Kissimmee  
 WIPC Lake Wales  
 WLBE Leesburg  
 WNER Live Oak  
 W0YS Marianna  
 WSSB New Smyrna Beach  
 W0MC Ocala  
 W0PF Palatka  
 W0LP Panama City  
 WPRY Perry  
 W0VA Plant City  
 WFOY St. Augustine  
 WTRR Sanford  
 WKXY Sarasota  
 W0CM Sebring  
 WSTU Stuart  
 W0EN Tallahassee  
 WEBK Tampa

## GEORGIA

WAAG Adel  
 WJAZ Albany  
 W0EC Americus  
 WGAU Athens  
 WMGR Bainbridge  
 WHAB Baxley  
 W0MG Brunswick  
 W0GA Cairo  
 W0LB Camilla  
 W0YL Carrollton  
 WBHF Cartersville  
 WGAA Cedartown  
 WMJM Cordele  
 W0FS Covington  
 W0LD Dalton  
 W0WD Dawson  
 WTAM Decatur  
 (Formerly WGLS)  
 W0MG Douglas  
 W0ML Dublin  
 W0SG Elberton  
 W0BG Fitzgerald  
 W0FP Fort Valley  
 W0GA Gainesville  
 W0KE Griffin  
 W0EH Hawkinsville  
 W0BR Jessup  
 W0LH Lafayette  
 W0LG La Grange  
 W0MG Madison  
 W0FM Marietta  
 W0MV Milledgeville  
 W0MR Monroe  
 W0GA Moultrie  
 W0BN Perry  
 W0RG Rome  
 W0SN Sandersville  
 W0FR Savannah  
 W0NS Statesboro  
 W0GA Sylvester  
 W0ST Thomasville  
 W0TA Thomson  
 W0LE Toccoa  
 W0EM Valdosta  
 W0VP Vidalia  
 W0YX Waycross  
 W0RO Waynesboro

WRLD West Point  
 WIMO Winder

## HAWAII

KILA Hilo  
 KAIM Honolulu

## IDAHO

KGEM Boise  
 KBAR Burley  
 (Formerly KB10)  
 KORT Grangeville  
 K0FI Idaho Falls  
 KRPL Moscow  
 KWIK Pocatello  
 KPST Preston  
 KRXX Rexburg  
 KSPT Sandpoint  
 KLIX Twin Falls

## ILLINOIS

WOKZ Alton  
 W0YS Canton  
 W0RY Carlinville  
 W0NT Centralia  
 WEIC Charleston  
 W0TY Danville  
 W0RA Effingham  
 W0FI Fairfield  
 W0EB Harrisburg  
 W0PF Herrin  
 W0KE Kewanee  
 W0RC Lincoln  
 W0SM Litchfield  
 W0KA Macomb  
 W0MK Metropolis  
 W0MC Mt. Carmel  
 W0NI Murphysboro  
 W0LN Olney  
 W0RS Paris  
 (See Rockford)  
 (See Rock Island-Moline  
 (See Davenport, Iowa)

## INDIANA

W0CB Anderson  
 W0NL Booneville  
 W0LO Frankfort  
 WKAM Grason  
 (Formerly Warsaw)  
 W0TZ Jasper  
 W0KT Kendallville  
 W0TO Linton  
 W0RX Madison  
 W0RI Marion  
 W0RU Peru  
 W0PW Portland  
 W0SL Salem  
 W0CD Seymour  
 W0VA South Bend  
 W0TC Tell City  
 W0VR Terre Haute

## IOWA

KASI Ames  
 KJAN Atlantic  
 KC0G Center Point  
 K0CHA Charles City  
 K0CHC Cherokee  
 K0SB Creston  
 K0FM Davenport (Rock  
 Island-Moline, Illinois)  
 K0ED Decatur  
 KLIL Estherville  
 K0FD Fairfield  
 K0GI Fort Madison  
 K0XK Iowa City  
 K0RB Mason City  
 K0EE Ottumwa  
 K0JF Oskawville

## KANSAS

KSOK Arkansas City  
 KARE Atchison  
 K0CB Chanute  
 K0CK Chanute  
 K0TD El Dorado  
 K0VE Emporia  
 (Formerly KTSW)  
 K0MD Fort Scott  
 K0UL Gardner City  
 K0WB Goodland  
 K0YS Hays  
 K0WB Hulsebosan  
 K0ND Independence  
 K0JK Junction City  
 K0LD Leaverton  
 K0AN Manhattan  
 K0NY Manhattan  
 K0NX McPherson  
 K0RG Newton  
 K0KC Parsons  
 K0EK Pittsburg  
 K0WSK Pratt  
 K0RSL Russell  
 K0TP Topeka

## KENTUCKY

W0RT Bardstown  
 W0BL Benton  
 W0LJ Bowling Green  
 W0TC Campbellsville  
 W0IN Columbia  
 W0CT Corbin  
 W0ZP Covington  
 (Cincinnati, Ohio)  
 W0CPM Cumberland  
 W0YN Cynthiana  
 W0HR Danville  
 W0EL Elizabethtown  
 W0KY Frankfort  
 W0KN Franklin  
 W0KA Glasgow  
 W0HL Harlan  
 W0BN Harrodsburg  
 W0KC Hazard  
 W0SN Henderson  
 W0KA Hopkinsville  
 W0LN Lebanon  
 W0LX Lexington  
 W0FM Madisonville  
 W0KL Manchester  
 W0TM Marshall  
 W0MK Middlesboro  
 W0NK Neen  
 W0MI Owensboro  
 W0SP Paintsville  
 W0PK Pikeville  
 W0RT Prestonsburg  
 W0KY Princeton  
 W0KY Richmond  
 W0RS Russellville

## LOUISIANA

K0DBS Alexandria  
 K0TRY Bastrop  
 W0KC Bogalusa  
 W0RB Covington  
 K0LA De Ridder  
 W0FR Hammond  
 K0IL Houma  
 K0LEG Jonesville  
 K0EF Jennings  
 K0LLA Leesville  
 K0APB Marksville  
 K0LIC Monroe  
 K0MRC Moreau City  
 K0NOC Natchitoches  
 K0NE New Iberia  
 K0REH Opelousas  
 K0SLO Opelousas  
 K0RUS Ruston  
 K0BSF Springhill  
 K0SUL Sulphur  
 K0VCL Winnfield

## MAINE

W0BM Hermon  
 W0RUM Rumford  
 W0GHM Skowhegan

## MARYLAND

W0EM Cambridge  
 W0YE Odessa  
 (Baltimore)  
 W0PTX Lexington Park

## MASSACHUSETTS

W0HL Holyoke  
 (Springfield)  
 W0HL Medford (Boston)

## MICHIGAN

W0AL Albion  
 W0FYC Alma  
 W0ATZ Alpena  
 W0LEW Bad Axe  
 W0BRN Big Rapids  
 W0ATT Cadillac  
 W0RFP Flint  
 W0BFC Fremont  
 W0ATC Gaylord  
 W0IKB Iron River  
 W0MS Ironwood  
 W0JD Ishpeming  
 W0LA Jackson  
 W0MTE Manistee  
 W0M3 Marquette  
 W0DN Menominee  
 (Formerly W0M4W)  
 W0CEN Mt. Pleasant  
 W0SIS Muskegon  
 W00AP Owosso  
 W0BN Petoskey  
 W0LS Port Huron  
 W0TCM Traversa City

## MINNESOTA

K0ASM Albany  
 K0XRA Alexandria  
 K0BUN Bemidji  
 K0BMW Breckenridge  
 K0WKL Cloquet

K0R0X Crookston  
 K0DLM Detroit Lakes  
 W0ELY Ely  
 W0EVE Eveleth  
 K0Z0Y Grand Rapids  
 K0FOB International Falls  
 K0LTF Little Falls  
 K0MS Morris  
 K0NTJ New Ulm  
 K0RFO Owatonna  
 (Formerly K0QBK)  
 W0AYN Stillwater  
 (Formerly W0SHB)

## MISSISSIPPI

W0MPA Aberdeen  
 W0BLE Batesville  
 W0GCM Biloxi-Gulfport  
 W0BIP Booneville  
 W0DOB Canton  
 W0LGC Centerville  
 W0R0X Clarksdale  
 W0CLD Cleveland  
 W0LU Columbia  
 W0CBI Columbus  
 W0CMA Corinth  
 W0MAG Forest  
 W0JPR Greenville  
 W0GRM Gretnowood  
 W0RAG Grondage  
 W0FOR Hattiesburg  
 W0MDS Hazlehurst  
 W0CPC Houston  
 W0NLA Indianola  
 W0K0Z Kosciusko  
 W0AML Laurel  
 W0MBC Macon  
 W0WPF McComb  
 W0M0X Meridian  
 W0MIS Natchez  
 W0NAU New Albany  
 W0SUH Oxford  
 W0P0M Pascoula  
 W0H0C Philadelphia  
 W0R0J Picayune  
 W0SSO Starkville  
 W0LEO Tipton  
 W0Q0C Vicksburg  
 W0ABF Vicksburg  
 W0R0R West Point  
 W0AZF Yazoo City

## MISSOURI

KBHM Branson  
 K0M0C Cape Girardeau  
 K0WRT Booneville  
 K0DMO Carthage  
 K0G0M Brookfield  
 K0CRV Caruthersville  
 K0CHR Chesterton  
 K0H0I Chillicothe  
 K0K0D Clinton  
 K0RIA Columbia  
 K0DEX Dexter  
 K0REI Farmington  
 K0JCF Festus  
 W0S0S Jefferson City  
 K0IRX Kirksville  
 K0LWT Lebanon  
 K0TCB Lebanon  
 K0NIM Marionville  
 K0N0M Moberly  
 K0R0M Mount Vernon  
 K0LRS Mountain Grove  
 K0BTN Neosho  
 K0NEM Nevada  
 K0W0C Pearl Bluff  
 K0TTR Rolla  
 K0S0M St. Genevieve  
 K0SMO Salem  
 K0R0D Sedalia  
 K0ICK Springfield  
 K0ALM Thayer  
 K0TTN Trenton  
 K0L0P Union  
 K0K0A Warrensburg  
 K0WRE Warrenton  
 K0WPM West Plains

## MONTANA

KB0MY Billings  
 K0BMN Bozeman  
 K0B0W Butte  
 K0DBM Dillon  
 K0B0F Great Falls  
 K0R0M Helena  
 K0CAP Helena  
 K0GEZ Kalispell  
 K0L0L Lewistown  
 K0PRK Livingston  
 K0ATI Miles City  
 K0BTM Missoula  
 K0IYI Shelby

## NEBRASKA

K0COW Alliance  
 K0WBE Beatrice  
 K0CSR Chadron

# CASTING SYSTEM

KJSK Columbus  
KHAS Hastings  
KGFV Kearney  
KLMS Lincoln  
K9RL McCook  
KODY North Platte  
KOGA Ogallala  
KVHC O'Neill  
KSID Sidney  
KAWL York

## NEVADA

KFTI Carson City  
KRAM Las Vegas  
KATO Reno  
KWINA Winnemucca

## NEW HAMPSHIRE

WMOU Berlin  
WJWG Conway  
WLNH Laconia

## NEW JERSEY

WLDB Atlantic City  
WNNJ Newton  
WCMC Wildwood

## NEW MEXICO

KALG Alamogordo  
KABQ Albuquerque  
KSPV Artesia  
KAVE Carlsbad  
KLMX Clayton  
KCBY Clovis  
KDSJ Domingue  
KSEV Hobbs  
KOB Las Cruces  
KEMM Fortales  
KLFH Roswell  
KCLS Silver City  
KCHS Truth or Consequences  
KTNM Tucuman

## NEW YORK

WABD Albany  
WBRV Boinville (Rome-Utica)  
WFLR Dundee  
WOSC Fulton  
WJOC Jamestown  
WLHF Little Falls  
WCLL Malone  
WALL Middletown  
WRY Plattsburg  
WNBZ Saranac Lake  
WIPS Ticonderoga  
WDLA Walton

## NORTH CAROLINA

WRCS Asheville  
WAEZ Albemarle  
WGR Asheville  
WBBB Burlington  
WGO Concord  
WCKB Dunn  
WCDJ Edenton  
WONC Elizabeth City  
WFAI Fayetteville-Fort Bragg  
WBOE Forest City  
WVFG Fuquay Springs (Raleigh)

WLC Gastonia  
WFMC Goldsboro  
WHNC Henderson  
WHKP Hendersonville  
WHPE High Point  
WJNC Jacksonville  
WELS Kinston  
WFAW Laurinburg  
WLOE Leaksville  
WJRI Lenoir  
WBUY Lexington  
WTSB Lumberton  
WPHH Marshall  
WKP Monroe  
WHPI Mooresville  
WMBL Morehead City  
WPAQ Mount Airy  
WOOV New Bern  
WNC Wikesboro  
WMSN Raleigh  
WFCR Reidsville  
WCBT Ronaoka Rapids  
WCEC Rocky Mount  
WSTP Salisbury  
WGGP Sanford  
WHS Shelby  
WADE Wadesboro  
WLESE Wallace  
WHED Washington  
WHCC Waynesville

WENC Whiteville  
WAAA Winston-Salem

## NORTH DAKOTA

KDLR Devils Lake  
KDX Dickinson  
KNMX Grand Forks  
KEYJ Jamestown  
KBOM Mandan-Bismarck (Formerly KGU)

KOVC Valley City  
KEYZ Williston (Formerly KWBM)

## OHIO

WOHP Bellefontaine  
WILE Cambridge  
WAND Canton  
WEXX Chillicothe  
... Cincinnati (See Covington, Kentucky)  
WLER Dover  
WQHI East Liverpool  
WFOB Fostoria  
WJEH Gallipolis  
WSRW Hillsboro  
WTRQ Ironton  
WLNJ Jackson  
WPTW Piqua  
WLEC Sandusky  
WCHO Washington Court House  
WVST Wooster  
... Youngstown (See Farrell, Pennsylvania)

## OKLAHOMA

KADA Ada  
KUSD Ardmore  
KLTB Bixby  
KWCO Chickasha  
KUSH Cushing (Formerly KWHP)  
KRHD Duncan  
KSEO Durant  
KSA Elk City  
KCRG Enid  
KAT Frederick  
KGYN Guymon  
KTJS Hobart  
KTHN Hugo  
KTMG McAlester  
KGLC Miami  
KBIX Muskogee  
KNOR Norman  
KBYE Oklahoma City  
KBBG Okmulgee  
KVLH Paris Valley  
KCOO Poteau  
KDLB Pryor  
KWSH Tri-City (Wewoka-Seminole-Holdenville)  
KVIN Vinita

## OREGON

KWIN Ashland  
KAST Astoria  
KBRK Baker  
KEND Bend  
KWRO Coquille  
KASH Eugene  
KOHU Hermiston  
KRTV Hillsboro (Portland)  
KLBH La Grande  
KOLK Lakeview  
KCAL Lebanon  
KMPM McMinnville  
KEDY Medford  
KSRV Ontario (Portland) (See Wewaka-Seminole-KODL The Dalles)

## PENNSYLVANIA

WNCC Barnesboro  
WVBC Bedford  
WLOA Bradnock (Pittsburgh)  
WISS Butler  
WCPL Carbondale (Scranton)  
WESA Charleroi  
WCVI Connellsville  
WOTR Cory  
WESA Ephrata  
WLEU Erie  
WFAI Farrell (Youngstown, Ohio)  
WHUN Huntington  
WADAD Indiana  
WADP Kane  
WACB Kittanning  
WAKU Latrobe

WKRR Oil City  
WPAZ Pottstown  
WPAM Pottsville  
WPMF Punxsutawney  
WKMC Rearing Springs  
WKBI St. Marys  
WATS Sayre  
WMAJ State College  
WVWZ Waynesboro  
WLYC Williamsport  
WNOW York

## PUERTO RICO

WUOA San Juan

## RHODE ISLAND

WADK Newport

## SOUTH CAROLINA

WAKN Aiken  
WANS Anderson  
WBAW Barnwell  
WBLR Batesburg  
WBEU Beaufort  
WAGS Bishopville  
WACA Camden  
WHAN Charleston  
WCRE Charaw  
WGGD Chester  
WOLC Columbia  
WDSG Dillon  
WJAP Easley  
WOLS Florence  
WFGN Gaffney  
WGSW Greenwood  
WEAB Greer (Greenville)  
WHSC Hartsville  
WJCM Lancaster  
WJAY Milledgeville  
WMYB Myrtle Beach  
WBDK Newberry  
WTDN Orangeburg  
WCHI Reek Hill  
WNSW Seneca  
WJAN Spartanburg  
WFIG Sumter  
WBCU Union

## SOUTH DAKOTA

KBRK Brookings  
KJIV Huron  
KGFY Pierre  
KISD Sioux Falls  
KWAT Watertown  
KYNT Yankton

## TENNESSEE

WJAR Athens  
WPHG Bristol (Bristol, Tenn.-Va.)  
WMPFS Chattanooga  
WJZM Clarksville  
WKRM Columbia  
WHUB Cookeville  
WDLL Covington  
WAEW Crossville  
WPKN Dickson  
WDSB Dyersburg  
WESB Erwin  
WEKR Fayetteville  
WHIN Gallatin  
WGRV Greenville  
WHBT Harriman  
WRIJ Humboldt  
WBJK Jackson  
WKKV Knoxville  
WFLC La Follette  
WDEE Lawrenceburg  
WDRB Lebanon  
WJLJ Lenoir City  
WJHM Lewisburg  
WDXL Lexington  
WGAP Maryville  
WMMT McMinnville  
WCRK Morristown  
WNSM Murfreesboro  
WNAH Nashville  
WLK Newport  
WKE Oak Ridge  
WTPR Paris  
WTRB Ripley  
WORM Savannah  
WEPG South Pittsburg  
WDBL Springfield  
WDEH Sweetwater  
WJIG Tullahoma  
WENK Union City  
WCDT Winchester

## TEXAS

KVLF Alpine  
KZIP Amarillo  
KBUD Athens

KTXN Austin  
KRUN Ballinger  
KRCT Baytown  
KIOX Bay City  
KTXC Big Spring  
KNEL Brady  
KSTB Breckenridge  
KWHI Brenham  
KBOR Brownsville  
KBWD Brownwood  
KBEN Carrizo Springs  
KCTX Childress  
KSTA Coleman  
WTAW College Station  
KMCB Colorado City  
KAND Corsicana  
KIVY Crockett  
KXIT Dalhart  
KDLK Del Rio  
KNDT Denton  
KDFD Dumas  
KERC Eastland  
KBLP Falfurrias  
KFFD Floydada  
KFFST Ft. Stockton  
KNAF Fredericksburg  
KBRZ Freerport  
KJAC Gainesville  
KJUF Galveston  
KCFI Gonzales  
KCVI Greenville  
KFLW Hamilton  
KPAN Hereford  
KBBR Hillsboro  
KSNH Huntsville  
KJPE Jacksonville  
KTXJ Jasper  
KNEJ Junction  
KERR Kermit  
KCCA Kilgore  
KAPT Lamesa  
KV07 Laredo  
KQVW Littlefield  
KFRD Lovelock  
KBSA Lufkin  
KPHH Marshall  
KCMR McCombs  
KJBC Midland  
KOPF Mineral Wells  
KVKM Monahans  
KIMP Mt. Pleasant  
KOSF Naacogoches  
KCNB New Braunfels  
KRIG Odessa  
KOGT Orange  
KNET Palestine  
KPAT Pampa  
KFTV Paris  
KJUN Pecos  
KVOP Plainview  
KBOP Pleasanton  
KMSJ Pecos  
KVOJ Ovanah  
KTXL San Angelo  
KKNY San Marcos  
KSNL Seminole  
KCEY Seymour  
KEVA Sharrock  
KLAN Sherman  
KSNY Snyder  
KFRW Stamford  
KSTV Stephenville  
KESL Sulphur Springs  
KXDX Sweetwater  
KTAE Taylor  
KTEM Temple  
KTFB Texarkana  
KTLW Texas City  
KIEE Tulia  
KTBG Tyler  
KVOU Uvalde  
KVCW Vernon  
KVIC Victoria  
KBEC Waxahatchie

## UTAH

KBHU Brigham City  
KVNJ Logan  
KKGQ Ogden (Formerly KOPP)  
KQAL Price  
KEYY Provo  
KSDP Salt Lake City  
KVEL Vernal  
KTUT Toole City

## VERMONT

WSKI Montpelier  
WBYB Rutland

## VIRGINIA

WKLK Blackstone  
... Bristol (See Bristol, Tennessee)  
WINA Charlottesville  
WBKR Christiansburg  
WKEY Covington  
WVCA Culpeper  
WEVA Emporia

WFAX Falls Church  
WFVA Fredericksburg  
WFRF Front Royal  
WBOB Galax  
WMNA Gretna  
WHAP Hopewell  
WREL Lexington  
WBRG Lynchburg  
WMEV Marion  
WVVA Martinsville  
WVVA Norton  
WVSV Petersburg  
WPUV Pulaski  
WRIC Richlands  
WRLP South Boston  
WLPW Suffolk  
W30F Virginia Beach  
WNNT Warsaw  
WAY3 Waynesboro  
WVNC Winchester  
WVYE Wytheville

## VIRGIN ISLANDS

WVVI Christiansted (St. Croix)

## WASHINGTON

KXRO Aberdeen  
KPNB Bellinham  
KELA Centralia  
KCLX Colfax  
KOLC Grapple  
KSNK Kirkland (Seattle)  
KMLK Longview  
KEM Mies Lake  
KGY Olympia  
KPNP Port Angeles  
KARY Prussia  
KATE Pullman  
KENE Tenipah  
KHFS Vancouver (Portland, Oregon)  
KUEI Walla Walla  
KLEI Wenatchee

## WEST VIRGINIA

WVPL Charleston  
WBAR Clarksburg  
WDE Elkins  
WCS Fairmont (Formerly WVVV)  
WPLH Huntington  
WKYR Keyser  
WVOW Logan  
WEPH Martinsburg  
WHJC Matwan  
WABR Morgantown  
WVDD New River (Wheeling)  
WE New Martinsville  
WFOH Princeton  
WHAW Weston

## WISCONSIN

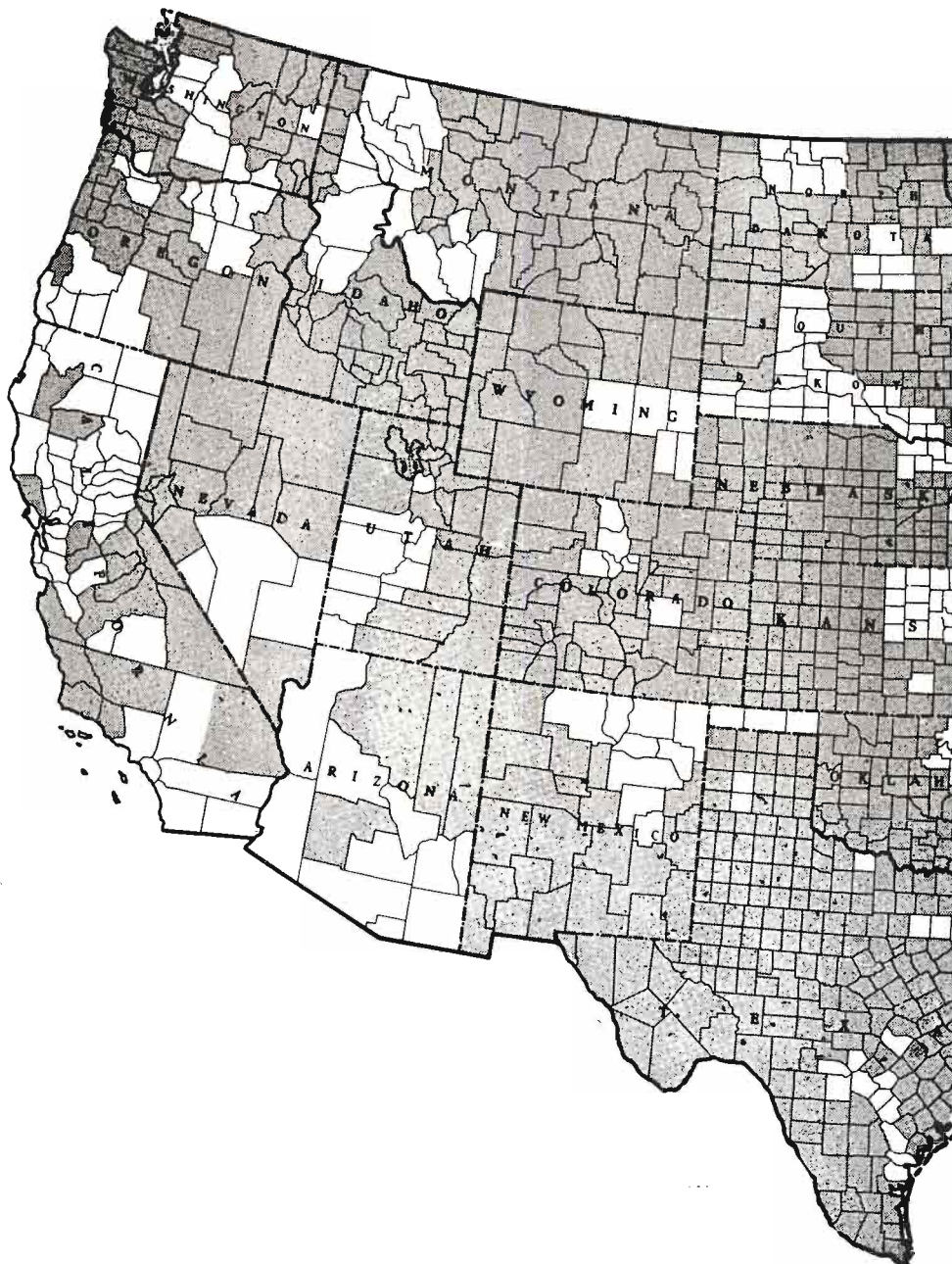
WHPY Appleton  
WATW Ashland  
WELB Beloit (Rockford, Illinois)  
WDDJ Green Bay  
WJCM Harford  
... Janesville (See Beloit)  
WDLL La Crosse  
WLDY Ladysmith  
WJGM Medford  
WMNE Menomonie  
WFOX Milwaukee  
WOSH Oshkosh  
WSPF Park Falls  
WPLH Plymouth  
WJ3J Ponnate  
WEDB Rebersburg  
WCO Richland Center  
WTCB Shawano  
WCOV Sparta (Formerly WKLJ)  
WSPJ Stevens Point  
WOKW Sturgeon Bay  
WTRW Two Rivers  
WTTN Watertown  
WAUX Waukesha  
WOSA Wausau  
WDXU Waupaca

## WYOMING

KATI Casper  
KVVO Cheyenne  
KLUK Evanston  
KOVE Lander  
KOWB Laramie  
KPOW Powell  
KRAV Rawlins  
KVRB Rock Springs  
KWOY Sheridan  
KRTR Thermopolis  
KRGS Torrington  
KWOR Worland



# KEYSTONE BROAD



# CASTING SYSTEM



SHADED AREAS INDICATE KEYSTONE COVERAGE  
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS

FOR PERSONNEL SEE PAGE 288



# NOW!

Give Your Radio Station the

# "World Tailored Personality"

NEW SOUND! NEW COLOR! NEW EXCITEMENT! NEW SALES PUNCH!

EVERYTHING TODAY'S ADVERTISERS  
ARE LOOKING FOR!



READ HOW STATIONS  
WITH "THE WORLD  
PERSONALITY"

SELL AND  
SELL AND  
SELL!

## WSSC Sumter, S. C.

Grosses **\$3,240.00** in sales to 8 sponsors of "Radio's Voice of Fortune." First 6 weeks of broadcast pay World Service for year.

## WWSC Glen Falls, N. Y.

Reports **\$1,200.00** sale coupling one "Radio's Selling Headline" with World Football Jingles.

## WEEK Peoria, Ill.

Adds over **\$7,500.00** billing monthly with World Time Signal Jingles, Weather Jingles, Radio's Selling Headlines, Bundle of Joy, etc.

## WAYB Waynesboro, Va.

Covers cost of World Service for year with sales of 2 World Jingles.

## WCTT Corbin, Ky.

Grosses **\$2,925.00** from sale of "Voice of Fortune" to 3 sponsors in retail food lines.

## WMPS Memphis, Tenn.

Plough, Inc., owners of WJJD, Chicago, WCOP, Boston, WCAO, Baltimore, WMPS, Memphis, all World Affiliates, report "World paid for itself many times . . . made many sales with jingles!"

TODAY OVER  
**1000**  
**STATIONS**  
 STAND OUT  
 AS RADIO'S  
 PROGRESSIVE  
 WIDE-AWAKE  
 STATIONS...  
 DOMINATE  
 RADIO'S  
 VAST  
 AUDIENCE...  
SELL AND SELL  
 AND SELL WITH  
 THE "WORLD-  
 TAILORED  
 PERSONALITY"!

"WORLD-TAILORED PERSONALITY" MEANS  
**COMMERCIAL JINGLES**

Tailored for insertion locally of advertiser's name and selling copy!  
 Covering scores of advertiser classifications, they **SELL AND SELL AND SELL** FOR WORLD STATIONS!



"WORLD-TAILORED PERSONALITY" MEANS  
**MUSICAL TUNE-IN JINGLES**

Designed to individualize and sell your news, music, sports and service features! Your whole town will be whistling and singing these happy rhymes that **SELL AND SELL AND SELL YOUR STATION'S "PERSONALITY"!**



"WORLD-TAILORED PERSONALITY" MEANS  
**MERCHANDISING IDEAS**

including "Radio's Voice of Fortune" . . . "Radio's Selling Headlines" . . . "Sell Sounds and Sound Effects" . . . and many others!

World's vast array of sensational selling tools—furnished free of extra charge with World Sales & Program Service—**SELLS AND SELLS AND SELLS FOR YOUR STATION EXCLUSIVELY!**

—YOU, TOO, CAN SELL AND SELL AND SELL TO FIND OUT HOW, MAIL COUPON TODAY!

**WORLD**  
**SALES AND**  
**PROGRAM SERVICE**

**WORLD BROADCASTING SYSTEM, INC.**  
 488 Madison Ave., New York 22, New York

**RUSH** full facts on how we can give our stations the **WORLD-TAILORED PERSONALITY** that sells!

INDIVIDUAL . . . . .  
 TITLE . . . . .  
 COMPANY . . . . .  
 ADDRESS . . . . .  
 CITY . . . . . ZONE . . . . . STATE . . . . .



# K E Y S T O N E

## BROADCASTING SYSTEM, INC.

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

### *Officers and Directors*

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

### *New York*

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

Phone: PLaza 7-1460

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

### *Chicago*

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

Phone: STate 2-8900

|                                            |                                   |
|--------------------------------------------|-----------------------------------|
| Sidney J. Wolf.....                        | President                         |
| Edwin R. Peterson.....                     | Vice-President                    |
| Arthur Wolf.....                           | Secretary-Treasurer               |
| Paul Kolar.....                            | Comptroller                       |
| William Wolf, E. Richard Peterson, Jr..... | Account Executives                |
| Blanche Stein.....                         | Director of Station Relations     |
| Anita Larie.....                           | Auditor                           |
| Jane C. McFadgen.....                      | Traffic Manager, Program Director |

### *Los Angeles*

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKirk 3-2910

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

### *San Francisco*

75 Post Street, San Francisco, Calif.

Phone: SUTter 1-7440

|                 |                   |
|-----------------|-------------------|
| Don Kerwin..... | Account Executive |
|-----------------|-------------------|

**SERVICES OFFERED:** The Keystone Broadcasting System is a transcription network covering principally hometown and rural America. Keystone services these local radio stations in their programming with transcriptions and makes the stations' time available to national advertisers at an attractive network package price.

At present, there are more than 900 Keystone affiliates located in towns with 10,000 to 250,000 population. Most of these Keystone stations serve areas which are beyond clear reception of metropolitan radio stations and which are beyond television coverage. Based on Nielsen reports, or one-half-millivolt where the Nielsen report is not available, there are over 29,000,000 radio homes in the Keystone Primary Coverage Area.

# Agency Tries To Meet Client's Requirements For "Ideal Show"



By  
**GEORGE HAIGHT**  
Vice President  
and Manager  
of TV-Radio  
Program Services Div.  
McCann-Erickson, Inc.

AMONG advertisers and agencies, television is usually referred to as "the newest sales tool" and along with their employment of this most provocative and effective medium, there are many who say that they have taken on a whole new set of problems. One wonders how new these problems really are.



Our clients look to us for special knowledge of television. They, after all, have complicated problems of their own in the operation of the manufacturing and distributive processes which their products and services require. They cannot be expected to be fully informed in the fields for which we are retained to further and protect their interests. They not only look to us for this service; but they also endow us with, and we willingly accept, the responsibility for the conduct of their television affairs.

At McCann-Erickson this year, we expect to bill more than one hundred million dollars in the broadcast media, the lion's share of which goes to television. Television represents a sizable percentage of our total billing. Some of our clients are spending in excess of 75% of their advertising monies on this influential instrument; and we must be thoroughly prepared to advise, to create, to judge, to estimate, to research and to receive their approbation as well as their disapproval.



These television affairs all add up to basically one thing—"the show." Now, from an advertisers' point of view, what is a good show? The ideal, of course, is the best entertainment possible, at a reasonable cost, capable of charming not only the largest possible audience, but the type of audience that might be induced to buy the advertiser's product. The advertiser today expects his agency to supply him with a show as near as possible to this ideal. And he holds the agency responsible. If the show falters, the advertiser turns to the agency and demands that the show improve. If the show fails, the advertiser wants out. It's as realistic as that.

Since we have the full responsibility for our advertisers' shows, it naturally follows that we must be directly involved with what goes into those shows. Not only do we feel that being on the scene is the best way to protect our clients' investments, but more important we know that we must make gen-

uine, constructive contributions to any and all of our programs. We have had occasion recently to contribute in a very real sense to maintaining the high standards of "*Climax!*", "*Studio One*" and "*Jim Bowie*," to name but three of McCann-Erickson's current television entries in which our professional people have been able to make good use of their program and production experience.



Wherever possible, future shows for which McCann-Erickson is responsible will have a clear definition in contract of the function of the agency in terms of co-creativity. There are times when it is difficult to obtain program production co-control, especially when a popular personality is involved. But more and more as the results come in, we believe that McCann-Erickson's professional contributions will be not only accepted but welcomed.

Of course, it goes without saying that our participation in the production of our clients' programs is by no means a cure-all or guarantee of success. We have had and probably will continue to have an occasional miss. The fact remains, however, that it has been our experience that where we have "co-produced" a show the results have been better than they have been where our participation was limited.



The day may soon come when pilot films, made on speculation and offered on the open market for sale, will be a thing of the past. We have had several discussions with two large film show suppliers on this subject, suggesting that perhaps under the pilot system the cart is before the horse, or the egg before the turkey. Each of these outfits agreed that there is some merit in a new system where the advertiser's marketing problem might be the starting point—with a show created to fit that specific need, less money might be lost.

*Famous on the local scene...*

## STORER BROADCASTING COMPANY



**WSPD-TV**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WBRC-TV**  
Birmingham, Ala.

**KPTV**  
Portland, Ore.

**WGBS-TV**  
Miami, Fla.

**WSPD**  
Toledo, Ohio

**WJW**  
Cleveland, Ohio

**WJBK**  
Detroit, Mich.

**WAGA**  
Atlanta, Ga.

**WBRC**  
Birmingham, Ala.

**WWVA**  
Wheeling, W. Va.

**WGBS**  
Miami, Fla.

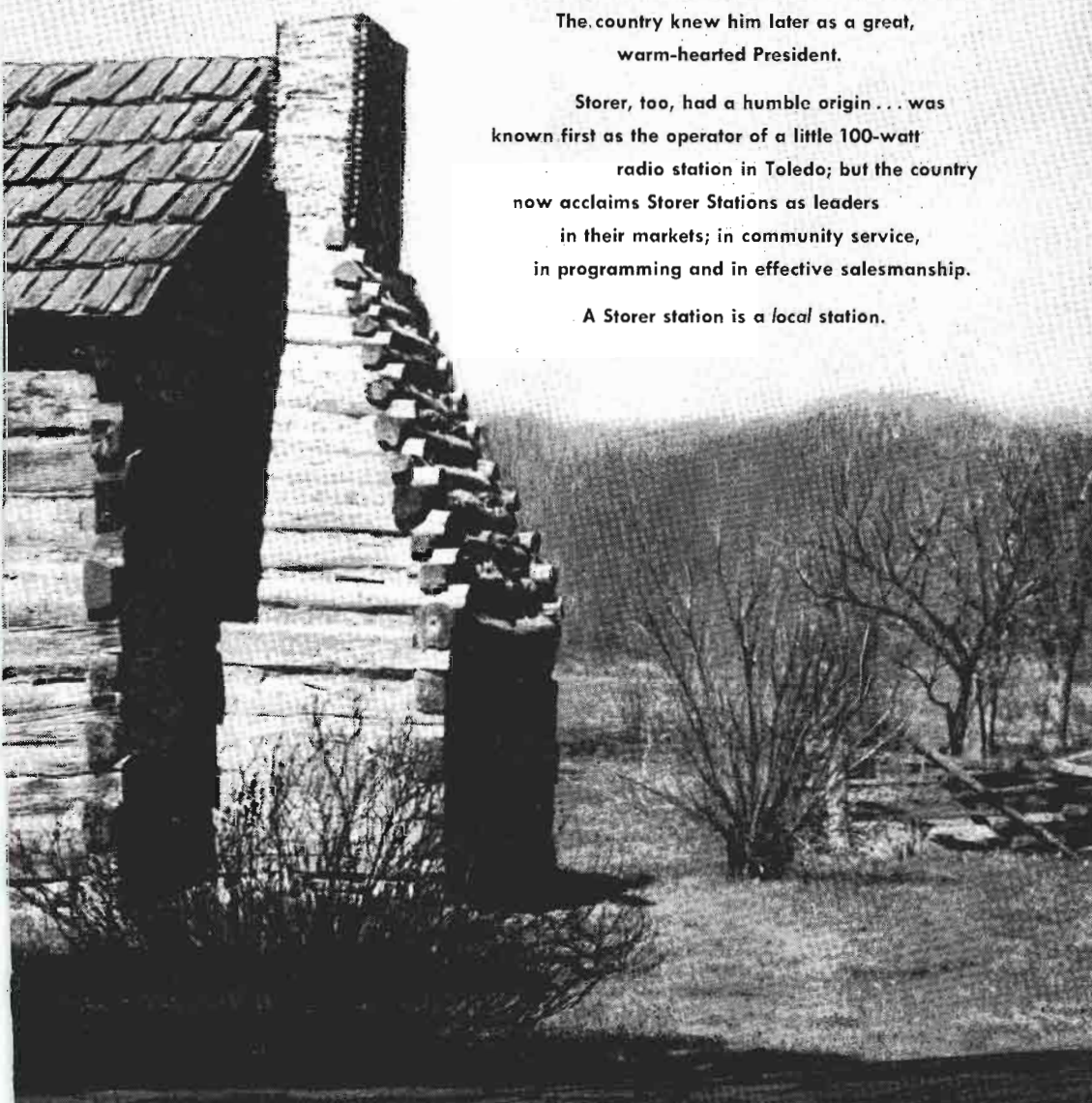


*yet known throughout the nation.*

The folks at Knobs Creek, Ky., first knew  
Lincoln as a boy who lived in this cabin.  
The country knew him later as a great,  
warm-hearted President.

Storer, too, had a humble origin . . . was  
known first as the operator of a little 100-watt  
radio station in Toledo; but the country  
now acclaims Storer Stations as leaders  
in their markets; in community service,  
in programming and in effective salesmanship.

A Storer station is a *local* station.



SALES OFFICES { 625 Madison Avenue, New York 22 • Plaza 1-3940  
LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498  
GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

# FEDERAL COMMUNICATIONS COMMISSION

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

Phone: EXecutive 3-3620

Personnel as of February 1, 1957

## Commissioners

### Chairman

**GEORGE C. McCONAUGHEY**

(Term Expires June 30, 1957)

*Administrative Assistant:* ROBERT D. L'HEUREUX

*Legal Assistant:* CHARLES M. GOWDY

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

**ROSEL H. HYDE**

(Term Expires June 30, 1959)

Legal Assistant—DEE W. PINCOCK

**T. A. M. CRAVEN**

(Term Expires June 30, 1963)

Legal Assistant—ROBERT M. KOTEEN

**ROBERT T. BARTLEY**

(Term Expires June 30, 1958)

Legal Assistant—MAX D. PAGLIN

Engineering Assistant—

HORACE E. SLONE

**JOHN C. DOERFER**

(Term Expires June 30, 1961)

Legal Assistant—EVELYN F. EPPLLEY

Engineering Assistant—

JAMES B. McELROY

**ROBERT E. LEE**

(Term Expires June 30, 1960)

Legal Assistant—

DAVID C. WILLIAMS

Engineering Assistant—

WILLIAM B. CAMPBELL

**RICHARD A. MACK**

(Term Expires June 30, 1962)

Legal Assistant—H. EARL BARRER

Engineering Assistant—

JOHN E. DOANE

## Office Of The Secretary

*Secretary*

**MARY JANE MORRIS**

### INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION

Charlotte S. Smith, *Chief*

### MAIL AND FILES DIVISION

Mary E. Sprague, *Chief*

### DOCKETS DIVISION

Jessie R. Blaine, *Chief*

### TECHNICAL ASSISTANCE DIVISION

Gordon J. Kent, *Chief*

### MINUTE DIVISION

Annette Hutterly, *Chief*

### LIBRARY DIVISION

Helen A. Clark, *Chief*

### MESSANGER DIVISION

John W. Brown, *Chief*

## Office of Hearing Examiners

JAMES D. CUNNINGHAM, *Chief Hearing Examiner*

JAY A. KYLE, *Assistant Chief Hearing Examiner*

### EXAMINERS

J. D. Bond  
Basil P. Cooper  
Thomas H. Donahue  
Annie N. Huntting

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

**Office of Opinions and Review**

JOHN L. FITZGERALD, *Chief*  
 HORACE E. SLONE, *Asst. Chief (Engineering)*

*Attorneys*

|                       |                      |
|-----------------------|----------------------|
| John H. Conlin        | Edward C. McKenzie   |
| William S. Davis, Jr. | Donald J. Berkemeyer |
| Raymond L. Hodges     | Charles Frederick    |
| Sarah Ann Mobley      | Forest McClenning    |
| Wallace E. Hutton     | David W. Warren, Jr. |

*Engineers*

|                           |                  |
|---------------------------|------------------|
| Chester F. Naumowicz, Jr. | Hideyuki Noguchi |
| George K. Ashenden, Jr.   |                  |

*Accountant*

Charles S. Borum

**Office of Administration**

*Executive Officer and Acting Budget Officer*  
 ROBERT W. COX

Richard F. Solan, *Administrative Assistant*

**ADMINISTRATIVE SERVICES DIVISION**

Paul H. Sheehy, *Chief*

**BUDGET AND FISCAL DIVISION**

Robert W. Cox, *Acting Chief*

**ORGANIZATION AND METHODS DIVISION**

Eric G. Stewart, *Chief*

**PERSONNEL DIVISION**

Gilbert H. Hatfield, *Personnel Officer*

**Office of Reports and Information**

GEORGE O. GILLINGHAM, *Chief*

Salina M. Lndo, *Asst. Chief*  
*of Information Branch*

**REPORTS BRANCH**

Eva O. Melton  
 Lily M. Marshall

**Office of Chief Engineer**

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

**FREQUENCY ALLOCATION & TREATY DIVISION**

Albert L. McIntosh, *Asst. Chief Engineer*

**TECHNICAL RESEARCH DIVISION**

Ralph J. Renton, *Asst. Chief Engineer*

**LABORATORY DIVISION**

Edward W. Chapin, *Asst. Chief Engineer*

**CONTROL OF ELECTROMAGNETIC RADIATION GROUP**

Kenneth W. Miller, *U. S. Supervisor*

**Broadcast Bureau**

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

**BROADCAST FACILITIES DIVISION**

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

**RULES AND STANDARDS DIVISION**

Hart S. Cowperthwait, *Chief*  
 Herbert M. Schulkind, *Asst. Chief*

**ECONOMICS DIVISION**

Hyman H. Goldin, *Chief*  
 James B. Sheridan, *Acting Chief*

**RENEWAL AND TRANSFER DIVISION**

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

**LICENSE DIVISION**

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

## Regional Managers

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

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

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

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

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

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

## District Offices and Engineers in Charge

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

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

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

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

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

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

Sub-Office

ANDREW BAHLEY  
 214 P. O. Building  
 Savannah, Georgia

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

Sub-Office

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

8. VACANCY  
 400 Audubon Building  
 New Orleans 16, Louisiana

Sub Office

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

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

Sub-Office

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

10. VACANCY  
 500 Terminal Annex Building  
 Dallas 2, Texas

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

Sub-Office

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

Ship Office

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

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

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

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

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

16. DONALD A. MURRAY  
 208 Uptown P. O. and Federal Bldg.  
 St. Paul 2, Minnesota

17. HAROLD T. GALLAHER  
 3100 Federal Office Bldg.  
 Kansas City 6E, Missouri

18. HAROLD D. HAYES  
 826 U. S. Court House  
 Chicago 4, Illinois

19. EDWIN S. HEISER  
 1029 New Federal Building  
 Detroit 26, Michigan

20. PAUL A. HOLLOWAY  
 328 P. O. Building  
 Buffalo 3, New York

21. PAUL R. FENNER  
 502 Federal Bldg.  
 Honolulu 1, Hawaii

22. ARTHUR T. CLINE, JR.  
 322 Federal Bldg.  
 San Juan 13, P. R.

23. HAROLD D. DeVOE  
 San Juan 13, P. R.  
 Room 53, U. S. P. O. and Court House  
 Anchorage, Alaska

Sub-Office

HAL S. WEIDNER  
 6 Shattuck Building, P. O. Box 1421  
 Juneau, Alaska

24. ALFRED H. KLEIST  
 Briggs Building  
 415 22nd St., N. W., Washington D. C.



## Safety and Special Radio Services Bureau

CURTIS B. PLUMMER, *Chief*  
Marshall S. Orr, *Assistant Chief*  
Ezra Chambers, *Administrative Assistant*

### AVIATION DIVISION

John R. Evans, *Chief*

### INDUSTRIAL DIVISION

Daniel H. Arnold, *Chief*

### MARINE DIVISION

William N. Krebs, *Chief*

### PUBLIC SAFETY AND AMATEUR DIVISION

George K. Rollins, *Chief*

### LAND TRANSPORTATION DIVISION

Glen E. Nielsen, *Chief*

## Office of General Counsel

WARREN E. BAKER, *General Counsel*  
EDGAR W. HOLTZ, *Associate General Counsel*

### LITIGATION DIVISION

Richard A. Solomon, *Asst. General Counsel*

### LEGISLATION, TREATIES AND RULES DIVISION

Charles E. Smoot, *Asst. General Counsel*

## Common Carrier Bureau

HAROLD G. COWGILL, *Chief*  
Irene M. Durgin, *Administrative Assistant*  
Charles R. Makela, *Field Coordinator*  
Robert E. Stromberg, *Chief, Office of Accounting Systems*  
Betty Ferro, *Chief, License Branch*

### TELEPHONE DIVISION

John I. Nordberg, *Chief*  
*Wire Services and Facilities Branch*  
E. L. Clinkscales, *Chief*  
*Accounting Compliance Branch*  
Sydney O'Guin, *Chief*  
*Rates & Revenue Requirements Branch*  
Bernard Strassburg, *Chief*  
*Depreciation Rates Branch*  
Kosmo J. Affanasiev, *Chief*  
*Domestic Radio Facilities Division*  
Arthur A. Gladstone, *Chief*

### TELEGRAPH DIVISION

John R. Lambert, *Chief*  
*Rates & Revenue Requirements Branch*  
Martin R. Haven, *Chief*  
*Services & Facilities Branch*  
Ralph D. Jones, *Chief*

### INTERNATIONAL DIVISION

Marion H. Woodward, *Chief*  
*Rates & Revenue Requirements Branch*  
Asher H. Ende, *Chief*  
*Services & Facilities Branch*  
John A. Russ, *Chief*

### COMMON CARRIER FIELD OFFICES

New York, N. Y., Rm. 604, 90 Church St.—Jack E. Buckley, *Chief*  
St. Louis, Mo., Room 334, 815 Olive St.—Henry G. Gothard, *Chief*  
San Francisco, Calif., 180 New Montgomery St.—Paul Summerhays, *Chief*

## Field Engineering and Monitoring Bureau

GEORGE S. TURNER, *Chief*  
Frank M. Kratokvil, *Assistant Chief*  
John H. McAllister, *Attorney-Advisor*  
Francis Keefe, *Adm. Asst.*

### FIELD OPERATING DIVISION

Frank M. Kratokvil, *Chief*

### ENGINEERING DIVISION

Floyd W. Wickenkamp, *Chief*

### INSPECTION & EXAMINATION DIVISION

Stacy W. Norman, *Chief*

### MONITORING DIVISION

Irving L. Weston, *Chief*

# NATIONAL ASSOCIATION of Radio and Television BROADCASTERS

Headquarters: 1771 N Street, N.W.,  
Washington 6, D. C.  
Phone: Decatur 2-9300

## Officers

*President, Chmn. of the Bd.*—Harold E. Fellows  
 Everett E. Rivercomb  
*Secretary-Treasurer*  
 John F. Meagher  
*V.P. in Charge of Radio*  
 Thad H. Brown  
*V.P. in Charge of Television*  
 Charles H. Tower  
*Manager, Employee-Employer Relations*  
 Robert L. Heald  
*Chief Attorney*  
 A. Prose Walker  
*Manager of Engineering*  
 Vincent T. Wasilewski  
*Government Relations*

## DEPARTMENT EXECUTIVES

Louise K. Aldrich, *Librarian*  
 Richard M. Allerton, *Manager of Research*  
 Jack Barton, *Manager of Station Relations*  
 Frederick H. Garrigus, *Manager of Organizational Services Department*  
 Howard H. Bell, *Assistant to the Pres. and State Assn. Coord.*  
 Edward H. Bronson, *Director of Television Code Affairs*  
 Walter R. Powell, Jr., *Attorney*  
 Joseph M. Sitrick, *Mgr. of Information*  
 Charles H. Tower, *Manager, EERD*  
 Robert L. Heald, *Chief Attorney*  
 La Rue M. Courson, *Production Manager*

## RADIO BOARD OF DIRECTORS 1957-58

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

| Director                  | District | States Comprising District                                                                                                            |
|---------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------|
| Herbert L. Krueger.....   | 1        | Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.                                                           |
| WTAG, Worcester, Mass.    |          |                                                                                                                                       |
| Robert B. Hanna.....      | 2        | New York and New Jersey.                                                                                                              |
| WGY, Schenectady, N. Y.   |          |                                                                                                                                       |
| George H. Clinton.....    | 3        | Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.                          |
| WPAR, Parkersburg, W. Va. |          |                                                                                                                                       |
| James H. Moore.....       | 4        | District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery. |
| WLSL, Roanoke, Va.        |          |                                                                                                                                       |
| Owen F. Uridge.....       | 5        | Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.                                                                            |
| WCKR, Miami, Florida      |          |                                                                                                                                       |
| F. C. Sowell.....         | 6        | Arkansas, Louisiana, Mississippi and Tennessee.                                                                                       |
| WLAC, Nashville, Tenn.    |          |                                                                                                                                       |
| Robert T. Mason.....      | 7        | Kentucky and Ohio.                                                                                                                    |
| WMRN, Marion, Ohio        |          |                                                                                                                                       |
| Edward F. Baughn.....     | 8        | Indiana and Michigan.                                                                                                                 |
| WPAG, Ann Harbor, Mich.   |          |                                                                                                                                       |
| William Holm.....         | 9        | Illinois and Wisconsin.                                                                                                               |
| WLPO, LaSalle, Illinois   |          |                                                                                                                                       |
| Ben Sanders.....          | 10       | Iowa, Missouri and Nebraska.                                                                                                          |
| KICD, Spencer, Iowa       |          |                                                                                                                                       |

| Director                   | District | States Comprising District                                                                                                                                                                                                                                                                                   |
|----------------------------|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| F. E. Fitzsimonds.....     | 11       | Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.                               |
| Robert L. Pratt.....       | 12       | Kansas and Oklahoma.                                                                                                                                                                                                                                                                                         |
| KGGF, Coffeyville, Kans.   |          |                                                                                                                                                                                                                                                                                                              |
| Alex Keese .....           | 13       | Texas.                                                                                                                                                                                                                                                                                                       |
| WFAA, Dallas, Texas        |          |                                                                                                                                                                                                                                                                                                              |
| George C. Hatch.....       | 14       | Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson. |
| KALL, Salt Lake City, Utah |          |                                                                                                                                                                                                                                                                                                              |
| William D. Pabst.....      | 15       | California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.                                                       |
| KFRC, San Francisco, Cal.  |          |                                                                                                                                                                                                                                                                                                              |
| Robert O. Reynolds.....    | 16       | Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.                                                    |
| KMPC, Los Angeles, Calif.  |          |                                                                                                                                                                                                                                                                                                              |
| Richard M. Brown.....      | 17       | Alaska, Oregon and Washington.                                                                                                                                                                                                                                                                               |
| KPOJ, Portland, Ore.       |          |                                                                                                                                                                                                                                                                                                              |

### DIRECTORS-AT-LARGE

#### Large Stations

John M. Outler  
 WSB, Atlanta, Georgia  
 John F. Patt  
 WJR, Detroit, Michigan

#### Medium Stations

Cecil B. Hoskins  
 WWNC, Asheville, North Carolina  
 J. Frank Jarman  
 WDNC, Durham, North Carolina

#### Small Stations

F. Ernest Lackey  
 WHOP, Hopkinsville, Kentucky  
 William C. Grove  
 KFBC, Cheyenne, Wyoming

#### FM Stations

Edward A. Wheeler  
 WEAW-FM, Evanston, Illinois  
 Merrill Lindsay  
 WSOY-FM, Decatur, Illinois

#### Network

Don Durgin  
 NBC, New York  
 Arthur Hull Hayes  
 CBS, New York

Charles R. Denny  
 NBC, New York  
 John B. Poor  
 MBS, New York

### TELEVISION BOARD OF DIRECTORS 1957-58

Campbell Arnoux  
 WTAR-TV, Norfolk, Virginia  
 Kenneth L. Carter  
 WAAM, Baltimore, Maryland  
 William Fay  
 WROC-TV, Rochester, N. Y.  
 Ward L. Quaal  
 WGN-TV, Chicago, Ill.  
 Joseph E. Baudino  
 Westinghouse Broadcasting Co., Inc.  
 Washington, D. C.  
 John E. Fetzer  
 WKZO-TV, Kalamazoo, Mich.  
 Frank M. Russell  
 NBC-TV, Washington, D. C.

Payson Hall  
 Meredith Publishing Co.  
 Des Moines, Iowa  
 Howard Lane  
 KOIN-TV, Portland, Oregon  
 W. D. Rogers  
 KDUB-TV, Lubbock, Texas  
 Harold P. See  
 KRON-TV, San Francisco, Calif.  
 James D. Russell  
 KKTU, Colorado Springs, Colo.  
 Merle S. Jones  
 CBS-TV, New York, N. Y.

# WORKING PARTNERS



**FRANK HEADLEY**, President

**DWIGHT REED**, Vice President

**FRANK PELLEGRIN**, Vice President

**PAUL WEEKS**, Vice President

## WE ALWAYS SEND A MAN TO DO A MAN'S JOB

380 Madison Ave.  
New York 17, N. Y.  
OXford 7-3120

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

6253 Hollywood Boulevard  
Hollywood 28, Calif.  
HOLlywood 2-6453

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

415 Rio Grande Bldg.  
Dallas, Texas  
RANdolph 5149

101 Marietta Street Bldg.  
Atlanta, Georgia  
CYpress 7797

520 Lovett Boulevard  
Room No. 1D  
Houston, Texas  
JACKson 8-1601

910 Royal Street  
Canal 3917  
New Orleans, La.

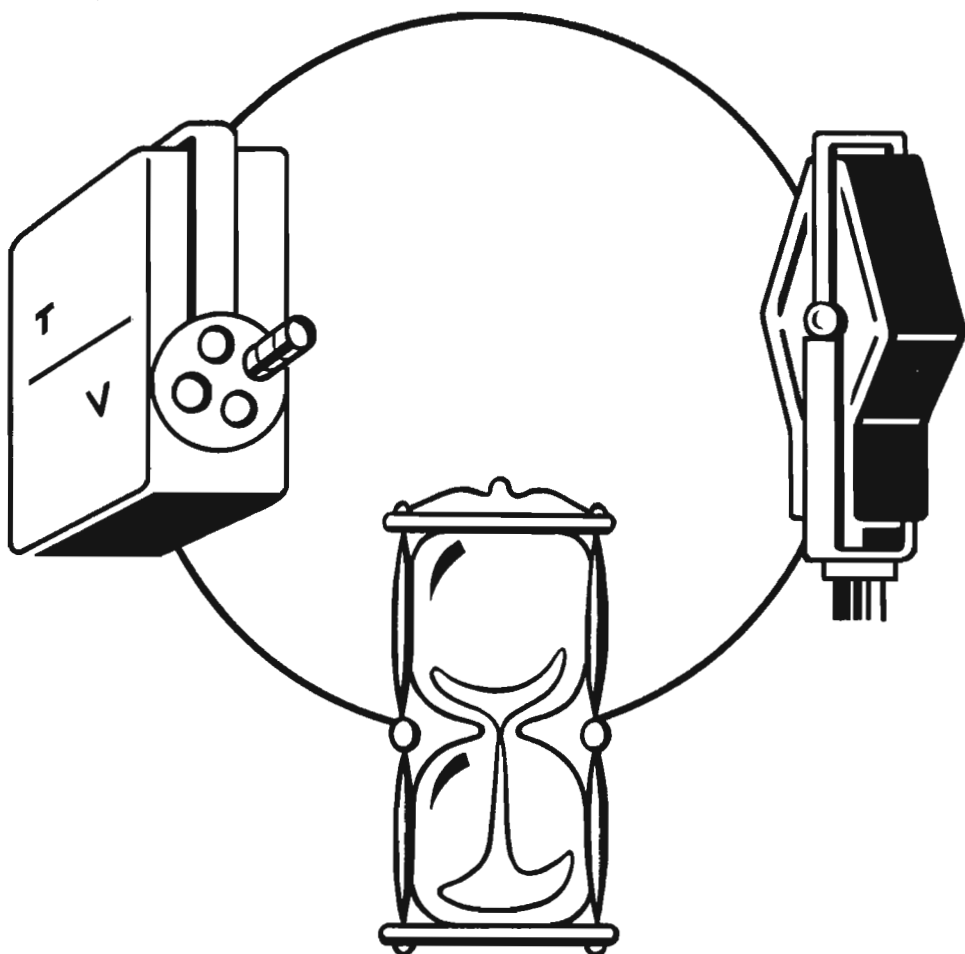


# **STATION REPRESENTATIVES**

~~~~~  
PERSONNEL & BRANCH OFFICES
~~~~~

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

**1957**



## *EVERY MINUTE COUNTS*

The HEADLEY-REED COMPANY makes every minute count when serving and selling your station to advertisers and their agencies.

Yes, HEADLEY-REED offers a service that provides complete, intelligent and aggressive on-the-spot selling from six strategically located sales offices.

### **HEADLEY-REED COMPANY**

Radio and Television Station Representatives

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