

Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
Sherman & Marquette, Inc.	Plaza	7-6400
Street & Finney, Inc.	Watkins	4-8510
Sullivan, Stauffer, Colwell & Bayles	ORegon	9-2500
J. D. Tarcher & Co., Inc.	Circle	6-2626
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	CHickering	4-3254
Warwick & Legler, Inc.	Murray Hill	4-5800
William H. Weintraub & Co., Inc.	Murray Hill	8-3900
Weiss & Geller, Inc.	Plaza	3-4070
Ward Wheelock Co.	Plaza	3-7120
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

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

RADIO TELEVISION DAILY Wisconsin 7 6366

Radio & Television Weekly	Walker	5-2576
Sales Management	LEXington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	LEXington	2-6611
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	LUXemburg	2-2700

News Associations

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

Talent Agencies

Affiliated Artists	Plaza	3-1862
All America Artists, Inc.	Circle	6-6646
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Radio Artists, Inc.	Columbus	5-3580
Frank Cooper Associates	VANDerbilt	6-5661
Fanchon & Marco, Inc.	CHickering	4-3956
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	ELdorado	5-1076
Management Corp. of America	Plaza	9-7500
Music Corp. of America	Plaza	9-7500
William Morris Agency, Inc.	JUDson	6-5100
Marjorie Morrow	CHickering	4-0644
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	BRyant	9-0430
AAAA	LEXington	2-7980
American Communications Assn.	CORtland	7-1374
American Federation of Musicians	Plaza	8-0600
AFRA	VANDerbilt	6-1810
ASCAP	Murray Hill	8-8830
American Television Society	Murray Hill	6-0238
AMPA	LUXemburg	2-1790
Broadcast Music, Inc.	Plaza	7-1800
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	WHitehall	3-8000
Institute of Radio Engineers	REgent	7-9600
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
Professional Music Men, Inc.	Columbus	5-7362
Radio Writers' Guild	MURray Hill	6-5252
SESAC, Inc.	MURray Hill	5-5365
Song Writers' Protective Assn.	Columbus	5-3758
Station Representatives Assn.	MURray Hill	5-4141
Television Broadcasters' Assn., Inc.	LACKawanna	4-4788

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
Advertisers Recording Service, Inc.	Circle	6-0141
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	MURray Hill	9-5900
Alton Alexander Productions	LOrraine	8-3100
American Institute Food Products	MURray Hill	2-4944
Apex Recording Studios, Inc.	Plaza	7-7067
Arts Recording Studios	Plaza	8-0407
Associated Program Service	Plaza	7-7710
Associated Radio & TV Production	MURray Hill	6-2523
Audio-Video Recording Co.	Plaza	7-0780
Jack Barry Productions, Inc.	ORegon	9-3118
Basch Radio & TV Productions	MURray Hill	2-8877
V. S. Becker Advtg. Service	LUXemburg	2-1040
Ford Bond Radio Productions, Inc.	Circle	7-2236
Byron Productions Co.	Circle	6-2677
The Bruce Chapman Co.	WISconsin	7-9244
Cinefacts, Inc.	Circle	6-0951
Cinemat, Inc.	ORchard	9-4430
Coastal Recording Co.	Circle	6-3900
Columbia Transcriptions	Circle	5-7300
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	ORegon	9-3595
Decca Records, Inc.	COLUMbus	5-2300
Roy DeGroff Consultants, Inc.	MURray Hill	7-9135
Empire Broadcasting Corp.	Plaza	9-4500
Allen A. Funt Radio Productions	JUDson	6-5227
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Plaza	7-5959
Harry S. Goodman Radio Productions	Plaza	5-6131
Laurence Hammond Productions, Inc.	Plaza	9-2210
Arthur Henley Productions	ILInois	9-6729
Hummert Radio Features	MURray Hill	9-5900
International 16mm Corp.	Plaza	7-2265
Roger Kay Enterprises	Circle	5-7880
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	JUDson	6-5700
Bob Loewi Productions, Inc.	Plaza	5-0958
Phillips H. Lord, Inc.	Plaza	5-2211
Charles Michelson, Inc.	Plaza	7-0695
Motion Picture Stages, Inc.	Plaza	3-4840
William Morris Agency, Inc.	JUDson	6-5100
Murphy-Lillis Productions, Inc.	Plaza	7-8144
Music Corp. of America	Plaza	9-7500
Muzak Corp.	Plaza	7-7710
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Nelson Productions, Inc.	MURray Hill	6-5862
Press Association, Inc.	Plaza	7-1111
Prockter Productions, Inc.	JUDson	6-4830
Radio Artists Corp.	MURray Hill	8-0940
Radio Events, Inc.	MURray Hill	7-1668
Radio Features of America	LUXemburg	2-5130
Radio-Video Associates	Plaza	5-5781
Reemack Enterprises, Inc.	MURray Hill	7-7979
Reeves Sound Studios, Inc.	ORegon	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	MURray Hill	8-0940
SESAC, Inc.	MURray Hill	5-5365
K. R. Smith	JUDson	2-3791
Henry Souvaine, Inc.	Circle	7-5666
Richard Stark & Co.	Circle	6-7337
Irvin Paul Sulds, Inc.	MURray Hill	3-3076
Television Screen Productions, Inc.	Plaza	5-0808
Transcribed Radio Shows	LUXemburg	2-3530
Transfilm, Inc.	LUXemburg	2-1400
United Press Associations	MURray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	ELdorado	5-0734
Von Baumann Studio	RHInelander	4-5508
Roger White Productions	Plaza	5-3560
Wolf Associates, Inc.	Plaza	5-7620
Wolff-Feldman Enterprises, Inc.	LACKawanna	4-3450
World Broadcasting System, Inc.	MURray Hill	8-4700
World Video, Inc.	Plaza	9-3870
Wright, Wynn Associates	Plaza	3-4417
Frederick W. Ziv Co., Inc.	MURray Hill	8-4700

Radio and Television TELEPHONE NUMBERS in CHICAGO

AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBMM	WHitehall	4-6000
WCFL	MOhawk	4-2400
WCRW	EAsgate	7-6860
WEDC	ROckwell	2-9461
WENR	ANdover	3-0800
WGES	SAcramento	2-1700
WGN	SUperior	7-0100
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	State	2-5466
WLS	MONroe	6-9700
WMAQ	SUperior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	AMBassador	2-1128
WEFM	State	2-1357
WFMT	NEvada	2-2240
WXRT	MONroe	6-9060

Television Stations

WBKB	RAndolph	6-8210
WENR-TV	ANdover	3-3800
WGN-TV	SUperior	7-3100
WNBC	SUperior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
Keystone Broadcasting System	State	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUperior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUperior	7-8659
The Bolling Co.	DEarborn	2-5277
The Branham Co.	Central	6-5726
Burn-Smith Co.	Central	6-4437
Capper Publications	Central	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	State	2-1663
Crosley Broadcasting Corp.	State	2-6693
Everett-McKinney, Inc.	SUperior	7-9052
Forjoe & Co.	DElarware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	ANdover	3-2636
Hal Holman Co.	FRanklin	2-0016
H-R Representatives	RAndolph	6-0113
The Katz Agency	Central	6-7343
Joseph Hershey McGillvra, Inc.	State	2-5282
J. P. McKinney & Son	SUperior	7-9866
Robert Meeker Associates, Inc.	Central	6-1742
National Broadcasting Co.	SUperior	7-8300
John E. Pearson Co.	State	2-7594
John H. Perry Associates	HArrison	7-8085

Edward Petry & Co., Inc.	WHitehall	4-0011
Radio Sales	WHitehall	4-6000
William G. Rambeau Co.	ANdover	3-5566
Paul H. Roymer Co.	SUperior	7-4473
The Taylor Co.	State	2-5260
Scars & Ayer, Inc.	SUperior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	Financial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Boker Adv. Agency, Inc.	FRanklin	2-8895
BBDGO	SUperior	7-9200
Beumont & Hohmon	Central	6-4230
Gordon, Best, Co., Inc.	State	2-5060
Blackett Hill	SUperior	7-6500
Bozell & Jacobs, Inc.	Central	6-6503
Buchanan & Co., Inc.	ANdover	3-6611
Leo Burnett Co., Inc.	Central	6-5959
Campbell-Ewald Co.	Central	6-1946
Campbell-Mithun Inc.	DElarware	7-7553
Dancer-Fitzgerald-Sample	Financial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	Central	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Albert Frank-Guenter Law, Inc.	DEarborn	2-6424
Foote, Cone & Belding	SUperior	7-4800
Goodkind, Joyce & Morgan, Inc.	SUperior	7-6746
Grant Advertising, Inc.	SUperior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
H. W. Kastor & Sons Advertising Co.	Central	6-5331
W. E. Long Co.	RAndolph	6-4606
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElarware	7-7860
C. L. Miller Co.	Central	6-1640
Needham, Louis Brorby, Inc.	State	2-5151
Olan Advertising Co.	State	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	Central	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	Financial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	DElarware	7-1045
Sherman & Marquette, Inc.	DElarware	7-8000
Tatham-Laird, Inc.	HArrison	7-3700
J. Walter Thompson Co.	SUperior	7-0303
Wade Advertising Agency	State	2-7369
Weiss and Geller	DElarware	7-1124
Young & Rubicam	Financial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUperior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Green Associates	WHitehall	4-0818
L. S. Toogood Recording Co.	Central	6-5275
William Morris Agency	State	2-3632
Jewell Radio Productions	Financial	6-4474

Radio and Television

TELEPHONE NUMBERS

in CHICAGO

Herbert S. Laufman WEbster 9-2302
 Les Lear Productions Corp. ANdover 3-7233
 Art Linick Enterprises SUperior 7-3311
 Monogram Radio Programs, Inc. ANdover 3-7169
 Morton Radio Productions, Inc. CEntral 6-4144
 Music Corp. of America DELaware 7-1100
 NBC Radio Recording Division SUperior 7-8300
 Radio Features, Inc. FRanklin 2-4392
 RCA Manufacturing Co. WHitehall 4-4600
 Standard Radio Trans. Service, Inc. SState 2-3153
 Haf Tate Radio Productions SHeldrake 3-0880
 Tele-Radio Creations, Inc. MOhawk 4-0015
 Television Adv. Productions, Inc. SState 2-5941

Wright Radio Productions SUperior 7-1280
 Frederic W. Ziv Co. FRanklin 2-8917

News Agencies and Ass'ns.

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

RADIO DAILY MOhawk 4-4737
 United Press RAndolph 6-4172

Radio, Television and Government

TELEPHONE NUMBERS

in WASHINGTON

Federal Departments and Agencies

American National Red Cross REpublic 7-8300
 Archives, National REpublic 7-7500
 Capitol, U. S. (Senate, House of
 Reprs.) NATIONAL 8-3120
 Census, Bureau of The LUdlow 4-3000
 Commerce, Department of STerling 3-9200
 Copyright Office, Library of Congress. STerling 3-0400
 Court of Customs and Patent Appeals. NATIONAL 8-4696
 Defense Mobilization, Office of EXecutive 3-3300
 Executive Mansion (White House) NATIONAL 8-1414
 Federal Communications Commission. EXecutive 3-3620
 Federal Trade Commission EXecutive 3-6800
 Government Printing Office STerling 3-6840
 Interior, Department of The REpublic 7-1820
 Justice, Department of REpublic 7-8200
 Labor, Department of EXecutive 3-2420
 National Labor Relations Board STerling 3-7373
 National Military Establishment:
 Air Force, Department of The LIBerty 5-6700
 Army, Department of The LIBerty 5-6700
 Navy, Department of The LIBerty 5-6700
 National Production Authority STerling 3-5200
 National Research Council EXecutive 3-8100
 Patent Office STerling 3-9200
 Post Office Department STerling 3-3100
 Radio Correspondents Galleries (Senate and
 House of Representatives) NATIONAL 8-3120
 State, Department of REpublic 7-5600
 Supreme Court of the United States. EXecutive 3-1640
 White House NATIONAL 8-1414

Non-Governmental

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

RADIO-TV DAILY METropolitan 8-0823
 Radio-Television Manufacturers
 Association NATIONAL 8-3902
 Radio Corporation of America DISTRICT 7-1260
 Westinghouse Radio Stations STerling 3-0903

AM Radio Stations

WARL JACkson 7-7800
 WEAM JACkson 7-7100
 WFAX JEFFerson 2-0900
 WGAY JUNiper 9-1050
 WGMS EXecutive 3-8676
 WINX POplar 2-4357
 WMAL KELlogg 7-1100
 WOL METropolitan 8-0010
 WOOK REpublic 7-8000
 WPIK OVerlook 3-3000
 WRC ADams 4-5400
 WTOP METropolitan 8-3200
 WWDC STerling 3-3800

FM Radio Stations

WASH-FM DISTRICT 7-1356
 WBUZ JORDan 8-1300
 WCFM REpublic 7-8688
 WGAY-FM JUNiper 9-1050
 WGMS-FM EXecutive 3-8676
 WMAL-FM KELlogg 7-1100
 WOOK-FM STerling 3-7625
 WRC-FM ADams 4-5400
 WTOP-FM METropolitan 8-3200

Television Stations

WMAL-TV KELlogg 7-1100
 WNBW ADams 4-5400
 WTOP-TV METropolitan 8-3200
 WTTG STerling 3-5300

News Services

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

Networks

ABC REpublic 7-6013
 CBS METropolitan 8-3200
 MBS METropolitan 8-1551
 NBC ADams 4-5400

Radio and Television TELEPHONE NUMBERS in LOS ANGELES

AM Radio Stations

KALI (Pasadena)	RYan 1-7149
KBIG	HEmpstead 3025
KECA	HUdson 2-3141
KFAC	DUnkirk 4-1231
KFI	DUnkirk 2-2121
KFMV	HEmpstead 5151
KFOX	MADison 2247
KFVD	DUnkirk 8-2345
KFWB	HEmpstead 5151
KGER	MADison 2551
KGJ	Hillside 0201
KGIL (Sherman Oaks)	STanley 7-3467
KHJ	HUdson 2-2133
KIEV (Glendale)	CHarleston 5-2388
KLAC	HUdson 2-7311
KMG	TEXas 0-3311
KMG	HOLlywood 9-5341
KNX	HOLlywood 9-1212
KOWL (Santa Monica)	EXbrook 4-6761
KRKD	TUcker 7111
KUSC	Richmond 7-2295
KWKW (Pasadena)	RYan 1-6744
KXLA (Pasadena)	RYan 1-6921

FM Radio Stations

KECA-FM	HUdson 2-3141
KFAC-FM	DUnkirk 4-1231
KHJ-FM	HUdson 2-2133
KMG	TEXas 0-3311
KNX-FM	HOLlywood 9-1212
KRKD-FM	TUcker 7111
KSMV-FM	HEmpstead 5151
KUSC-FM	Richmond 6362

Television Stations

KECA-TV	NOrmandy 3-3311
KFI-TV	DUnkirk 2-2121
KHJ-TV	HUdson 2-2133
KLAC	HUdson 2-7311
KNRH	HOLlywood 9-6161
KNXT	HOLlywood 9-1212
KTLA	HOLlywood 9-3181
KTSL	HOLlywood 9-1212
KTTV	HUdson 2-7111

Networks

American Broadcasting Co.	HUdson 2-3141
American Broadcasting Co., TV Center	NOrmandy 3-3311
Columbia Broadcasting System, Inc.	HOLlywood 9-1212
NBC Television	ROckwell 9-3911
National Broadcasting Co.	HOLlywood 9-6161
Mutual-Don Lee Broadcast System	HUdson 2-2133
Pacific Regional Network	Hillside 7406

Station Representatives

American Jewish Broadcasting	HUdson 2-2748
Atkinson Co.	CRestview 6-3400
Avery-Knodell, Inc.	TU 2435
Walter Biddick Co.	Richmond 6184
John Blair & Co.	GRanite 6103
Blair TV, Inc.	GRanite 6103
Bolling Co., Inc.	GLadstone 8045
The Branham Co.	WEbster 1-1551
Howard C. Brown Co.	HOLlywood 9-6045
Burn-Smith Co., Inc.	DUnkirk 8-8158

CBS-Radio Spot Sales	HOLlywood 9-1212
F M Repr., Inc.	Hillside 2450
Forjoe & Co.	MADison 6-8329
Free & Peters	HO 9-2151
Gene Grant & Co.	YORk 8812
W. S. Grant Co.	MADison 9-2653
Irene Griffith Co.	Hillside 3912
Harrington, Righter, & Parsons, Inc.	WYoming 5151
Headley-Read Co.	Hillside 7738
H-R Representatives, Inc.	GRanite 1480
George P. Hollingbery	MADison 6-3633
The Katz Agency	TUcker 3219
Keenan & Eckelberg	DUnkirk 2-8458
Lincoln Deller Radio Stations	Hillside 4288
Joseph Hershey McGilvra, Inc.	DUnkirk 7-4388
Tracy Moore	HOLlywood 9-5408
NBC-KNBH Spot Sales	HOLlywood 9-6161
Oakes, Harlan G., Associates	DUnkirk 2-3200
Lee F. O'Connell Co.	CRestview 5-2022
John Pearson Co.	DUnkirk 7-4388
Edward Petry Co.	Mlchigan 8729
Radio Sales	HOLlywood 9-1212
Wm. G. Rambeau Co.	HI 0388
Paul H. Raymer	HUdson 2-2376
Walker Co.	DUnkirk 2-3200
Weed & Company	Hillside 8611

Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk 7-7305
Ad Associates	TUcker 5713
Advertisers Production Agency	PRospect 7761
Advertising Engineers Corporation	MUtual 5039
Alber, R. H., Co.	HOLlywood 9-8273
Allen & Marshall Adv. Agency	DUnkirk 7-5163
Allied Advertising Agency	DUnkirk 7-7331
Altman, Bruce, Adv. Agency	BRadshaw 2-5446
Anderson-Bever-Grant, Inc.	ANGelus 3-7177
Anderson-McConnell Adv. Agency	WEbster 1-1761
Arc Advertising Agency	Hillside 2117
Arnold, Rupert, Adv. Agency	PRospect 1782
Asay, Wm. F., Agency	LOng Beach 7-2429
Associated Advertising Agency	CRestview 1-7227
Atchison, R. B., Adv. Agency	PRospect 1913
Atherton Advertising Agency	WEbster 3-8488
Ayer, N. W., & Son, Inc.	HEmpstead 4871
Baldwin, Ben, Adv. Agency	BRadshaw 2-7126
Ball, Ted H., & Co.	HOLlywood 9-7127
Benning Co.	DUnkirk 8-3456
Barnes Chase Co.	DUnkirk 4-1193
Barnes, John, & Assoc.	HEmpstead 0387
Bass, Louis, Co.	BRadshaw 2-3396
Bates, Ted., & Co.	HOLlywood 9-2161
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood 9-7337
(Los Angeles)	WEbster 1-1234
Baile, H., Hammond Agency	DUnkirk 7-7777
Baumont & Hohman, Inc.	MADison 9-2676
Bennett, Harry, Adv. Agency	TRinity 2391
Benton & Bowles, Inc.	Hillside 9151
Berghoff Associates, Inc.	CRestview 5-6151
Basel Advertising	ANGelus 3-5121
Biew Co., Inc.	HEmpstead 2377
Bishop & Assoc. Inc.	NOrmandy 2-1158
Black, Robt. J. Adv.	BRadshaw 2-4072
Block Advertising Agency	HUdson 2-5668
Blythe, W. L., Co.	TUcker 5410
Bogarts, The	HEmpstead 6871
Booker-Coober, Inc.	HUdson 2-3205
Bothwell, W. Earl, Inc.	GRanite 6114
Bowman, Deute, Cummings, Inc.	PRospect 9806
Boyd, John R., Co.	LOgan 1644
Bozzell & Jacobs, Inc.	GLadstone 3083
Brand, Michael, Assoc.	CRestview 6-2991

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

Brisacher, Wheeler, & Staff.....WEbster 1-8143
 Broadcasting Advertising.....DUnkirk 9-1339
 Brooks Advertising Agency.....TRinity 0558
 Brown, Byron H., & Assoc.....DUnkirk 8-5284
 Buchanan & Co., Inc.....CRestview 5-5231
 Burnett, Leo, Co., Inc.....Hillside 7374
 Byoir, Carl, & Assoc., Inc.....TRinity 6421
 California Advertising Agency.....HEmpstead 8008
 Calkins, Holden, Carlock, McClinton
 & Smith, Inc.....YOrk 5145
 Calvert & Perry Adv.....HOLlywood 9-8209
 Campbell-Ewald Co.....RiChmond 6204
 Caples Co., The.....DUnkirk 7-4255
 Carroll Dean.....HOLlywood 9-1681
 Carson-Roberts Inc.....BRadshaw 2-2719
 Case, Jack, Adv. Counselor.....NuRmandy 1-1820
 Case, Roger T., Assoc.....LONa Beach 7-4474
 Castor & Assoc.....CRestview 5-2292
 Cecil & Presby, Inc.....HEmpstead 2324
 Cinema Advertising Agency.....PRospect 2141
 Citizen Advertising Agency, Inc.....MADison 6-4383
 Clark, Darwin H., Co.....MADison 9-1661
 Cloward, Velma, Advertising.....DUnkirk 4-2558
 Cole, Val, Advertising Agency.....WALnut 5182
 Coleman-Jones Advertising.....MADison 6-5859
 Coleman-Packard Adv.....OLympia 1104
 Collard, Clark, Adv. Agency.....DUnkirk 3-4688
 Columbian Advertising Agency.....HOLlywood 9-7187
 Compton Advertising, Inc.....HOLlywood 9-8107
 Consolidated Adv. Directors.....CRestview 4-6108
 Counselors, The.....GLadstone 6167
 Crank Chet, Co.....HEmpstead 5129
 Crossley & Jeffries, Inc.....CLEVeland 7-8271
 Culp Earl R., Co.....DUnkirk 2-8406
 Cunningham & Walsh, Inc.....GRanite 6131
 Dancer-Fitzgerald-Sample, Inc.....HUdson 2-3256
 D'Arcy Adv. Co.....DUnkirk 8-3462
 Davis, Charlie, Advertising.....AXminster 3-5508
 Davis, John G., Adv.....CRestview 5-5376
 Davis & Campan.....MICHigan 3908
 Davis-Harrison-Simmons, Inc.....HUdson 2-2311
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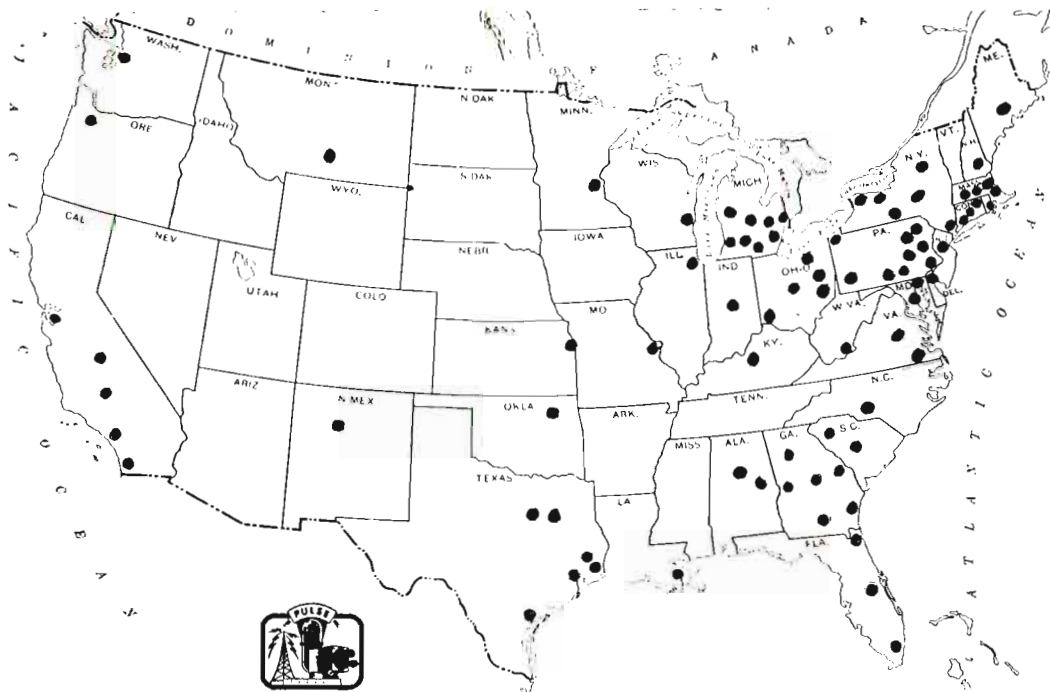
Publications

Billboard Publishing Co. HOLLYwood 9-5831
 Broadcasting-Telecasting HEMPstead 8181
 Hollywood Reporter Hillside 7411
 Radio Artists Directory. Hillside 0101
RADIO DAILY GLadstone 8436
 Radio-Television Life Hillside 9275
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Radio-TV Audience Surveys

Coffin, Cooper & Clay, Inc. HUDson 2-7251
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Phone: Mamaroneck 9-5401
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TRENDEX, INC.

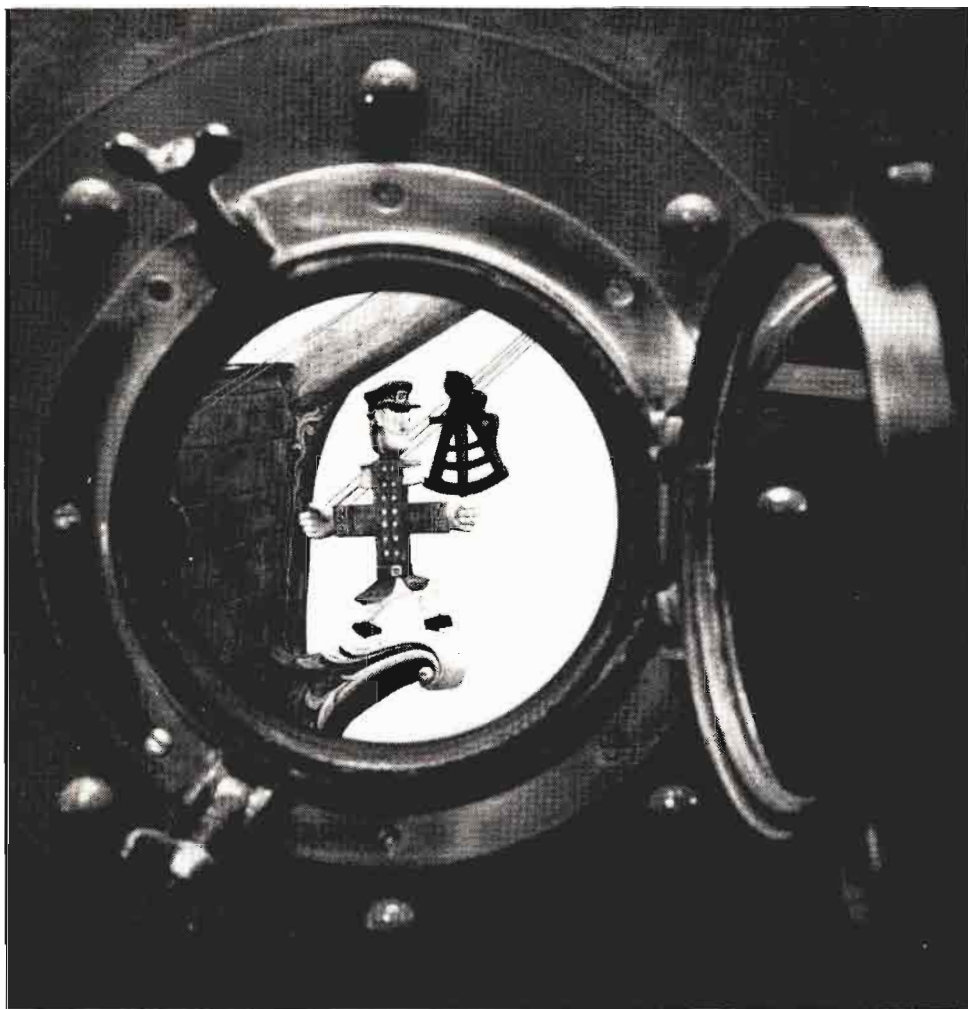
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For clear sailing through all of '53...



calling at all the ports you please
... the 560 affiliated stations of
the MUTUAL broadcasting system

FARM DIRECTORS DECADE

Association Marks 10th Anniversary This Year

By MAL HANSEN, President.

National Association of Radio Farm Directors

THE year 1953 marks the 10th Anniversary Year for the National Association of Radio Farm Directors. The organization's informal beginning was in May, 1943, when a handful of farm broadcasters talked about forming a national organization while attending the Institute of Education by Radio at Columbus, Ohio. The first official meeting followed in December in Chicago. From this small beginning NARFD has increased its membership to 323 persons representing 41 states in the union, from Canada and several foreign countries in various parts of the world.

Farm broadcasting is as old as radio itself. But since the close of World War II there has been a substantial increase in the number of farm directors employed by radio and television stations, and a rapid increase in the number of hours stations are devoting to farm service programs. This has accounted for the rapid growth of NARFD. The addition of television has added new personnel to farm developments. Regular farm television shows have been on the airwaves since 1949.

Economics has been the major factor behind the growth of farm radio and farm television departments. Station managers have found that by developing a sound farm department, they are able to make more money for the station and at the same time provide the service necessary in fulfilling the requirements of their federal license.

Radio is already the key means of obtaining information on the farm, and television is making rapid headway. BMB has reported that 98.1 per cent of the nation's farm homes have radios. Tens of thousands of sets are in farm automobiles, trucks, tractors and in the milkhouse or barn.

The instantaneous nature of broadcasting, which makes weather and market news available within minutes after the news is made, materially aids the farm director in his work. These principles, multiplied by the sheer weight of numbers of receiving sets, has clinched a place in the broadcasting future for the farm director who has the background



and inclination to serve the farmer over the airwaves.

Generally speaking, the men who provide this service belong to the National Association of Radio Farm Directors. The association itself has a constitution which states that its objectives are cordial relations and better understanding between commercial radio farm broadcasting and farm organizations, advertising agencies and other groups interested in reaching farm people,

and the station management itself. In addition, the objectives are to keep this kind of service on a high plane, spread farm service to areas where it is now lacking and advance the welfare of those engaged in farm broadcasting.

With these fundamental principles setting the course, NARFD is built on a regional basis . . . a logical step because agriculture is largely regional in nature. There are eight regional chairmen who serve with the elected national officers on the executive committee. Officers for 1953 in addition to the author, are vice-president, C. W. (Jack) Jackson of KCMO, Kansas City, Mo.; secretary-treasurer, Frank Atwood, WTIC, Hartford, Conn., and historian, Herb Plambeek of WHO, Des Moines, Iowa.

In 1952, under the leadership of President Sam Schneider of KVCO, Tulsa, Okla., the organization sought improvement in relationship among the basic triangle with which the farm director is always concerned . . . namely, the farmer, the sponsor, and the agricultural college.

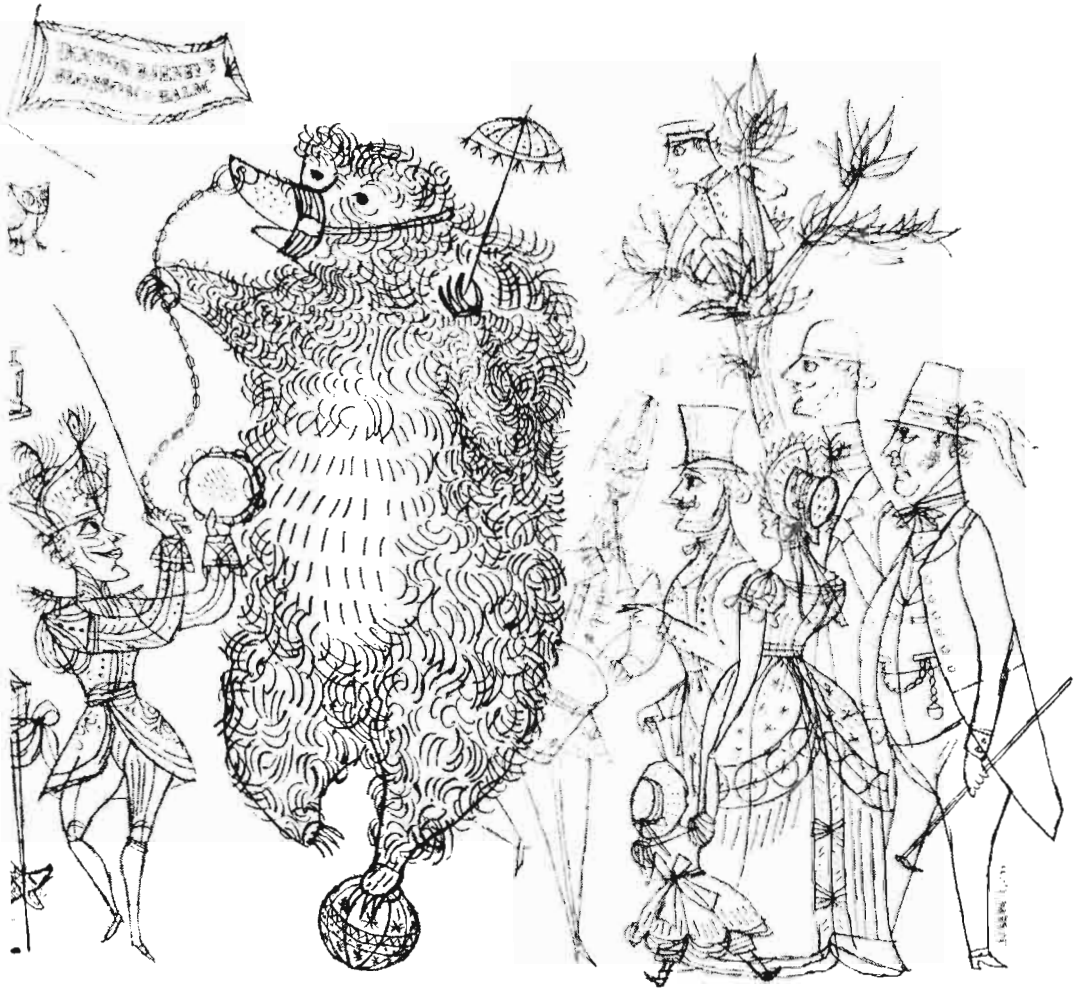
In 1953 NARFD has many goals. Under the general subject of improving public relations for agriculture, farm broadcasters need to tell the story of the importance of agriculture to the consuming public. There are numerous misunderstandings between town and country that must be corrected.

Within the radio and television industry itself, a segment of managements must be made aware of the commercial potentials of good farm service programming. And even more important, the advertisers, both of farm products and consumer products, must be informed of the tremendous farm market that can be reached effectively, quickly and at reasonable cost through specialized farm shows on radio and TV.

How much does it cost to keep a bear?



IF he draws a big enough crowd, a bear can earn every last berry you feed him. And the trick with a bear — or with any kind of entertainment, in person, in print, or on the air — is always the same: *to find a balance between how much an attraction costs and how much it attracts.* A way that is gaining new conviction among America's leading advertisers is network radio. For it continues to draw more people at less cost, prospect for prospect, than any other medium. It permits a rounded ad-



vertising program, with frequency that keeps impressions fresh. And it leaves ample funds for merchandising and dealer promotion. **I**n radio, the costs of attractions, for the numbers they attract, are lowest on CBS Radio. It has more of the traffic-building top shows than all other networks combined...and its sponsors invest 24 to 178 per cent more than on the other networks. **S**o draw the crowds on CBS Radio—where entertainment is like a bear that performs on a birdlike appetite.

CBS RADIO NETWORK

Where America Listens Most

makes big sales after sunset

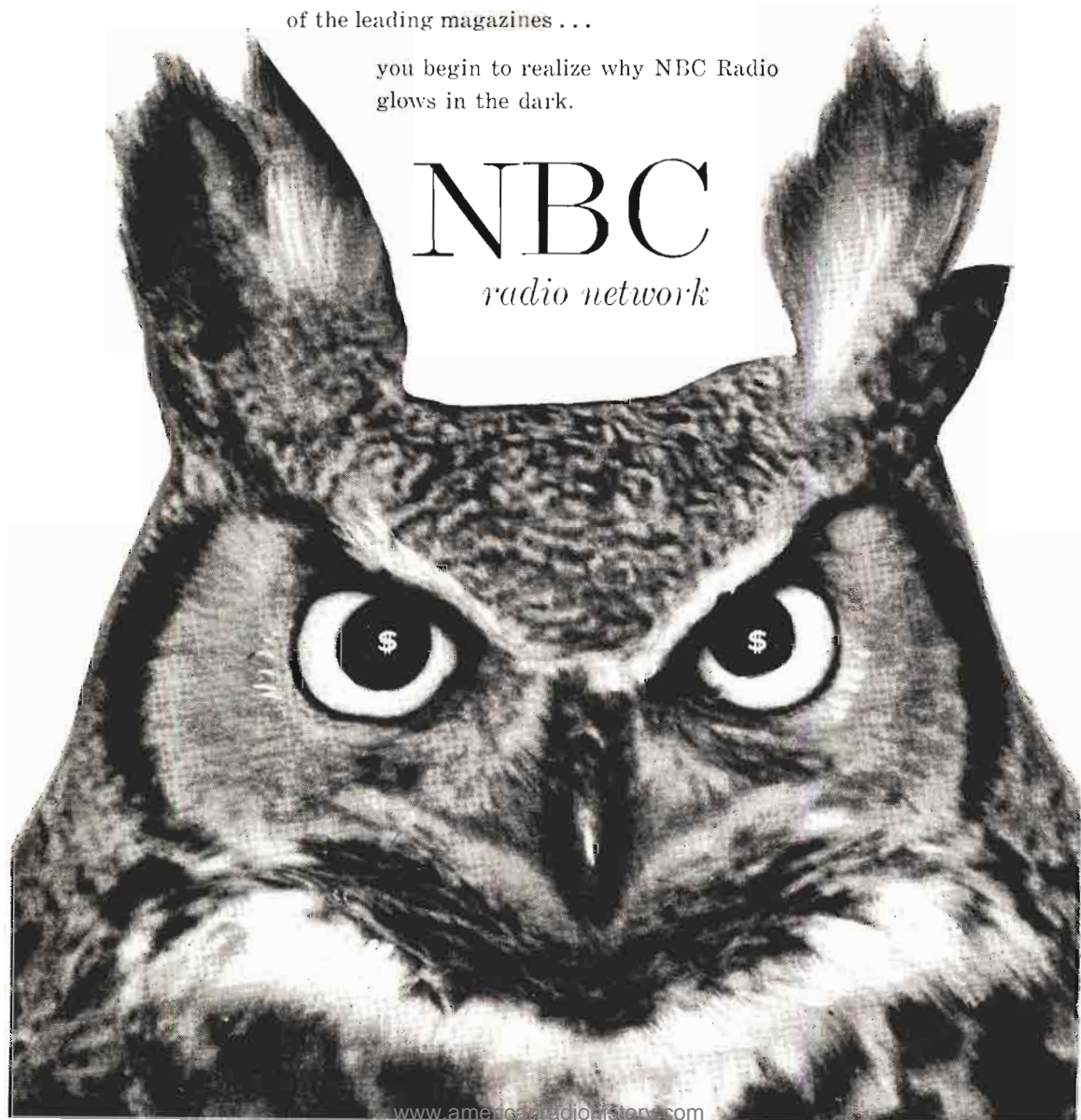
And anyone who thinks otherwise about nighttime radio had best look closely at the new A. C. Nielsen Coverage Survey just published.

Among other things, Mr. N. points out that NBC Radio is heard in more than 16,000,000 homes on the average night – 25,466,870 *different* homes by the end of a week.

When you realize that this multi-million audience is delivered by NBC at a cost-per-thousand lower than any of the other networks – *far* lower than any of the leading magazines . . .

you begin to realize why NBC Radio glows in the dark.

NBC
radio network



A REPORTER LOOKS AT '53

Sees Optimism Reflected In Washington Scene

By TED KELLOGG

Washington Bureau, Radio and Television Daily

THE radio-TV industry may look forward to its greatest year of expansion in 1953.

From the standpoint of a reporter covering Washington for the two industries which have become, apparently, inseparable, there were great events in 1952—the events of 1953 may not be so spectacular, but they will probably be more fundamental to the growth of radio and TV.

No one can deny that the biggest "story" of 1952 from a radio-TV reporter's point of view was the lifting of the freeze on new television stations.

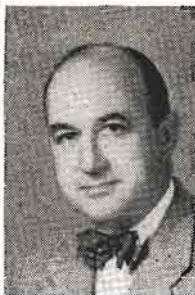
This was brought about by the issuance, on April 11, 1952, of the Federal Communications Commission's Sixth Report and Order, which not only lifted the "freeze" imposed on September 30, 1948, but assigned 70 UHF channels, promulgated a new nation-wide table of TV frequency assignments, making available 2,053 assignments in 1,291 communities, and provided for a change of frequency for 30 of the then-existing 108 VHF stations.

In the interim between the freeze-lift and the end of 1952, the FCC, badly understaffed, managed to authorize 165 new TV stations, of which 21 were on the air at the close of the year and others were coming along.

But that does not tell the radio story: As of January, 1952, there were 2,406 AM stations authorized; as of the end of the year, there were 2,524, most of them on the air. Applications on hand at the end of December 1952 amounted to 251; FM stations authorized at the end of 1952 totaled 630, with 12 applications on hand.

However, these are merely figures, indicating past performance of the regulatory agency controlling the radio and TV media. Any look into the future must be "hedged."

It seems likely that 1953's biggest story (again from a Washington reporter's viewpoint) may be the Commission's decision in the Theater-TV case, now before it and being heard day by day. The case, as everyone who reads the trade press knows, involves the assignment of specific channels for the transmission of TV



for use in theatre exhibition.

Another news development from Washington which may be expected this year is investigation by a new Republican Administration of the FCC. It will be remembered that the Commission was established, and has always functioned, under an administration of the Democratic party; it is known that there are some, now on the Republican "majority" side of the legislative branch, who may demand an in-

vestigation of the communications commission policies.

From a news-coverage standpoint, the declaration by President Eisenhower's press-radio secretary, James C. Hagerty, that his "boss" not only will continue to hold regularly scheduled news conferences with give-and-take verbal questions and answers, but will broadcast and telecast some of these conferences, implies a new official acceptance of the latter-day media of communication.

Just as 1952 was the first year in which educational, non-commercial television was recognized as a cultural medium, so 1953 will perhaps mark the greatest utilization of the medium.

Of the channels allocated under the Sixth Report and Order of last April, 242 were set aside for non-commercial educational TV. By the end of 1952 only 11 stations had been granted for the utilization of these channels, although the Commission members, severally and individually, had exhorted educational groups to avail themselves of the opportunity presented.

In the field of educational FM stations, there were 87 on the air as of the end of 1952, and 12 others authorized and under construction.

Those are the highlights of the coming year, as seen from Washington. There will undoubtedly be continuations of investigations of the industry's conduct (such as the Harris investigation of 1952); of its bearing on anti-trust surveillance by the Dept. of Justice, and of other angles.

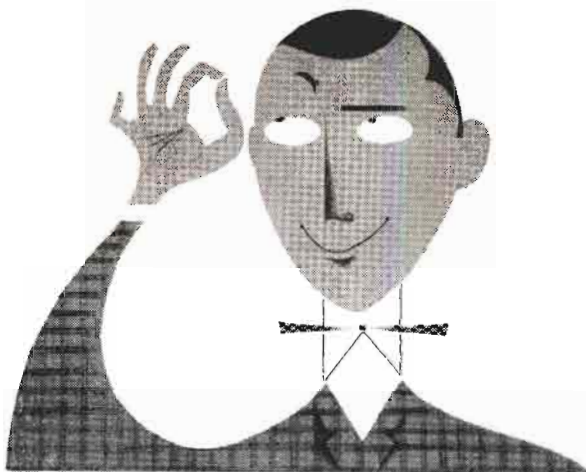
But it may be said unequivocally that radio-TV news out of Washington in 1953 will be of continuously intensified interest as the industries about which it reports continue their inevitable and sensational expansion.

AGENCIES

RECORD MEN

RADIO PRODUCERS

TV FILM PRODUCERS*



Let us show you how much time and money you can save by using

CAPITOL RECORDS STUDIO & RECORDING SERVICES

FOR ALL YOUR RECORDING NEEDS

save time

save money

best quality

most
dependable

1. Live and off-the-line recording.
2. Skilled tape editors who know their business.
3. Large and small studios – audience accommodations.
4. Most modern facilities and equipment.
5. Most up-to-the-minute Know How.
6. Finest quality mastering – processing – pressing.
7. Fastest – most dependable service.

custom recording? the very best!

That Capitol Sound
 That Capitol Quality
 Now available to you through



S-R-S

STUDIO & RECORDING SERVICES SALES DIVISION

CAPITOL RECORDS DISTRIBUTING CORP.

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Hollywood 38, Calif.

Walt Heebner, Mgr.

**HEmpstead
7114**

* A special money-saving recording technique that gives TV sound proper phonograph record balance for life-like reproduction on home instruments.

NEWS SERVICES

Associated Press

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

Executives

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

International News Service

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

Executives

General Manager.....Seymour Berkson
Editor-In-Chief.....Barry Faris
General Sales Manager.....Frank J. Nicht
Business Manager.....Robert W. Brown

Press Association, Inc. (Associated Press)

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

Executives

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

Reuters

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

Executives

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

Telenews Productions, Inc.

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

President.....Herbert Scheffel
Exec. Vice-President.....Alfred G. Burger
General Manager.....Charles N. Burris
Editor-in-Chief.....E. P. Genock

United Press Associations

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

Executives

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



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THE BROADCASTER**

BMI services are all designed to aid the broadcaster and are available to every BMI-licensed station. Check with your program director or music librarian for this material.

Continuity music programs that sell... ready for immediate use... smooth, well-written scripts for a variety of program purposes.

ACCORDING TO THE RECORD (five minutes, daily)
THE TEEN AGE BOOK PARADE (quarter hour, weekly)
MUSIC and SPORTS (quarter hour, 3 times weekly)
SPECIAL EVENTS (half hour, periodically)

Concert Music Monthly Pin Up Sheet listing new recordings of outstanding contemporary and standard compositions.

YOUR CONCERT HALL - a series of half hour radio scripts, three times weekly.
TODAY IN MUSIC--dates and facts about the important music events of the month

Pin Up Sheets Convenient and timely reference to the current song leaders... pop hits, folk favorites, rhythm and blues successes... issued monthly

Copyright Research Thorough, up-to-the-minute information on music clearance... a complete basic catalog and regular weekly supplements of newly published music with consolidated indexes provided semi-annually

Newsletter Personal monthly message to the broadcasters. An exchange of radio and music ideas.

Music Memo Monthly informational bulletin... the radio man's guide to BMI music... contains Recordata, the Platter Spinners Parade and Tips on Tunes.

Meet the Artist Valuable reference of vital statistics on 141 of the nation's popular recording artists.

Record Report Forecast of tomorrow's song hits... weekly facts about BMI-licensed tunes coming up

Holiday Music Timely suggestions of appropriate music for seasonal and holiday occasions.

Music Distribution Music of every type, published by BMI and affiliated publishers, mailed to stations frequently

Performindex Handy, time-saving catalog of most-performed BMI-licensed titles.

Categorical Index Provides immediate reference to a wide variety of song titles, arranged for selecting appropriate music in countless script situations.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

BROADCAST MUSIC, INC. 580 FIFTH AVENUE • NEW YORK 36, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

TV AS REPORTER OF NEWS

Progress Is Rapid, But It Can't Yet Match Radio

By PAUL W. WHITE, Executive Editor,
KFMB and KFMB-TV, San Diego, Cal.

TELEVISION is now old enough and experienced enough to brave a direct comparison with radio in news coverage.

And the plain hard fact is that day in and day out the newer medium can't yet match the standards of the older one.

It would be easy to choose a few exceptions, in which TV has done an exciting and superlative job, and argue the other side. When TV focuses on an event-in-progress it is often gripping and dramatic. But news is rarely action. Nowadays it's largely ideas. And it has been said before that there is no power in the world so great as the power of an idea whose hour has come.

Nearly always an idea must be expressed in words, not in pictures. Words are radio's strength—in too many instances they have been one of television's few weaknesses.

Indeed there may be some evidence to support a belief that watching the newscaster actually lessens the viewer's comprehension.

Television executives realize this. Of course, and so they have gone in strongly for gimmicks of all kinds — newsreels, stills, charts, maps, animations and cute art. The result is that many news shows are elaborately overproduced on TV — with presentation of facts taking second place to skill in the shifting of camera focus.

Television, as I've said, is at its best in watching history-in-the-making, whether it's a political convention, a baseball or football game or a parade. But even here there are some faults.

One is that no broadcaster seems as yet to have fastened upon the proper formula as to how much he should talk.

This is probably because viewers themselves differ so markedly. Take the simple common situation of a ball game in which there's one man out and a runner on first.

The batter, we'll say, rolls an easy one to short.

Now there's one type of baseball announcer who will describe the play in toto.

But there's another kind of announcer



who would say only: "Rizzuto has it. Will they get two? They do."

Your long-time baseball fan undoubtedly prefers the second announcer. The only question in his mind from the time the ball is hit is whether it will result in a double play. But how about the viewer who isn't quite as knowledgeable? He may want the full description supplied by the first announcer.

That's a tough one and I confess I don't know the answer.

Then there's another irritation in regard to multi-camera coverage. In most cases the cameras are trained on a single action to give the director a choice of a long or medium shot or a close-up. Rarely is there a cameraman instructed to "rove" to try to pick up subordinate aspects of the event.

And, even if there is one, the director is usually not news trained. He knows his pictures but too often he doesn't know news. TV news will get better as more news-trained personnel is placed in command of special events coverage.

At any rate, radio too can improve greatly upon the news it's giving in most communities. In a recent talk before news directors I outlined a five-point program for better radio news coverage.

I will now plagiarize myself and list the points all over again. Here they are:

First, more and more local news. The fastest growing large city in the world (San Diego) is still a pretty small town — but so's New York, for that matter.

Secondly, get on the phone and talk with people. Then record it and use it whenever you get a chance. We put on a half-hour program once a week that consists of nothing but recorded interviews with townspeople and visitors.

Thirdly, don't take your press association or your network for granted. When service on a story or the writing is bad, take the time to tell them so.

Fourthly, try to get the boss to take advantage of his FCC-given right to editorialize. Is there anything more listenable than crackling controversy?

Fifthly, do things. Don't go along this week with exactly the same schedule you had last week. Make people talk about you.

"Direct From Paris"

RDF

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

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books



WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



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

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

THE FRENCH BROADCASTING SYSTEM

PIERRE GRENESSE — *Director in North America*

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

TRANSMITTER FIELD BOOM

FCC 'Green Light' Finds Manufacturers Ready

By HERBERT E. TAYLOR, JR.,

*Manager, Television Transmitter Division,
Allen B. Du Mont Laboratories, Inc.*

THE year 1953 will mark a new era in the development of the television transmitter manufacturing industry. After four long years in which the "freeze" brought the building of new television stations to a grinding halt from coast to coast, the new Federal Communications Commission allocation plan has finally been launched and is well under way. The ensuing months will witness the greatest period of expansion in the transmitter field that the industry has ever experienced.

Although, relatively speaking, we have scarcely entered this new period of growth and development, we can already limn its broad outlines and begin to anticipate in some measure the enormous task which lies ahead of those who are now building the nation's television stations.

During 1953 the volume of business for the transmitter manufacturing field will be in excess of \$50-million. About 75 new television stations will go on the air in the coming year and equipment for an additional 75 stations will be shipped during the same period. This together with new sales of transmitters and associated station and studio equipment will easily account for the \$50-million volume in the future.

While the financial picture is a bright one, it is only part of a story of an expansion which will have far reaching beneficial effects on all segments of the industry.

Perhaps the most important development in 1953 will be the opening up in earnest for the first time of the huge field of UHF telecasting. At this writing there already have been more than 125 construction permits granted for the building of new commercial UHF stations and 9 CP's for UHF educational outlets.

The wide geographic distribution of these permits plus the flood of UHF applications not acted upon makes several important facts evident: (1) Prospective broadcasters in all areas have readily accepted UHF. (2) There is adequate financial backing to build a truly nationwide TV service in record time. (3) The desire for TV is at a fever pitch in all parts of the country.



Although UHF and VHF production will both be stepped up far beyond all previous levels, it is impossible to say exactly how much UHF equipment as compared to VHF can be manufactured or shipped in 1953. This is due to several factors. TV manufacturers face the question of split production capacity in plants which previously produced only VHF and UHF simultaneously. The speed with which UHF can be manufactured will remain unknown until quantity production gets under way. Material availability and production for defense are the important factors which can reduce output of both UHF and VHF.

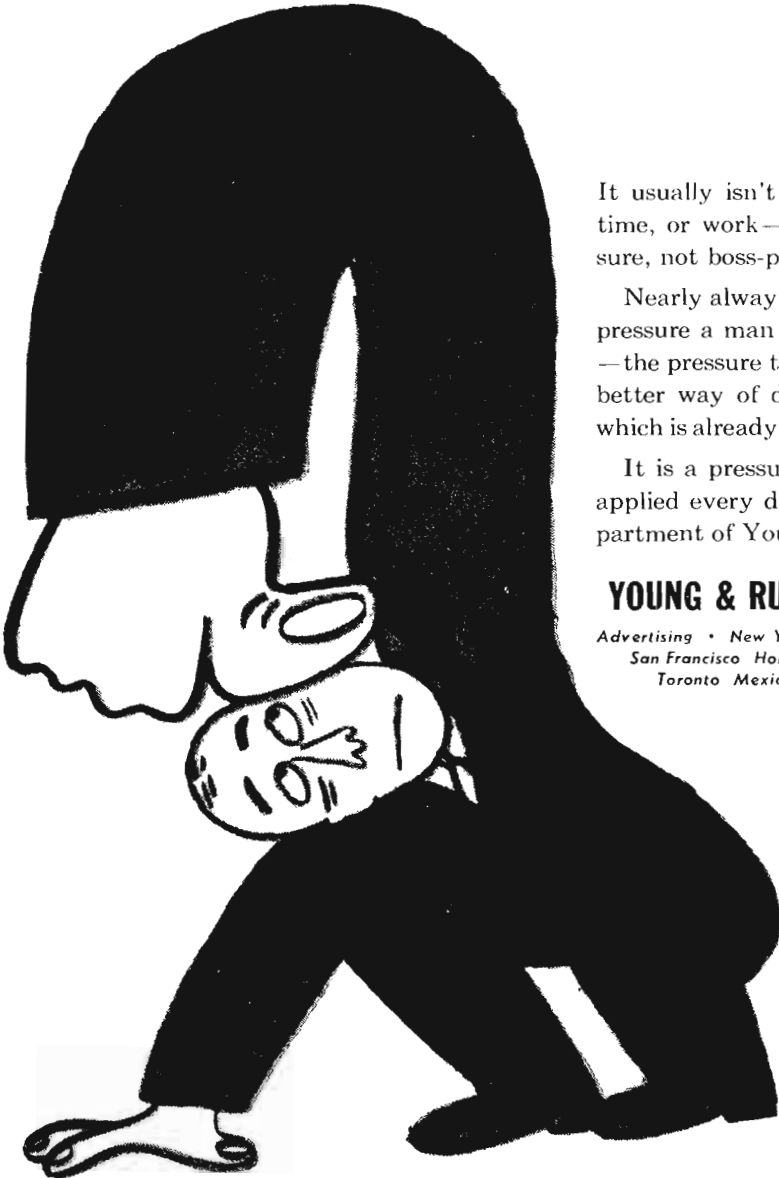
There is also the question of how rapidly the FCC will be able to conclude hearings and OK licenses, plus the kind of construction permits granted. If the FCC speeds the granting of VHF and slows UHF grants, or vice versa, production will be affected accordingly.

In the field of industrial television, greatly increased activity can be expected. Many industries such as oil, railroading, and steel have experimented widely with television during 1952. Indications are that they will start using TV on an expanding scale in 1953.

The television industry, particularly those sections of it devoted to the manufacture of broadcast equipment will supply our armed forces on an expanding scale with the electronic products necessary for our common defense. The atomic energy program will bring increased production of special electronic equipment.

Television and electronics are destined to play an increasingly important part in our lives. Up to now the manufacture of broadcast television equipment has been conducted under severe limitations, probably greater than those ever imposed on an industry in any period of our history. Those limitations have now been removed and the year 1953 will mark the turning point for the industry. In providing the country with a truly nationwide television service, the manufacturers of television broadcasting equipment face heavy responsibilities. They will more than live up to them in the year to come.

What kind of pressure creates the best advertising?



It usually isn't the pressure of time, or work—not client-pressure, not boss-pressure.

Nearly always it is simply the pressure a man puts on himself—the pressure to keep seeking a better way of doing something which is already being done well.

It is a pressure that is being applied every day, in every department of Young & Rubicam.

YOUNG & RUBICAM, INC.

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

BUSINESS

*Agency and Sponsor
Network Billings*



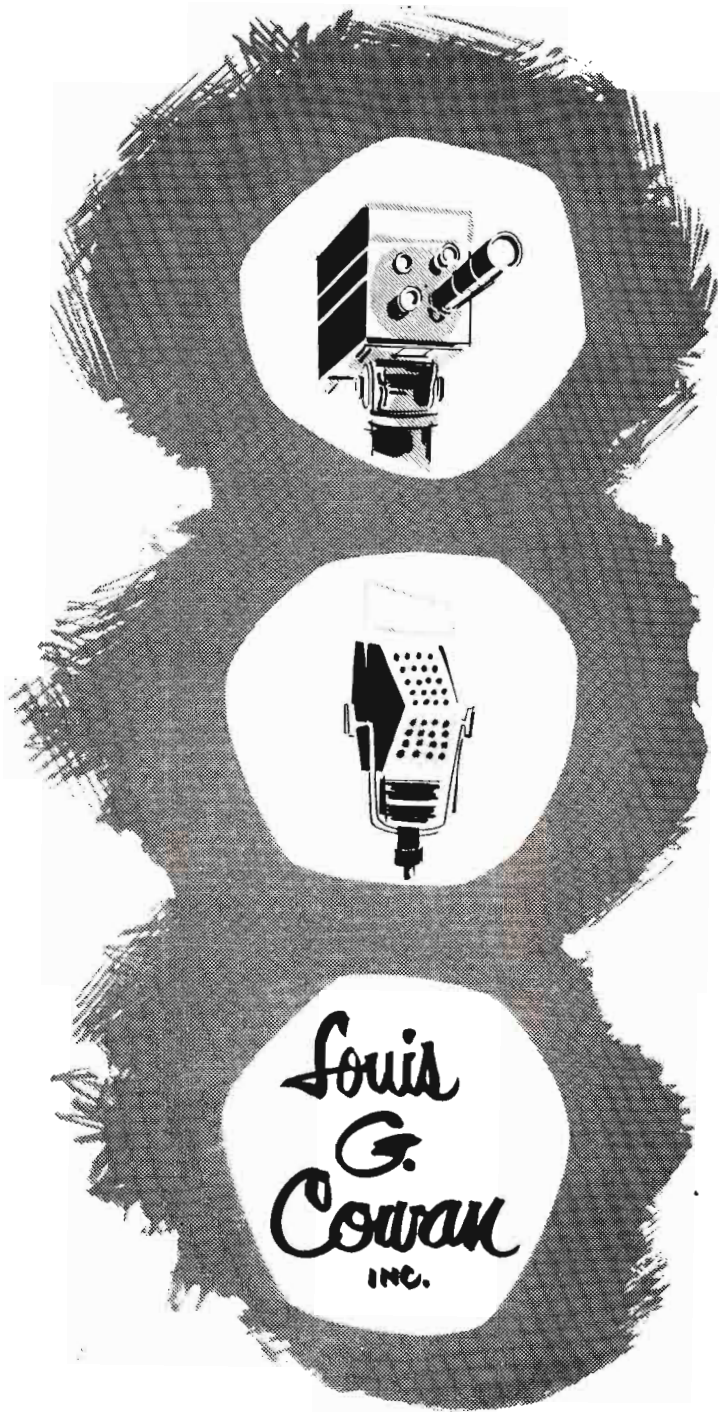
News Services



Advertising Agencies



Station Representatives



NEW YORK 575 Madison Avenue, New York 22, N. Y. PLaza 9-3700
CHICAGO 8 S. Michigan Avenue, Chicago 3, Ill. RAndolph 6-2022

NETWORK BILLINGS

AGENCY AND SPONSORS

1952

American Broadcasting Co. 1952 Sponsor Expenditures (AM Radio)

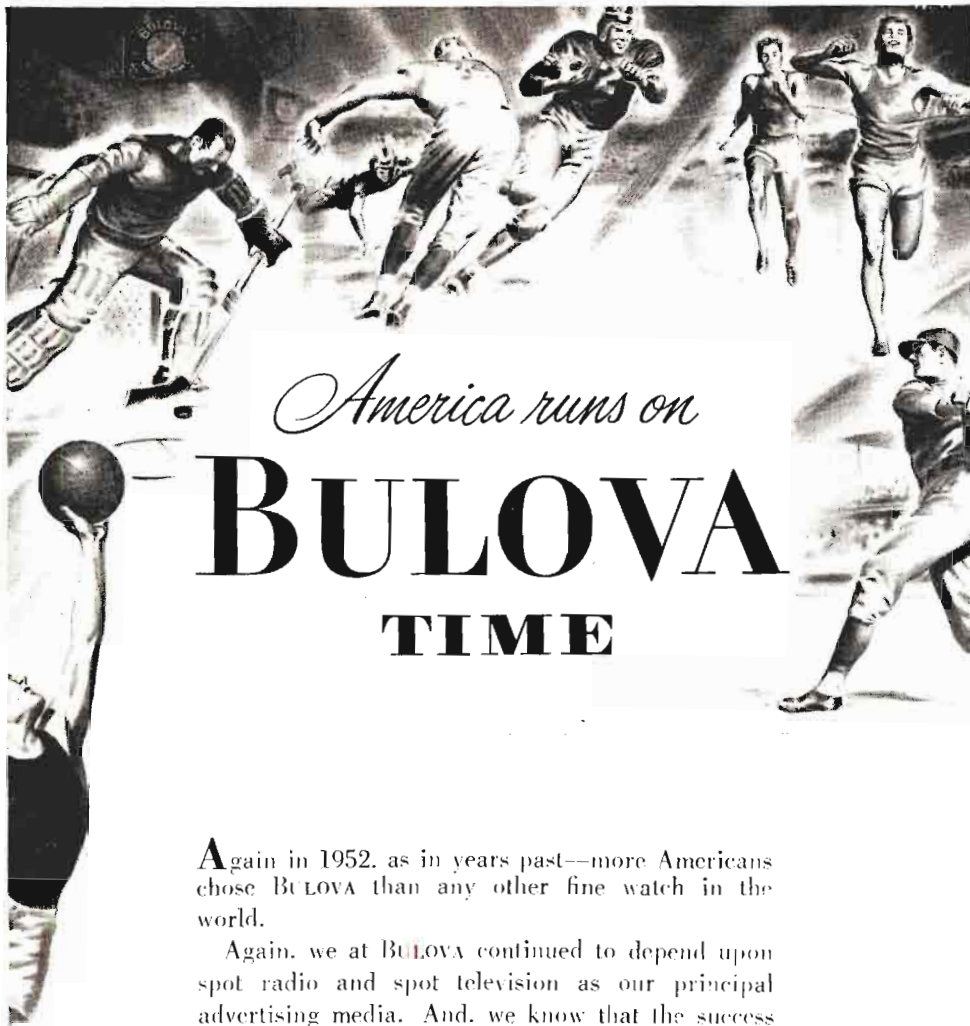
General Mills, Inc.	\$5,745,055
Swift & Co.	2,120,147
Sterling Drug, Inc.	2,386,820
Bristol Myers Co.	1,779,764
Philo Corp.	1,721,040
Phillip Morris & Co., Ltd., Inc.	1,119,672
Prudential Insurance Co. of America	1,318,519
P. Lorillard Co.	1,108,093
General Foods Corp.	1,027,283
Equitable Life Assurance Co. of the U. S.	935,665
Lever Brothers Co.	925,285
Gospel Broadcasting Association	837,575
Gillette Safety Razor Co.	761,191
Stokely—Van Camp, Inc.	743,287
Toni Co.	736,374
Gulf Oil Corp.	698,295
Polifical	536,085
Goodyear Tire & Rubber Co.	522,043
American Chicle Co.	199,339
Billy Graham Evangelistic Ass'n, Inc.	492,211
Scrutan, Inc.	489,398
Ralston Purina Co.	483,635
General Motors Corp.	478,132
R. J. Reynolds Tobacco Co.	460,602
H. J. Heinz Co.	446,674
Carter Products, Inc.	109,783
Electric Companies	408,204
Burton Dixie Corp.	370,935
Churches of Christ	331,728
Admiral Corp.	314,215
Texas Co.	306,615
Kellogg Co.	298,219
O'Ceard Co.	287,176
Union Oil	251,747
Seeman Bros., Inc.	219,738
Voice of Prophecy, Inc.	218,114
Warner-Hudnut, Inc.	170,172
Gruen Watch Co.	156,430
American Bakeries Co.	141,286
Christian Science Publishing Society	138,398
Lambert Co.	127,185
Free Methodist Church of North America	123,559
General Products	116,518
Hot Point	108,916
M. J. B. Co.	105,251
Sylvania Electric Products, Inc.	99,100
Durkee Foods	75,000
John H. Duhany & Son, Inc.	61,460
Dr. Wyatt	47,601
Looz Products	47,216
Club Aluminum Products Co.	41,829
F. Jordan Church in the Home	41,608
Buick Motor Co.	39,333
Zenith Radio Corp.	28,959
Planters Nut	23,363
Charles Antell	23,191
Jackson Perkins Flower Div.	21,048
Dr. Hiiss Shoe Stores	19,709
Chemicals, Inc.	17,437
Peter Paul, Inc.	15,320
Fisher Body	14,591
Roman Meal Co.	13,523
Ben Hur Products	13,121
Graystone Press Co.	13,091

Institute of Religious Science Life	12,191
Imperial Candy	11,651
American Medical Association	11,186
Stanley Home Products	8,582
Vitamin Corp. of America	7,963
Shipstad Johnson	6,090
Commercial Tele Union	6,011
Snn Ware Co.	5,696
Fred Fear	5,468
Bu Tay Products	5,460
Sealy Mattress	5,400
Hoffman Radio Stores	4,713
National Labor Management Foundation	4,042
Musical Hall of Fame	3,706
American Larder Supply Co.	3,306
Lee Pharmaceutical	3,032
Colonial Dames, Inc.	1,840
Happy Land Comm.	704
Protestants Clarif Prop.	704
Marie Kruse Nurseries	530
Garden at Eden Plant Food	508
Penn Saw Corp.	428
Home Craft	300
National Optic	240
Assembled Unit	120

\$34,391,316

American Broadcasting Co. 1952 Agency Gross Billings (AM Radio)

Dancer, Fitzgerald, Sample, Inc.	\$5,818,090
J. Walter Thompson Co.	2,421,559
Knox Reeves Advertising, Inc.	2,328,841
Calkins, Holden, Carlock, McClinton & Smith	2,091,836
Young & Rubicam, Inc.	1,980,011
Hutchins Advertising Co., Inc.	1,721,010
Leo Burnett Co., Inc.	1,455,262
Doherty, Clifford, Shenfield, Inc.	1,423,645
Cecil & Presbrey, Inc.	1,119,672
Kudner Agency, Inc.	1,356,489
N. W. Ayer & Son, Inc.	1,333,489
Lennen & Mitchell, Inc.	913,510
Warwick & Legler, Inc.	935,665
R. H. Alber Co.	837,575
Foote, Cone & Belding	748,961
Turner Advertising Agency	658,111
Walter F. Bennett Co., Inc.	615,770
Roy S. Durstine, Inc.	588,498
Tatham Laird, Inc.	519,837
Gardner Advertising Co.	483,634
Kenyon & Eckhardt, Inc.	468,691
William Esty Co., Inc.	460,602
Ted Bates & Co.	409,782
Russ Roy, Inc.	331,728
Russell M. Seeds	314,215
Benton & Bowles	220,216
Grey Advertising Agency	219,192
Pedlar & Ryan, Inc.	218,111
Joseph Katz Agency	195,022
Dean Simmons	167,410
Lennen & Newell, Inc.	161,553
McCann, Erickson, Inc.	156,430
Batten, Barton, Durstine & Osborne, Inc.	146,574
Tucker Wayne & Co.	144,286
Walton Butterfield Advertising	138,398
Lambert & Feasley, Inc.	127,185



America runs on
BULOVA
TIME

Again in 1952, as in years past—more Americans chose BULOVA than any other fine watch in the world.

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

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

BULOVA WATCH COMPANY, INC.

FIFTH AVENUE



NEW YORK

Sullivan, Stauffer, Colwell & Bayles, Inc.	126,399
Politicalals—Direct	118,208
Furman, Feiner & Co., Inc.	90,943
Weiss & Geller	87,638
W. Earl Bothwell	61,160
Century Advertising Agency	47,600
Arthur V. Jones	44,608
Henri Hurst & McDonald	40,495
Raymond R. Morgan, Co.	35,554
TV Advertisers Association, Inc.	23,194
Hal Stebbins, Inc.	19,709
Sidney Garfield & Associates	17,437
Guild Bascam & Bonfigli	13,522
Mogge Privat, Inc.	13,121
Pacific National Advertising Agency	11,650
Campaigns, Inc.	11,186
Milton Weintraub Advertising Agency	10,994
Charles W. Hoyt Co., Inc.	8,582
Walter McCreery, Inc.	6,090
Hilton & Riggio	5,468
Dan B. Miner Co.	5,459
Quality Bakers of America Cooperative	5,400
The Kelson Co.	5,338
C. Franklin Brown	5,155
Crisp & Harrison Agency	5,098
M. J. Jacobs, Inc.	3,306
Arthur Meyerhoff & Co.	1,043
	\$31,391,316

**American Broadcasting Co.
AM Industrial Classifications**

Food and Food Products	\$11,590,356
Drug and Toilet Goods	7,061,742
Cigars, Cigarettes & Tobacco	2,988,367
Radios, Ref., Electrical Appliances	2,685,177
Insurance and Personal Loans	2,284,214
Religion	2,063,689
Automobiles, Trucks & Acc.	1,056,760
Lubricants, Petroleum Products & Fuel	1,001,910
Laundry Soap and Cleaners	942,722
Household Furnishings and Acc.	936,660
Confections	549,573
Politicalals	536,085
Sports	254,747
Jewelry and Accessories	156,430
Publications	151,789
Miscellaneous	97,199
Clothing and Dry Goods	19,709
Institutional	11,187
	\$34,391,316

**American Broadcasting Co.
1952 TV Gross Network
Sales
Sponsors**

General Mills	\$2,090,483
Kellogg Co.	1,492,155
P. Lorillard Co.	1,022,558
Rosefield Packers	827,209
Nash Kelvinator Corp.	823,573
Mars, Inc.	744,823
Sterling Drug, Inc.	489,363
C. A. Swanson & Sons	452,238
Ironrite, Inc.	447,492
Procter & Gamble Co.	439,749
Ralston Purina Co.	401,907
American Tobacco Co.	389,576

Bendix Home Appliances	383,165
Sweets Co. of America	349,561
Canada Dry Ginger Ale, Inc.	335,389
Frigidaire Division	330,511
Bayuk Cigars	288,240
Celanese Corp. of America	275,692
American Chicle Co.	274,609
Billy Graham Evangelic Ass'n, Inc.	270,910
C. H. Masland & Sons	266,606
Bristol Myers Co.	250,920
Cluett, Peabody & Co., Inc.	248,185
Voice of Prophecy, Inc.	215,588
Goodyear Tire & Rubber Co., Inc.	215,397
Jacques Kreisler Mfg. Co.	244,860
Carter Products	235,890
Warner-Hudnut, Inc.	209,300
Political	207,589
Peters Shoe Co.	182,686
Charles Antell	172,505
Admiral Corp.	162,591
Young People's Church of the Air	159,772
F. W. Amend Co.	157,103
Green Giant Co.	151,613
Hazel Bishop, Inc.	152,051
Toni Co.	136,017
Richhold Chemical	131,126
Gruen Watch Co.	126,795
Kaiser-Frazer Sales Corp.	124,655
A. C. Weber & Co.	122,988
Wine Corporation of America	122,289
Anthracite Institute	118,139
Hotpoint	117,795
McKesson & Robbins, Inc.	106,102
Lambert Co.	101,640
Minute Maid Corp.	99,601
Arthur Murray Productions	93,600
Lever Brothers Co.	90,012
Sieherling Rubber Co.	89,231
Word of Life Fellowship	82,287
Vitamin Corporation of America	75,150
Frank H. Fleece	71,830
S. Johnson	66,500
Standard Oil of Ind.	55,550
Brown Shoe Co.	42,871
Hollywood Candy Co.	42,313
American Bakeries Co.	42,218
Derby Foods	41,908
M & M, Ltd.	36,048
Burton Dixie	31,500
Ranger Joe, Inc.	27,372
Rhodes Pharmaceutical Co., Inc.	15,690
Crosley Division of Aveo Mfg. Corp.	14,939
Clorox Chemical Co.	14,889
Fisher Body	9,204
Miller Brewing Co.	8,750
Phileo Corp.	3,390
Chicago Bears, Inc.	2,985
	\$17,697,140

**American Broadcasting Co.
1952 TV Gross Network
Sales
Agencies**

Dancer Fitzgerald Sample, Inc.	\$3,295,001
Kenyon & Eckhardt, Inc.	1,410,989
Leo Burnett Co., Inc.	1,233,567
Lennen & Mitchell	1,023,354
Tatham Laird, Inc.	835,703
Guild, Bascam & Bonfigli	827,209
Geyer, Newell & Ganger, Inc.	823,573
Young & Rubicam	714,501
Ellington & Co., Inc.	563,931
Brooks, Smith, French & Dorrance, Inc.	480,895
Foote, Cone & Belding	466,528

*Since
1898
The
Agency
Of
The
Show
World*



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

AGENCY—NETWORK—SPONSOR BILLINGS

Gardner Advertising Co.	401,906
Batten, Barton, Durstine & Osborn, Inc.	389,576
Walter F. Bennett	353,195
Moselle & Eisen	349,561
Henri, Hurst & McDonald	339,789
Ted Bates & Co.	335,491
J. M. Mathes, Inc.	335,388
Anderson & Cairns, Inc.	266,606
Laughlin Wilson, Baxter & Parsons	245,587
Hirshon Garfield, Inc.	244,860
Politticals	207,588
McCann, Erickson, Inc.	185,269
TV Advertisers Association	172,505
Russel M. Seeds	162,591
J. M. Camp Co.	159,771
Raymond Spector Co., Inc.	152,050
MacManus, John & Adams, Inc.	131,426
William H. Weintraub Co., Inc.	123,976
Bosell & Jacobs	122,987
Weiss & Geller, Inc.	122,289
J. Walter Thompson	118,139
Maxon, Inc.	117,795
Needham Louis, Brorby, Inc.	108,408
J. D. Tarcher Co.	106,101
Lambert & Feasley	101,610
Ruthrauff & Ryan	93,037
N. W. Ayer	90,011
Meldrum & Fewsmith, Inc.	89,231
Kastor, Farrell, Chesley & Clifford, Inc.	75,450
Lewis & Gilman, Inc.	74,830
Tucker Wayne & Co.	42,217
William Esty Co., Inc.	36,047
Turner Advertising	31,500
Lamb & Keen, Inc.	27,371
O'Neil, Larson, McMahon	15,690
Hong & Cooper	14,543
Benton & Bowles, Inc.	14,518
Kudner Agency	9,201
Mathison & Associates	8,750
Hutchins Advertising Co., Inc.	3,085

\$17,697,140

**American Broadcasting Co.
TV Industrial Classifications**

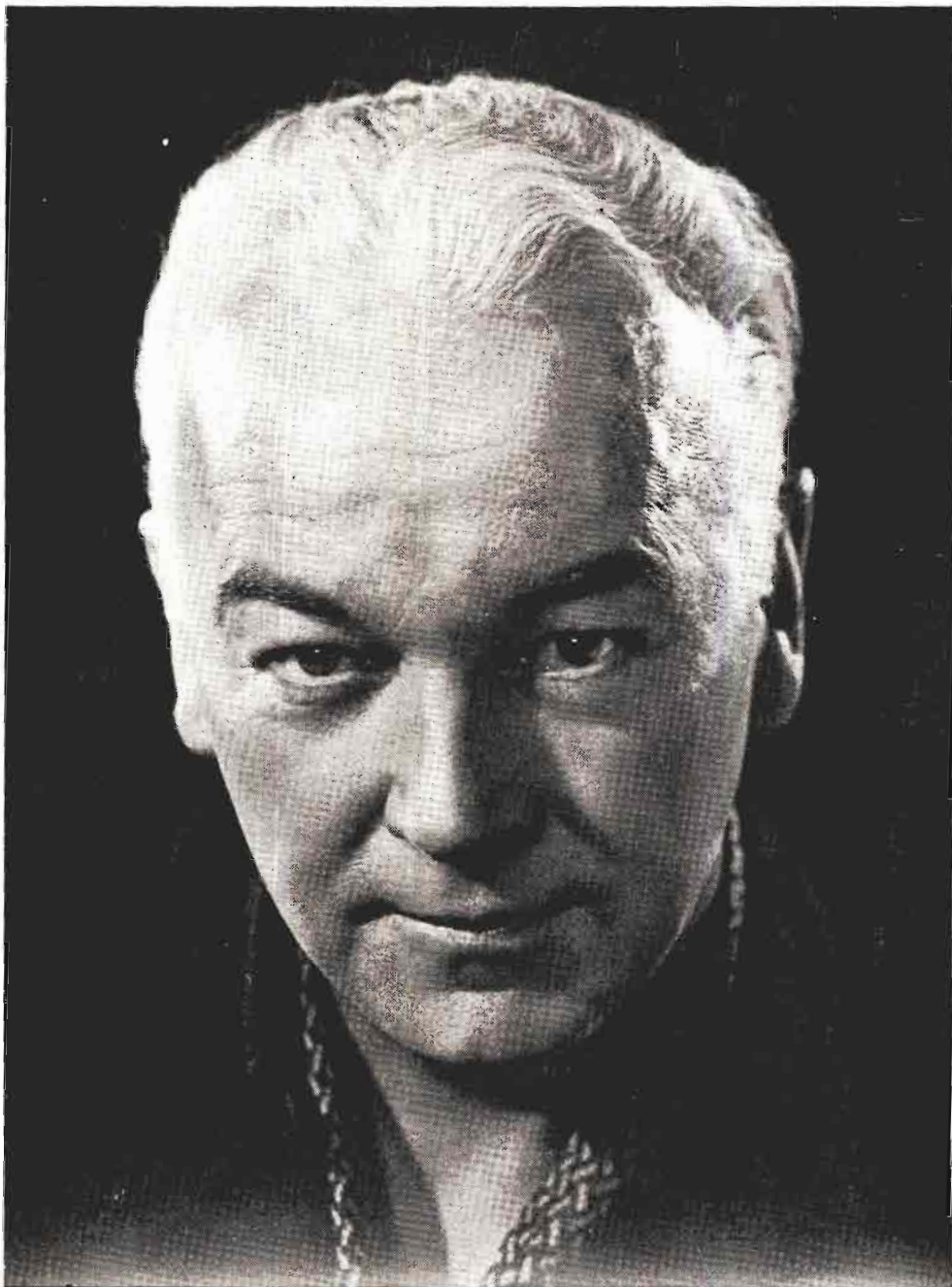
Food	\$5,633,877
Radio, Ref., Electrical	
Appliances	2,283,756
Drugs and Toilet Goods	2,060,573
Cigars, Cigarettes & Tobacco	1,701,171
Confections	1,679,285
Clothing and Dry Goods	764,151
Relligion	758,556
Laundry Soap and Cleaners	611,209
Automobiles, Trucks & Accessories	468,032
Beverages	466,082
Household Furnishings & Ace.	421,094
Jewelry and Accessories	371,654
Politicals	207,589
Lubricants, Petroleum Prod. & Fuel	173,689
Miscellaneous	96,119

\$17,697,140

**Mutual Broadcasting System
1952 Gross Network Sales
Advertisers**

S. C. Johnson & Son, Inc.	\$2,050,194
Sterling Drug, Inc.	1,828,720
P. Lorillard Co.	1,379,535
Miles Laboratories, Inc.	1,252,606

American Federation of Labor	1,204,352
Quaker Oats Co.	1,010,047
Johns-Manville Corp.	818,118
Kellogg Co.	768,387
Wildroot Co., Inc.	702,085
Falstaff Brewing Corp.	633,318
Kraft Foods Co.	605,933
Credit Union National Ass'n	582,618
Derby Foods, Inc.	556,105
Amann Refrigeration, Inc.	456,979
VCA Laboratories	454,127
Lutheran Laymen's League	366,854
Charles Antell & Nat'l Health Aids, Inc.	361,607
Radio Bible Class	361,483
State Farm Mutual Auto Ins. Co.	335,444
R. J. Reynolds Tobacco Co.	322,128
Motor Products Corp.-Deepfreeze Appliance Division	301,688
Voice of Prophecy, Inc.	298,797
Christian Reformed Church	293,866
The Murine Co., Inc.	283,076
Gillette Safety Razor Co.	272,275
Orange-Crush Co.	262,139
Naukkeag Steam Cotton Co.	241,373
Williamson Candy Co.	238,272
Dawn Bible Students Ass'n	232,874
Noxzema Chemical Co.	209,196
Bellone Hearing Aid Co.	192,493
Miller Brewing Co.	165,285
American Protam Corp.	159,277
The C. F. Sauer Co.	120,600
Pal Blade Co.	115,873
Motorola, Inc.	110,562
General Mills, Inc.	105,500
Walking Doll Co.	83,127
White House Co.	83,124
Admiral Corp.	74,193
American Chicle Co.	72,761
Seabrook Farms Co.	70,317
Benjamin Moore & Co.	68,198
Chevrolet Motor Div.-General Motors Corp.	63,602
Toni Co.	62,500
American School	51,566
Lettuce, Inc.	52,808
National Republican Senatorial Committee	51,351
Stevenson-Sparkman Forum Committee	45,566
General Tire & Rubber Co.	42,000
Vick Chemical Co.	39,343
Plymouth Motor Corp.-Div. Chrysler Corp.	36,756
Republican National Committee	35,387
Gillette Safety Razor Co. of Canada	33,288
Libby, McNeill & Libby	31,698
Olson Rug Co.	23,668
Citizens Committee for Eisenhower-Nixon	23,355
B. T. Babbitt, Inc.	23,018
Democratic National Committee	19,572
National Volunteers for Stevenson	19,299
The Barbasol Co.	17,810
Committee for Young Men in Government	17,301
McCarthy Broadcast Diuner Committee	16,872
Senator Joseph R. McCarthy Broadcast Committee	16,602
Farm Journal, Inc.	15,000
Mutual Benefit Health & Accident Ass'n	14,393
Michigan for Eisenhower Committee	14,071
Russell for President Headquarters	10,182
Grass Roots Boy Radio Committee	9,033



WILLIAM BOYD
"Hoppy"

★ ★ ★ **AGENCY—NETWORK—SPONSOR BILLINGS** ★ ★ ★

Art Instruction, Inc.	8,830
Labor National Committee for Stevenson and Sparkman ...	8,712
Buick Motor Div.-General Motors Corp.	8,180
Book Associates	7,808
Fred Fear & Co.	7,262
American Medical Ass'n.	5,852
Woman Power for Eisenhower N. Y. State Volunteers for Stevenson	5,778
Swedish Americans for Eisenhower	5,100
Save-By-Mail, Inc.	3,851
Jackson & Perkins.	3,312
Mario Kruse Nurseries.	3,228
N. Y. State Republican Committee	3,002
Sterling Products International, Inc.	1,308
Amalgamated Clothing Workers Political Action Committee ...	1,050
Eisenhower-Nixon Campaign For Texas	816
Volunteers for Stevenson- Democratic Headquarters ...	635
	572

* December Billings Estimated.

**Mutual Broadcasting System
1952 Agency Gross Billings**

Needham, Louis & Brorby, Inc.	\$2,911,743
J. Walter Thompson Co.	2,038,667
Dance-Fitzgerald-Sample, Inc.	2,031,865
Lennen & Newell, Inc.	1,379,535
Geoffrey Wade Advertising.	1,252,606
Furman, Feiner Co., Inc.	1,227,052
Sherman & Marquette, Inc.	1,010,017
Batten, Barton, Durstine & Osborn, Inc.	987,369
Leo Burnett Co.	768,387
Maury, Lee & Marshall.	456,979
Thompson-Koch Co., Inc.	427,203
Gelham Advertising Co.	366,851
Television Advertising Associates, Inc.	364,607
Stanley G. Boynton Co.	361,483
Aubrey, Finlay, Marley & Hodgson	318,831
William Esty Co.	322,128
Roche, Williams & Cleary, Inc.	301,688
Western Advertising, Inc.	298,797
Glenn-Jordan-Stoetzel, Inc.	293,866
Sullivan, Stauffer, Colwell & Bayles, Inc.	281,957
Mixon, Inc.	272,275
Dowd, Redfield & Johnstone, Inc.	246,016
Kustor, Farrell, Chesley & Clifford, Inc.	215,651
Jackson & Co.	211,373
Olin & Bronner, Inc.	217,059
Wm. Gleason & Co.	232,874
Direct	208,810
Duane Jones, Inc.	208,173
Fitzmorris & Miller Advertising Mathison & Associates, Inc.	202,881
Al Paul Lefton Co.	165,285
Kudner Agency	115,873
Tatham-Laird, Inc.	114,035
National Mail Order Network	91,000
Hilton & Riggio, Inc.	83,124
Joseph Katz Co.	77,579
Russel M. Seeds Co.	75,849
St. Georges & Koves, Inc.	74,493
Campbell-Ewald Co.	68,198
H. W. Kastor & Sons.	63,602
John Cohan Adv., Inc.	59,258
Forte, Cone & Belding.	52,808
Morse International, Inc.	48,097
N. W. Ayer & Son, Inc.	39,343
Spitzer & Mil's, Ltd.	36,756
	33,288

Presba, Fellers & Presba, Inc.	23,668
Kuzy-Reeves Adv., Inc.	23,330
Wm. Weintraub & Co., Inc.	23,018
Erwin, Wasey & Co., Inc.	17,810
Kal, Erlich & Merriek Adv., Inc.	17,301
C. Franklin Brown.	16,872
Weiss & Geller.	11,103
Bozell & Jacobs.	11,393
Young & Rubicam.	11,071
Huber Hoge & Sons.	11,036
French & Preston.	10,016
Gregory & House.	9,033
Campaigns, Inc.	5,852
Arthur Meyerhoff & Co.	3,002
International Adv. Svce.	1,050
Elliott Nonas Advertising.	816
Rogers & Smith.	635

* December Billings Estimated.

**Mutual Broadcasting System
1952 Industrial Classifications**

Drugs and Toilet Goods.	\$5,796,733
Food and Food Products.	3,012,572
Soaps, Cleansers and Polishes.	2,073,212
Cigars, Cigarettes and Tobacco	1,701,663
Religious.	1,553,874
Labor and Politics.	1,310,018
Building Materials, Equipment and Fixtures.	886,616
Beer.	798,633
Major Appliances.	758,667
Confectionery and Soft Drinks	675,955
Institutional.	630,470
Insurance.	349,837
Household Fabrics and Finishes	241,373
Dairy, Poultry and Livestock Feed.	236,040
Medical Appliances and Equipment.	192,493
Radios, TV Sets and Phonographs.	185,055
Miscellaneous.	177,125
Automotive.	108,538
Schools.	63,396
Household Furnishings.	23,668
Publishing and Media.	22,808
Seeds, Bulbs and Nursery Stock	6,230
	\$21,001,976

* December Billings Estimated.

**Mutual Broadcasting System
Gross Network Time Sales—
1952 By Months**

	Monthly	Cumulative
January.	\$1,699,282	\$1,699,282
February.	1,600,399	3,299,681
March.	1,826,527	5,126,208
April.	1,681,924	6,808,132
May.	1,821,571	8,629,703
June.	1,632,977	10,262,680
July.	1,339,276	11,601,956
August.	1,325,059	12,927,015
September.	1,607,185	14,534,200
October.	2,301,801	16,836,001
November.	2,172,485	19,011,789
December.	1,993,187	21,004,976

* December Billings Estimated.

Thanks to the folks*
who deliver our goods



*To the announcers and performers who
help us sell our clients' goods on radio,
BBDO sends its appreciative greetings.

BBDO

Batten, Barton, Durstine & Osborn, Inc.

Advertising

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

www.americanradiohistory.com

ADVERTISING AGENCIES



WHY WE BELIEVE IN RADIO AND TELEVISION

BECAUSE their primary function is to operate in the public interest.

BECAUSE they have become important cultural and social forces in our American way of life.

More than 9 out of 10 American families are influenced by them every day.

BECAUSE they have given us, and our clients, two of the most useful of all media for selling people by *telling* people.

There is no more intimate means of communication than the human voice.

BECAUSE in *their* unlimited future of spontaneous, educational, sales-producing entertainment . . . lies *our* future, too!

FOOTE, CONE & BELDING

NEW YORK • CHICAGO
LOS ANGELES • HOLLYWOOD • SAN FRANCISCO
HOUSTON

ADVERTISING AGENCIES



— AGENCY RECOGNITION SYMBOLS —

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

A. D. ADAMS ADVERTISING

277 Broadway, New York 7, N. Y.
 Phone: REctor 2-6980
 ABP

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

A. W. ADV., INC.

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

PresidentBliss Woodward

AD FRIED ADVERTISING AGENCY

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

Owner, Radio & TV Director.....Ad Fried
 Radio, TV Time Buyer.....May Constance
 Music Director, Librarian.....Elaine Fried
 Program Director.....Mark Mallen
 TV Art, Production Dir....Gerhard Jacobi
Radio Accounts: American Upholstering Co. (Furniture Mfr.), Oakland; Bower-Smith Co. (Marine Switches), Oakland; Bigelow Films (Motion Picture & TV Films), Berkeley; California Metal Crafts (Garden Items), Oakland; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland; Commercial Sales Co. (Trucks), San Leandro; Davi Miracle Foam (Rug Cleaners), Oakland; Betty Elizabeth Shampoo (Shampoos), Oakland; Duplex Dean Plans (Real Estate), Danville; Elemen Supreme Formula (Vitamins), Berkeley; Fidelity Roof Co. (Siding, Roofing, etc.), Berkeley; Rhodes & Jamieson, Ltd. (Ready-Mix-Concrete), Oakland; Buy Rite Truck & Equipment Co.

(Surplus Equipment), Port of Oakland; Dick's Home Furnishers (Home Furnishings), Oakland; Smith Bros. (MAC Compounds), Walnut Creek; Oakland Police & Firemen (Campaigns), Oakland; Oakland Light Opera Assn. (Musicals), Oakland; Lo Fare Cab Co. (Taxi Service), Oakland; Martin Construction Co. (Paints), Los Angeles; Fox West Coast Theaters (Motion Pictures), Oakland; Grimshaw Nurseries (Plants, etc.), Hayward; Gardiner Mfg. Co. (Garden Tools, etc.), Oakland.

TV Accounts: American Upholstering Co. (Furniture Mfg.), Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Betty Elizabeth Shampoo (Shampoos), Oakland; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond; Martin Construction Co. (High Pressure Paints), Los Angeles; The Quiet Hour (Religious), Oakland; Lo Fare Cab (Taxi Service), Oakland; G & W Refrigeration Co. (Ice Machines), Oakland; Grimshaw Nurseries (Plants, etc.), Hayward; Elemen Supreme Formula (Vitamins), Berkeley; Dick's Home Furnishers (Furniture), Oakland; Lake Merritt Hotel (Night Club), Oakland; San Francisco Police & Firemen (Campaign), San Francisco; Woodminster Amphitheater (Civic Stage Productions), Joaquin Miller Park; Quality Laundries (Service for Cleaning Firms), Oakland.

WILLIAM HART ADLER, INC.

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

Pres.-Treas.....William Hart Adler
 Exec. Vice-President.....Kenneth C. King
 SecretaryBettilou Sicking
 Prod. Manager.....John Petrie
 Art Director.....Leslie Meyers
 Acct. Executives.....W. H. Adler,
 K. C. Ring, A. B. Stone, Thorpe Wright

NETWORK TELEVISION

California Packing Corp.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Gruen Watch Company
"Junket" Brand Foods
Lehn & Fink Products Corp.
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The S. O. S. Co.
Standard Oil Co. (Indiana)
Standard Oil Co. (Ohio)
Westinghouse Electric Corp.

NETWORK RADIO

American Safety Razor Corp.
California Packing Corp.
California Spray-Chemical Corp.
Chesebrough Manufacturing Co.
Cowles Magazines, Inc.
The Gruen Watch Company
Lever Brothers Co.—Pepsodent Div.
National Biscuit Company
The Ohio Bell Telephone Co.
The Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
The S. O. S. Co.
Swift & Co.

*...the air is filled
with **McCANN-ERICKSON** clients!*

It takes a lot of time and talent to keep selling the products and services of these McCann-Erickson clients! Thanks to all of you who have contributed to the successful 1952 Radio and TV advertising of these great companies.

SPOT TELEVISION

American Trust Co.
Bell Brand Foods, Ltd.
Broadway Dept. Store, Inc.
California Packing Corp.
California Wine Association
Chrysler Sales Division
Cinerama Productions
Clark Bros. Chewing Gum Co.
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Esso Standard Oil Co.
Frank Fehr Brewing Co.
Gray Drug Stores
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Lehn & Fink Products Corp.

Leisy Brewing Co.
Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohia Bell Telephone Co.
Pacific Coast Borax Co.
Richman Brothers Co.
Soil-Off Co.
The S. O. S. Co.
Southern California & Southern
Counties Gas Co.
Standard Oil Co. (Indiana)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

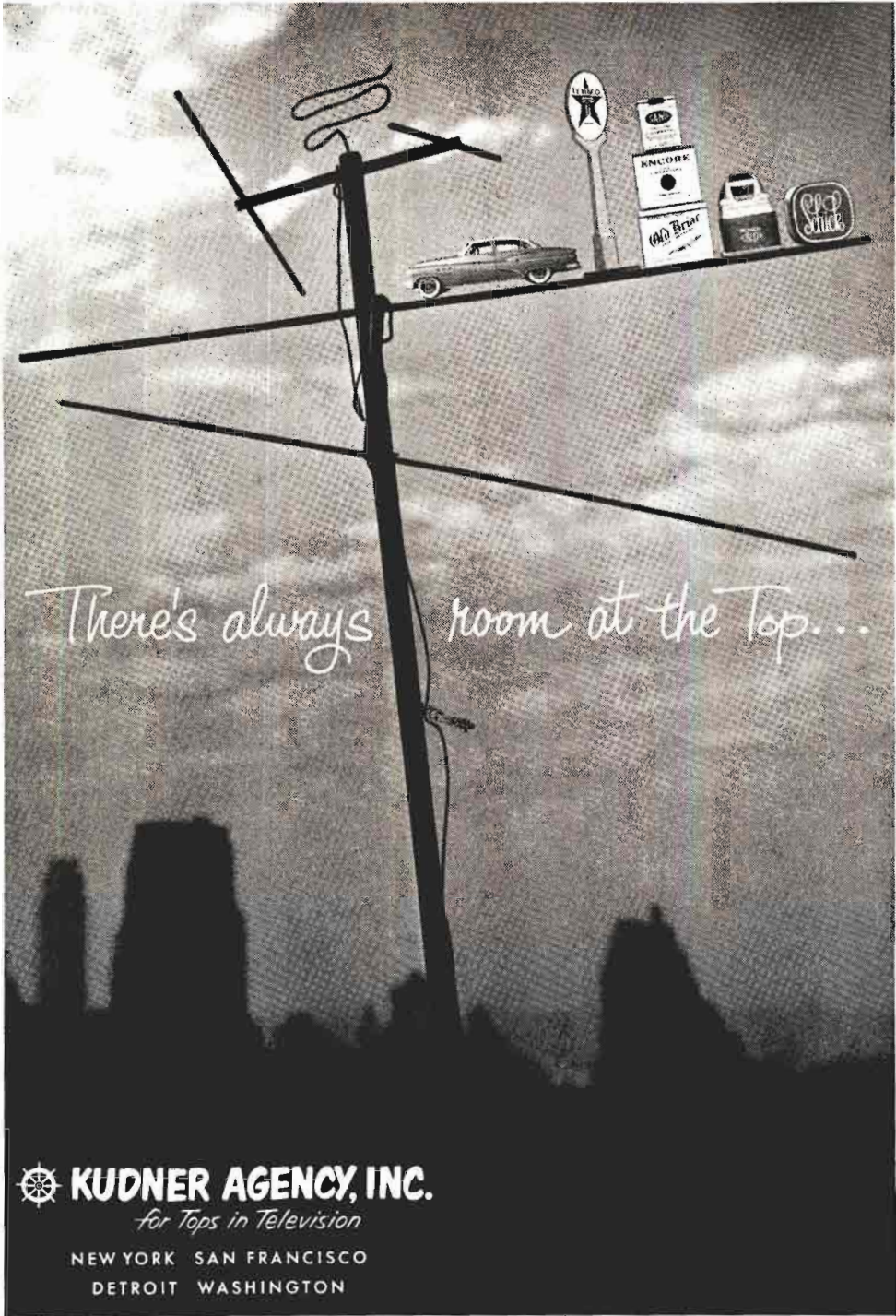
SPOT RADIO

American Safety Razor Corp.
American Trust Co.
Broadway Department Store, Inc.
California Packing Corp.
California Spray-Chemical Corp.
California Wine Association
Central Vermont Railway, Inc.
Chesebrough Manufacturing Co.
Chrysler Sales Division
Cinerama Productions
Columbia Records, Inc.
Cowles Magazines, Inc.
The Crowell-Collier Publishing Co.
Frank Fehr Brewing Co.
W. P. Fuller & Co.
The Gruen Watch Company
Hood Rubber Co.
"Junket" Brand Foods
Leisy Brewing Co.

Lever Brothers Co.—Pepsodent Div.
Lucky Lager Brewing Co.
Manufacturers Trust Co.
Milk Foundation, Inc.
National Biscuit Co.
National City Bank of Cleveland
Norwegian Canning Industry
The Ohio Bell Telephone Co.
Pacific Power & Light Co.
Portland Gas & Coke Co.
Richman Brothers Co.
Safeway Stores
The S. O. S. Co.
Southern California & Southern
Counties Gas Co.
Standard Oil Co. (Indiana)
The Standard Oil Co. (Ohio)
Swift & Co.
Westinghouse Electric Supply Co. of St. Louis

McCANN-ERICKSON INC. Advertising

McCann-Erickson, Inc. • New York, Hollywood, Boston, Cleveland, Detroit, Chicago, San Francisco, Los Angeles, Portland, Ore., Buenos Aires, Rio de Janeiro, São Paulo, Montevideo, Santiago de Chile, Lima, Bogota, Caracas, San Juan, P. R., Havana, Mexico City, London, Paris, Frankfurt a/M, Hamburg, Brussels.



There's always room at the Top...

KUDNER AGENCY, INC.

for Tops in Television

NEW YORK SAN FRANCISCO
DETROIT WASHINGTON

BUICK CIRCUS HOUR (Buick Motor Division)

TEXACO STAR THEATER (The Texas Company)

MARTIN KANE, PRIVATE EYE (United States Tobacco Co.)

CRIME SYNDICATED and THE JACKIE GLEASON SHOW (Schick Incorporated)

ADMASTERS ADVERTISING, INC.

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

President.....John E. Waterfield
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ProducerBernard Rubinstein
Program Planning.....David M. Hausdorff
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TV Accounts: Bachman Bakeries, Inc. (Pretzels), Reading; Wm. Montgomery Co. (Coffee), Philadelphia; Mrs. Paul's Kitchens (Frozen Seafood), Philadelphia; Corkran, Hill & Co., Inc. (Div. of Swift & Co.) (Meats), Baltimore; Girard Trust Corn Exchange Bank (Banking), Philadelphia; Lummis & Company (Peanut Products), Philadelphia; Stephano Brothers (Tobacco Products), Philadelphia.

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TV Accounts: The Atlantic Refining Company, B. C. Remedy Company, Brooklyn Union Gas Company, Cannon Mills, Inc., Chesapeake & Potomac Telephone Company, Chrysler Corporation—Plymouth Division, Reuben H. Donnelley Corporation, Gordon Baking Company, Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Lever Brothers—Surf, Michigan Bell Telephone Company, John Morrell & Co., National Dairy Products Company, The Pennsylvania Company, Sheffield Farms Milk Company, United Air Lines.

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TV Accounts: Arrow Mills, Inc. (Flour and Feeds), Houston, Texas; James Bute Company (Paint and Wallpaper), Houston, Texas; Henke & Pilot, Inc. (Chain Supermarkets), Houston, Texas; Hodell and Company (Realtors), Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; Monerief-Lenoir Mfg. Co. (Steel Products), Houston.

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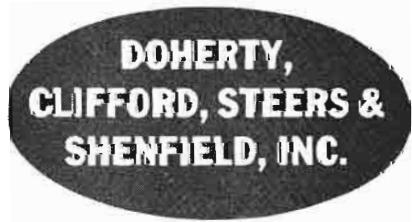
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TV Accounts: Dairymen's League Co-op (Milk, Cheese, Ice Cream), New York City; Will & Baumer Candle Co. (Candles), Syracuse, N. Y.; C. A. Durr Packing Co. (Meat), Utica, N. Y.

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Radio Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co. (Animal & Poultry Feeds), Kansas City, Mo.; Storz Brewing Co. (Beer), Omaha; Nebraska Clothing Co., Omaha; Metropolitan Utilities District, Omaha; Gland-O-Lac (Poultry Medicine), Omaha; Skinner Mfg. Co. (Macaroni Prods., Cereals), Omaha; J. L. Brandeis & Sons (Dept. Store), Omaha; Iowa Master Breeders, Inc. (Hatchery), Onawa, Ia.; Ak-Sar-Ben (Horse, Livestock Shows, Rodeos, etc.), Omaha; Stock Yards Natl. Bank, Omaha; Higgins Cleaners, Omaha; Eaton Metal Prods. Co. (Storage Tanks, etc.), Omaha; Yager Seed & Nursery Co. (Hybrid Seed, Corn, etc.), Fremont, Nebr.; Andrew Murphy & Son (Chry-ler, Plymouth Dealer), Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Bi-States Distributing Corp. (Appliances), Omaha; Major Appliance, Omaha; Sample-Hart Motor Co. (Ford Dealer), Omaha; Omaha & Co. Bluffs Street Railway, Omaha; Douglas County Bank, Omaha; Occidental Bldg. & Loan Co., Omaha; Milder Oil Co., Omaha; Easy Parking Co. (Parking Lots), Omaha; Chicago Herald-American, Chicago, Ill.; Phoenix Table Mat Co. (Stove Mats), Chicago, Ill.; Leaf Brands (Gum, Candy), Chicago; Central Illinois Elc. & Gas Co., Rockford; Northwestern Tel. Co., Freeport, Ill.; Pollyanna Shop (Ladies Wear), Chicago; Intra State Telephone Co., Galesburg, Ill.; Pfaff Sewing Machine Corp., Chicago, Ill.; Central Nat'l. Bank, Chicago; Master Yogurt, New York; Julian Freirich, Inc. (Smoked Meats), New York; Hickory Valley Farm (Epicurean Foods by Mail), Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas; Finney Bakery, McKinney, Tex.; Lyon-Gray Lumber Co., Dallas; Radio City Distributing Co. (Appliances), Dallas; Dallas Zone Chevrolet Dealers, Dallas.

TV Accounts: Mutual of Omaha (Insurance), Omaha; Staley Milling Co., K. C., Mo.; Storz Brewing Co., Omaha; Nebraska Clothing Co., Omaha; Metro. Util. Dist., Omaha; Skinner Mfg. Co., Omaha; J. L. Brandeis & Sons, Omaha; Andrew Murphy & Sons, Omaha; Milder Oil Co., Omaha; Stock Yards Nat'l. Bank, Omaha; General Appliance Co., Omaha; Livestock Nat'l. Bank, Omaha; Northern Natural Gas Co., Omaha; Omaha & Council Bluffs Street Railway Phoenix Table Mat Co., Chicago, Ill.; Wholesale Plant Growers Assn., Chicago; Security Savings & Loan Assn., Cleveland, O.; Chicago; Pfaff Sewing Machine Co., Chicago; Chicago Herald-American;

Master Yogurt, N. Y.; Julian Frerich, Inc., Stroudsburg, Pa.; Earl Hayes Chevrolet Co., Dallas, Tex.; W. A. Green Co. (Dept. Store), Dallas; Dallas Zone Chevrolet Dealers, Dallas; Radio City Dist. Co., Dallas; A. B. Cass, Jr. (Real Estate), Dallas.

ARTHUR BRAITSCH ADV.

528 Hospital Trust Bldg., Providence 3, R. I.
Phone: DEXter 1-5343, 1-4115
ABP—APA—ANPA

Radio Director.....Arthur Braitsch
Secretary.....Frances N. Goodwin
Time Buyer.....John A. Lovimer
Radio Accounts: Hillside Dairy Farms (Dairy), Oaklawn, R. I.; Palladium Ballroom (Dancing), Warwick, R. I.; Republican State Central Committee, Providence, R. I.

TV Accounts: Hillside Dairy Farms (Dairy), Oaklawn, R. I.; Republican State Central Comm, Providence, R. I.; Rhode Island Hospital Trust Co. (Banking), Providence, R. I.; Strand Theater (Movies), Providence, R. I.; Weybosset Markets (Food Stores), Providence, R. I.; Roger Williams Savings Fund & Loan Assn., Providence, R. I.

THE J. CARSON BRANTLEY ADV. AGENCY

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

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

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

TV Accounts: Caroline Beverage Corp. (Wine).

R. C. BRETH, INC.

310 Pine St., P. O. Box 123, Green Bay, Wisc.
Phone: HOward 134
ABP—ANPA—APA

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

Radio Accounts: Woodlot Seed Co., Norway, Mich; Tulip Tissues (Lipstick Tissues), Green Bay, Wis.; Pro-Camera, St. Paul, Minn.

J. F. BRINLEY ADVERTISING AGENCY SERVICE

4602 Cedar Street, Bellaire 1, Texas
Phones: MADison 8686 & MOhawk 4400
ABP—SNPA—APA
Gen. Mgr., Dir. of Copy, Sales Prom., & Mkt. Rsch.....J. F. Brinley
Sec., Treas.....V. H. Brinley

Assoc. Radio Dir.....R. G. Dunn
Associate TV Dir.....M. Getz
Assoc. Art Dir.....D. Ackley

BRISACHER, WHEELER & STAFF

1660 Bush Street, San Francisco 9, Calif.
Phone: PProspect 6-2600
AAAA—ABC—ABP—ANPA

President.....Franklin C. Wheeler
Exec. Vice-President.....Walter Purdon
Vice-President.....Robert Brisacher
Vice-Pres. & Art Dir.....Ettore Firenze
Secy-Treasurer.....Mrs. Emil Brisacher
Copy Chief.....Lester Friedman
Space Buyer.....Eva Ross
Radio & TV Time

Buyer.....Richard Clark
Prod-Traffic Mgr.....Jules P. Daniel
Radio & TV Producer.....John H. Butler
Dir. Research.....Charles Roach
Public Relations Dir.....Robert Hoffman
Controller.....Bryant Miley

Branch Offices

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

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

Radio Accounts: Van Camp Sea Food Co. (Chicken of the Sea & White Star Tuna), Terminal Island, Calif.; Hershel California Fruit Products (Contadina Tomato Paste), San Jose, Calif.; Richmond Chase Co. (Hearts Delight Nectars), San Jose, Calif.; Pictsweet Foods, Inc. (Frozen Foods & Juices, Canned Corn, Peas and Beans), Mt. Vernon, Wash.; Rainier Brewing Co. (Beer & Ale), San Francisco; Old Homestead Bakery (Butter Nut Bread), San Francisco; Wheatena Corp. (Wheatena Cereal), Rahway, N. J.; Kaiser-Frazier Dealer Assn. of N. Calif., Emeryville, Calif.; Parsons Ammonia, New York; San Francisco Milk Industry; California Dairy Industry Advisory Board, Sacramento; East Bay Producers Council (Milk), Oakland, Calif.

BROADCAST ADVERTISING

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: Bradshaw 2-4340

President.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Alva Eduardo

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

TV Accounts: California Institute of Social Welfare, Bible Institute.

BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.
Phone: VALley 2-9700
AAAA—ABP—NOAB—ANPA—APA—PPA

Chairman of Board.....Sturges Dorrance
President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith
Exec. Vice-President.....Walter C. Ayers
Vice-Presidents.....Wm. F. Austin, Jr.,
 L. C. Barlow, H. R. Bayle, L. Grant Hamilton,
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 C. Allison Monroe, Richard Reins, Blount
 Slade, J. G. Williams, Clarke C. Wilmot
Director of Radio-TV.....Hugh Hole
 New York Division
 52 Vanderbilt Ave., New York 17, N. Y.
 Phone: MURray Hill 6-1800

Chairman of Board.....Sturges Dorrance
Exec. Vice-President.....Thayer Ridgway
Vice-President.....H. E. Pengel
Radio Accounts: Goebel Brewing Co.,
 Hudson Motor Car Co., Mullins Mfg. Corp.
 (Youngstown Kitchens), Chamberlain Corp.
 of America (Rock Wool Insulation), Detroit,
 Mich.
TV Accounts: Mullins Mfg. Corp., The
 Ironite Ironer Co., Hudson Motor Car Co.,
 Goebel Brewing Co., Sparks Withington
 (Spartan Radio-TV Div.), Jackson, Mich.

BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
 Phone: TRinity 0558
 ANPA-ABB-APA

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

D. P. BROTHER & CO., INC.

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

President.....D. P. Brother
Executive Vice President.....Clarence Hatch, Jr.
Vice Presidents.....Joseph S. Howell,
 Carl Georgi, Jr., Guy S. Warren, Jr.
Media Director.....Carl Georgi, Jr.
Dir. of Marketing.....Vincent H. Bergmann
Research Director.....Reginald L. Dellow
Art Directors.....L. R. Mange, E. J. Bowers
Publicity Director.....T. H. Moriarty
Radio & TV Director.....Kenneth G. Manuel
Asst. Radio, TV Dir......M. G. Furney
Radio-TV Accounts: Oldsmobile Division,
 General Motors Corporation (Automobiles);
 AC Spark Plug Division, General Motors
 Corporation (Accessories).

**FRANKLIN BRUCK ADVERTISING
 CORP.**

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

President.....Franklin Bruck
Secretary.....M. J. Kleinfeld
Vice-President.....Mort Heineman

Radio Time Buyer.....Joseph Gavin
Radio Traffic.....Milton Jurin
TV Production.....David Davidow
Mdse. Director.....Herbert Gold

Branch Office

445 N. Rossmore Ave., Hollywood, Calif.
 Phone: HILLSide 7237

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

TV Accounts: Bowman Gum, Inc., Phila.,
 Pa.; Walter H. Johnson Candy Co., Chicago;
 Fashion Frocks, Inc., Cincinnati; Bishop &
 Co., Los Angeles; Rexor Corp., New York;
 Hi-V Corp., Newark; Sitroux, Inc., New
 York, Serutan Co., Russeks.

CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
 Phone: 7-0726
 ABP-PPA-APA

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

BUCHANAN & CO.

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

Chairman.....John Hertz, Jr.
Exec. Vice President.....William Dasheff
Vice President.....Joseph D. Dunn
Vice President.....Paul Gaynor
Radio-TV Dir......Nat Strom

Branch Offices

333 N. Michigan Ave., Chicago, Ill.
 Phone: ANdover 3-1611
 451 N. La Cienega Blvd., Hollywood, Cal.
 Phone: CRestview 5-5231
 155 Montgomery Street, San Francisco

BUCHANAN-THOMAS ADV. CO.

410-412 S. 19th St., Omaha 4, Nebr.
 Phone: ATLantic 2125

ABP-ANPA-APA-NOAB-PPA
Partners.....R. Savage,
 R. Foster, C. Harding, R. Dundis
Pturr., Dir. Radio-TV.....Adam Reinemund

BURLINGAME-GROSSMAN ADV.

201 N. Wells St., Chicago 6, Ill.
 Phone: FInancial 6-4616
 AAA ABC-ABP-ANPA

Owner.....S. W. Grossman
General Manager.....S. S. Kain
Art Director.....Al Jacobs
Production Manager.....S. E. Miller
Media Manager.....Fred Walder
Radio Accounts: Arvey Corp. (R. V. Lite
 Window Material), Blue Crown Spark Plug
 Co. (Spark Plugs), Chicago, Ill.
TV Account: Blue Crown Spark Plug Co.,
 Chicago, Ill.

BURNET-KUHN ADV. CO.

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

President.....Francis J. Woods
Vice-Presidents.....Phillip D. Simons,
Ellis T. Gash
Secy..Treas.....James H. Kristof
Radio Director.....William Coop

LEO BURNETT COMPANY, INC.

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

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

Branch Offices

677 Fifth Ave., New York 22, N. Y.
Phone: MURray Hill 8-9480

Manager.....Donogh Prince
1680 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7374

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

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

WALTON BUTTERFIELD ADV.

33 West 42nd St., New York 36, N. Y.
Phone: WISconsin 7-7341

Owner, Manager.....Walter Butterfield
Radio Accounts: The Christian Science Monitor (Newspaper), Boston, Mass.; Maggyanne, Inc. (Wearing Apparel), Los Angeles, Calif.; Pulaski Monuments Co. (Monuments), New York, N. Y.

BYER & BOWMAN ADVERTISING AGENCY

66 So. 6th St., Columbus 15, O.
Phone: MAin 3276
ABC—ABP—ANPA—AFA

Partners.....Herbert Byer,
Gus K. Bowman, Joel Burghalter
Radio-TV Directors.....Martha Sullivan,
John D. Metzger
Account Executives.....Sandy Hallock,
Reg Testament, Herbert Wise, W. P. Brown, F. W. Munro, Pr., Nicholas Popa,
Gene Hameroff

Radio Accounts: Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; August Wagner Breweries (Gambirinus beer and Augustiner beer), Columbus, O.; Neon Products, Inc. (signs), Lima; Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Farm Bureau (petroleum div.), Columbus; Columbus Academy of Medicine (public service), Columbus; Buckeye Foods (potato chips), Columbus; State of Ohio (annual fair), Columbus; Universal Concrete Pipe Co. (concrete products), Columbus; Wood-Nesbitt, Inc. (automotive dealer), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Ashland Oil & Refining Co. (oil & gasoline), Ashland, Ky.; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries (Gambirinus beer), Columbus; State of Ohio (annual fair), Columbus; T. Marzetti Co. (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus; Kahn's Jewelers, (jewelry), Columbus.

HAROLD CABOT & CO., INC.

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

AAAA—ABP—ANPA—ABC—AFA

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Vice-Presidents.....Edward F. Chase,
Russell Hunt, James I. Summers, John M. Lord, William H. Ganick, John Spellman,
George R. Griffin, Joseph Wallace
Exec. V.P. & Treasurer..Richard P. Holland
Secretary.....Edward Glacy
Production Manager..Phyllis L. Burlingame
Editorial Chief.....H. W. Patterson
Copy Chief.....Courtney Crandall
Art Director.....William H. Ganick
Director of Radio.....Kay Chille

Radio Accounts: Boston Consolidated Gas Co. (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Bos-

ton; New England Electric System (Gas Div.) (Public Utility), Boston; New England Telephone & Telegraph Co. (Public Utility), Boston; S. S. Pierce Company (Importers and Grocers), Boston; Red Coach Grills (Restaurant Chain), Boston; Rock of Ages Corporation (Monuments), Barre, Vt.

TV Accounts: Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston; New England Telephone and Telegraph Company (Public Utility), Boston.

CAHN-MILLER, INC.

510 St. Paul Place, Baltimore 2, Md.

Phone: SARatoga 4466

PPA

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

Radio Accounts: Eutaw Savings Bank, Baltimore; Fidelity Trust Company, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore; Stag Paints (Paint), Baltimore.

TV Accounts: Eutaw Savings Bank, Baltimore; Fraternity Federal Savings & Loan Assn., Baltimore; Hauline Bros. (paints), Baltimore; Jarman Motors, Inc. (Auto Sales & Service), Baltimore.

CALKINS & HOLDEN, CARLOCK.

McCLINTON & SMITH, INC.

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

Phone: PLaza 5-6900

AAAA-ABP-ANPA

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

Art Director.....Wilfred L. Chausse
Copy Director.....George S. Thomson
Production Manager.....Fred Oughton
Manager Outdoor Dept....F. J. Fitzgerald
Media Director.....Thomas H. Young
Dir. Pub. Recls. & Pub.....Robert W. Robb
Research Director.....Thomas P. Crolius
Merchandising Dir.....D. C. Shea
Director of Radio-TV.....Henry F. Hull

Branch Offices

333 No. Michigan Ave., Chicago, Ill.

Phone: Randolph 63831

Manager.....Philip M. White
Citizens National Bank,
Los Angeles, Calif.

Phone: York 5145

Manager.....Harry W. Witt

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

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

CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-6200

AAAA-ANPA-NOAB-PPA

ABC-ABP

President.....Henry G. Little
Sr. V.-P., Gen. Mgr.....E. E. Rothman
Sr. V.-P., Secy.-Treas.....L. R. Nelson
Sr V.-P., Media Dir.....J. J. Hartigan
Comptroller.....H. P. Cook
V.-P., Copy Chief.....L. T. Robinson
Vice Presidents.....Colin Campbell,
Halsey Davidson, W. P. Stewart, G. B.
Lous, Jr., John Terns, W. A. Moffett, W.
H. Gage, Jr., W. E. White, M. P. Coyle,
Sr. V.P. Radio & TV.....Winslow H. Case

Branch Offices

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

Phone: MURray Hill 8-3190

Vice-Pres. & Mgr.....Frank W. Townsend
Vice-President.....J. H. Neche

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

Phone: CENTral 6-1946

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

Phone: Richmond 6204

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

SUTer 1-8736

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

Phone: Lamar 3858

Manager.....G. G. Thom

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

TV Accounts: Chevrolet Motor Division, General Motors Corporation, The Detroit Edison Company, Local Chevrolet Dealers

Association, Inc. (New York), Allen B. Du Mont Laboratories, Inc., Grocery Store Prod. Co. (Foulds Div.).

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg., Minneapolis 2, Minn.
Phone: LIncoln 3824

ABC—ABP—ANPA—APA—NOAB—PPA
President.....Ray O. Mithun
Exec. Vice-Pres.....Albert R. Whitman
Vice-Presidents.....John W. Forney,

Lester J. Will, Arthur H. Lund
Treasurer.....Beatrice N. Sandquist
Secretary.....Evelyn Brugette
V.P., Radio-TV Dir.....Arthur H. Lund
V.P., Art Dir.....E. W. Turner
V.P., Copy Dir.....Phelps Johnston
Copy Chiefs.....Mort Henderson,
Arnold Aslakson, Leon Kennedy
Acct. Execs.: Blake Cox, Lawrence Dunham,
R. L. Forrest, Walter Geckler, E. C. Herbert, Charles Mittelstadt, B. E. Howard

Branch Office

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

Vice-President.....Lester J. Will

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

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

(Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l. Bank, Minneapolis, Minn.

SOLIS S. CANTOR ADV. AGENCY

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

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

CARTER ADV. AGENCY

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

President.....Charles W. Carter
Exec. Vice-President.....William G. Rowe
Vice-President.....Fred Klemp, Jr.
Sec't., Treas.....Josephine Dahlin
Radio-TV Accounts: Edward A. Aron Corp. (Poultry), K. C.; May Potato Chip Co., K. C.; Seid Litz Paint & Varnish Co., K. C.

CASMIR ADVERTISING CO., INC.

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

Pres. & Treas.....David C. Casmir
Vice-Pres.....Marvin Casmir
Copy Chief.....Elizabeth Park
Art Director.....William E. Burgess
Radio Accounts: Haynes-Griffin (Radio-TV Record).

CAYTON, INC.

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

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Production Manager.....C. F. Luchese
Radio-TV Director.....Allen Black
Asst. Radio-TV Dir.....Lenora Thuna,
Donna Quigley
Copy Chief.....Fred Laderman
Radio Accounts: Delicia Chocolate & Candy Mfg. Co., Wearbest Rugs (Broadloom, carpeting), The Wall-Tex Co. (wall covering), N. Y. C.

TV Accounts: Chesebrough Mfg. Co., The Wall-Tex Co., Miracle Adhesive Corp., Virginia Metal Products Co.

CECIL & PRESBREY, INC.

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

AAAA—ANPA—APA—NOAB—PPA—ABC
President.....James M. Cecil
V.P., Treas.....David C. Thomas

Vice-Presidents.....Edward B. Noakes,
Guild Copeland, David Thomas, Samuel
Dalsimer, Harvey L. Kneeland, David G.
Lyon, T. F. MacGrath, Thomas J. Maloney,
Kenneth Twyman, John Legler, Archibald
M. Foster, J. Frank Gilday

Media Director.....Harry Parnas
Radio-TV Dir.....J. Frank Gilday
Radio-TV Prod. Dir.....E. B. Simmons
Exec. Prod. TV.....W. C. Patterson
Time Buyer.....Herbert Gruber

Branch Office

Union Central Bldg., Cincinnati, O.

Manager.....R. L. Lowander
Radio Accounts: The Block Drug Co., Inc.
(Am-i-dent, Polident, Poligrip, Py-Co-Pay,
Green Mint Mouth Wash), Jersey City, N. J.;
The Electric Auto-Lite Co. (Spark Plugs,
Batteries and parts), Toledo, Ohio; McCor-
mick & Co. (Tea, Spices, Extracts, Hy-Gro,
B-Brand Insecticide), Baltimore, Md.; The
Nestle Company, Inc. (Cookie-Mix, Ever-
Ready Cocoa, Bars, Quick, Semi-Sweet),
White Plains, N. Y.; Redtop Brewing Com-
pany (Redtop Beer & Ale, 20 Grand Ale),
Cincinnati, Ohio; Topps Chewing Gum
(Chewing Gum and Candy), Brooklyn,
N. Y.; Union Dime Savings Bank, N. Y. C.;
Whitehall Pharmaceutical Co. (Neet, Chlora-
Stick, Petrosyllium, Kriptin), N. Y. C.

TV Accounts: Block Drug Company, Inc.
(Amm-i-dent, Polident, Poligrip, Py-Co-Pay,
Green Mint Mouth Wash), Jersey City, N. J.;
The Electric Auto-Lite Co. (Spark Plugs,
Batteries and parts), Toledo, Ohio; Mc-
Cormick & Co. (Tea, Spices, Extracts), Bal-
timore, Md.; The Nestle Company, Inc.
(Cookie-Mix, EverReady Cocoa, Bars, Quick,
Semi-Sweet), White Plains, N. Y.; Philip
Morris & Co., Ltd. (Marlboro, Philip Mor-
ris), N. Y. C.; Redtop Brewing Company
(Redtop Beer & Ale, 20 Grand Ale), Cin-
cinnati, Ohio; Sylvania Electric Prod., Inc.
(TV Sets, Fluorescent Lighting Fixtures,
Photo Lamps, parts), N. Y. C.; Whitehall
Pharmaceutical Co. (Neet, Chlora-Stick, Petro-
sylvium, Kriptin), N. Y. C.

NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.

Phone: 6-4942

ABP-APA-SNPA

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

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

TV Accounts: Fleetwood Coffee Co., Chat-
tanooga, Tenn.

CHICAGO ADV. AGENCY

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

Phone: WEbster 9-4240

ANPA-PPA-ABP

Pres. & Space Buyer.....J. L. Wade
Account Exec.....Roland Berns
Account Exec.....M. E. Snow
Radio Director.....Simon Levin
Radio Accounts: Junex Products (reducing
plan), Chicago, Ill.; Elip Corporation
(medicinal), N. Y. C.; Murray-Foster Co.,
Inc. (mattresses), Chicago, Ill.; Romart
(mail order mdse.), Chicago, Ill.

JAMES THOMAS CHIRURG CO.

414 Park Square Bldg., Boston 16, Mass.

Phone: HANcock 6-7310

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

President.....James Thomas Chirurg
Treasurer.....Leo J. Hardiman
V.P. in Chg. of Mds-g....Benjamin Shattuck
Media Director.....Edward B. Pope
Film Director.....J. Nelson Clifford

Branch Office

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

Phone: MURray Hill 7-5040

Vice-President.....George A. Frye
Radio-TV Accounts: Ace Art Co. (NuAce
Mounting Corners), Reading, Mass.; W. L.
M. Bendsorp Co. (Cocoa), Boston; H. C.
Baxter & Bro. (Canned White Potatoes),
Brunswick, Maine; Garcelon Stamp Co.
(Stamps), Calais, Maine; New England Coke
Company (Fuel), Boston.

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.

Phone: 6-4179

Pres. & Treas.....D. G. Goodwin
V.P. & Secretary.....Sara Nolan
Radio-TV Accounts: First American Na-
tional Bank (Institutional), Nashville Coal.

ROBT. E. CLARKE & ASSOC., INC.

Ingraham Bldg., Miami 32, Fla.

Phone: 3-5486

ANPA-PPA-SNPA-NOAB

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

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.

Phone: RIttenhouse 6-0236

ANPA

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

HARRY B. COHEN ADV. CO., INC.

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

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

TV Accounts: The Grove Laboratories, Inc., The Beaumont Co., New York, N. Y.; Pearson Pharmacal Co.

THE ARNOLD COHAN CORP.

460 W. 34th St., New York, N. Y.
Phone: PLaza 7-7730

Pres., Treas.....Arnold Cohan
Secretary.....Edna Fleishman
Radio & TV Accounts: Bruno-New York, Inc. (TV-radio appliances); The New York Times.

RUSSELL C. COMER CO.

Land Bank Bldg., Kansas City 6, Mo.
Phone: HARRison 3964

APA—ANPA—PPA—ABP

Partners...Russell C. Comer, Ruth E. Comer
Aect. Executives.....Gardner Reams,
Bart Nelson
Radio-TV Director.....Jon Yost
Media Dir.....Mrs. E. W. Golliber

COMPTON ADVERTISING, INC.

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

Phone: CIRCLE 6-2800

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ABP—AAAA

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Vice-Presidents.....Frank Griffin,
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V.P. & Dir. of Radio &
TV Prod.L. H. Titterton
V.P. & Dir. of Radio &
TV Copy.....Muriel Haynes

Dir. of Publicity.....Joseph Field
V.P. & Dir. of Media.....Guy Richards
Asst. Media Dir.....Frank B. Kemp
Head Time Buyer.....Henry Clochessy
Time Buyers.....Francis Velthuys,
Martin Hansen, Richard Hurley, Alfred Ritter, Genevieve Schubert, Donald Carret, Jeanne Bahr, John Neale

Branch Offices

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

Manager.....L. O. Holmberg
Keith Bldg., Cincinnati, O.

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

Manager.....Richard Davis
Equitable Bldg., Hollywood 28, Cal.
Phone: Hollywood 9-8107

V.P. & Mgr.....Floyd R. Holm

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

COMSTOCK & COMPANY

344 Delaware Avenue, Buffalo 2, N. Y.

Phone: MOhawk 2252

ABP—ANPA—AFA

Partner.....Henry W. Comstock
Partner.....H. Earl Close
Partner.....Frank J. Hess
Dir. of Media &

Research.....T. Sloane Palmer
Account Executives.....L. W. Simonds,
John B. Morton, Sterling J. Hiles, William J. Daley, Jr.

Media Dir.....Donald K. Beyer
Radio-TV Director.....Mrs. Esther Huff

Radio Accounts: Manufacturers and Traders Trust Company (Banking Services), Buffalo, N. Y.; "Gold Seal" Urbana Wine Co. (Wines), Hammondsport, N. Y.; O-Cel-O, Inc. (Cellulose Sponges), Buffalo, N. Y.; Bell Aircraft Corp. (Aircraft), Niagara Falls, N. Y.; Frontier Oil Refining Corporation (Gasoline & Oil), Buffalo, N. Y.; Hospital Service Corp. of Western N. Y. (Blue Cross & Blue Shield), Niagara Lithograph Co., Buffalo, N. Y.

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

CONNER, JACKSON, WALKER, McCLURE

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

ABP—ANPA—APA—NOAB—PPA

President.....E. W. Conner
Exec. Vice-President.....Shirley Walker
Vice-President.....J. H. Jackson
Treasurer.....B. H. McClure
Copy Chief.....Audrey Janisen
Art Director.....Fernando Penalosa
Production Manager.....Marie Scholtz
Media Buyer.....Billie Grove

Radio Accounts: Golden Nugget Sweets, Ltd. (Big Hunk Candy Bar), San Francisco, Calif.; Dinah's Shack (Restaurant), Palo Alto, Calif.; The Fox Shoppe (Restaurant), Redwood City, Calif.; Douglas Shaw Candies (Confections), San Francisco, Calif.; Western Dairy Prod.; Dan T. Cassidy (Interior Decorator); California Turkey Federation.

TV Accounts: Western Dairy Products; California Turkey Federation.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
Phone: Garfield 3456

AAAA—ABP—ANPA

Pres.....Thomas F. Conroy
Art Dir.....Albin J. Paulson
Personnel Dir.....F. E. Weinholt
Media Dir.....Robert M. Richards
Production Dir.....E. E. Ogilvie

Radio Accounts: Anderson, Paul, Co. (Stationers), San Antonio, Texas; Bohnet Baking Co. (Baking), San Antonio, Texas; Comal Cottons (Manufacturing), New Braunfels; Fomby's (Men's Clothing), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Household Furniture Co. (Furniture), San Antonio, Texas; Lone Star Brewing Co. (Beer), San Antonio, Texas; Mission Provision (Meat Packers), San Antonio, Texas; Perry Shankle Co. (Wholesale Distr.), San Antonio, Texas; Pioneer Flour Mills (Millers' Flour), San Antonio, Texas; Russ & Co. (Investments), San Antonio, Texas; Security Finance (Loans), San Antonio, Texas; Summers Drug Stores (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas; Zale Jewelry Co. (Retail Jewelry), San Antonio, Texas.

TV Accounts: Bohnet Baking Co. (Baking), San Antonio, Texas; Hoffman & Hayman Coffee Co. (Coffee), San Antonio, Texas; Lone Star Brewing Co. (Beer), San

Antonio, Texas; Perry Shankle Co. (Wholesale Distr.), San Antonio, Texas; Summers Drug Stores Co. (Chain Drug Stores), San Antonio, Texas; Studers, Inc. (Photo Finishers), San Antonio, Texas.

CO-ORDINATED ADVERTISING CORP.

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

President.....Lester "L" Wolff
Treasurer.....Irving Herz
Vice President.....Lou DeNunzio
Exec. Producer.....Lester "L" Wolff
Dir. TV & Radio.....Arthur Peltz
Time Buyer.....Irving Herz

Radio Accounts: Claridge Foods (Hamburgers & Meat Balls), New York, N. Y.; Sunrise Food Stores (Super Markets), Long Island, N. Y.; Diamond K & Food Town (Super Markets), Westchester, N. Y.; Snappy Cheese, New York, N. Y.; Pioneer Food Stores.

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

COX & TANZ ADVERTISING

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

Director.....Eugene R. Tanz
Prod. Mgr., Research Dir.....M. Glassman
Copy Chf., Rad-TV Dir.....John Lillback
Time Buyer.....L. Muncy
Acct. Exces.....J. Carra, E. R. Tanz,
Al Fingerman

Radio-TV Accounts: Apex Venetian Blind Mfg. Co.; Badder and Snoko (Jarman Shoes); Colonial Floor Covering; Kaiser Build Products; Linton's; Vanis Co. (deodorants).

COWAN & DENGLER, INC.

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

ANPA—PPA—NOAB—APA

President.....Stuart D. Cowan
Vice-Pres. & Treas.....H. W. Dengler
Vice-Presidents.....James F. Kelly,

J. Clement Boyd, Stuart D. Cowan, Jr.
Media Director.....A. Marie Maus
Radio-TV Director.....T. H. Moore, Jr.

Radio Accounts: Frank G. Shattuck Co. (Schraffts Stores & Restaurants), New York; Bankers Trust Co., Lone Star Cement Co., Seamless Rubber Co.

JOHN GILBERT CRAIG ADV., INC.

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

ABP—ANPA—APA—PPA

President.....John Gilbert Craig
Vice-Pres.....R. V. Craig

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

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

THE CRAMER-KRASSELLT CO.

733 North Van Buren St., Milwaukee 1, Wis.
Phone: DALY 8-3500

AAAA—ABC—ABP—ANPA—AFA

President.....A. W. Seiler
Exec. Vice-President.....H. N. Pasteur
Vice-Pres.-Treas.....C. W. Faude
Secretary.....F. Aumueller
Vice-Pres. in Chg. Media.....L. H. Ness
Vice-Presidents.....H. Dyson, C. H. Brehm,
R. F. Timm, N. L. Telander
Radio-TV Director.....Roger W. LeGrand
Radio-TV Time Buyer.....Loretta Mahar
Radio-TV Acct. Supers.....R. LeGrand,
K. Hegard, J. Pritchard

Radio Accounts: Plankinton Packing Co. (Meat Products), Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; Hoberg Paper Mills (Charmin Paper Products), Green Bay, Wis.; A. O. Smith Corp. (Heating Division) (Heating Equipment), Milwaukee, Wis.; Patek Paint Co. (Paints), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Pflugradt Co. (Heating Equipment), Milwaukee; Gehl Bros. Mfg. (Farm Equip.); Milwaukee Hay Tool Co. (Farm Equip.).

TV Accounts: Ed Schuster & Co., Inc. (Department Store), Plankinton Packing Co. (Meat Products), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee Gas Light Company (Gas Utility), Milwaukee, Wis.; Pflugradt (Heating Equipment), A. O. Smith

Corp.—Heating Division (Heating Equipment), Rolfs (Personal Leather Goods), West Bend, Wis.; Wisconsin Telephone Co., Milwaukee; Hoberg Paper Mills, Green Bay, Wis.; Altorfer Bros. Co. (ABC-O-Matic Washer), Peoria, Ill.; Phoenix Hosiery Co., Milwaukee.

CREAMER & COMPANY

6777 Hollywood Blvd., Hollywood 28, Calif.
Phone: GRanite 4137

ANPA

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

CRITCHFIELD & COMPANY, INC.

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

ANPA—APA—PPA—NOAB—ABC—ABP

President.....E. P. Nesbitt
V.P., Radio-TV.....R. D. Cunningham
Vice-President.....P. J. Johnson
Secretary.....C. J. Nesbitt
Media Director.....E. Groenboom

CRUTTENDEN & EGER

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

ABP—ANPA—PPA—NOAB—APA

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

CUNNINGHAM & WALSH, INC.

260 Madison Ave., New York 16, N. Y.
Phone: MUrray Hill 3-4900

AAAA—ANPA—PPA—ABP—NOAB
ABC—APA

Pres., Treas.....F. H. Walsh
Exec. Vice-President.....J. P. Cunningham
Secretary.....R. L. Strobbridge
Radio-TV Dept.
Vice-Pres. in Charge.....William Reydel
Radio-TV Director.....John Sheehan
V-P in Chg. of Media.....N. F. McEvoy

Branch Office

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

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

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

DANCER-FITZGERALD-SAMPLE, INC.

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

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Vice-Pres.-Secy. F. T. Leighty
Compt. & Asst. Treas. Wm. Maughan
Asst. to Pres. J. H. Gilmour
V.P. Radio-TV Dir. Adrian Samish
V.P.s & Acct. Excers. C. T. Birch,
Lyndon O. Brown, Ramon J. Cabrera, R.
R. Etienne, Charles C. Fitzmorris, Jr., Dexter
Glunz, Joseph H. Holmes, Jr., Charles
L. Hotchkiss, W. A. Irwin, Gordon Johnson,
Ralph Linder, David Loomis, H. A.
Mattoon, Donald Manchester, J. James
Neale, Victor Piotrowski, Richard A. Porter,
Frank N. Riggio, Richard Russell, Robert
L. Smoek, A. W. Spence, Jr., George G.
Torney, Clifford Wolfe.

Branch Offices

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

Exec. Vice-Pres. F. Sewall Gardner
V.P. & Acct. Exec. E. R. Dethon
1680 N. Vine St., Hollywood 28, Cal.
Phone: Hudson 2-3256

V.P.-Mgr. Al Kaber
Dancer-Fitzgerald-McDougall, Inc.
114 Sansome St., San Francisco 4, Cal.
Phone: DO 2-5107

President Charles McDougall
6 King Street East, Toronto 1, Ontario
Phone: EMpire 3-2851

Manager Gilbert Nunns
Radio Accounts: American Chicle Company, B. T. Babbitt, Campbell Soup Co., Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army, U. S. Air Force and Organized Reserve Corps Recruiting Service.

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

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntral 6700
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

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President. J. F. Oberwinder
Vice-Pres.-Treasurer. E. D. Cronk

Branch Offices

515 Madison Ave., New York 22, N. Y.
Phone: PLaza 8-2600

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

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

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

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

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

JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone: MAin 0790-1
PPA—NOAB—APA

Pres., Space Buyer. James M. Daugherty
Secretary-Treasurer. Pauline Otto Daugherty
Radio Accounts: Pepsi-Cola, St. Louis Dairy Co., General Electric Supply Co., St. Louis.

TV Account: Pepsi-Cola.

DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles, Calif.
Phone: Michigan 3908
ANPA—PPA

Partner. Robert J. Davis
TV Director. R. J. Davis, Jr.
Radio Time Buyer. Marilyn Morisset

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

TV Accounts: Scudder Food Products, Wilson & Co. (Pacific Coast); Andersen's Foods, Inc.

BEN DEAN ADVERTISING AGENCY

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

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

HERSCHEL Z. DEUTSCH & CO., INC.

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

President. Herschel Z. Deutsch
Secty. M. A. Deutsch
Treas. Robert Stone
Copy Chief. Michael Riese
Research Dir. Shirley Walode
Media Director. Madeleine Allison

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

DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.
Phone: LOngacre 4-5900
ABP—APA—AAAA—ANPA

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

DICKLOW ADV. AGENCY

1324 National City Bldg., Dallas 1, Tex.
Phone: RANDolph 8295
APA—SNPA

Owner-Radio Buyer...Irene Scott Dicklow

DOE-ANDERSON ADV. AGENCY

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

Partners..Elmer H. Doe, Warwick Anderson
Acct. Execs.....Elmer H. Doe,
Warwick Anderson, George W. Emerson,
Richard W. Smith
Media Buyer.....Miss G. P. Wagner
Production Manager.....J. B. Peterkin

DOHERTY, CLIFFORD & SHENFIELD, INC.

350 Fifth Ave., New York 1, N. Y.
Phone: BRyant 9-0445
AAAA—ABC—ABP—ANPA—APA
NOAB—PPA

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Vice-President.....Francis J. Doherty
Treasurer.....Nelson O. Argueso
Asst. Secy.....Marie L. Brennan
Vice-Presidents.....Aldis P. Butler,
William E. Holden, Chester MacCracken,
James F. Egan, Harry M. Ireland, Edward
M. Raynolds, Samuel L. Frey, Joel F.
Jacobs, Dr. Philip Reichert, Robert Hayes,
Robert E. Shaw

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

TV Accounts: Bristol-Myers Company
(Ipana, Vitalis, Resistab, Sal Hepatica,
Trushay, Bufferin, Mum), Welch Grape
Juice (Grape Juice, Preserves), New York,
N. Y.; Borden Co. (Borden's Inst. Coffee).

THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 21, Va.
Phone: Richmond 3-111-3
ABP—APA—SNPA

Pres.-Treas.-Space Buyer (News)
Ralph L. Dombrower, Sr.
Vice-Pres.....Ralph L. Dombrower, Jr.
V.P., Sec. & Radio Time Buyer

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

Branch Office

Woodward Bldg., Washington, D. C.
Phone: REpublic 1420

Manager.....Philip Rosenfeld

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

DONAHUE & COE, INC.

1270 Ave. of Amer., New York 20, N. Y.
Phone: COlumbus 5-4252
ABP—ANPA—AFA—NOAB—PPA
SNPA

President.....E. J. Churchill
Dir. Motion Picture, Radio
& TV Div.....A. Carl Rigrod
Time Buyer.....Evelyn Jones
Radio-TV Dept...Walter Scott, David Pollard

Branch Office

411 Hurt Bldg., Atlanta 3, Ga.
Phone: MAin 5662

Vice-President.....H. L. Morrill
Radio Accounts: Burlington Mills, Inc.
(Bur-Mil Cameo Hosiery), New York, N. Y.;
Institute of Commercial Art (Famous Artists
Course), New York, N. Y.; Loew's, Inc. (Mo-
tion Pictures, Loew's Theatres), New York,
N. Y.; Metro-Goldwyn-Mayer, Inc. (M-G-M
Pictures), New York, N. Y.; Monarch Wine
Co. (Manischewitz Wine), New York, N. Y.;
New York Herald-Tribune (Newspaper),
New York, N. Y.; New York World-Tele-
gram & Sun (Newspaper), New York, N. Y.;
River Brand Rice Mills, Inc. (Carolina &
River Brand Rice), New York, N. Y.; Rocke-
feller Center, Inc. (Radio City Music Hall),
New York, N. Y.

TV Accounts: Amer. Financial and Devel-
opment Corp. for Israel (Israel Bonds), New
York, N. Y.; Burlington Mills, Inc. (Bur-Mil
Cameo Hosiery), New York, N. Y.; Cosmo-
politan Magazine, New York, N. Y.; Federa-
tion Bank & Trust Co. (Bank), New York,
N. Y.; General Cigar Company (Robt. Burns
Cigar), New York, N. Y.; Institute of Com-
mercial Art (Famous Artists Course), New
York, N. Y.; Irish Linen Guild (Irish
Linen), Belfast, Ireland; Loew's, Inc.
(Loew's Theatres), New York, N. Y.; Metro-
Goldwyn-Mayer (Motion Pictures), New
York, N. Y.; Monarch Wine Co. (Mani-
schewitz Wine), New York, N. Y.; New
York Herald-Tribune (Newspaper), New

York, N. Y.; New York World-Telegram & Sun (Newspaper), New York, N. Y.; Rockefeller Center, Inc. (Radio City Music Hall), New York, N. Y.; Scripto, Inc. (Pens & Pencils), Atlanta, Ga.

W. B. DONER & COMPANY

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

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

Branch Office

203 N. Wabash Ave., Chicago 1, Ill.
Phone: DEa 2-4674

Exec. Vice-Pres Marvin H. Frank
Radio Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gasoline), Detroit, Mich.; Feigenson Bros. Co. (Faygo Beverage) (Soft drinks & mixes), Detroit, Mich.; Hub Appliance Stores (Appliances), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Big Bear Markets (radio & TV) (Super Markets), Detroit, Mich.; Federal Department Stores (radio & TV), Detroit, Mich.; Michigan Wineries (radio & TV) (Wines), Paw Paw, Mich.

TV Accounts: Altes Brewing Company (Beer), Detroit, Mich.; Speedway Petroleum Corp. (Gas & Oil), Detroit, Mich.; Feigenson Bros. Co. (Soft drinks & mixers), Detroit, Mich.; Rose Jewelry Co. (Jewelry), Detroit, Mich.; Hub Appliance Stores (Appliances), Detroit, Mich.; Famous Furniture Co. (Furniture & Upholstering), Detroit, Mich.; Delsoy Distributors (Delsoy Topping), Dearborn, Mich.; Hygrade Food Products Corp. (Honey brand Ham), Detroit, Mich.; Cherrin Bros. Co. (Party Sweet Candies), Detroit, Mich.

DOREMUS & COMPANY

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

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

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

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

V.P. & Mgr.....Chas. C. Greene
53 State St., Boston 9, Mass.
Phone: LAfayette 3-0770

Senior V.P.....Chas. W. Morse
1518 Walnut St., Philadelphia 2, Pa.
Phone: Pennypacker 5-4477

V.P.....E. Howard York
425 Bush St., San Francisco 8, Cal.
Phone: Yukon 2-4080

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

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

DOREMUS-ESHLEMAN COMPANY

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

V.P.....Benjamin Eshleman
V.P.....E. Howard York, III
V.P.....B. Franklin Eshleman, II
V.P.....L. H. Greenhouse
V.P.....J. J. D. Spillan
Dir. of Media.....Jos. R. Rollins, Jr.

Radio Accounts: Commonwealth of Pa.: Dept. Revenue (highway safety), Dept. Commerce (tourist & recreation), Harrisburg, Pa.; Sears Roebuck & Co. (mail order), Philadelphia, Pa.; Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; H. H. Miller Co. (motor oil), Phila., Pa.; Motor Exchange Co. (automotive), Phila., Pa.; Provident Trust Co. (bank), Phila., Pa.; Wellington Fund (mutual investment), Phila., Pa.; Allan Wood Co. (steel fabricator), Conshohocken, Pa.

TV Accounts: Sun Shipbuilding Co. (shipbuilding), Chester, Pa.; Smith Kline &

French (pharmaceutical), Phila., Pa.; H. H. Miller Co. (motor oil), Phila., Pa.; Wellington Fund (mutual investments), Phila., Pa.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.

Phone: HUBbard 2-8050

ANPA—NOAB—PPA

Radio & TV Dir. Theodore B. Pitman, Jr.
Space & Radio Time Buyer Wm. D. Walsh

Branch Offices

*Dowd, Redfield & Johnstone, Inc.

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

Phone: MU 8-1275

President John C. Dowd

* Affiliated office.

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

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

DOWD, REDFIELD & JOHNSTONE, INC.

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

Phone: MURray Hill 8-1275

ABC—ABP—ANPA

Chairman L. L. Redfield
President John C. Dowd
Exec. Vice-Pres. Edmund F. Johnstone
Sect.-Treas. Edward D. Parent

V.P., Gen. Mgr. Michael A. Raymond
Radio-TV Director Harry H. Patterson
Radio & TV Time Buyer Betty Nasse

Radio Accounts: Block Drug Company (various drug products), Jersey City; American Protam Co. (reducing products), New York; Save-By-Mail, Inc. (mail order products), New York; Stahl-Meyer, Inc. (canned meats), Bonoil Packing Co. (olive oil products), Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Bristol Meyers Co. (Mum deodorant), New York; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleeping capsules), New York.

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

L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.

Phone: WO 2-8246

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

DUNDES & FRANK, INC.

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

Phone: PLaza 7-0750

President Ben Frank
Treas. & Sec. Harold Dundes
Space Buyer Daisy Grosswirth

ROY S. DURSTINE, INC.

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

Phone: CIrCle 6-1400

NOAB—PPA—APA—ABC

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Vice-Presidents Wm. E. Dempster,
John Malone, Jr., Ralph D. Allum, J. R. Gilman

Treasurer T. Arnold Rau
Head Art Dir. Harvey A. Spooner
Art Director J. Burton Stevens
Radio-TV Time Buyer Maria Carayas
Radio Prod. Hubert Wilke

Branch Offices

3440 Wilshire Blvd., Los Angeles, Calif.

Phone: DUNkirk 8-3411

Exec-in-Charge William D. Sloan
156 Montgomery St., San Francisco, Calif.

Phone: YUKon 6-6917

Exec-in-Charge Robert B. England
Radio Accounts: Sylvania Electric Products, Inc. (Radio & Television Division) (television sets, radios, radio clocks), Buffalo, N. Y.; J. C. Penney Company (department store), New York, N. Y.; Van Houten & Zoon, Inc. (cocoa), New York, N. Y.; Clarke-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.

TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Clark-Cleveland, Inc. (Thyoquent), Binghamton, N. Y.; J. C. Penney (department store), New York, N. Y.; Graybar Electric Company, Los Angeles & San Francisco; Modglin Company, Los Angeles, Cal.; Pa-

cific Can Company, San Francisco, Cal.; Podesta Baldocchi (flowers, gifts), San Francisco, Cal.; American Cyanamid Company (Superset), New York, N. Y.

ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.

Phone: MADison 2921

Owner.....Adam F. Eby
Treasurer.....Virginia Eby

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

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

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.

Phone: ANdover 3-3867

ABP

President.....Edward Edelstein
Vice-President.....Irving Karlin

Radio and TV Accounts: Conway Camera Co. (photo retailer), Chicago.

ELLINGTON & CO., INC., ADV.

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

Phone: MURray Hill 7-4300

ANPA—APA—NOAB—PPA

President.....Jesse T. Ellington
Vice-Presidents.....Theodore S. Strong,
Hyland L. Hodgson, Charles W. Marshall,
Chauncey L. Landon, Van Davis, William
A. Bartel

Treasurer.....Gordon M. Kingman
Exec. Dir. Radio & TV.....Hal James
Exec. Producer.....A. Burke Crotty
Radio & TV Time Buyer.....Dan Kane

Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; Harriet Hubbard Ayer (Cosmetics); McKesson & Robbins (Drugs).

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

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.

Phone: CL 6780

ABP—ANPA—APA—NOAB—PPA

Partners.....Michael F. Ellis,
Jerome R. Ellis

Radio-TV Director.....Josephine Williams

Branch Offices

77 York St. W., Toronto, Ont.

Phone: WA 9902

Manager.....Al May
448 Seymour St., Vancouver, B. C.

Phone: MA 2631

Manager.....W. Van Warren

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

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

ROBERT J. ENDERS ADVERTISING, INC.

1415 K St., N.W., Washington 5, D. C.

Phone: Sterling 2222

President.....Robert J. Enders
Exec. Vice-President.....Howard A. Enders
Vice-President.....Rudy Vallee
Secretary-Treasurer.....Melvin Alan Bank
Account Executives.....Sylvia Devey,
William Fitzgerald, Robert L. Friend

Radio-TV Director.....Mary Griffin, Jr.
Traffic Manager.....Dorothy Shick
TV Film Director.....Robert L. Friend

Branch Offices

Packard Building, Philadelphia, Pa.

Phone: RIttenhouse 6-5491

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

Phone: PLaza 5-4952

Vice-Pres.Howard Enders
 TV Art Director.....Fred Walter
 6611 Santa Monica Blvd., Hollywood, Calif.
 Phone: Hillside 6118

ManagerJohn Swallow

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

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

ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
 Phone: RAndolph 6-7220
 ANPA—PPA—APA—NOAB

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

ENNIS-ANDERSON ADV. AGENCY

218 Anglo Bank Bldg., Fresno, Calif.
 Phone: Ph. 3-2613

President.....E. E. Anderson
 Vice-PresidentFrank Ennis
 Art Director.....Milton M. Young
 Radio Director.....Lon McAdams

Radio Accounts: National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co., Perfection Macaroni Sauce.

ERWIN, WASEY & CO., INC.

420 Lexington Ave., New York 17, N. Y.
 Phone: LEXington 2-8700

AAAA—ANPA—APA—NOAB—PPA

Chairman of the Board.....Louis R. Wasey
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 Vice-Presidents.....George E. Wasey,
 David B. Williams

Sec.-Treas.....James F. O'Connor
 Exec. Dir. Radio-TV.....James C. Douglass
 Business Mgr., Radio-TV....Keith B. Shaffer
 Dir. Radio-TV Creative Prod., Michael Levin
 Time Buyer.....Ray Simms
 Radio Dir. (L. A.).....Robert L. Redd
 TV Dir. (L. A.).....Charles F. Lowe
 Time Buyer (L. A.).....Glen Bohannon
 Time Buyer (Chicago).....John Gwynn

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
 Manager.....L. R. Northrup
 5045 Wilshire Blvd., Los Angeles 36, Calif.
 Exec. Vice-Pres.....Emmett C. McGaughey
 523 Marquette Ave., Minneapolis 2, Minn.
 PresidentMac Martin
 1st National Bank Bldg., Oklahoma City, Ok.
 President.....Howard D. Williams
 1170 Bay St., Toronto, Ont., Can.
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 1121 St. Katherine St. W., Montreal, Que.,
 Canada
 Manager.....William C. Stannard

Radio Accounts: Barbasol Co. (Barbasol), Indianapolis, Ind.; Musterole Co. (Musterole), Cleveland, O.; Carnation Co. (Evaporated Milk, Ice Cream, Malted Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Flapjack Mix, Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Larxev), New York, N. Y.; Nash Coffee Co. (Coffee), Minneapolis, Minn.; S. C. Johnson & Sons, Inc. (Wax Products), Racine, Wis.; Seeck and Kade, Inc. (Pertussin Cough Syrup), New York, N. Y.; KRO Company (Rodenticides),

Springfield, O.; Jacob Riese Bottling Works (Soft Drinks), Minneapolis, Minn.; Acme Flour Mills (Flour), Oklahoma City, Okla.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; McCoy Products (Vitamins), New York, N. Y.; Olive Tablet Co. (Laxative), Columbus, O.; Springs Cotton Mills Co. (Spring Maid Sheets), Lancaster, S. C.

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

WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York, N. Y.
Phone: MURray Hill 5-1900
ABC-ABP-ANPA-AFA

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President.....James J. Houlahan
Vice President.....Dr. Wallace H. Wulfack
Secretary-Treasurer.....E. H. Cummings
V.P. Chg. TV Prog.....Kendall Foster
Acting Radio Director.....Wendell Adams
V.P. Chg. TV Commercial...Stanley A. Lomas
Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
Exec. Prod.-Dir.....Arnold J. Wester
Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; Hawley & Hoops, Inc. (M & M's Candy), Newark; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; Paquin, Inc. (Silk 'n Satin), New York.

EVANS & ASSOCIATES

Dan Waggoner Bldg., Fort Worth, Tex.
Phone: EDison 9521
ABC-PPA-ABP-ANPA-APA
NAAN-NOAB

Partners.....Albert Evans, Jr., Stanley Schlenker
Radio Accounts: Williamson Dickie Mfg. Co. (Men's Work Clothes); Foremost Dairies (Texas Plains); Ft. Worth Macaroni Co.
TV Accounts: Williamson Dickie Mfg. Co.; Fort Worth Macaroni Co.; Foremost Dairies.

EVANS-WORK ADV. AGENCY

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

President.....Clarence R. Evans
Art Director.....John Robert Work
Continuity Director.....Imogene Kundig
Radio Accounts: Arch Wilson, Inc., Axtell Kramer, B & F Toggery, Barlow's Jewelry, Beatrice Foods, L. B. Bell Fur Co., Bootery, Bridge Jewelry Co., Camera Shop, Capital Wood Works, Community Bakery, Constantino Packing Co., Ray's Brand Products, Dellert's Paints, Durham Electric Company, Equitable Loan Company, Faultless Milling Company, Fink's Cleaners, Graham's, Jack Harman, John Harms & Sons, Hills Bros. Company, Ideal Creamery, Kennedy's Laundry & Dry Cleaners, Lincoln Trail Turkey Farm, Modern Business Machines Co., Henry Neleh & Son, Public Super Market, Punzak Air Conditioning & Heating Co., Quality Dairy, Rolands, Royal Crown Belting Co., Seck DeVault Paint Mfg. Co., Security Federal Savings & Loan, Senate Theatre, Simmons Office Supply, Springfield Motors, Springfield RefinOil, Springfield Skelgas, Paul Steele Lumber Company, Swanson's Camera Shop, R. W. Troxell Insurance, Woodward & McCullough Jewelers.

THE EVERLING ASSOCIATES, INC.

1015 Chestnut St., Philadelphia 7, Pa.
Phone: Market 7-2617
ABP-ANPA

Pres., Radio-TV Dir.....Frank J. Corkery
V.P. & Dir. of Art.....Reynold Abbruzzi
Sec., Treas.....Alice L. Mooney
TV Prod.....Lester J. Harmon
Radio Accounts: Mrs. Smith's Pie Co. (Pies), Pottstown; Valentine & Co. (Paint), New York; Fleming & Bates (Coal), Philadelphia.

TV Accounts: Mrs. Smith's Pie Co. (Pies), Pottstown; Valentine & Co. (Paint), New York; Valspar Dealers (Paints), Washington, Baltimore, Binghamton.

FARQUHAR AND COMPANY, INC.

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

President.....John T. Farquhar
Vice-President.....Ted R. Darvoe
Secretary.....Roger H. Williams
Treasurer.....Jay C. Anderson
Radio-Television.....John T. Farquhar
Media Buyer.....Eleanor Crummins
Radio Accounts: Utica Brewing Company (Fort Schuyler Beer & Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; F. J. Baker & Sons (Wholesale, Retail Florists), Utica, N. Y.; Wm. Parry & Sons Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.;

Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica.

TV Accounts: Utica Brewing Company (Fort Schuyler Beer and Ale), Utica, N. Y.; Dawes and Judkins Inc. (Floor Covering Dealer and Distributor), Utica, N. Y.; Bonide Chemical Co., Utica; Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Philipson & Co. (Investments), Utica; Ribyat's Furniture, Utica.

**FEIGENBAUM & WERMEN
ADVERTISING AGENCY**

1922 Spruce St., Philadelphia 3, Pa.
Phone: LO 4-1536

ABP—ANPA—NOAP

PartnerHarry Feigenbaum
PartnerDavid Wermen
Radio-TV Director.....Stanley Goldstein

Radio Accounts: Grabosky Bros. (Royalist, Amerada cigars), Philadelphia; Federal Savings & Loan Assns. (savings and loan), Philadelphia; Hardwick & Magee Furniture (rugs & furniture), Philadelphia; Cumberland Brewing Co. (Old Export Beer), Cumberland, Md.; The Arrow Store (men's furnishings), Philadelphia; Laundry Board of Trade (Philadelphia laundries), Philadelphia; Fox Weis (furriers), Philadelphia; Garden State Motors (automobiles & motors), Camden, N. J.; Bandler's (furniture), Philadelphia; Reliable Pontiac (automobiles), Philadelphia.

TV Accounts: Kasser Distillers (wine), Philadelphia; B. S. Pincus & Co. (meat products), Philadelphia; Booth's Bottling Co. (carbonated beverages), Philadelphia; The Arrow Store (men's apparel), Philadelphia; New Yorker Cheese Co. (cheese products), Philadelphia.

ROBERT FELDMAN, INC.

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

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

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

TV Accounts: Eastern Wine Corp., Wivel Restaurant, China Doll Night Club.

FELLOWS ADVERTISING AGENCY

410 Larned Bldg., Syracuse, N. Y.
Phone: 2-4175

ABP—APA

Pres., Space & Radio
Time Buyer.....Byron F. Fellows, Jr.
Secretary-Treasurer.....Marjorie Hughes

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

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

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.
Phone: NAational 7113

President.....Courtland D. Ferguson
Secy.-Treas.....Lucille Pierce Ferguson
Radio Copy Dir.....Joseph McJimsey
TV Director.....Walter J. Kerwin
Art Director.....Lee Perri
Production Manager.....William Cooper
Time Buyer.....Beatrice Pientka

Branch Offices

45 Rockefeller Plaza, New York, N. Y.
Manager.....Philip N. Jackson
525 N. Charles St., Baltimore, Md.
Manager.....Phil Jackson
Life Ins. Co. of Va. Bldg., Richmond, Va.
Manager.....Richard Nall

Radio Accounts: L. S. Briggs, Inc. (Meat Products), Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; High's Lee Cream Co. (Dairy Products), Washington, D. C.; Little Tavern Shops (Restaurants), Wash. & Baltimore.

TV Accounts: Briggs (Meat Products), Smith's Storage Co., Washington, D. C.; P. D. Gwaltney Co., Smithfield, Va.

LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
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Exec. Vice-Pres. & Sec.....Alexander Slavitt
Vice-President.....Philip Lukin
Space Buyer.....Miss Selma Grosswirth
Art Director.....Stanley Dusek
Production Manager.....Mel Lewis
Radio-TV Time Buyer, Dir...Jos. H. Mintzer

ROBERT G. FIELDS & CO.

Sudekum Bldg., Nashville 3, Tenn.
Phone: 6-1977
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Account Executive..... W. R. Culbertson
Secretary A. Ferguson
Radio Accounts: Robt. Orr & Co. (Coffee),
St. Bernard Coal Co. (Coal), Coal Heating
Service (Coal), Milk for Health, Inc.
(Milk), Nashville, Tenn.
TV Accounts: Nashville Pure Milk Co.
(Dairy Products), Nashville; Red Ace
Petroleum Co. (Coal & Oil); Hester Battery
Co., Nashville.

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

445 Loeh Arcade, Minneapolis 2, Minn.
Phone: Main 4393
ANPA—APA

Pres., Radio Dir. &
Copy Chief..... Allan L. Firestone
Treas. & Art Director..... Archie Goodman
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134 N. LaSalle St., Chicago 2, Ill.
Phone: CEntral 6-1610-1611

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Radio & TV Dir.... Jack L. (Bud) Fisher, Jr.
Radio Accounts: Bell Savings & Loan
Assn. (Local Radio), Cook Co. Central Demo-
cratic Committee—Political (Radio-selected
Localities), National Foundation for Infan-
tile Paralysis (Midwest Rep.), New York &
Chicago; Tam O'Shanter Country Club (Golf
Tournaments Only), Chicago; United Artists
Corp. (Motion Picture), Chicago (Radio Se-
lected Localities); Universal-International
Pictures (Motion Pictures), Chicago (Radio
Selected Localities).
TV Accounts: Cook Co. Central Demo-
cratic Committee (Political), Chicago (Se-
lected Localities); Tam O'Shanter Country
Club (Golf Tournaments), Chicago; Harvey
Lumber Co., Chicago; Nat'l. Foundation for
Infantile Paralysis, Chicago & N. Y.; United
Artists Corp.; Universal-International Pic-
tures Corp.

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Rector Wootten, Warren C. Posey
Media Dir..... Harley B. Howcott
Radio-TV Director..... Aubrey Williams
Asst. Radio-TV Dir.... Mrs. Marie O'Meara

TV Film Director..... Tom Newman
Radio Accounts: Alabama-Georgia Syrup
Company (Alaga Syrup), Montgomery, Ala.;
Blue Plate Foods, Inc. (Mayonnaise-Peanut
Butter-Preserves & Jellies, CDM Coffee),
New Orleans, La.; H. G. Hills Stores (Chain
Grocery Stores), New Orleans, La.; Jackson
Brewing Company (Jax Beer), New Orleans,
La.; Pan-Am Southern Corporation (Motor
Oil & Gasoline), New Orleans, La.; Wesson
Oil & Snowdrift Sales Co. (Wesson Oil,
Snowdrift, Scoco and Crustene Shortening),
New Orleans, La.

TV Accounts: Blue Plate Foods, Inc. (May-
onnaise-Peanut Butter-Preserves & Jellies),
New Orleans, La.; Godechaux Sugars, Inc.
(Sugar), New Orleans, La.; Higgins, Inc.
(Flooring & Misc. Products), New Orleans,
La.; H. G. Hill Stores (Chain Grocery
Stores), New Orleans, La.; Jackson Brewing
Company (Jax Beer), New Orleans, La.; La.
State Rice Milling Co. (Rice), Abbeville,
La.; Wesson Oil & Snowdrift Sales Co. (Wes-
son Oil & Snowdrift & Crustene), New Or-
leans, La.; Maison Blanche Company (De-
partment Store), New Orleans, La.; Pan-Am
Southern Corporation (Motor Oil & Gaso-
line), New Orleans, La.; Southern Shell Fish
Co. (Canned & Frozen Seafoods), Harvey,
La.

FLACK ADV. AGENCY, INC.

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

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Treasurer..... J. K. Bowman
Account Executives..... Claire Evans,
Arnold T. Bowden, William P. Conklin,
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Sec.-Treas..... Helen M. Little
Director..... A. B. Foley
Radio and TV Accounts: I. J. Fox, Inc.
(Retail Furrier), Nokes-Findley Wallpaper
& Paint Co., Cleveland.

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

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

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V.P.-Gen. Mgr..... A. Edward Morgan
V.P.-Media Director..... Wesley Winning
Copy Director..... Raymond Barr
Radio-TV Director.... Frank M. Knight, Jr.
Time Buyer..... David Smith

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

TV Accounts: Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Beneficial Saving Fund (banking), Philadelphia; Louis Burk Company (pork products), Philadelphia; R. T. French Company (bird seed), Rochester; Atlantis Sales Company (Klix Dog Candy and Silvo Silver Polish), Rochester.

FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
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V.P. & Director.....Rolland W. Taylor
V.P. & Director.....Elwood Whitney
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Division.....M. P. Franceschi
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V.P. Chg. Media....Harold H. Dobberteen
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V.P. & Mgr. Eastern Mot.
Pic. Div.....Harold Holt
V.P.-Radio & Television.....Roger Pryor
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Asst. Sec.....Charles H. Newbrand
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Time Buyer.....Lillian Selb
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155 E. Superior St., Chicago 11, Ill.
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Los Angeles 17, Cal.

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Dir. of Media.....George Weaver
Dir. of Research.....Paul Henley
Mgr. Prod. Dept.....Brougham J. Morris
Radio Time Buyer.....Lydia R. Hatton
235 Montgomery St., San Francisco 4, Calif.

Phone: SUtter 1-2355

Vice-Pres. & Mgr.....Ford Sibley
Media Director.....Llew A. Jones
6233 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-6265

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Elliston Vinson

Box 4223, Houston 14, Texas
Phone: ATwood 8561

Manager.....Stephen R. Wilhelm
Pacific Bldg., Portland 4, Oregon
Phone: BRoadway 3732
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Radio Accounts: General Foods, Liebmann Breweries, Inc., New York Central, Lever Bros. American Bakers Assn., Armour & Co., Frigidaire Division General Motors, Hall Brothers, Inc., The Toni Company, International Cellucotton Products Co., Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Lockheed, Purex Corp. Ltd., Security-First National Bank, Sunkist Growers, Union Oil, Westgate-Sun Harbor.

TV Accounts: General Foods, Liebmann Breweries, Inc., Intern'l Latex, Lever Brothers, Armour & Co., Frigidaire Division General Motors Corp., Hall Brothers, Inc., International Cellucotton Products Co., The Toni Company, Beatrice Foods Company, Security-First National Bank, Acme Brewing, Bullock's, Hoffman Radio, Hughes Aircraft, Purex Corp. Ltd., Sunkist Growers, Union Oil.

MARSHALL FORD ADV. AGENCY

918 11th St., Sacramento 14, Calif.
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Radio Accounts: Bercut-Richards Packing Co. (Sacramento Brand Foods), Pureta Sausage Co. (Sausage Products), Capital Federal Savings & Loan Assn., Taylors Dairy (Ice Cream), Brolli-Parks Co. (Zenith Radios), Sacramento, Calif.

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 Dir. of Radio & TV.....Robert W. Day
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 Phone: RIttenhouse 6-3915

Vice-President.....Milton T. Kyle
 425 Bush St., San Francisco, Calif.
 Phone: YUkon 6-1611

Manager.....Lucrezia H. Kemper

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 Phone: DEarborn 2-5745

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 Account Executives.....Jones B. Frankel,
 A. G. Gaines, Lew Sanders

Space Buyer.....Helen Eich
 Radio-TV Director.....Lew Sanders
Radio Accounts: Lion Chemical Co., Rolin
 Sales, Valmor Prod.

TV Account: Rosin-Starr.

FRANKLIN & GLADNEY, INC.

10 East 49th St., New York 17, N. Y.
 Phone: PLaza 9-7950

ABP—ANPA

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 Media Dir.....Edith Schless
 Director of Mdsng....Bernard W. Maxwell
 Radio-TV Time Buyer.....Eleanor Pryde

TV Accounts: Stern Department Stores;
 Mawson De Many (Furrier), Philadelphia,
 Pa.; L. Fish Stores (Furniture), Chicago,
 Ill.; Hecht's Department Stores (Depart-
 ment Stores).

THE FREDERICK-CLINTON CO., INC.

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 V.P., Art Director.....E. Gambole
 V.P.-Radio & TV Dir.....Sydney Rubin

Radio Accounts: Adler Shoes, New York;
 Milrose Products (RAD Cleaner), New
 York; Modene Paint Co. (paint products),
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 Thor, Hallcrafters), New York.

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1439 Court Place, Denver 2, Colo.
 Phone: ALPine 2048

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 Secretary.....Charles A. Haskell
 Treasurer.....Doris Fleischer
 TV Director.....Bob Swysgood

Radio Accounts: American Beauty Maca-
 roni Co. (macaroni products), Denver;
 Brecht Candy Co. (candy), Denver; Central
 Bank & Trust Co. (banking), Denver; As-
 sociated Grocers of Colo. (groceries), Den-
 ver; Colorado Potato Flake Co. (potato
 chips), Denver; Guardian Savings & Loan
 Ass'n. (savings & loan), Denver; Sears Roe-
 buck & Co. (dept. store), Denver; Sheridan
 Brewing Co. (beer), Sheridan; Toner's, Inc.
 (peanut butter), Denver; Vincent Syrup Co.
 (syrups), Denver.

TV Accounts: Brecht Candy Co. (candy),
 Denver; Beatrice Foods (dairy products),
 Denver; Central Bank & Trust Co. (bank-
 ing), Denver; Zefer Products (salad dress-
 ings), Denver; Tivoli Union Co. (beer),
 Denver; American Beauty Macaroni Co.
 (macaroni products), Denver; Denver Conv.
 & Visitors Bureau (travel), Denver; A. Car-
 bone & Company (wines), Denver.

FREITAG ADV. AGENCY

988 Spring St., N.W., Atlanta 5, Ga.
 Phone: HEEmlock 1345-6

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 Space Buyer.....M. K. McGowan
 Secretary, Radio Dir.....R. W. Wallace
Radio Accounts: Columbia Baking Co.,
 Walton Rice Mill, Inc.

OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.
 Phone: NEWstead 0037

AAAA—ABC—ABP—NOAB—ANPA
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 Mazie G. French

Art Director.....Matthew Falk
 Dir. Client Service.....Richard C. Lynch
 Media Director.....C. Sewell Pangman

Radio Accounts: Mercantile Trust Com-
 pany (banking services), St. Louis; Reisch
 Brewing Company (Gold Top beer), Spring-
 field, Ill.; Jefferson Hotel (hotel service),
 St. Louis; Medart's Restaurants, St. Louis;
 H P Coffee Company, St. Louis.

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 Partner Leo Friend
 Partner James W. McGlone
 Res. & Mkt. Dir. Henry Brenner
 Production Manager. Julius Brown
 Radio-TV Director. Edward Ratner
Radio Accounts: Moly Motor Products (Liqui-Moly), N. Y. C.; Merkin Paint Co., N. Y. C.; Grayson Robinson (Fashion Catalog), N. Y. C.; Sweet Orr (Workclothes), N. Y. C.; Lafayette Radio, N. Y. C.; Weather Winky (Children's clothing), N. Y. C.
TV Accounts: Merkin Paint Co., N. Y. C.; Levolor Lorentzen (Venetian Blinds), N. Y. C.; Aptitude Shoe Co., N. Y. C.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
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 Treasurer. Harry M. Frost
 Asst. Treasurer. Florence A. Dondero
 Sec'y., Radio Dir. Harvey P. Newcomb
 Newspaper Space Buyer. Anna V. Turner
 Magazine Space Buyer & Prod. Mgr.

Harold E. Bessom

Radio Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Winslow Chip Company (Potato Chips, Products), Marblehead, Mass.; LePage's Inc. (Glue Products), Gloucester, Mass.; General Electric Supply Corp. (Electrical Products), Boston, Mass.; Gentles Baking Co. (Gentles Bread), Mattapan, Mass.; Campbell-Fairbanks, Inc. (Sportsmen's Shows), Boston, Mass.; Frank Bownes Paint Co. (Modene Paints), Chelsea, Mass.; Jasper Wyman & Sons Co. (Wyman's Blueberries), Millbridge, Me.; Natl. Cranberry Assoc. (Ocean Spray Products), Hanson, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.

TV Accounts: Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Mattapan, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Met. Boston Nash Dealers (Automobile Service), Boston Mass.; Winslow Chip Co. (Potato Chips, Products), Marblehead, Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

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1501 Euclid Ave., Cleveland 15, O.
 Phone: CHerry 1-6700

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 V.P. & Mgr. (Cleveland Office) W. A. Wright

Secretary-Treasurer. C. C. Reidenbaugh
 Asst. to Pres. (Cleveland) J. C. Maddox
 Media Dept. Mgr. (Clvd.) ... W. G. Chalkley
 Media Dept. Mgr.

(Chicago) C. W. Billingsley
 Radio, Film, TV Dept. Mgr.
 (Cleveland Office) ... Richard F. Reynolds

Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.

Phone: MUrray Hill 6-5600

Vice-Pres. & Mgr. R. E. Allen
 105 W. Adams St., Chicago 3, Ill.

Phone: ANdover 3-5041

Vice-Pres. & Mgr. E. J. Lauesen
Radio Accounts: Olney & Carpenter (Food Products), Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co. (Toxaphene) Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Corp. (Gas Heaters), Burkardt Brewing Co. (Beer), Penzoil (Gasoline & Oil), Commercial Solvents Corp. (Anti-Freeze), Owens-Corning Fiberglas (Curtains), Aluminum Co. of America (Various).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Burkhardt Brewing Co., Aluminum Cooking Utensils Co., Domestic Sewing Machine Co., Westinghouse Elec. Corp.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-7393

ABP

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 Vice-President. Irving J. Gottlieb
 Secretary Nathan Rothenberg
 Art Director. Edwin R. Swaback
 Acct. Exces. Helen Grobin, Lon Shaw
 Space Buyer. Laura Lustig

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.; Ganeles-Lenger Wine Corp., New York; National Health Aids, Inc., New York.

GARDNER ADVERTISING CO.

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 V.P., Radio-TV. Roland Martini
 Radio-TV Director. William Fisher

Branch Office

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

Phone: COlumbus 5-2000

Vice-President Roland Martini
Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Fitch Shampoo, 4-Way Cold Tablets), St. Louis; Lion Oil Company, El-

dorado, Ark.; Nebraska Consolidated Mills Company, Omaha, Neb.; Pet Milk Co., Purina Mills, Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First National Bank, St. Louis; St. Louis Independent Packing Co.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Ralston Purina Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.

W. W. GARRISON & COMPANY

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

Phone: SUperior 7-8388

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V.P. & Acct. Exec.....Earl Lines
Art Director.....O'Cal Hanson

Radio Accounts: Tanglefoot Co., Grand Rapids, Mich.; Gibson Refrigerator Co.

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228 Locust, Philadelphia 3, Pa.

Phone: LOcust 4-0530

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Treasurer.....Elizabeth A. Heath
Dir. of Service.....Bates Compton
Public Relations Director....Wm. C. Faust
Radio-TV Dir.....Frank C. Murphy

Branch Office

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

Phone: LExington 2-0880

Vice-President.....Charles S. O'Donnell

Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Skinner & Eddy (Icy Point Salmon), Seattle, Wash.; Henry Diston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

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

GERTH-PACIFIC ADV. AGENCY

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Phone: GARfield 1-1081

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Account Executive.....J. W. Clark
Acct. Exec., Media Dir.....G. G. Einmons

Branch Office

2050 High Tower Dr., Hollywood 28, Calif.

anager.....Orson Hauter

Radio Accounts: David D. Bohannon Organ., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

TV Account: Calif. Fruit Products, Ltd.

THE GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.

Phone: PLaza 9-1332

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Vice-President.....Len Stein

Radio-TV Accounts: Sealy Mattress Co. (mattresses), N. Y. C.; Lerner Co. (furniture), N. Y. C.; Michaels Brothers (dep't. stores), N. Y. C.; Good Neighbor Stores (appliances), B'klyn.

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

Phone: PLaza 1-3300

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Vice Pres.....Frank Kearney
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V.P. & Art Director.....W. J. Loveman
V.P. & Art Director.....A. A. Surin
V.P. & Dir. Public Rel.....E. F. Thomas
V.P., Dir. of Radio-TV...Norman Blackburn
Director of Radio-TV.....George Kern
Time Buyer.....Elizabeth Powell
Radio-TV Copy Chief.....William Lewis
TV Film Supervisor.....James Manilla
TV Art Director.....Paul Martin
Radio-TV Bus. &
Traffic Super.....Don McGuinn

Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.

Phone: Webster 3-5520

V.P.-Assoc. Mgr.....Walker R. A. Graham

V.P.-Assoc. Mgr.....Ralph Wolfe

931 Third National Bldg., Dayton 2, Ohio

Phone: Fulton 4-145

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

1680 North Vine St., Hollywood 28, Calif.

Phone: Granite 6-114

Vice President.....Wright Nodine

Radio Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; Zippo (Cigarette lighters, Lighter Fluid); U. S. Industrial Chemical Co., U.S.I. (Super-Pyro Anti-Freeze); American Home Products (Household products), N. Y. C.; Boyle-Midway Inc. (Aerowax, Aeromist, Aero-have Instant lather, 3-in-one oil, Autobrite, etc. 108 items in all); American Home Foods (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Walcott Co. (Easy-Off oven cleaner), Hartford, Conn.; Weston Biscuit Co. (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-Diet).

TV Accounts: Nash-Kelvinator Corp. (Nash Cars, Kelvinator Household Appliances), Detroit, Mich.; American Home Products (Household Products), N. Y. C.; Boyle-Midway, Inc. (Aerowax, Aeromist, Aeroshawe Instant Iather, 3-in-1 oil, Auto-brite, etc. 108 items in all); American Home Foods, Inc. (Burnett's Instant Puddings), N. Y. C.; Tetley Tea Co., Inc. (Tea), N. Y. C.; The Walcott Co. (Easy-Off Oven Cleaner), Hartford, Conn.; Kenwill Corp. (Magi Koter Paint Roller), Painesville, O.; Weston Biscuit (Cookies), Passaic, N. J.; Flotill Products, Inc. (Tasti-Diet).

GIBBONS ADVERTISING AGENCY, INC.

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

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

Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings, loans and investments), Tulsa; Hale-Halsell Co. (coffee and canned foods), McAlester; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & re-capping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City, Amarillo; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; John Brown University (schools and camps), Siloam Springs, Ark.; Long Beach & Glendora, Calif.; Liberty Glass Co. (milk and beverage bottles), Sapulpa, Okla.; Pedrick Laboratories, Inc. (Vigo Dog Food), Sand Springs, Okla.; H. M. McDaniel Co. (real estate & home building), Tulsa; Southwest Steel Co. (ornamental iron), Sand Springs, Okla.; Prayson Candies Co. (candy), Tulsa; Hope Lumber and Supply Co. (appliances, paint & lumber), Tulsa; Comet Moving & Storage Co. (moving and storage), Tulsa.

TV Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Hope Lumber & Supply Co. (appliances, paint & lumber), Tulsa; Tom P. McDermott, Inc. (tires & appliances, anti-freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings, loans, investments), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.

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Rad-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y., Caryl Richards, Inc. (Manufacturers of Rocket Wave and Poodle Perm Permanents).

Other accounts: Lcelite Incorp. (Mfrs. of aluminum furniture); Kurt A. Baer, Inc. (Mfrs.' Representatives of non-ferrous metals); Alpha Products Co. (Distributors of Automotive equipment oil and chemicals); Diamant Marine Corp. (Distributors of boat-ing supplies); Nan Duskin, Inc. (Women's Specialty Store); Safety Zipper Corp. (Safety Zippers & Sliders), 350 Fifth Avenue, N. Y. C.; Bona Fide Mills, Inc. (Bonny Maid Linoleum), N. Y. C.

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Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt Lake City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Ply-mouth Cars), Salt Lake City, Utah; Fram Distributors, Intermountain Area; General Electric Supply Corp. (Appliances, etc.), Intermountain Area; Mountain Fuel Supply

Co., Salt Lake City; Ogden First Federal Savings, Ogden, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Porter-Scarpelli Macaroni Co. (Fril-Iets, Spaghetti, etc.), Portland, Ore.; Purity Biscuit Company (Town House Crackers, Cookies, Saltine Crackers, etc.), Salt Lake City, Phoenix, Butte; Royal Baking Company (Table Queen Bread, Other Bread Products), Salt Lake City; Segó Milk Products Co. (Segó Evaporated Milk), Salt Lake City; Salt Lake Hardware Co. (Wholesale Distributors), Salt Lake City; Streater Chevrolet Co., Salt Lake City; Sweet Candy Company (Renown Chocolates, Other Candies), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Finance, Salt Lake City, Provo; Utah Oil Refining Co. (Gasoline, Oil, Atlas Products), Salt Lake City; Utah Power & Light Co. (Electric Service), Intermountain Area; Walker Bank & Trust Co., Salt Lake City.

TV Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Salt Lake City, Utah; Colville Ice Cream Co. (Ice Cream, Bars, etc.), Salt City, Utah; First Federal Savings, Salt Lake City, Utah; Fisher Brewing Company (Beer), Salt Lake City, Utah; Freed Motor Company (DeSoto-Plymouth Cars), Salt Lake City, Utah; General Electric Supply Corp. (Appliances, etc.), Salt Lake City, Utah; Henager School of Business, Salt Lake City, Utah; Mountain Fuel Supply Co., Salt Lake City, Utah; Petty Motor (Ford Dealer), Salt Lake City, Utah; Purity Biscuit Company (Town House Cookies, Crackers), Salt Lake City, Phoenix; Royal Baking Company (Table Queen Bread, Other Bakery Products), Salt Lake City; Segó Milk Products Co. (Segó Evaporated Milk), Salt Lake City; Sweet Candy Company (Renown Chocolates, etc.), Salt Lake City; Union Pacific Railroad, Salt Lake City; Utah Power & Light Co. (Electric Service), Salt Lake City.

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

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

TV Accounts: Allis-Chalmers Mfg. Co.

(Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wis.

GLASSER-GAILEY, INC.

301 S. Harvard Blvd., Los Angeles 5, Calif.
Phone: DUNKirk 4-2141

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 Art Director..... J. Gelchel Seaker

Radio Accounts: Ralph Grocery Co., Tropical Preserving Co., L. B. Laboratories, Inc. (Hair Preparations), Los Angeles.

GLEW ADVERTISING AGENCY

211 N. Lafayette Ave., Grand Rapids, Mich.
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ABP-ANPA

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Radio Accounts: Miller & Zeilstra Lumber Co., Grand Rapids, Mich.; Rausser's Sausage Co., Grand Rapids, Mich.

GOLDEN ADVERTISING AGENCY

44 Court Street, Brooklyn 2, N. Y.
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ABP ANPA-AFA

President..... Ben Golden
 Account Executives..... William Goldstein,
 Gus Goldman

Radio Accounts: EDCO Electric Co. (Sylvania & Thor Washers), New York; Carl's Men's Shops (Men's Wear), New York; Nostrand Radio Co. (TV Receivers), Brooklyn.

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

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

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 Dir. Radio & Television...Arthur A. Kron
 Spot Time Buyer.....Kathleen K. Barton

Branch Offices

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 Director.....Edwin J. Ryan
 Coudrey-Gotham Prop. Ltd.

5-7 Barrack St., Sydney, Australia

Director.....C. J. Coudrey

Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; La Regione Siciliana (Sicily Tourism), Turin, Italy; L. A. V. (Venezuelan Airlines), New York, N. Y.

TV Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.

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Radio-TV Dept. Head...Walter M. Erickson

Radio Accounts: Thomas A. Edison, Inc. (Automobile Batteries), Orange, N. J.; The M. A. Hanna Company (Coal), Philadelphia, Pa.; Harleysville Mutual Casualty Co. (Insurance), Harleysville, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.

TV Accounts: Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Keystone Automobile Club (Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.

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 Space & Time Buyer.....Betty Gershon
 Art Director.....Ceecil Baumgarten
 Production Director.....Melford Brodie
 Copy Chief.....Mark Isaacs

Radio Accounts: Pieter de Witt, Inc., The Viking Press, The New School, Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

TV Accounts: Krasdale Foods, Inc. (Canned Foods), New York, N. Y.

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Radio Accounts: Frank H. Lee Co. (Hats), New York; Ronson Art Metal Works, Inc. (Lighters & Accessories), Newark, N. J.; Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Pharmaco Laboratories, Inc. (Admiracion Shampoo); Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.

TV Accounts: Ronson Art Metal Works, Inc. (Lighters), Newark, N. J.; Good-Humor, Inc. (Ice Cream), N. Y.; De Jur Amsco (Cameras), N. J.; J. P. Kleintert Rubber Co., Inc., New York.

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 Media Dir.....William A. Weaver
 Dir. of Radio & TV.....John R. Schmunk

Branch Office

307 West Broadway, Louisville 2, Ky.
 Phone: Amherst 2474

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; The Warner & Swasey Co. (Machine Tools), Cleveland,

O.; Lincoln Electric Co. (Electric Arc Welding Equipment), Cleveland, O.; The Wellman Engineering Co. (Material Handling Equipment), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Brush Development Co. (Piezoelectric Mat'ls for Recording, Reproducing and Measuring), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.; Society for Savings (Banking Service), Cleveland, O.; Tennessee Products & Chemical Corp. (Chemicals), Nashville, Tenn.

TV Accounts: Consider H. Willett Co. (Furniture), Louisville, Ky.; Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; Thompson Products Co. (Tapco Div., Automotive & Aviation Parts), Cleveland, O.; Morton Packing Co. (Frozen Packaged Foods), Louisville, Ky.; First Nat'l Bank of Louisville, Ky. (Banking Service), Louisville, Ky.; Society for Savings (Banking Service), Cleveland, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Tappan Stove Co. (Ranges), Mansfield, O.

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 Vice-President Beulah Gross
 Art Director Declan Powers
 Sec., Media Dir., Radio Time

Buyer Libby Dunn

Radio Accounts: (21 Local and Regional.)

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 Art Director Donald Layman

Radio Accounts: Midwest Wine Company (Temple Wine), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto Plymouth), Willard's Terrace Cafe (Restaurant-Catering), Minneapolis, Minn.

TV Accounts: Jay Kline Chevrolet, Inc. (Automobiles), So. St. Paul, Minn.; Kline Oldsmobile, Inc. (Automobiles), St. Paul, Minn.; Midwest Wine Co. (Temple Wine), St. Paul, Minn.; Newmans (Women's Apparel), St. Paul, Minn.; Plymouth Dealers' Ass'n (Plymouth Automobiles), Minneapolis-St. Paul, Minn.; People's Furniture Co. (Home Furnishings), St. Paul, Minn.; Rusco Window Company (Self-Storing Windows),

Minneapolis-St. Paul, Minn.; Slawik Motors, Inc. (DeSoto-Plymouth), Minneapolis-St. Paul, Minn.

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 Copy Chief A. E. Fowler

Radio Accounts: Airport Rug & Carpet Co., Camden, N. J.; Mineola Rug Co., Mineola, L. I., N. Y.; Schenectady Rug & Carpet Store, Schenectady, N. Y.; Shrewsbury Rug Co., Shrewsbury, Mass.; Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.; Latham Rug Company, Latham, N. Y.; IUE-CIO, Schenectady, N. Y.

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

chester, N. Y.; Sears, Roebuck & Co. (Department Store), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Whiting-Buick, Inc. (Buick Distributor), Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; F. Cappellino & Sons, Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee Valley Trust Co. (Bank), Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Valley View Creameries (Blue Boy Ice Cream), Rochester, N. Y.

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Radio Accounts: Nelson Bros. (Furniture), P. A. Starck Piano Co. (Pianos), M. J. Lanahan Co. (Automobiles), Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak.; Omaha, Neb.; Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

TV Accounts: Nelson Bros. (Furniture).

THE F. H. HAYHURST COMPANY LIMITED

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Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....D. J. Leonard
Radio-TV Director.....R. D. Amos

Branch Office

Drummond Bldg., Peel St., Montreal, Que.
Phone: HARbour 0131

Manager.....B. J. Leopold
Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Templeton's Limited (Raz-Mah & T-R-C's), Toronto, Ont.; Addisons Limited (Radio, Television, Norge Products), Toronto, Ont.; Brading

Breweries Ltd. (Beer & Ale), Ottawa, Ont.; Dr. A. W. Chase Co. Limited (Nerve Food, Kidney & Liver Pills), Oakville, Ont.; Best Foods Limited (Nucoa Margarine), Hamilton, Ont.; Canadian Cannery Limited (Soups, Baby Food), Hamilton, Ont.; Meccano Limited (Toys), Toronto, Ont.; McFeeters Limited (Golden Bar Honey Butter, Golden Bar Cheese), Toronto, Ont.

TV Accounts: Brading Breweries Limited (Cincinnati Cream), Ottawa, Ont.; British Ceramics & Crystal (Canada) Limited (Fine China), Toronto, Ont.

HENRI, HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.
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Treasurer.....R. H. Eaton
Media Director.....Charles Pumpian
Radio-TV Director.....John Scott Keck
Radio-TV Time Buyer.....L. R. Hall

Radio Accounts: Thor Corporation, Chicago, Ill.; Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand; Vitality Shoe Co.), St. Louis, Mo.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Raytheon Television & Radio Corporation (Mfrs. of Raytheon Television and Radio Receivers), Chicago, Ill.; Skelgas Division of Skelly Oil Co. (Skelgas Bottled Gas), Kansas City, Mo.; Skelly Oil Co. (Motor Oils, Skellysolve, etc., Petroleum Products, Gasoline), Kansas City, Mo.; A. O. Smith Corporation (Line Pipe & Casing, Pressure Vessels, Glass-Lined Tanks, Welding Electrodes and Machines, Smithway Automatic Water Heaters, Pumps, Smithway Volume Flow Water Heaters and Heating Equipment, LPG Systems Electric Motors, International Division), Milwaukee, Wis.

TV Accounts: Thor Corporation, Chicago, Ill.; Fred W. Amend Co. ("Chuckles" and Chuckles Spice Drops), Chicago, Ill.; Chicago, Rock Island & Pacific Railway Co., Inc. (Railroad Transportation), Chicago, Ill.; Cooper's Inc. ("Jockey" Underwear and Cooper's Sportswear and Socks), Kenosha, Wis.; International Shoe Co. (Peters Branch; Roberts, Johnson & Rand Branch, Vitality Shoe Co.), St. Louis, Mo.; Kroehler Mfg. Co. (Living Room and Bedroom Furniture, Theatre Chairs), Naperville, Ill.; Lennox Furnace Co. (Warm Air Heating Systems), Marshalltown, Iowa; Milnot Company (Milnot), Litchfield, Ill.; Perma Starch, Inc. (Perma Starch), Illiopolis, Ill.; Raytheon

Television & Radio Corp. (Mrs. of Raytheon Television and Radio Receivers), Chicago, Ill.; Skelly Oil Company (Petroleum Products, Gasoline Motor Oils, Skellysolve, etc.), Kansas City, Mo.

AL HERR ADVERTISING AGENCY

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

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

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Dir. of Radio-TV.....Clinton F. Wheeler
Radio-TV Creative Head.....Dean Coords
Radio-TV Time Buyers.....Walter J. Bowe,
Martin Kane

TV Art Director.....William Binzen
Radio Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.; Lever Brothers Co. (Good Luck Margarine), New York, N. Y.

TV Accounts: Sun Oil Company (Automotive Products), Philadelphia, Pa.; Chase National Bank, New York, N. Y.

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Space Buyer.....Mrs. E. M. Sheldon

Radio & TV Director.....Peter A. Krug
Art Dept. Mgr.....Howard Stapf
Radio Accounts: Lewyt Corp. (Lewyt Vacuum Cleaner), Brooklyn; Home Decorators, Inc. (State House Sterling), Newark, N. Y.

TV Accounts: Lewyt Corp., Brooklyn; L. Sonneborn Sons, Inc. (Amalie Motor Oil), New York; Dixie Cup Co., Easton, Pa.

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

Phone: MU 8-8900

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Gen. Mgr.....Julian Braun
Radio & TV Director.....Robert F. Lewine
Business Mgr.....William Sheppard
Production Spvsr.....Eli Gueterman
Asst. Prod. Spvsr.....Ronnie Neufeld
Executive Sec.....Thelma Silverman

Branch Offices

Park Square Bldg., Boston, Mass.

Phone: Liberty 2-0485

Executive-in-Charge.....Gabriel Stern

Radio Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; Miles Shoes (Men's, Women's & Children's Shoes), New York, N. Y.; Messana Skin Cream (Plough Drug) (Medicated Skin Cream), Memphis, Tenn.; Prentis Clothes (Men's & Boys' Clothing), New York, N. Y.

TV Accounts: Adam Hat Stores (Men's Hats & Furnishings), New York, N. Y.; BVD (Men's Furnishings), New York, N. Y.; Cameo Hosiery (Burlington Mills) (Ladies' Hosiery), New York, N. Y.; Galey & Lord (Burlington Mills) (Fabrics), New York, N. Y.; Jacques Kreisler Mfg. Corp. (Watchband), North Bergen, N. J.; Miles Shoes (Men's, Women's & Children's Shoes), New York, N. Y.; Prentis Clothes (Men's & Boys' Clothing), New York, N. Y.; U. S. Time Corp. (Watches), Bridgeport, Conn.

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Owner.....William F. Holland
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Phone: Murray Hill 2-8408

ABP—APA

Pres., Treas.....Robert Holley
 V.P. & Acct. Exec.....Charles J. Cutajar
 Media Director.....N. C. Albin
 Art Director.....E. L. Mazon

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

625 First St., S.W., Roanoke 16, Va.

Phone: 2-3411

ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck
 V.P., Radio-TV Dir.....William B. Houck
 Secretary.....Kathryn H. Ferguson
 Art Director.....Edwin R. Deady
 Copy Chief.....Otto Whittaker, Jr.
 Production Manager.....Paul H. Long
 Asst. Production Mgr.....W. Leon Mitchell

Branch Office

Houck & Co. of Florida, Inc.

(Separate Corporation)

Alfred I. duPont Bldg., Miami, Fla.

Phone: 82-1391

President.....Karl Bishopric
 Time Buyer.....Nona Sonstebly
 Radio-TV Director.....Robert Venn
 Art Director.....Richard V. Sutton

Radio Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Bishop's Men's Wear (Retail Clothing), Miami & Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Aerovias "Q," S. A. (Air Transportation), Havana, Cuba; Orange Blossom Classic (All-Star Football), Miami, Fla.; Florida National Bank (Financial Services), Miami, Fla.; Miami-Battle Creek (Sanitorium), Miami Springs, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

TV Accounts: Research DES-TEX, Inc. (Fabric Cleaner), Chicago, Ill. & Miami, Fla.; Chase Federal Savings & Loan (Financial Institution), Miami Beach, Fla.; Bishop's Men's Wear (Retail Clothing), Miami and Coral Gables, Fla.; Trija Golf Club Co. (Sporting Goods), Miami, Fla.; Natural Health Products (Liquifier), Sarasota, Fla.; Cole's Flowerland (Flowers and Plants), Orange Blossom Classic (All-Star Football), Miami, Fla.

ROBERT HOLLEY & CO., INC.

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

Phone: Murray Hill 2-8408

ABP—APA

Pres. & Treas.....Robert Holley
 Vice-Pres.....Charles J. Cutajar
 Secy. & Media Dir.....Leo Litwin

HONIG-COOPER COMPANY

333 Montgomery, San Francisco 4, Calif.

Phone: Exbrook 2-7004

AAAA—ABC—ABP—ANPA

President & Treasurer.....S. R. Hutton
 Exec. Vice President.....Louis Honig
 Vice President.....Heber Smith
 Vice President.....Warren E. Kraft
 Secretary.....Fred Glauser
 Media Dir. & Time Buyer....John W. Davis
 Asst. Time Buyer.....Gail Myers

Branch Office

455 Skimmer Bldg., Seattle 1, Wash.

Phone: Main 6435

Vice President.....Warren E. Kraft

Radio Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; C and H Sugar Refining Corp. (C and H Cane Sugar), San Francisco, Calif.; Hotel Mark Hopkins (Hotel), San Francisco, Calif.; Colgate-Palmolive-Pect Co. (Pect's Soap), Berkeley, Calif.; Duart Manufacturing Co., Ltd. (Kolor-treet Shampoo), San Francisco, Calif.; National Lead Co. (Dutch Boy Paints), San Francisco, Calif.

TV Accounts: Italian Swiss Colony (Wine), San Francisco, Calif.; Calso Water Co. (Calso Water), San Francisco, Calif.; C and H Sugar Refining Corp. (C and H Cane Sugar), San Francisco, Calif.; Marlo Packing Corp. (Canned Meats), San Francisco, Calif.; Colgate-Palmolive-Pect Co. (Pect's Soap), Berkeley, Calif.; National Lead Company (Dutch Boy Paints), San Francisco, Calif.; Haas Bros. (Trupak Foods), San Francisco, Calif.; A. Giurlani & Bro. (Star Olive Oil), San Francisco, Calif.

HORTON-NOYES COMPANY

1800 Industrial Trust Bldg.,

Providence 3, R. I.

Phone: Dexter 1-3316

AAAA—ABC—ABP—ANPA

Partner.....Frederick C. Noyes
 Partner.....C. Darrell Prutzman
 Partner.....Carroll H. Rickard
 Media Buyer.....Eben S. Church
 Asst. Media Buyer....Peter W. Swanson, Jr.
 Radio-TV Prod.....Mildred C. Tilley

Radio Accounts: Brownell & Field Co. (Aurocrat Coffee), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; The Narragansett Electric Co. (Electrical Equipment), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes, & other edge tools), Collinsville, Conn.

TV Accounts: Brownell & Fiel Co. (Automatic Coffee), Providence, R. I.; General Ice Cream Corp. (R. I.) (Ice Cream), Providence, R. I.; Industrial Trust Company (Banking), Providence, R. I.; The Stanley Works (Hand & Electric Tools), New Britain, Conn.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.

LELAND K. HOWE ASSOCIATES, INC.

150 East 35th St., New York 16, N. Y.
 Phone: ORegon 9-4998
 Pres., Radio-TV Dir...Joseph R. Horenstein
 Research Dir.....Florence Katz
Radio Accounts: Babylon Chamber of Commerce, Babylon, N. Y.; National Electrical Appliance Co. of New York.

CHARLES W. HOYT CO., INC.

551 Fifth Ave., New York 17, N. Y.
 Phone: MURray Hill 2-2000
 Radio-TV Director.....Wm. Philip Smith
Branch Office

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

Radio Accounts: Blueberry Cooperative Assn. (Tru-Blu-Berries), New Lisbon, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Mail Pouch Tobacco Co. (Kentucky Club Tobacco), Wheeling, W. Va.; Monticello Drug Co. (666 Cold Tablets), Jacksonville, Fla.; F. Ad. Richter & Co., Inc. (Pain Expeller), Brooklyn, N. Y.; Stanley Home Products (Household Products), Westfield, Mass.; Knox Gelatine.

TV Accounts: Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, The A. C. Gilbert Co. (American Flyer Trains), New Haven, Conn.; The Kalart Company (Speed Flash Cameras), Plainville, Conn.; Chas. B. Knox Gelatine Co. (Knox Gelatine), Johnstown, N. Y.; Monticello Drug Co. (666 Cold Preparations), Jacksonville, Fla.; F. Ad. Richter (Pain Expeller), Brooklyn, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS

1235 Statler Bldg., Boston 16, Mass.
 Phone: LIBerty 6100
 370 Lexington Ave., New York, N. Y.
 Phone: LEXington 2-3020
 Ch. of Board.....H. L. Wittemore
 Vice-Pres. & Secy.....H. M. Billerbeck

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
 Phone: HAmilton 1160
 APA—ANPA—PPA—ABP—NOAB
 Director.....Frank A. Hutchins
 Director.....F. Irving Hutchins
 President.....Frank M. Hutchins

Vice-Presidents.....John P. McCarthy, William F. Lacey, Homer C. Scheck, Raymond P. Weis, Charles S. Wilkinson

Branch Offices

3701 N. Broad St., Philadelphia 40, Pa.
 Vice-Presidents.....John R. Maxwell, Max Enelow
 16-18 W. 46th St., New York, N. Y.
 Vice-Presidents.....H. Pierson Mapes, James K. Martindale
 1244 Dufferin, St. Toronto Ont., Canada
 Manager.....H. C. Caverhill
Radio Accounts: Philco Corp., Schulers Potato Chip Co., Lincoln Rochester Trust Co., McCurdy & Co., Scrantom's; Beaucaire, Inc., Boller-Clark, Inc., Star Palace Laundry, E. E. Bausch & Son Co., H. B. Graves, Hub Oil Co.

TV Accounts: Philco Corp., Schulers Potato Chip Co., Beaucaire, Inc., Lincoln Rochester Trust Co., Wearbest Clothing Market.

ROCKLIN IRVING & ASSOCIATES

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

President.....Irving Rocklin
 Continuity Director.....M. Lovinger
 Account Executives.....Sidney Bernberg, Lou Burrows

Radio Director.....Trina Shuchat
 TV Director.....Irving Rocklin
 Production.....Betty Zidell

Radio Accounts: Walton Motors (Chrysler-Plymouth dealer); Union Life Insurance Co. (Insurance); Linoleum City (Floor coverings); Chicago Furniture Mart (Furniture); Bailey's, Inc. (Clothing); Famous Appliances (Appliances); Balaban Floor Covering (Floor coverings); Lake TV Sales (Television sets); Studebaker on Devon.

TV Accounts: Balaban Floor Covering (Floor covering); Walton Motors (Chrysler-Plymouth dealer); Bailey's, Inc. (Clothing); United Slip Cover (Slip covers & draperies); Cole-Finder, Inc. (Mercury dealer); Linoleum City (Floor coverings); Modern Merchandisers (Cleaners); Roxy Rug & Linoleum Co. (Floor coverings); Picturesque Foods (Foods).

JACKSON & COMPANY

62 Worth St., New York 13, N. Y.
 Phone: WOrth 4-7005
 ABC—ABP—ANPA
 Managing Partner.....Paul E. Jackson
 General Manager.....John Yeagain
 Production Manager.....Gerald Duggan
 Radio & TV Director.....Joan A. Coyne

Radio Accounts: Prerot Mills (Sheets & Pillowcases), Salem, Mass.; J. W. Valentine Co., Inc. (Institutional), New York, N. Y.; Heyward Hosiery, Ipswich, Mass.

JESSOP ADVERTISING CO., INC.

1st National Tower Bldg., Akron 8, Ohio
Phone: FRanklin 2169

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

DUANE JONES COMPANY, INC.

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

ABC-ABP-ANPA-AFA

Chairman of Bd. & Pres.....Duane Jones
Vice-Pres. & Treas.....Lawrence J. Leaman
Acct. Exec. & Asst. Secy.....John Quick
Art Director.....Thomas McManus
Production Mgr.....Gerald DaCosta

Radio Accounts: National Re-Clean Corp. (Home Cleaner), Brooklyn, N. Y.; Vitamin Corp. of America (Rybutol, Jevanal, Vyons), Newark, N. J.

TV Accounts: National Selected Products, Inc. (7-Minit Pie Crust, Corn Muffin Mix, Lemon Pie, Coconut Pie, Chocolate Pie, Pumpkin Pie, etc., 6-0'Clock Vanilla Cream Pudding, Chocolate Tapioca Pudding), New York; Vitamin Corp. of America, Newark, N. J.

THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.

Phone: GARfield 2300

AAAA-ABC-ABP-ANPA-AFA

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

Branch Office

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

Phone: PLaza 7-4600

Manager.....W. A. Powers
Vice-President.....Theodore Fremd
Radio Accounts: Bavarian Brewing Co., The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; Heekin Incorporated, The Drackett Company (Charge Division), Cincinnati, O.

TV Accounts: Bavarian Brewing Co., The Kroger Company, Miami Margarine Company, Martin Rosenberger Wallpaper Co., Cincinnati, O.; Ten-B-Low Company, Columbus, O.; The Drackett Company (Charge Division), Cincinnati, O.

KAL, EHRLICH & MERRICK, INC.

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

ANPA

President.....Norman C. Kal
1st Vice-Pres.....Harry L. Merrick
Secretary.....Bernard R. Linkins
V.P. in Chge. of Radio-TV..Alvin Q. Ehrlich
Radio-TV Dir.....David P. Thomas
Time Buyer.....Nella Manes
Account Executives.....Joseph Weinstein,
Alexander Charles, Wm. B. Mullett, Forest
Entwisle, Philip Berne, Wm. Roberts.

H. W. KASTOR & SONS ADV. CO.

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

Phone: CEntral 6-5331

ABC-NOAB-ANPA-PPA-APA

President.....A. G. Kastor
V.P. & Gen. Mgr.....Marvin Harms
Vice-President.....Herman Kastor
V.P. & Copy Chief.....Ashley Belbin
Radio-TV Director.....James H. West
Radio Accounts: Procter & Gamble Co. (American Family Flakes), International Milling Co. (Robin Hood Flour), Union Starch & Refining Co. (Pennant Syrup).

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

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

Phone: OREgon 9-4440

ABP-ANPA-APA-NOAB-PPA

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
V.P. & Copy Director.....C. E. J. Clifford
V.P. & Media Director.....J. B. Peters
Radio & TV Dir.....Harry Walsh
Radio Accounts: Hickok Mfg. Co., Rochester, N. Y.; Schnefel Bros., Newark, N. J.; Pierce's Proprietaries, New York.

TV Account: Hickok Mfg. Co., Rochester, N. Y.

THE JOSEPH KATZ COMPANY

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

Phone: MURray Hill 8-1223

AAAA-ANPA PPA-ABP-APA-NOAB

President.....Joseph Katz
V.P. & Mgr.....Nat C. Wildman

Branch Office

10 W. Chase St., Baltimore 1, Md.

Phone: Lexington 1500

Vice Pres.....Robert G. Swan
Vice Pres.....J. T. McHugh
Radio Accounts: American Oil Co., Globe Brewing Co., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Cellowax Company (Cellowax & Bluko), Baltimore, Md.; Block Drug Company (Minipoo Dry Shampoo, Alkalds), Jersey City, N. J.

TV Accounts: American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co., Baltimore Contractors, Inc., Baltimore, Md.; Madera Bonded Wine & Liquor Co., Baltimore, Md.; Maryland Drydock Company,

Baltimore, Md.; Pompeian Olive Oil Co., Baltimore, Md.; Block Drug Company (Minipoo Dry Shampoo, Alkalds), Jersey City, N. J.

HENRY J. KAUFMAN & ASSOCIATES

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

Senior Partner.....Henry J. Kaufman
Partners.....Jeffrey A. Abel,
Wm. F. Sigmund
Account Executives.....J. A. Abel,
A. H. Edelson, A. A. Sarra, K. White
Sonner
Production Manager...Betty Darling Gwyer
Art Director.....E. T. Hoover
Radio-TV Creative Dir...Robert S. Maurer

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

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

KEELING & CO., INC.

1028 Chamber of Commerce Bldg., Indianapolis 4, Ind.
Phone: PL 1476

AAAA—ABP—ANPA—ABC
Pres. & Treas.....Hal R. Keeling
Exec. V.P. & Secy.....Wm. M. Hutchison
Vice-Presidents.....Ralph B. Roberts,
Lowell H. Stormont, Lawrence T. Sogard,
Victor G. Varmo

Radio-TV Dept.
Time Buyer.....M. C. Dill
Radio Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evaporated Milk), Union Federal Sav. & Loan Co., Indianapolis, Ind.; Marion County Milk Assn.

TV Accounts: Casite Corporation (Casite), Hastings, Mich.; Wilson Milk Co. (Evapo-

rated Milk), Union Federal Sav. & Loan Assn., Indianapolis, Ind.

KEELOR & STITES CO.

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

President.....P. R. Hume
Exec. V.P.-Treas.....J. T. Nolan, Jr.
Secretary.....H. J. Darby
Radio-TV Director.....A. A. Radkey

THE KEILSON CO.

117 W. 46th St., New York 36, N. Y.
Phone: JUDson 2-1797

Partners...M. Keilson, J. Keilson, I. Keilson
Art Director.....Janet Sternberg
Program Director.....Phyllis Pion

Branch Office

120 N.E. 6th Street, Miami 18, Fla.
Phone: 2-1141

Partner.....M. Keilson
Radio and TV Accounts: Julius Grossman Shoes, Inc. (Shoes), New York, N. Y.; Kirsch's Beverages (Soft Drinks), Brooklyn, N. Y.; I. Rokeach & Sons, Inc. (Foods and Cleansers), Farmingdale, N. J.; Horowitz-Margareten (Baked Goods), Long Island City, N. Y.; Breakstone Bros. (Cheese Products), Miami, Fla.

KELLY, ZAHRNDT & KELLY, INC.

2343 Hampton Ave., St. Louis 10, Mo.
Phone: HI 2684

PPA—APA—SNPA—ANPA

President.....Virgil A. Kelly
Vice-Pres. & Space Buyer...W. W. Zahrndt
Secretary.....E. M. Kelly
Acc't. Excers.....Robert Kelly, Ray Kelly,
Wm. Thomson

Radio Accounts: Vis-it St. Louis Committee, St. Louis; Joseph A. Mrazek Moving & Storage, St. Louis; Board of Education, St. Louis; Newberry Radio Company, St. Louis.

KENYON & ECKHARDT, INC.

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

Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
Sr. Vice-President.....Edwin Cox
Sect.-Treas. & Gen. Mgr....David C. Stewart
Vice Presidents.....George N. Beecher,
G. T. C. Fry, William Green, Grayson F.
Lathrop, George MacGregor, Donald J.
Maggini, E. W. Newson, John H. Owen,
Malcolm F. Smith, Joseph G. Standart, Jr.,
Glenn Wiggins

Departments

Art Director.....Gerald Link
V.P., Copy Dir.....Thomas K. Carpenter
V.P., Copy Sprysors...Garth Montgomery,
Leslie Munro, Howard M. Wilson

V.P., Media Dir.....Joseph P. Braun
 V.P., Prom. Dir.....Hal Davis
 V.P., Dir. of Radio-TV...Wickliffe W. Crider
 V.P., Dir. of Research.....G. Maxwell Ule
 Talent Buyer.....Sylvan Taplinger
 Publicity Director.....Herb Landon
 Time Buyer Director....Philip C. Kenney
 Time Buyers....Mary Dwyer, Lucy Kerwin,
 Thomas Viscardi

Branch Offices

345 Griswold St., Detroit

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

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

Vice Pres.....Sydney G. Walton
 304 Bay St., Toronto, Ont.

Vice Pres.....William J. Frost

Radio Accounts: American Maize-Products Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; General Electric Co. (Air Conditioning), Bloomfield, N. J.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; National Brewing Co. (National Premium & National Bohemian Beers), Baltimore, Md.; The Mennen Co. (Men's Toiletries), Newark, N. J.; Pepperidge Farm, Inc. (Bakery Products), Norwalk, Conn.; Wes-on Oil & Snowdrift Sales Co., New Orleans, La.

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

**KETCHUM, MacLEOD & GROVE,
 INC.**

411 Seventh Ave., Pittsburgh 19, Pa.

Phone: COurt 1-5100

AAAA-ABP-ANPA

President.....George Ketcham
 Exec. V.P.....Robert E. Grove
 Radio & TV Dir.....Lansing B. Lindquist
 Asst. Radio & TV Dir...Edgar J. Donaldson
 Asst. Radio & TV Dir.....John D. Held
 Radio & TV Timebuyer....James B. Tafel

Branch Offices

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

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

Field Rep.....George K. Keet
 1627 K Street, N.W., Washington, D. C.

Field Rep.....W. J. McIlhenny
 1601 Central Nat'l Bank Bldg.,
 Richmond 19, Va.

Field Rep.....Robert Milford

Radio Accounts: Braum Baking Company; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; Dairymen's Cooperative Sales

Association, Pittsburgh; Hamburg Brothers; Hospital Service Association, Pittsburgh; Jones & Laughlin Steel Corp.; People's First National Bank, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Rieck-McJunkin Dairy Co.; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.

TV Accounts: Braum Baking Company, Pittsburgh; Calgon; Chevrolet Zone Dealers; Colonial Trust Co., Pittsburgh; East Ohio Gas Co., Cleveland, Ohio; Federal Enameling & Stamping Co.; Hamburg Brothers, Inc., Pittsburgh; Jones & Laughlin Steel Corp., Pittsburgh; National Electric Products Corp.; National Radiator; Natural Gas Companies, Pittsburgh; Peoples Natural Gas Co., Pittsburgh; Reymer & Brothers, Inc., Pittsburgh; Rieck-McJunkin Dairy Co., Pittsburgh; Ruud Mfg. Co.; Thorofare Markets, Inc., Pittsburgh; Westinghouse Electric Corp.

KIESEWETTER ASSOCIATES, INC.

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

Phone: LEXington 2-0025

ABP-ANPA-APA-PPA

President.....H. M. Kiewewetter

Vice-President.....R. Wetterau

Radio-TV Exec.....Horace Hagedorn

Radio-TV Exec.....Samm S. Baker

Radio-TV Time Buyer.....E. Thompson

Radio-TV Copy.....Arthur Davidson

Pub. Relations.....Gloria Brown

Radio-TV Art Dir.....Frederick Russell

Radio Accounts: Bathasweet Corp. (Bathasweet Bath Products), Standard Laboratories (Sloan's Liniment and Balm), Norwich Pharmaceutical Co. (NP-27 for Athlete's Foot), Norwich, N. Y.; Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Products).

TV Accounts: Abraham & Straus (Dept. Store); Standard Laboratories (Sloan's Liniment and Balm); Royal Lace Paper Works, Inc. (Roylace Paper Products); V. La Rosa & Sons, Inc. (La Rosa Macaroni Products); D. P. Harris Co. (Rollfast Bicycles); Stern's Nurseries (Nursery Products), Geneva, N. Y.; Courtley, Ltd. (Courtley Men's Toiletries).

ABBOTT KIMBALL CO., INC.

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

Phone: PLaza 3-9600

AAAA-ABC-ABP-APA-ANPA

NOAB-PPA-AFA

Chairman.....Abbott Kimball

President.....W. C. Matthews

Comptroller.....Monica Riley

Dir. of Radio-TV.....Arthur M. Ehrlich

Assoc. Dir. Radio-TV,
Time Buyer.....Miriam Traeger

Branch Offices

520 N. Michigan Ave., Chicago 11, Ill.
Van Ness at Wilshire, Los Angeles, Calif.
Phone: Superior 7-5929

Chairman.....Abbott Kimball
155 Sansome St., San Francisco, Calif.
Phone: EXbrook 2-6275

President.....Alfred Ducato
Kimball Bldg., Los Angeles, Calif.
Phone: DU'nkirk 7-7305

President.....Stewart Widdess
Radio Account: Union Pharmaceutical Co.
(Saraka), Bloomfield, N. J.

TV Accounts: Hathaway Mfg. Co. (Hathaway Fabrics), New Bedford, Mass.; Artra Cosmetics, Inc. (Imra), Montclair, N. J.

LEW KING ADVERTISING

1315 N. Central, Phoenix, Arizona

Phone: 4-5548

ABP—ANPA—AFA

Owner.....Lew King
Sec.-Treas.....Elinore Klein
Media Dir.....David Jones
Radio & TV Dir.....Jack Beveridge
Talent Buyer.....William Collins

Branch Office

233 E. Congress St., Tucson, Arizona
Branch Mgr.....Orland Fiandaca
Radio Accounts: First Federal Savings
(Savings & Loan Assn.), Phoenix-Yuma,
Ariz.; Western Village (Resort Motel),
Phoenix, Ariz.; Junior Rangers of America
(Thrift Promotion), Phoenix, Ariz.

TV Account: First Federal Savings (Savings & Loan), Phoenix-Yuma, Ariz.

KIRCHER, HELTON & COLLETT, INC.

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

Phone: FULTON 5161

AAAA—APB—ANPA

President.....Ralf C. Kircher
Vice-Presidents.....James M. Hadley,
R. M. Collett, Watson B. Metcalfe
Treasurer & Gen. Mgr.....Carter B. Helton
Art Director.....Floyd Johnson
Production Manager.....Hap Moon
Secretary.....R. L. Mills
Account Executives.....Ralf Kircher,
James M. Hadley, R. M. Collett, Watson B.
Metcalfe, Norman Van Zant, C. B. Helton
Radio & TV Dir.....C. B. Helton
Radio Accounts: Gem City Bldg. & Loan
Assoc. (Home Loans), Dayton, O.; Liberal
Market (Food Chain Store), Dayton, O.;
Zephyr Ventilated Awning Co. (Awnings),
Dayton, O.; Dayton Pump & Mfg. Co. (Water
Systems), Dayton, O.; Soft Water Industries
(Institutional—Soft Water), Dayton,
O.; St. Mary's Packing Co. (Food Packers),
Sidney, O.

TV Accounts: Dayton Council on World
Affairs (Public Service by Station WHIO-
TV), Dayton, O.; Station WHIO-TV (Public
Service), Dayton, O.; Stuart Fox Company
(Food Brokers), Dayton, O.; Gem City
Building & Loan Assor. (Home Loans), Day-
ton, O.; Liberal Market (Food Stores), Day-
ton, O.; Dayton Pump & Mfg. Co. (Water
Systems), Dayton, O.; St. Mary's Packing
Co. (Food Packers), Sidney, O.

KIRKLAND-WHITE & SCHELL

101 Marietta St., Atlanta 3, Ga.

Phone: LAmar 3682

APA—SNPA—ABP

Partners.....J. A. Kirkland,
Frank A. White, James B. Schell
Acct. Executive.....Fred A. George, Jr.

KNOLLIN ADV. AGENCY

391 Sutter St., San Francisco 8, Calif.

Phone: SUTter 1-6110

AAAA—APA—ABP

President.....James C. Knollin
Asst. Gen. Mgr.....Robert H. Knollin
Art Director.....Sigurd Mortenson
Space Buyer.....Bernice Rosenthal
Acct. Execs.....Richard L. Tevis, Dallas Coors

KOEHL, LANDIS & LANDAN, INC.

588 5th Ave., New York 19, N. Y.

Phone: JUDson 2-1370

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Space Buyer.....A. Lasity

Branch Office

National City Bank Bld., Cleveland 14, O.
Vice-Pres.-in-Chg.....Russell Rowan

KUDNER AGENCY, INC.

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

Phone: MU 8-6700

President.....J. H. S. Ellis
Vice-Presidents.....Sam D. Fuson,
Myron P. Kirk, Schuyler Kudner, E. J.
Owens, Norman Nash, Shafto Dene, C. M.
Rohrabough, J. J. Cochran
Exec. Dir. TV & Radio.....Myron P. Kirk
Asst. Dir. TV & Radio.....Frank Harting
Business Manager.....Al Reibling
Time Buyer.....John Marsich
Casting.....Mickey Alpert
Directors.....John C. Wilson,
A. A. Coughlin, Frank Burns, Hugh Brown,
J. P. Ellis, Hank Ladd, Mann Holiner

Branch Offices

New Center Bldg., Detroit, Mich.

Phone: Trinity 5-5315

Executive in Charge.....Martin Rice
681 Market St., San Francisco 5, Calif.
Phone: GARfield 1-5433

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

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

KUFF & FELDSTEIN

5 West Preston, Baltimore 1, Md.
 Phone: VErnon 3654-5-6

President.....I. Harold Kuff
 Vice-President.....Harry Feldstein
 Art Director.....Stan Mossman
 Media Director.....Patricia Coan

KUTTNER & KUTTNER, INC.

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

TV Director.....S. S. Korshak
 TV Time Buyer.....Stanley C. Kuttner
 Acct. Execs.....Harold E. Kuttner,
 Chester D. Kuttner, Milton J. Klee
Branch Office
 New York, N. Y.

130 W. 57th St., New York, N. Y.
 Phone: JUDson 6-2358

Radio Accounts: Douglas Lumber Co., Chicago; Sampson Company (Major appliances), (Chicago); Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Franks Dept. Store, Chicago; Shainberg Dept. Store, Memphis, Tenn.

TV Accounts: Community Theater (home builders), Chicago; Regular Fellas (dept. stores), Chicago; Theatre At Night, Chicago; Breakfast Party, Chicago; Labor For Stevenson, Chicago; Finders Mfg. Company, Chicago.

LAKE-SPIRO-SHURMAN, INC.

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

ABP—ANPA—APA—PPA—SNPA

President.....Avron Spiro
 Secy-Treas.....M. M. Shurman
 Radio Time Buyer.....Mrs. L. Simmons
 Production Manager.....Mrs. M. Parker
 Publicity Director.....Al R. Capley
 Acct. Executives.....David Davidson,
 Jane Erdman, Mrs. L. Cunningham

Radio Accounts: Plough Sales Corp., U. S. Bedding Co., Childs' Razor Blade Co., Jonesboro, Ark.; Liberty Petroleum Co., Mt. Vernon, Ill.

LAMB & KEEN, INC.

1616 Walnut St., Philadelphia, Pa.
 AAAA

Pres. & Treas.....James G. Lamb, Sr.
 Exec. V.P. & TV Dir....Kennard G. Keen, Jr.
 V.P. & Copy Chief...John O. Ellington, Jr.
 V.P., Media Director.....Roy T. Lochten
 Dir. of Agency Services....Roy T. Lochten
 V.P., Production Mgr.....Walter Mazurek
 Acct. Executives.....James G. Lamb, Sr.,
 K. G. Keen, Jr., E. D. Garth, John O.
 Ellington, Jr., Roy T. Lochten, H. H.
 DuBois

LAMBERT & FEASLEY, INC.

60 E. 42nd St., New York 17, N. Y.
 Phone: MURray Hill 7-8980
 ANPA—APA—PPA

President.....E. T. T. Williams
 Executive V.P.....Gordon K. Seagrove
 Sr. V.P.....Frank W. Mace
 Radio Director.....Ray H. Kremer
Radio Accounts: Phillips Petroleum Co.
 (Gasoline, Motor Oil), Bartlesville, Okla.

LANDSHEFT & BARBER, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
 Phone: MO 9500

ABP—NOAB—APA—PPA—ANPA

President.....Henry L. Barber
 Vice President.....E. T. Drullard
 Secretary-Treas.....Vera H. Landsheft
 Art Director.....Harold F. Feltz
 Acct. Executives.....Henry L. Barber,
 E. T. Drullard

Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

TV Account: Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

PHILIP J. LANE ADVERTISING

299 Madison Avenue, N. Y.
 Phone: MURray Hill 7-5418

Owner.....Philip J. Lane
 Media Dir.....M. Doney
Television Accounts: Diane Beauty Salon, Ansonia DeLuxe Shops Inc. (Retail Shoe Chain).

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
 Phone: MA 1-6579

AAAA—ABP—ANPA—APA—NOAB—PPA
 President.....H. Jack Lang
 V.P.-Treasurer.....Fred P. Stashower
 Director Radio-TV.....Alvin B. Fisher
 Radio-TV Mgr.....Robert F. Gibbons
 Prod. Mgr. Radio-TV.....John Cremer
 Ass't Time Buyer.....Garry C. McKelvey

Radio Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; The Burrows Brothers Co., Inc. (office supplies), Cleveland; Cleveland Baseball Co. (Cleve. Indians baseball team), Cleveland; Cleveland Transit System, Cleveland; Gen-

eral Electric Co., Cleveland; Grand Industries, Inc. (Grand ranges), Cleveland; High Level Motors, Inc. (Chrysler-Plymouth Dealers), Cleveland; Miller-Becker Co. (Cotton Club beverages), Cleveland; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland; Sears, Roebuck & Co., Cleveland; World Publishing Co., Cleveland; Yellow Cab Co., Cleveland.

TV Accounts: Brewing Corp. of America (Carling's Black Label Beer), Cleveland; General Electric Supply Co., Cleveland; Grand Industries, Inc. (Grand ranges), Cleveland; The Kaynee Co. (boys' wear), Cleveland; Miller-Becker Co. (Cotton Club beverages), Cleveland; Ohio Mattress Co. (Sealy mattress), Cleveland; Chas. P. Raney & Associates (Hawkinson tread), Akron; Pick-N-Pay Super Markets, Inc. (super markets), Cleveland.

LANGHAMMER AND ASSOCIATES

225 Park Ave., Omaha 2, Neb.
Phone: Jackson 6190
ABP—APA

President.....Joe H. Langhammer
Radio Accounts: Mid-America Appliance Corp. (Distributors — Servel, Universal Ranges, Apex), Omaha, Neb.; Inland Manufacturing Company (Radiator Repair Equipment), Omaha, Neb.

TV Account: Blue Star Foods, Inc. (canned, frozen chicken), Council Bluffs, Iowa.

LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone: SUPERior 7-0738
APA—ANPA—PPA

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

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: Rittenhouse 6-1500
ANPA—APA—NOAB—PPA

President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Vice-Presidents.....P. Brown, A. Parker, J. Jensen, H. Genske
Space Buyer.....E. V. Righter
TV & Radio Director.....A. R. Griffin

Branch Offices

521 Fifth Ave., New York 17, N. Y.
Phone: VANDerbilt 6-4340

President.....Al Paul Lefton
Vice-Pres. & Mgr.....R. J. Herts
435 N. Michigan Ave., Chicago, Ill.
Phone: SUPERior 7-9511
Vice-Pres. & Mgr.....E. G. Foreman, Jr.

Radio Accounts: Phila. Electric Co. (Light & Power), Borden's Ice Cream, Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), Empire Racing Assn. (Racing), A. Goodman & Sons (Goodman's Noodles), Hotel Bar Butter, Hilbros Waich Co., C. Schmidt & Sons (Beer and Ale).

TV Accounts: Pal Blade Company, Inc. (Razor Blades), New York, N. Y.; Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), A. Goodman & Son (Goodman's Noodles), Hotel Bar Butter, New York, N. Y.; Schmidt's Beer & Ale, Philadelphia, Pa.

LENNEN & NEWELL, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 2-5400
ANPA—APA—PPA—AAAA—NOAB
ABC—ABP

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President.....H. W. Newell
Exec. V.P. & Gen. Mgr.....Adolph J. Toigo
Sr. V.P., Exec. Creative Dir...Walter O'Mara
Sr. V.P.....Thomas C. Butcher
Sr. V.P.....John Monsarrat
V.P. & Treas.....John D. Spiers
Jr. Vice President....Walter M. Swertfager
V.P. in Chg. Production..Michael J. Madar
Art Director.....Hans Sauer
V.P. in Chg. of Radio &
Television.....Nicholas E. Keesely
V.P.—Radio & Television
Copy Chief.....Peter V. Keveson
V.P. in Chg. of Merchandising &
Research.....Todd B. Franklin
V.P. in Chg. of Media...Anthony de Pierro
V.P. & Asst. Exec. Creative

Dir.Maitland Jones
Vice Presidents.....Thomas P. Doughten, Daniel M. Daley, Jr., Jackson Taylor, Stephen M. Kenyon
Mgr.—Radio-TV Depts....Frank A. Daniel
Art Dir. TV.....Clark M. Agnew
Producers.....Charles T. Harrell, George G. Tompkins, Herbert K. Horton, George J. Zachary
Time Buyer Radio-TV....William D. Smith
Traffic Mgr. Radio-TV.....George E. Caron

Branch Office

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

Radio-TV Dir.....Benjamin R. Potts
Radio Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products, Shampoo & Hairdressing, Lustre Color Home Hair Coloring), Jersey City, N. J.; Leln & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars), New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Weekly Publications, Inc.; Joseph Schlitz Brewing Co.; Emerson Drugs.

TV Accounts: Colgate-Palmolive-Peet Company (Lustre-Creme Products—Shampoo & Hairdressing), Jersey City, N. J.; Lehn & Fink Products Corporation (Lysol Disinfectant), New York, N. Y.; Lorillard, P., Co., Inc. (Old Gold Cigarettes, Briggs Pipe Mixture, Muriel Cigars, Headline Cigars.) New York, N. Y.; Tide Water Associated Oil Co. (Tydol Gasoline, Veedol Motor Oil), New York, N. Y. & Tulsa, Okla.; Weekly Publications, Inc.; Joseph Schlitz Brewing Co.; Emerson Drug Co.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 3444

Senior Partner.....Austin C. Lescarboura
Junior Partner.....Stanley A. Lescarboura
Production.....Winifred Phillips
Secretary.....Miriam Lescarboura
Radio Accounts: Aerovox Corporation (Capacitors), New Bedford, Mass.; Clarostat Mfg. Co., Inc. (Controls and Resistors), Dover, N. H.; Allen B. Du Mont Labs. (Cathode-ray Tubes), Allen B. Du Mont Labs. (Television Transmitters), Allen B. Du Mont Labs. (Cathode-ray Instruments), Clifton, N. J.; Allen B. Du Mont Labs. (TV components), East Paterson, N. J.; Henry L. Crowley & Co. (Powdered Iron Cores and Steatite Parts), West Orange, N. J.; Industrial Instruments (Electrical Test Instruments), Jersey City, N. J.; Industrial Devices, Inc. (Electrical Test Instruments), Edgewater, N. J.; Hudson Wire Company (Magnet and Bare Wires), Ossining, N. Y.

TED LEVY ADVERTISING AGENCY

811 Cooper Bldg., Denver 2, Colo.
Phone: Main 7133
ABP—ANPA

President, Time Buyer.....Ted Levy
Radio Dept. Dir.....Barbara Aiton
Production Mgr.....William Archenhold
Radio Accounts: Ellis Canning Co. (Chili), Denver, Colo.; Sealy Mattress Co., Denver; Colorado Mattress Co., Denver, Colo.; Lee Jewelers, Denver.

**LEWIN, WILLIAMS & SAYLOR
INCORPORATED**

40 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-6200

President.....A. W. Lewin
Exec. V-P. Pres.
and Treasurer.....Sidney Matthew Weiss
Vice Pres. & Sec'y.....Max Green
Vice President.....Walter T. Pollock
V.P., Art. Dir.....Donald Waterbury.
Leslie M. Kay
Radio-TV Dir.....Robert Brenner

Branch Office

11 Commerce St., Newark 2, N. J.
Phone: MI 3-3200

Vice-President.....Leonard Newsteder
Vice-President.....Richard N. Gulick

Radio Accounts: Alol Products, Inc. (poison ivy remedy), Carmel, N. Y.; Borden's Frozen Foods, New York; G. N. Coughlan Co., West Orange, N. J.; Chimney-Sweep Process 33 (soot remover, paint brush cleaner); Costa Ice Cream Company, Woodbridge, N. J.; Harris-Upham & Co. (stock brokers), New York; Spandy (Taylor-Reed Corp.) (detergent-sanitizer), Glenbrook, Conn.

TV Accounts: Borden's Frozen Foods, New York; Costa Ice Cream Company, Woodbridge, N. J.; G. N. Coughlan Co. (dehumidifier, paint brush cleaner), West Orange, N. J.; Spandy (Taylor-Reed Corp.) (detergent-sanitizer), Glenbrook, Conn.; Hensler Brewing Co., Newark, N. J.; Jacoby-Bender Watch Band Company, New York; The Odell Co. (hair dressing), Newark, N. J.; I. Smallman & Sons, Inc. (billfolds), Paterson, N. J.

ADDISON LEWIS & ASSOCIATES

2310 Stevens Ave., Minneapolis 4, Minn.
Phone: AT 6235

ABP—ANPA—AFA—ABC

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Vice Pres.....Erle B. Savage, Jr.
Treasurer.....Harvey R. Kruse
Secretary.....Wm. A. Dobson
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Research and Media Dir...Preston K. Covey
Prod. Manager.....Bruce E. Segerstrom
Copy Director.....Judd L. Meester
Account Execs.....J. A. Quint,
J. H. Cleland, Sherle Lowe

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521

AAAA—ABC—ANPA—APA
SNPA—PPA

Partner, Art Dir.....James L. Battle
Partner, Acct. Exec.....C. K. Liller
Partner, Acct. Exec.....William W. Neal
Media Director.....Sarah Williams

Branch Office

40 E. 51st St., New York 22, N. Y.
Phone: EL 5-7785

Manager.....Robert B. Kane
301 Palmer's Bldg., Columbia, S. C.
Manager.....Caldwell Withers

Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Brock Candy Company (candy bars), Chattanooga; Coastal Chemical Company (Co-Chem and Clo-White), Savannah; Puritan Mills, Inc. (My-T-Pure flour), Atlanta.

TV Accounts: W. D. Alexander (appliances), Atlanta; Brock Candy Company

(candy bars), Chattanooga; H. W. Lay & Company (potato chips), Atlanta; Coastal Chemical Company (Co-Chem and Clo-White), Savannah; Rock City Gardens. Look-out Mountain; Colonial Stores, Inc. (groceries), Atlanta; Puritan Mills, Inc. (My-T-Pure flour), Atlanta.

LOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 29, N. Y.
Phone: Circle 5-8800
ANPA--PPA--NOAB--ABC

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Vice-Pres. & Secty.....Charles F. Pietsch
Treas. & Media Dir.....John J. Hagan
Vice-Pres. & Art Dir.....M. H. Kates
Production Manager.....William T. Kaleb

DUDLEY L. LOGAN ADV.

304 S. B'way, Los Angeles 13, Calif.
Phone: Dunkirk 2-8471
ANPA--AAAA--PPA--APA--ABP

President.....Dudley L. Logan
Art Director.....Rosemary Doermann
Copy Chief, Media Dir. &
Prod. Mgr.....Jack Waterman

THE W. E. LONG CO.

188 Randolph St., Chicago 1, Ill.
Phone: RANdolph 6-4606
ABP--ANPA--NOAB

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President.....E. E. Hanson
Vice-Pres. & Advtg. Dir.....Wm. Goodman
Vice-Pres. & Dir. of Sales.....J. A. Smith
Treasurer.....A. T. Downie
Secretary.....H. G. Mergener
Dir. of Radio & TV.....Edward C. Fritz, Jr.
Asst. Dir. Radio-TV.....J. Minetz

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Atlanta Baking Co., Atlanta, Ga.; Mrs. Boehme's Bakery, San Angelo, Tex.; Bowman Baking Co., Albuquerque, N. M.; Borek & Stevens, Bridgeport, Conn.; Brown's Bakery, Defiance, O.; Brown's Bread, Ltd., Toronto; Butter Krust Baking Co., Sunbury, Pa.; Cape Girardeau Baking Co., Cape Girardeau, Mo.; Capital City Bakery, Tallahassee, Fla.; Carpenter Baking Co., Milwaukee, Wis.; City Bakery, Inc., St. Augustine, Fla.; H. H. Claussen's Sons, Inc., Augusta, Ga.; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Dixie Maid Baking Co., Kingsport, Tenn.; Duquesne Baking Co., Pittsburgh, Pa.; Finney's Bakery, Greenville, Texas; Fisher Baking Co., Salt Lake City; Florida Baking Co., Pensacola, Fla.; Fluhrer Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wis.; Gase Baking Co., Saginaw, Mich.;

Gunzenhauser Bakery, Lancaster, Pa.; Hal-ler's Eagle Bakery, Inc., Altoona, Pa.; Hayes Baking Co., Oil City, Pa.; J. S. Hershey Baking Co., York, Pa.; Holsum Baking Co., Roswell, N. M.; Holsum Bakery Co., Charleston, W. Va.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakeries, Inc., New Orleans, La.; Holsum Bakers, Tampa, Fla.; Holsum Bakery Co., Lewiston, Ida.; Holsum Bread Co., Inc., Ft. Worth, Tex.; Holsum Baking Co., Harlingen, Tex.; Holsum Baking Co., Lubbock, Tex.; Ideal Baking Co., Tyler, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; Mc-Gogh Bakeries Corp., Birmingham, Ala.; Meadville Bread Co., Meadville, Pa.

TV Accounts: New Process Baking Co., Chicago; McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; M. Kautz Baking Co., Muscatine, Iowa; Jones Bros. Bakery, Greensboro, N. C.; Phoenix Holsum Bakery, Phoenix, Ariz.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: AN 3-1888
AAAA--ABP--ANPA--APA

President-Treasurer.....Earle Ludgin
Exec. Vice-Pres.....Vincent R. Bliss
Vice-Presidents.....Montgomery N. McKinney,
John H. Wilmarth, Edward Chapman
Radio & TV Director.....Jane Daly
Time Buyer.....Ruth Babick
Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co., Allen B. Wrisley (Wrisley Soap), Chicago, Ill.

TV Accounts: Jules Montener, Inc., The Best Foods, Inc., Kitchen Art Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp. (All Purpose Rit), New York, N. Y.

LYNN-FIELDHOUSE

15 S. Franklin St., Wilkes-Barre, Pa.
Phone: 2-7182-3
ABP--ANPA--NOAB--APA

Partners.....S. C. B. Lynn,
L. S. Fieldhouse
Radio-TV & Media Dir.....W. B. Pritchard
Art Director.....C. L. Steyer

Branch Office

51 E. 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Planters Edible Oil Co. (Peanut Oil); Wilkes-Barre; Plan-ter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Jack's Tasty

Snack Corp. (Cheese Twists), Oneida, N. Y.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Planter's Edible Oil Co. (Peanut Oil), Planter's Nut & Choc. Co. (Peanut Butter), Wilkes-Barre, Pa.; Jack's Tasty Snack Corp. (Cheese Twists), Oneida, N. Y.; Becker-Coulter Co. (Tipon Nail Lacquer), Wilkes-Barre, Pa.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
Phone: 4-2451

AAAA

President..... W. D. Lyon
Vice President..... R. B. Creswell
Radio-TV Director..... R. H. Schubert

Radio Accounts: A. Y. McDonald Mfg. Co. (water systems), Dubuque, Iowa; Barron Motor Supply, Cedar Rapids; Builders Material, Inc., Cedar Rapids; Century Engineering Corp. (heating equipment), Cedar Rapids; Collins Radio Company (commercial radio equip.), Cedar Rapids; Crescent Electric Supply (appliance distributor), Dubuque; Iowa Dairy Industry Comm., Des Moines, Iowa; IOA Foods, Cedar Rapids; Tendersweet Sales Corp. (canned vegetables), Vinton, Iowa; Kent Feeds (livestock & poultry feeds), Muscatine, Iowa; Potosi Brewing Company, Potosi, Wis.; Vigor Vitamins Company, Cedar Rapids.

TV Accounts: Crescent Electric Supply (appliance distributor), Dubuque, Iowa; Maplecrest Turkey Farms (frozen turkeys & chickens), Wellman, Iowa; Whink Products (rust-stain remover), Eldora, Iowa.

MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
Phone: 6-0771

ANPA—ABP—APA—PPA—NOAB

President & Art Dir..... J. F. Fellay
Vice-President..... R. W. Steele
Sec.-Treas. & Gen. Mgr..... Jay J. Keith
Copy Dept..... J. R. Shullaw

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360

ANPA—ABP—ABC

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Exec. V.P..... Allen B. Dicus
V.P., Copy Chief..... R. E. Blackburn
Time Buyer..... Joan Merrick
Research Director..... Betsy Tyroler
Media Director..... A. S. Trude, Jr.
Space Buyer..... Patricia Kral
Radio-TV Dir..... Wm. Rega

Radio-TV Accounts: Hallcrafters Co., Drewrys, Ltd. (Beer & Ale), So. Bend, Ind.

MacLAREN ADVERTISING CO., LTD.

372 Bay St., Toronto, Ont.

Phone: Empire 4-0321

ABC—ANPA

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Vice-Presidents..... F. V. Rechnitzer,
J. Ferres
Comptroller..... W. D. MacMahon
Director..... W. G. Ahel
Radio & TV Dir..... H. Horler

Branch Offices

410 Dominion Square Bldg., Montreal, P. Q.
Manager..... F. P. Gill
Radio..... Mary Moran
911 Electric Rlwy, Chambers, Winnipeg,
Manitoba

Manager..... E. P. Thomson
305 Province Bldg., Vancouver, B. C.

Manager..... W. D. M. Patterson

Radio Accounts: H. J. Heinz Co. of Canada (Food), Imperial Varnish & Color Co., Ltd., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O'Ceard Company of Canada, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Co., Tuckett Tobacco Limited, Henry K. Wampole & Co., Ltd., Canadian General Electric, Standard Chemical (Javex), Christie Brown, Ltd. (Food), Standard Brands, Ltd., Shefford-Ingersoll Cheese, Dominion Fur Auction Sales, Intercontinental Packers, Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery, Ltd.), Home Oil Distributors, W. H. Malkin & Co., Ltd., Nalley's Limited, Palmers' Limited, G. W. Hogan (Car Dealer); Ainsworth Motors; General Motors of Canada; Canadian Shredded Wheat Co.; Canada Dry Ltd.; Provincial Tire Co.

MacMANUS, JOHN & ADAMS

Fisher Bldg., Detroit 2, Mich.

Phone: TRinity 2-8300

ANPA—AAAA—ABC

Chairman..... W. A. P. John
Pres. & Treas..... James R. Adams
Exec. Vice-Pres..... Harvey G. Luce
V.P., Media & Research Dir.....

Elmer W. Forehlich

Acc't Exec..... Paul Foley
Radio Time Buyer..... Georgina LeFevre

Branch Office

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

Manager..... E. A. Jones
Radio Accounts: Pontiac Motor Division, Pontiac, Mich.; Cadillac Motor Division, Dearborn, Mich.; Saran Wrap Corporation, Flint, Mich.; Ferry-Morse Seed Co., Detroit, Mich.; Stegmaier Brewing Co., Wilkes-Barre, Pa.; Dow Chemical Co., Midland, Mich.

TV Accounts: Pontiac Motor Division, Pontiac, Mich.; Saran Wrap Corporation, Flint, Mich.; Stegmaier Brewing Co., Wilkes-Barre, Pa.

MALCOLM-HOWARD

203 N. Wabash, Chicago 1, Ill.
Phone: Andover 0022
ABP—ANPA—AFA

TV Writers-Producers.....George Janda,
William Bent, Norine Freeman, Michael
Brown, Stanford Kaatz

Executive-Producers.....Arthur Holland,
Hal Barkun, Max Holland

Radio Accounts: Hollands (jewelry), Chi-
cago; Roller Derby, N. Y. C.; Roman-Raich-
ert Co. (Phoenix sewing machines), Chi-
cago; Ice Follies, Chicago; Ice Capades,
Chicago; International Sports Show, Chi-
cago; Fohrman Motors, Chicago; Joy Can-
dies, Chicago.

TV Accounts: Ambrosia Brewing, Chi-
cago; Harry Alter Co. (Crosley appl.), Chi-
cago; Courtesy Motors, Chicago; Hudson
Dealers Assn. (autos), Chicago; Mages
Sports Stores, Chicago; Leo Rose Co. (cloth-
ing), Chicago; Rubin's (apparel), Chicago;
Holland, Inc. (jewelry), Chicago; Marmel
Products (housewares), Chicago; Roman
Raichert Co. (Phoenix sewing machines).
Chicago; Associated Hospital Ins. Co., Chi-
cago; Roller Derby, Chicago; Sun-Times
(newspaper), Chicago; Stiffel Lamp Co.,
Chicago.

DAVID MALKIEL ADV. AGENCY

172 Newbury St., Boston 16, Mass.
Phone: Copley 7-5980

ABP—ANPA—APA—PPA—AAAN

Production Manager.....Julian Malkiel
Secretary.....Martha Brest

Radio Accounts: Royal Crown of New
England (Soft Drinks), Canadian Ace Ale
(Beer & Ale), Ace Vacuum Stores (Vacuum
Cleaners), Boston, Mass.

MANHATTAN ADVERTISING

225 West 57th St., New York 19, N. Y.
Phone: PLaza 7-3340
ABP—APA

Owner.....Eugene L. Friedman
Art Director.....Murray Klein
Production Mgr.....Gene Fogleman
Acct. Execs.....R. J. Friedman, I. J. Frisch

MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.
Phone: GENEva 9619
APA—ABP

Pres. & Treas.....Robert P. Miller
Vice-Pres. & Sec.....Eleanor L. Miller
Art Dir. & Prod. Mgr.....Edward Harris
Radio Account: Snyder Drug Stores.

**MARFREE ADVERTISING
CORPORATION**

105 West 40th St., New York 18, N. Y.
Phone: LONgacre 4-7190

President.....Harry A. Friedenber
V.P., Comptroller.....E. M. Story
Secretary-Treasurer.....Lonis P. Randell
TV Dir., Acct. Exec.....Barnett Friedenber
Director Radio.....Harry A. Friedenber

Branch Office

919 North Michigan, Chicago, Ill.

Phone: Whitehall 1-2651

V.P. in Charge.....Sheppard Chartoe

Radio Accounts: D-Con Company (D-
Con), Chicago, Ill.; Bankers Life & Casualty
Co. (White Cross Hospitalization), Chicago,
Ill.; House of Goddard (Quilt Lady, Per-
flex Electric Shaver), Chicago, Ill.

TV Accounts: R & F Company (Toys),
New York, N. Y.

MARSCHALK & PRATT CO.

535 Fifth Ave., New York 17, N. Y.
Phone: VANDerbilt 6-2022

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

TV-Radio Director.....Curt A. Peterson

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

TV Account: Esso Standard Oil Co. (Pe-
troleum), New York, N. Y.

J. M. MATHES, INC.

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

ABP—ANPA—APA—PPA—ABC

President.....J. M. Mathes
Treasurer.....A. E. Cox

Secretary.....Carle E. Rollins
Vice-Pres. & Dirs.....Wilfred S. King,
W. T. Okie

Vice-Presidents.....David C. Gibson,
Dr. O. L. Tinklepaugh, Jan H. Meyer,

A. F. Monroe, Read H. Wight, Douglas R.
Hathaway, Lester J. Loh

Director of Radio & TV.....Read H. Wight
Radio Time Buyer.....Edna S. Cathcart

Radio Accounts: Wagner Baking Corp.
(Mrs. Wagner's Pies), Newark, N. J.; Pure
Food Co., Inc. (Herb-Ox Bonillion Cubes-
Westchester Chicken), Mamaroneck, N. Y.;

Canada Dry Ginger Ale, Inc., N. Y. C.;

International Telephone & Telegraph Cap-
hart-Farnsworth Corp., N. Y. C.;

Imperial Paper & Color Corp. (wallpaper), Glens
Falls, N. Y.

TV Accounts: Wagner Baking Corp. (Mrs.
Wagner's Pies), Newark, N. J.;

Houbigant Sales Corp. (Liquid Skin Sachet, A/S De-
odorant), N. Y. C.;

Northam Warren Corpora-
tion (Cutex, Peggy Sage, Odorono), Stam-
ford, N. Y.;

Judson Dunaway Corp. (Van-
ish-Expello), Dover, N. H.;

Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops),
Reading, Pa.;

Canada Dry Ginger Ale, Inc.,
N. Y. C.

MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.
 Phone: Daly 8-4090
 ABP—NOAB—PPA—APA—ANPA
 Pres., Art. Dir., Space Buyer,
 Research Dir.....C. A. Mathisson
 Vice-Pres. & Treas.....I. M. Henkel
 Copy Chief, Sec., Media Dir.,
 Space Buyer.....Edward G. Ball
 Radio-TV Dir.,
 Space Buyer.....Charles H. Helliwell

JOSEPH MAXFIELD CO.

87 Weybosset St., Providence 3, R. I.
 Phone: GASpec 4456-4457
 ABP—ANPA—ABC
 Pres., Space-Radio-TV-Time
 Buyer.....Joseph M. Finkle
 Vice-Pres.-Treas.....Archie M. Finkle
 Copy Chief.....Richard D. Brugman
 Radio Director.....Harold Goodstein
 Production Mgr.....Dorothy M. Barry

MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
 Phone: LOrain 7-5710
 ANPA—APA—PPA—ABC—NOAB
 President.....Lou R. Maxon
 Vice-President.....Searle Hendee
 Treasurer.....W. I. G'Neil
 Secretary.....G. Reginald McKiel
 Business Mgr.....T. P. Maguire
 Radio & TV Director.....S. James Andrews

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
 Manager.....L. J. Sholty

Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Snow Crop Marketers (frozen foods), New York; Peter Paul, Inc. (Mounds & Almond Joy candy), Naugatuck, Conn.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (radio & television sets), Syracuse, N. Y.; Packard Motor Car Co., Detroit, Mich.; Hotpoint, Inc. (appliances), Chicago, Ill.; Griesedieck-Western Brewing Co., St. Louis, Mo.; Pfeiffer Brewing Co., Detroit, Mich.

THE MAYERS CO., INC.

2301 W. Third St., Los Angeles 5, Calif.
 Phone: DUnkirk 8-2111
 ABP—APA—NOAB—PPA—ANPA
 President.....Henry Mayers
 Vice-President.....Forrest Dolan
 Secretary.....Sophie Mayers
 Production.....Edith Hemphling
 Media Director.....Claire Koren

Radio Accounts: Gordon Bread Co., Hoffmann Candy Co., Penzoid Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.

TV Accounts: Sears Roebuck & Co. (Retail Department Store).

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
 Phone: JUdson 6-3400
 AAAAA—ABC—ABP—ANPA—APA
 NOAB—PPA—BMB

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 Vice Chm. & Chm. of
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 Vice Pres. & Treas.....Robert E. Healy
 Asst. Treas. & Compt.....Dixon R. Griswold
 Secretary.....Kathryn H. Kelly
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V.P. in Chge. Radio-TV...Leonard F. Erikson
 V.P. Chge. New Prog.....Hendrik Booraem
 V.P., Radio-TV Crea. Dir...Ralph B. Koser
 V.P., Exce. Prod.....Dorothy B. McCann
 Dir. Radio-TV Prod.....Edward Sutherland
 Mgr. Radio-TV Service..Clifford C. Lubkert
 Mgr. Radio-TV Time
 Buying.....Thaddeus S. Kelly
 V.P., Mgr. Hollywood
 Office.....J. Neil Reagan

Branch Offices

200 Berkeley St., Boston 16, Mass.
 Vice Pres.-Mgr.....Watson M. Gordon
 629 Euclid Ave., Cleveland 14, O.
 Vice Pres.-Mgr.....Robert Dailey
 647 Griswold St., Detroit 26, Mich.
 Vice Pres.-Mgr.....Paul Holder
 707 Terrace Plaza Bldg., Cincinnati 2, O.
 Vice Pres.-Mgr.....G. Lester Williams, Jr.
 318 S. Michigan Ave., Chicago 4, Ill.
 Vice Pres.-Mgr.....Sidney A. Wells
 Vice Presidents.....Walter C. Krause,
 G. Bowman Kreer, A. W. Sherer, Sidney A. Wells
 6331 Hollywood Blvd., Hollywood 28, Calif.
 Mgr.....J. Neil Reagan
 612 S. Flower St., Los Angeles 17, Calif.
 Vice Pres.-Mgr.....Burt Cochran
 114 Sansome St., San Francisco 4, Calif.
 Vice Pres.-Mgr.....H. Q. Hawes

Vice Presidents.....Roswell H. Cochran.
 Clarence Hestorff, Frederick H. McCrea.
 Robbins Milbank
 310 Public Service Bldg., Portland 4, Ore.
 Mgr.....Willard E. Wilson
Radio-TV Accounts: American Trust Company, American Safety Razor Corp., California Packing Corp., California Spray Chemical, California Wine Association, Chesebrough Mfg. Co., Chrysler Sales Division, Chrysler Corporation, Cinerama Productions, Columbia Records, Inc., Cowles Magazines (Look & Quick), Frank Fehr Brewing Co., Gruen Watch Company, W. P. Fuller & Co., Hood Rubber Co. (Farm Footwear), Lucky Lager Brewing Co., Manufacturers Trust Co., National Biscuit Co., Ohio Bell Telephone Co., Pacific Power & Light Co., Pepsodent Division-Lever Bros. Co., Portland Gas & Coke Co., S.O.S. Company, Southern California Gas Co., Southern Counties Gas Co., Standard Oil Co. (Indiana), Standard Oil Co. (Ohio), Swift & Company, Leisy Brewing Co., Richman Bros. Co., Westinghouse Electric Supply Co. of St. Louis.

TV Accounts: American Trust Co., California Packing Corp., California Wine Association, Chrysler Sales Division, Chrysler Corporation, Cinerama Productions, Clark Brothers, Cowles Magazines (Look & Quick), Frank Fehr Brewing Co., Gray Drug Stores, Inc., Gruen Watch Company, "Junket" Brand Foods, Lehm & Fink Products Corp., Pepsodent Division-Lever Bros. Co., Lucky Lager Brewing Co., Milk Foundation, National Biscuit Co., Ohio Bell Telephone Co., Pacific Coast Borax Co., Soil-Off Mfg. Co., S.O.S. Company, Southern Calif. Gas Co., Southern Counties Gas Co., Standard Oil Co. (Indiana), Standard Oil Co. (Ohio), Leisy Brewing Co., National City Bank of Cleveland, The Richman Brothers Co., Westinghouse Electric Corp., Westinghouse Electric Supply Co. of St. Louis.

MCCORMICK COMPANY

217 E. 7th Ave., Box 1931 Amarillo, Tex.
 Phone: 6-5333

NOAB—ANPA—APA—SNPA

Owner-Manager.....James L. McCormick
 Art Director.....Stefan Kramer
Radio Accounts: Shamrock Oil & Gas Corp.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CRestview 5-5333

AAAA—ANPA

Chm. Bd. & Pres.....Walter K. McCreery
 Sec. & Treas.....Charles B. Ganz
 Acct. Exces.....Walter McCreery,
 Charles B. Ganz, Richard Berggren, Jim
 Simmons, Harry Walstrum, Dave Larsen
 Production Mgr.....Jim Simmons

Time Buyer.....Virginia White
Branch Offices

522 Powell St., San Francisco 2, Cal.
 Phone: Yukon 2-6990

Manager.....Robert Selby
 48 E. 43rd St., New York 19, N. Y.

Phone: MURray Hill 2-3883

Manager.....Richard Picard
Radio-TV Accounts: Arden Farms (dairy), Los Angeles; Equitable Plan Co. (investments), Los Angeles; Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Hollywood Roosevelt (hotel), Hollywood; Ice Follies, Los Angeles; Knox, Dick, of Calif. (ceramics mfg.), Capistrano Beach; Kramer's (television stores), Los Angeles; Marie Designer, Inc. (contour chair lounge), Los Angeles; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Palm Desert; Pan Pacific Aud., Los Angeles; Portland Ice Arena, Portland, Ore.; Reliable Mortgage Co. (real estate loan co.), Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

L. E. MCGIVENA & CO., INC.

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

Phone: PLaza 3-7422

ANPA—ABP—APA—PPA—ABC—AAAA
 President.....L. E. McGivena
 Secretary, Copy Chief....Howard W. Roper
 Art Director.....Samuel Josephs
 Production Manager.....James J. Preston
 Space Buyer.....Mrs. Marguerite Andrews

McKEE & ALBRIGHT, INC.

1809 Walnut St., Philadelphia 3, Pa.

Phone: LOeust 7-4737

President.....Roy J. McKee
 Vice-Pres. & Treas.....David R. Albright
 Vice-Pres. Radio-TV....James A. McFadden
 Time Buyer.....Evelyn Walmsley
 Vice-Pres., Mds.....Howard H. Yaw
 Secretary.....T. E. Libby
Radio Accounts: Breyer Ice Cream Co., Philadelphia; Caloric Stove Corporation (gas ranges), Philadelphia; Fels & Company (soaps and detergents), Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Western Maryland Dairy Co. (dairy), Baltimore.

TV Accounts: Breyer Ice Cream Co., Philadelphia; Caloric Stove Corporation (gas ranges), Philadelphia; Fels & Company (soaps and detergents), Philadelphia; General Ice Cream Corp. (dairy), Schenectady; Keebler-Weyl Baking Co. (biscuits and crackers), Philadelphia; Phila. & Reading Coal & Iron Co. (coal), Philadelphia; Remzit Home Products Co. (home dry cleaner), Philadelphia.