

ADVERTISING AGENCIES

Cooper, Hal Graves, Milton Mensch, George B. Pampel

Radio Accounts: Nationwide Insurance, Columbus, Ohio; Hess-Goldsmith (Fibreglas Fabrics) N. Y. C.; Peter Pan Foundations (Undergarments) N. Y. C.; Associated Home-finders (Consultant Realtors) N. Y. C.; Chauguin (Liqueur) Morrisville, Pa.

TV Accounts: Nationwide Insurance, Columbus, Ohio, Jacoby-Bender (Watchbands) Long Island City, N. Y.; Peter Pan Foundations (Undergarment) N. Y. C.; Tip Top Products (Hair Accessories) Omaha, Neb.

WALKER SAUSSY ADVERTISING, INC.

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

Phone: Jackson 2-9212
ANPA—ABP—ABC

President Boatner Reily V.P., Gen. Mgr. P. J. Stakelum, Jr. Vice Presidents Joseph Shields, Jr., D. W. Ziegelasch, Irvine J. Vidacovich Acct. Execs. Boatner Reily, P. J. Stakelum, Jr., Joseph C. Shields, Jr., Dwight W. Ziegelasch, I. J. Vidacovich, Sr., Dorothea Schlesinger, John Browne, Peter A. Mayer, I. J. Vidacovich, Jr.

Secretary Dorothea Schlesinger Treasurer Alvin C. Camus Radio-TV Dir. Peter A. Mayer Radio-TV Time Buyer Diane Kramer

Radio Accounts: American Brewing Co. (Regal Beer); Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees) all New Orleans; L. A. Frey & Sons, (Meat Products) New Orleans & Lafayette, La.; Henderson Sugar Refinery, New Orleans; Hibernia Homestead (Bldg. Loan & Savings), New Orleans; J. H. Bonck Co., Inc. (Tulane Sportswear); Pan-American Import Co. (F-I Wines); Lichtenstein's Shoe Store, all New Orleans, La.

TV Accounts: American Brewing Co. (Regal Beer); Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; General Electric Supply Co.; Roby of New Orleans, Inc.; Meal-A-Minit (Restaurants), all of New Orleans, La.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.
Phone: Federal 9-7286

ABP—ANPA—ABC—AFA

Ch. of Board Addison Lewis President Erle B. Savage, Jr. Secretary Harvey R. Kruse V.P. Wm. A. Dobson Prod. Manager Sara Brenna Research Mgr. Don N. Chamberlin Copy Director Judd L. Meester Vice President Robert L. Sturgis Art Director John K. Henry

Radio Accounts: The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.; B. F. Nelson Mfg. Co. (Asphalt Shingles), Minneapolis, Minn.

TV Accounts: The Dayton Co. (General

Mdse., Minneapolis, Minn.; The Lavoris Co. (Mouthwash), Minneapolis, Minn.; McKesson & Robbins, Inc. (Wholesale Drug).

FRANK B. SAWDON, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 1-4646

President Frank B. Sawdon V.P., Treas. Victor Sawdon Prod. Coord. Tom Mannos Radio-TV Producer Jack Wilcher

Branch Office

6363 Sunset Blvd., Hollywood, Calif.
Phone: HOLlywood 4-3129

Office Manager Richard Westman *Radio-TV Accounts:* Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), Comark Products (Plastics for Home), all N. Y. C.

A. A. SCHECHTER & ASSOC.

551 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 7-1150

President A. A. Schechter V.P., Radio-TV Michael Roshkind Acct. Exec. John L. Geunther

Branch Offices

Tribune Tower, Chicago 11, Ill.
Phone: SUperior 7-6670

Manager Charles Vance 1111 Wilshire Blvd., Los Angeles 17, Calif.
Phone: HUntley 2-0798

Manager Helen Bowman

SCHECK ADV. AGENCY, INC.

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

Phone: Market 2-0480

ANPA—APA—NBP—SNPA

President Julius Scheck V.P., Media Dir. E. Grant Scheck V.P. Murray Hirsch Secy. & Treas. Morris Scheck Prod. Mgr., Art Dir. Marcus Santiago Copy Chief E. Bimberg Space Buyer Frank M. Craumer Account Executives William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

SCHENKER COMPANY

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

Phone: ARmitage 6-1600

Pres., Media Dir., Space Buyer
Sydney R. Raike

Vice-Pres. J. E. Schenker Art Dir. M. Rickabaugh Radio Time Buyer & Prod. Mgr.

Space Buyer C. D. Domin Account Executives S. R. Raike, J. E. Schenker, C. D. Domin

Accounts: Chicago Cycle Co.; Escalante, Jos. F., Co.; Howe Ice Machine Co.; Wallace, J. D. & Co.

SCHNEIDER, JOSEPH P., ADV., INC.

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

Phone: MUrray Hill 7-8294

President Joseph P. Schneider Exec. V.P., Art Dir. Alfreda Walsh Secretary Philip Nemiroff

ADVERTISING AGENCIES

Prod. Mgr.....Aune Zambito
Space Buyer.....Mark Barry

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.

Phone: GASpee 1-4813-4-5

ABP—ANPA—APA—NBP—NOAB

President.....Gordon Schonfarber, Jr.
V.P., Prod. Mgr.....Russell C. Edwards
Vice-Pres., Copy Chief.....John B. Swift
Secretary.....Amanda C. J. Olsson
Radio-TV Dir.....Richmond A. Patterson

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

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

SCHWAB & BEATTY, INC.

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

Phone: MURray Hill 8-3813

ABP—ANPA—NBP

President.....Victor O. Schwab
Exec. V.P.....Richard Porter
Vice President.....John M. Jenks
Radio-TV Dir.....George F. Perkins
Accounts: British Publications, Inc., N.Y.C.; Metropolitan Opera Record Club, N.Y.C.; Muzak Corp., N.Y.C.; RCA Victor-Book-of-the-Month Club.

ED SHAPIRO INC.

1612 Market St., Philadelphia 3, Pa.

Phone: LO 4-2877

ANPA—ABP—NBP

President.....Edward Shapiro
Secretary.....H. Hyman Shapiro
Treasurer.....Edward L. Frater
Radio Accounts: Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

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

JOHN W. SHAW ADVERTISING, INC.

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

Phone: MOhawk 4-6323

ANPA

President & Treas.....John W. Shaw
Exec. V.P.....David E. Guerrant
Senior V.P.....P. L. O. Smith

VP's.....Sigmund T. Seaman,

Norman R. Anderson, Ralph Stewart

V.P., Secretary.....Robert C. Milner

Media Dir.....Richard L. Rogers

Radio-TV Dir.....Hathaway C. Kemper

Radio Accounts: Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dormeyer Corp. (Electric Appliances-Power Tools); Kemper Insurance; Quaker Oats Co. (Corn Goods); Webcor, Inc. (Fonographs, Tape Recorders) all Chicago; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph, Mo.; John Morrell & Co. (Meats) Ottumwa, Ia.

TV Accounts: Quaker Oats Co. (Aunt Jemima Easy-Mixes & Corn Goods); Kemper Insurance; Dormeyer Corp. (Power Tools, Appliances) all Chicago; Colgate-Palmolive Co. (Colgate Shave Cream) N. Y. C.; M. K. Goetz Brewing Co. (Country Club Malt Liquor) St. Joseph Mo.; Horlicks Corp. (Instant Malted Milk) Racine, Wis.

SILTON BROS., CALLAWAY INC.

131 Clarendon St., Boston 16, Mass.

Phone: CO 7-3730

ABP—ANPA—NBP

President.....Myron L. Silton
Board Chairman.....John N. Silton
Exec. V.P.....Roman N. Silton
Senior V.P.....Earle W. Hoffman
Treasurer.....Morris Susman
Media Director.....Marie Kachinski
Asst. Treasurer.....Ruth B. Comerford

Radio Accounts: New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain) Adams & Swett (Rug Cleaning & Sales); Better Home Heat Council (Oil Heat Dirs. Assn.); Kasanof's Model Bakers; Metropolitan Transit Authority (Transportation), all Boston, Mass.; Atlantic Athletic Corp. (Wrestling Promoters) Montical, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

TV Accounts: New England Provision Co. (Frankforts, Prepared Meats) Barcolene Co. (Household Cng. Prod.); Adam & Swett (Rug Cng., Sales); Kasanof's Model Bakers, all of Boston; Atlantic Bakers, all of Boston; Atlantic Athletic Corp. (Wrestling Promoters) Montreal, Que.; White Cross Home Prods. (Household Prods.) Cambridge, Mass.

SIMON & GWYNN

3329 Poplar Ave., Memphis 11, Tenn.

Phone: FA 7-1691

SNPA—ANPA—APA—NOAB—ABP

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

SIMONS-MICHELSON CO.

1126 Lafayette Bldg., Detroit 26, Mich.
Phone: Woodward 3-3000

AAAA—ANPA—ABP—APA—NBP

Partners.....Leonard N. Simons,
Lawrence J. Michelson

Prod. Mgr.....Arthur H. Copland
Account Exec.....Richard N. Hughes
Art Director.....Al Sielaff
Radio-TV Dir.....Richard Hughes
Radio Accounts: Cunningham's Drug Stores (Drug, etc.), Keoplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. Dossins Food Products (Pepsi-Cola); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Stone's Jewelers, Detroit; Wrigley's Super Markets, Detroit; Arkay (Prepared Foods); Wrigley Markets; Gold Bell (Gift Stamps); Epps Four Great Stores (Sporting Goods).

TV Accounts: Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Keoplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co.; Leo Adler Co. (DeSoto-Plymouth), Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.

SMITH/GREENLAND COMPANY

730 Fifth Ave., New York 19, N. Y.
Phone: CIRCLE 6-6161

ANPA—PPA

President.....Leo Greenland
Exec. V.P.....Martin L. Smith
Vice President.....Peter G. Weinberg
Controller.....Oscar Hafner
Production Mgr.....Harold Franklin

Radio Accounts: Sau-Sea Shrimp; Florabanka; Roman Products; My Lady's.
TV Accounts: Melnor Industries, Osrow Products Co., Seabrook Farms Co.

SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Pa.
Phone: ATLantic 1-9312

ABP—ANPA—APA

President.....Ronald P. Taylor
Bd. Chrmn., Treas.....Robert M. Jenkins
V.P., Secretary.....Leo M. Pillon
Television Dir.....Thomas J. MacWilliams
Radio Director.....Les Sterne
Acct. Executives.....Ronald P. Taylor,
Robert E. Quaid, W. C. Sutherland, R. M. Jenkins, E. V. Hudson, P. J. Matelan, R. K. Pearson, John Angus

W. J. SMITH CO.

Commonwealth Bldg., Louisville 2, Ky.
JUNiper 4-2163

APA—SNPA—ANPA

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

SON DE REGGER ADV. AGENCY INC.

321 Eleventh St., Des Moines 9, Ia.
Phone: 3-3185

ANPA—APA—ABP—NBP

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

C. JERRY SPAULDING, INC.

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

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

RAYMOND SPECTOR COMPANY, INC.

445 Park Ave., New York 22, N. Y.
Phone: MURray Hill 8-4407

ABP—ANPA—APA—NBP

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

SPITZ ADVERTISING AGENCY, INC.

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

ABP—ANPA

Owner, Acct. Exec.....William Spitz
Art Director.....Frederic Berg
Copy Chief.....Madeline Clark
Radio-TV Dir.....Patricia Montfor
Media.....Connie Katronis
Radio Accounts: Elmira Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse P & C Markets, Syracuse & Auburn, N. Y.; Pilgrim Packing Co. (Meat Products), Syra-

ADVERTISING AGENCIES

cuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

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

Estimated Radio-TV Billings: \$125,000.

SPITZER & MILLS LIMITED

Phone: EMpire 6-2811

ABC

50 King St., West, Toronto, Ontario

Board Chairman.....G. F. Mills
Vice Chmn. of Bd.....J. W. Spitzer
President.....W. H. Reid
V.P.'s.....E. Aikin, F. J. Collins, T. R. Hart,
D. McCrimmon, W. F. Nugent, J. H.
Randle, W. G. Wallace
Radio-TV Manager.....R. A. Stevenson
Time Buyer.....M. E. McCullagh
Montreal Media Dir.....F. Harbinson
Radio TV Director.....T. R. Hart
Media Dir.....P. Judson

Branch Office

3405 Addington Ave., Montreal, Quebec

Phone: HU 1-0344

Co-Mgrs.....J. H. Randle, D. McCrimmon

Radio-TV Accounts: Colgate-Palmolive Ltd. (Palmolive Soap, Halo Shampoo, Fab Detergent, Colgate Toothpaste, Palmolive Shave Preparations, Toronto, Ont.; Quaker Oats Co. (All Products) Peterboro, Ont.; Kimberly-Clark Canada Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coultts Co., Ltd. (Greeting Cards) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; McCormicks Limited (Biscuits, Candy) London, Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; Canadian Co-op. Wool Growers (Institutional) Toronto, Ont.; O. Gauthier Ltd. (Old London Prods.) Montreal, Que.; Lehn & Fink—Canada—Ltd. (Lysol) Toronto, Ont.; Martin-Senour Co. Ltd. (Paints) Montreal, Que.; Office General des Grandes Marques (Wines) Montreal, Que.; Sunkist Growers (Oranges, Lemons) Los Angeles, Cal.; United Co-ops. of Ontario (Gay-Lea Butter) Weston, Ont.

STEBBINS & COCHRAN, ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8131

ABP—ANPA—AAAA

President.....Barton A. Stebbins
Exec. V. P.....Burt Cochran
Secy., Treas.....Dorothy M. Elliott
Director.....William A. Dyer, Jr.
Production Assistant.....Jane Catlin
Time Buyer.....John Cochran
Radio Accounts: Anita Shops (Ready-to-wear) Los Angeles; Broadway-Orange Cty. Center (Shopping Ctre. Devel.) Anaheim, Cal.; South Bay Shopping Center (Shopping Ctre. Devel.) Redondo Beach, Cal.

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

STEBBINS, HAL, INC., ADV.

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

Phone: Richmond 9-5317

ANPA—APA—AAAA—ABC—NBP

President.....Hal Stebbins
Secretary.....Winifred Graham
Art Dirs.....Jack Eipper, Jack Vibber
Prod. Mgr.....Al Schuknecht
Act. Execs.....Michael Corcoran,
Jones Hawley

STERLING ADV. AGENCY, INC.

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

Phone: ORegon 9-6767

ANPA—PPA—ABP

Chr. Bd., Pres.....S. M. Broun
Vice Pres.....Harold Strauss
Prod. Mgr.....Harry Fleischmann
Sec., Comptroller.....Morton S. Sirota
Radio Accounts: Milium Division, Deering, Milliken & Co., (Lining Material); Fashion-o-rama Mgt. Corp. (Fashion Exposition) both New York, N. Y.

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

STOCKTON, WEST, BURKHART, INC.

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

Phone: Dunbar 1-5600

AAAA—ABP—ANPA—APA—NBP—NOAB
Honorary Chmn.....William Z. Burkhardt
Pres., Treas.....C. Thomas Martin
Chmn. of Bd.....Ronald S. West
V.P., Media, Time Buyer....R. A. McDowell
V.P.....Robert Helmich
Television Production.....Gary Lee
Prod. Mgr.....Richard Thompson

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

TV Accounts: United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; Hude-

ADVERTISING AGENCIES

pohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.

Phone: BAKER 5-9140, 9149

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

Acct. Ex. Time Buyer Jean Schantz
V.P., Art Dir. Vincent Marcone
Vice Pres. Gordon E. Cole
Prod. Mgr. Barbara Belmont
Copy Chief Mark A. Van Liew
Asst. to Pres. Barbara Harmon

Radio and TV Accounts: Designs Publishing Company, N. Y. C.; Alhart's Electric Company (Appliances), Rochester; Cramer Drug Company (Drugs), Rochester; A. Lustig Inc. (Food Processor), Brockport, N. Y.; Snyder's Seat Covers, Rochester.

Branch Office

4971 Maryland Ave., St. Louis, Mo.

Manager Jean E. Schantz

DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.

Phone: HANcock 6-7644

AAAA—ABP—ANPA—APA—NBP

President Daniel F. Sullivan
Sales Dir. Robert N. Sullivan
Art Dir., Prod. Mgr. J. J. McCabe
Media Dir. Walter K. Munroe
Controller James G. Hajjar
Treas., Space Buyer William H. Sullivan
Publicity Dir. William McMorrow

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

SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

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

Phone: MURray Hill 8-1600

ANPA—APA—NOAB—NBP—AAAA

Chairman Raymond F. Sullivan
Vice Chmn. Donald D. Stauffer, S. Heagen Bayles

President Brown Bolte
V.P. Operations Ralph Smith
Vice-Pres., Secy. John P. Cohane
Sr. V.P. Clifford Spiller
Vice-Pres. & Treas. T. Newton Weatherby
V.P. & Media Dir. Francis Minehan
V.P., Media Dept. Mgr. Lloyd Harris
V.P. & Merch. Dir. Daniel O'Meara
Vice-Pres. Mary A. Ayres
Vice-Pres. Herbert A. Vitriol

Vice-Pres. Luther H. Wood
Vice-Pres. Ida S. Raishack
Vice-Pres. Barrett Welch
Vice-Pres. Horace Hagedorn
V.P.'s Frank Henderson,
Richard R. Uhl, Thomas F. Victor, Eugene F. Whelan, L. Brooks Elms, Alfred E. Hanser, James Tennyson, I. Emory Ward, Horace E. Curtis

V.P., Research Dir. Timothy J. Healy
V.P. & Head Art Dir. Robert West
V.P., Creative Dir. R. D. Wylly
Prod. Mgr. George Andrew
Controller M. Herbert King
V.P. & Radio-TV Dir. Philip H. Cohen
Radio-TV Bus. Mgr. Frank Reed
V.P., Network Operations. George Frey

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.

Phone: Hollywood 4-2119

Vice-Pres. &

TV-Radio Dir. John Van Nostrand
Vice President Robert W. Ballin
W. Cst. Film Prod. Dir. John G. Cole
Accounts: American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio y Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour RIT Tints & Dyes, Easter Egg Dyes, Shinola Shoe Polishes); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Py-co-pay Tooth Brushes); Carter Products (Arrid Cream Deodorant, Rise Instant Lather, Snow White Toothpaste); Lever Brothers Co. (Lifebuoy Soap, Silver Dust Blue, Hum, Breeze), Noxzema Chemical Co. (Noxzema Skin Cream, Skin Lotion, First Aid Cream, High Noon Suntan Lotion); Smith Brothers (Cough Drops); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Laboratories, Div.: Amer. Home Prods. Corp. (BiSoDol Mints & Powder, Resdan, Duplexin, Psorex, Infra-RUB); Duffy-Mott Co., Inc. (Mott's Apple Products, Jellies, Ciders, Vinegars, Sunsweet Prune Juice, Clapp's Baby Foods); Salada-Shirriff-Horsey (Salada Tea Bags, Packaged Tea, "Junket"; Sea Brand Frozen Shrimp).

Estimated Radio Billings: \$6,500,000

Estimated TV Billings: \$23,800,000

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.

Phone: HARRison 7-3700

AAAA—ABP—ANPA

Chairman of the Bd. Arthur E. Tatham
President J. Kenneth Laird
Treasurer Harold C. Jensen
Asst. Treas. Fred Winter
Secretary Mary Kyak
Copy Chief John H. Jameson
Market Res. Dir. Arthur A. Simon
Media Director George A. Bolas
Asst. Media Director W. J. McEdwards
Prog. Asst. John R. Allen
Media Supervisors Jack Ragel
Roy A. Boyer, John Singleton

ADVERTISING AGENCIES

Broadcast Media Mgrs. Donald Grasse,
John Deacon, Philip L. Gore
Radio, TV Dir., Comm. Prod. Dan Ryan
Merchandising Director M. J. O'Connor
Production Manager Eldon Rohrsen
Creative Research Director . . . Dr. Don Kanter

Branch Offices

3 East 54th St., New York 22, N. Y.

Phone: PLaza 1-4680

Exec.-in-Charge John Masterson
1680 Vine, Hollywood 28, Calif.

Phone: HOLlywood 1-9228

Exec.-in-Charge Vic Hunter

Accounts: Abbott Laboratories (Sucaryl), Chicago; Armour & Co. (Ham, Bacon, Sausage Products, Canned Meats), Chicago; General Mills, Inc., Kix, Trix, Surechamp), Minneapolis; Parker Pen Co. (Parker "51," "21," Jotter Ball Point Pens, Liquid Lead Pencils, Desk Sets, Supercrome Inks and Quink), Janesville, Wis.; C. A. Swanson & Sons (canned chicken & turkey, frozen chicken, chicken, beef and turkey pies, TV dinners, frozen fruit pies), Camden, N. J.; The Toni Co. (White Rain Lotion Shampoo, Bobbi Pin Curl Permanent, Viv-Soft Touch Lipstick), Chicago; The Wander Co. (Ovaltine), Chicago; Wiedemann, Geo., Brewing Co. (Wiedemann's Beer), Newport, Ky.; Procter & Gamble (Fluffo Shortening, American Family Products), Cincinnati, Ohio.

Estimated Radio Billings: \$600,000.

Estimated TV Billings: \$10,600,000.

TELESALES COMPANY, TELEVISION ADVERTISING

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

Phone: LACKawanna 4-1150

President Robert L. Zimler
TV Prod. Dir. Dorothy Wagman

Accounts: Abraham & Straus, Brooklyn, N. Y.; Electronuclear Devices, N.Y.C.; Gimbel Bros., N.Y.C.; WQXR & WRCA-TV, both N.Y.C.

TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5875 N. Lincoln Ave., Chicago, Ill.

Phone: LONGbeach 1-4428

President Ron Terry

Treasurer Marvin Gray

Vice President George J. Harris

Secretary Gloria Lynn

Art Director John J. McGlasson

Office Manager Ramona Darlak

THOMAS & DOUGLAS, INC.

119 W. 57th St., New York 19, N. Y.

Phone: CIRCLE 6-6543

ANPA—APA—NBP

Pres., Art Dir. Wilbur L. Thomas

Secretary George F. Reid

V.P.'s Lawrence H. Douglas,

G. Douglas Bogart

Treas., Space Buyer C. Vitaliano

Account Exec. Lawrence H. Douglas

Accounts: American District Telegraph Co.

(Automatic Electrical Protection Equit.),

New York Automatic Fire Alarm Co., New

York; D'Bari Salon, New York; Fortune Cravats, Inc., New York; Hans Hinrichs, Inc. (Malt & Hops), New York; Rahr Malting Co., Manitowoc, Wis.; Reeve Electrical Co., New York; Smith, Kirkpatrick & Co., Inc. (Export, Import, Finance), New York; Times Facsimile Corp. (Facsimile Communications), New York; WINS, New York; Adam Young, Inc. (TV Station Reps), New York.

J. WALTER THOMPSON COMPANY

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

Phone: MURray Hill 6-7000

AAAA—ABP—ANPA

Chairman Stanley Resor

Vice Chairman Henry C. Flower, Jr.

Vice Chairman Samuel W. Meek

President Norman H. Strouse

Dir., Radio-TV Dan Seymour

V.P. & Dir. of Media Arthur A. Porter

Dir. of Research Dr. D. R. Longman

Admn., Radio-TV John F. Devine

Assoc. Dir. Radio-TV H. Bart McHugh

Media Dept. Manager Richard Jones

TV Group Heads Robert E. Buchanan,

Storrs Haynes, Woodrow Benoit

Associate Media Dir. James O. Luce,

Anne Wright, Ruth Jones, Jack Green,

Robert Lilien, Philip Birch

Branch Offices

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

Phone: MOhawk 4-6700

Vice Pres., Mgr. George C. Reeves

Radio-TV Mgr. John E. Mosman

Media Dir. John de Bevec

535 Griswold St., Detroit, Mich.

Phone: WO 2-8890

V.P., Mgr. John L. McQuigg

Radio-TV Rep. Eldon Hazard

6505 Wilshire Blvd., Los Angeles, Calif.

Phone: OL 3-0300

V.P., Manager Tom Cooper

V.P., Prog. Dir. Charles Vanda

220 Miracle Mile, Coral Gables, Fla.

Phone: Highland 3-4629

Manager Albert Cameron

320 California St., San Francisco, Calif.

Phone: GA 1-3510

V.P., Mgr. Harry A. Lee

TV Group Head Forrester Mashbir

Time Buyer Frances Austin

Radio Accounts: Joseph Schlitz Brewing

Co., Pharma-Craft Corp.; Mentholatum, Shell

Oil Co., Chun King Sales, Inc., Scott Paper

Co., Murine, Panagra; Ford Div., Ford Motor

Co., Ward Baking Co.; Weco Products

TV Accounts: Shell Oil Company, Incorporated,

Pan American, Johns-Manville, Aluminium, Ltd.,

Lever Bros., Standard Brands, Inc., Mentholatum,

Blue Cross, Blue Shield, Scott Paper Co.,

Chesebrough-Pond's, Eastman Kodak, Kraft Foods,

Div. Natl. Dairy Products; Ford Div., Ford Motor Co.,

Brillo, Seven-Up, Joseph Schlitz Brewing Co.,

Atlantic Sales, Boyle-Midway, Inc., Sylvania

Electric Products, Church & Dwight, Quaker

Oats Co., Libby McNeill Libby, Johnson

Motors.

Estimated Radio Billings: \$12,100,000.

Estimated TV Billings: \$101,000,000.

ADVERTISING AGENCIES

TRACY, KENT & CO., INC.

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

Phone: ELdorado 5-4404

ABP—ANPA—APA—NBP

Chairman of Board.....Wm. Irwin Tracy
 Pres.....Frank S. Keat
 Treas., Secy.....George M. Pease
 Prod. Mgr.....H. V. Kelly
 Vice-Pres. & Art Dir.....Hugh F. Donnell
 Vice-Pres.....F. Haas, F. Nye
Radio Accounts: J. W. Beardsley's Sons,
 (Food Products), Newark, N. J.; New
 York, N. Y.; Charles & Co., Inc. (Bon
 Voyage Shop), New York, N. Y.; Dellwood
 Dairy Co., Inc. (Milk & Dairy Products),
 Yonkers, N. Y.; Filler Products, Inc. (Snack
 Foods), Atlanta, Ga.; Adolph Goldmark &
 Sons, Corp. (Imported Foods), New York,
 N. Y.; Gristede Bros., Inc. (Grocers), New
 York, N. Y.; Moore & Co. Soups, Inc. (Bon
 Vivant Soups), Newark, N. J.; Hafnia Ham
 Co., Inc., New York.

TV Accounts: Filler Products, Inc. (Snack
 Foods), Atlanta, Ga.; Gristede Bros., Inc.
 (Grocers), New York, N. Y.; Charles & Co.,
 New York; Hafnia Ham Co., Inc., New
 York; Terry Candy Co., Elizabeth, N. J.

TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas

Phone: RI 8-4741

AAA—ABP—ANPA—NOAB—SNPA

NBP—ABC

President.....Morris Hite
 V.P., Treas.....John H. Wellenkamp
 Exec. Vice-Pres.....Clay W. Stephenson, Jr.
 Prod. Mgrs.....W. H. Muessig,
 Thomas E. Daley
 Media Dir.....Ernestine Parker,
 Helen J. Sanford

Radio, TV Director...Lawrence E. DuPont
Branch Office

2332 W. Holcombe, Houston 25, Texas

Phone: MO 7-8352

Radio Accounts: Borden Co. (Southern
 District); Duncan Coffee Co., Houston; Im-
 perial Sugar Co., Sugarland; Burrus Mill &
 Elevator Co. (flour), Dallas; Adleta Com-
 pany, Dallas; Jones-Blair, Dallas; Frito Co.,
 Dallas, Texas; American Brewing Co.
 (Beer), New Orleans, La.; Radio Stations,
 WWL, New Orleans, La. and KRLD, Dallas,
 Tex.

TV Accounts: Borden Co. (Southern Dis-
 trict); Duncan Coffee Co., Houston; Im-
 perial Sugar Co., Sugarland; Kings Candy
 Co., Ft. Worth; Haggard Co. (men's slacks),
 Dallas; Adleta Company, Dallas; American
 Brewing Co.; Frito Co.

JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.

Phone: Market 3-8487

ABP

Pres., Treasurer.....Jay Victor
 V.P., Secretary.....Beatrice Victor

WILLIAM VON ZEHLE & CO., INC.

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

Phone: MU 2-9010

Pres., Radio-TV Dir.....Wm. von Zehle
 V.P.'s.....Peter J. McKenna,
 Joseph N. Sirone, Edward N. Hoffman
 Copy Chief.....Otto Riess
 Secy-Treas.....Anthony T. Sarnataro
 Prod. Mgrs....Nathan Cohen, S. Duane Lyon
Accounts: Bernheimer, D. F., & Co.;
 Colonial Boat Works; Dyson Shipping,
 N. Y.; Emery, John S. Co.; Fishetti Bros.;
 General Register Corp.; Haeuser Shellac Co.
 Inc.; Jadow, B. Inc.; K & W Products Corp.;
 Meyer, N. S.; Mohegan Int'l.; Pan-Atlantic
 Steamship Line; Rose Ribbon & Carbon Mfg.
 Co. Inc.; Solon Palmer; Standard Radio,
 Chicago & Hollywood; Winsor & Newton;
 Winston, Harry Inc.

WABE, INCORPORATED

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

Phone: COLUMbus 5-3530

President.....Charles Bernard
 Asst. to Pres.....Rita Hughes
 Art Dir.....Leonard Kessler

GEOFFREY WADE ADVERTISING

20 N. Wacker Drive, Chicago 6, Ill.

Phone: FINancial 6-2100

ABC—ANPA

President.....Albert G. Wade II
 General Manager.....Paul McCluer
 Group Svprs.....Robert E. Dwyer,
 Hal H. Thurber
 Research Dir.....Gordon Norberg
 Art Director.....J. B. Hoopes
 Media Dir.....David S. Williams
 Marketing Director.....Louis J. Nelson
 Dir. of Radio-TV.....Jack Farnell
 Dir. of TV Film Dept.....Booth Luck

Branch Offices

6 East 45th St., New York, N. Y.

Phone: OXFord 7-9261

Mgr.....Henry J. Opperman
 Wade Advertising Agency, Inc.
 6381 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 4-7457
 Exec. Vice Pres., Mgr...Forrest F. Owen, Jr.

Radio Accounts: Miles Laboratories, Inc.
 (Alka-Seltzer, One-A-Day (Brand) Vitamins,
 Nervine), Elkhart, Ind.; Miles California
 Co., (Bactine) Los Angeles, Calif.; Aire-
 loom Bedding (Mattresses & Springs),
 Alhambra, Calif.; Durham Chemical Co., Los
 Angeles; See's Candy Shops, Los Angeles &
 San Francisco; Joe Maggio; Greene &
 Henkle; National Van Lines; Paper Prod-
 ucts Co.

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

Estimated Radio Billings: \$1,600,000.

Estimated TV Billings: \$17,000,000.

ADVERTISING AGENCIES

HUGO WAGENSEIL & ASSOC. CO.

Talbot Bldg., Dayton 2, Ohio
Phone: HEMlock 5542
ABP—APA

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

W. S. WALKER ADV. INC.

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.
Grant 1-1900
ABP—ANPA

President.....C. P. Richardson
Exec. V. P.....F. L. Newmeyer, Jr.
Vice President.....G. Norman Burk
Radio-TV Dir.....Robert B. Stevens
Radio and TV Accounts: Aunt Hannah's Bakery (Food Prods.) Pittsburgh; Sterling Oil Div. of Quaker St. Oil Refin. Corp. (Gasoline, Oil) Emlenton, Pa. & St. Mary's, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Ice Cream, Milk) Uniontown, Pa.; Chemagro Corp. (Ag. Chem. Prods.) NYC; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh; Blackstone Corp. (Lndry. Eqpt.) Jamestown, N.Y.
Radio Account: Niagara of Pittsburgh (Massage Eqpt.).

WILLIAM WARREN, JACKSON & DELANEY

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

Partners.....Harry Solow, Jr.,
William W. Solow, S. P. Jackson
Radio Dir.....Harry Solow, Jr.
TV Director.....S. P. Jackson
Pub. Rela. Dir.....Dorothy Stevens
Radio-TV Prod. Dir.....Harry Allevan,
Account Executives.....S. P. Jackson,
Ed O'Brien, Harry Alleva, Robert Schier
J. C. Silverman, Jack Wilson.

Radio Accounts: Sachs Quality Stores (Dept. Store); Federal Life & Casualty Co. (Insurance); Roberts Technical & Trade School; Alexander's Dept. Stores; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason & Hamlin Piano Co.; Schane Pontiac Corp., Sonotone of New York; Radio-TV Training Assn.; Nat'l Home Study; Burnham Securities; Devage Stores; Korvette Stores.

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

WARWICK & LEGLER, INC.

375 Park Ave., New York 22, N. Y.
Phone: PLaza 1-4700

President.....H. Paul Warwick
Vice-Presidents.....Henry Legler,
Arthur Deerson, Thomas H. Shanley,
Eleanor Dean, R. A. MacDonnell, L. H. Russell, Wm. Zerweck, J. F. Welsh, F. L. Baldwin, Jack Kaduson, Leonard V. Colson, Gene McMasters, Thos. J. Murray, N. Leslie Silvas, John P. Warwick
V.P., TV-Radio Dir.....William P. Warwick
V.P., Media.....H. H. Dobbertein
V.P., Copy Chief.....Robert L. Edens
Exec. Producer-TV.....Andrew Christian
Prod., Dir.-TV.....Sheldon Platt
TV Art Director.....Benjamin Colarossi
Fashion Coordinator.....Pat Reynolds

Branch Office

83-50 Wilshire Blvd., Beverly Hills, Calif.
Phone: OLive 3-0240
Mgr.....Willson M. Tuttle
Radio and TV Accounts: Warner-Lambert Pharmaceutical Co., Family Products Div. (Bromo Seltzer) Morris Plains, N. J.; Ex-Lax, Brooklyn, N. Y.; Mennen Co. (Skin Bracer, Cologne for Men, Spray Deodorant, "Speed Stick" Deodorant, Gold Crest Prods.) Morristown, N. J.
TV Account: Revlon (Lipsticks, Futurama, Nail Enamel, Touch & Glow Prods., Eye Makeup, Gift Sets, Silicare, Clean and Clear, Wonder Base) NYC
Estimated Radio Billings: \$1,700,000.
Estimated TV Billings: \$5,600,000.

WASSER, KAY & PHILLIPS, INC.

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

President.....G. S. Wasser
Exec. Vice Pres.....L. Cook Thompson
Treasurer.....John R. Kersch
Media Director.....Harry Anderson
Film Mgr.....William R. Esch
Radio, Television Director.....Alvin Roth
Radio & TV Accounts: Country Belle Coop. (Farmers Dairy Products) Pittsburgh; Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; United Dairy Co., Barnesville, Ohio; Nu-Life Chem. Co. (Steam Aid); Mark Laboratories (Diapersol) Pittsburgh.

NORMAN D. WATERS & ASSOCIATES, INC.

6 East 39th St., N. Y. 16, N. Y.
Phone: MUrray Hill 5-8950
ANPA—NBP—ABP

President.....Norman D. Waters
Vice Presidents....Bliss Woodward, Marvin Sherres
Secretary.....Elaine L. Waters
Production Mgr.....Jack E. Louden
Office Manager.....Sheldon Edelman
General Manager.....Sydney L. Baron
Media Research.....William Segal
Account Execs.....Norman Waters,
Bliss Woodward, Marvin Sherres, Sheridan Sands

Branch Office

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

ADVERTISING AGENCIES

WATTS, PAYNE—ADV., INC.

900 S. Main St., Tulsa 3, Okla.

Phone: DIamond 3-8108

AAAA—ABP—ANPA—AFA

Chairman of the Board.....Don Watts
Pres., Treas.....Oscar E. Payne
Vice Presidents.....Leslie S. Hauger,
Don Dyer, Jack Buchman

Production Mgr.....Steve Snyder
Secy., Radio-TV Dir.....Don S. Mitchell
TV Director.....Larry Bettis
Radio-TV Traffic.....Betty Schellhaas

Radio Accounts: Oklahoma Tire & Supply Co., Mid-West Chevrolet, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Bell Oil & Gas, General Acceptance Company (Loans), Brown-Dunkin Dept. Store; BSB Laboratories (20/20 Eye Medication), Chili Bowl Seasoning, Dumas Milner Pontiac (Car & Car Servicing), Burts Ice Cream, Bryan & Sons (Beer Distrib.), Chili Bowl (Seasoning) all of Tulsa, Okla.

TV Accounts: Oklahoma Tire & Supply, Mid-West Chevrolet, Jitney Jungle, (Grocery Chain); Brown-Dunkin (Dept. Store), Dumas Milner Pontiac, Pepsi-Cola Bottling Co., BSB Laboratories (20/20 Eye Medication), Greenlease Ledterman (Olds., Cadillac), General Acceptance Co. (Loans) all of Tulsa, Okla.

Estimated Radio Billings: \$275,000.

Estimated TV Billings: \$100,000.

WEBB ASSOCIATES, INC.

330 Fifth Ave., New York, N. Y.

Phone: LO 5-6462

President.....M. A. Weiss
Sec'y., Treas.....Andrew Weiss
Controller.....Anne Raskin
Art Director.....Norbert Haber
Production Mgr.....Fred Lida
Media Director.....Audrey Bernfeld
TV Director.....Bernard Schiff
Acct. Execs.....M. A. Weiss, Andrew Weiss,
L. Sturms

TV Accounts: Remco, Inc. (Toys), Newark, N. J.; American Character Dolls; Glenoilt Mills; Donnybrook (Coats), all N. Y. C.

MILTON WEINBERG ADVERTISING CO.

6523 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLive 3-2300

ABC—ANPA—APA

President.....Bernard Weinberg
General Manager.....William Krauch
Accounts: Fidelity Bank, Los Angeles; Hollywood Turf Club, Inglewood, Calif.; KCOP-TV; Pacific Savings & Loan; both Los Angeles.

EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.

Phone: CEntral 6-7252

President.....Edward H. Weiss
Exec. Vice Pres.....Irving D. Auspitz
V.P., Dir. of Media.....Jack Bard
V.P., Copy Dir.....Byron A. Bonnheim

V.P.....Bernard J. Gross

Dir. Motivation

Research.....Mary Jane Grunsfeld

V.P.....Robert Harris

Prod. Mgr.....Leo Sikes

V.P.....Jerome Joss

V.P., Creative Dir.....N. Lee King

V.P., Secy., Radio-TV Dir.....Marvin L. Mann

V.P., Acct. Supvr.....Kenneth Murison

V.P., Treas.....Ernest Stern

Branch Office

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

Phone: PLaza 8-0992

Director.....Marvin L. Mann

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

Estimated Radio Billing: \$750,000.

Estimated TV Billing: \$4,900,000.

WEISS & GELLER

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

Phone: PLaza 3-4070

ANPA

President.....Max A. Geller

Exec. V.P., Media Dir.....Max Tendrich

Sr. V.P., Creative Dir.....Lawrence Wisser

Time Buyer.....Jack Geller

Prod. Mgr.....Sally Green

Radio Accounts: Nedick's Bottling Corp.; Nedicks Stores, Inc.; Trunz, Inc. (Meat Stores); Yoo-Hoo Beverage Co., Garfield, N. J.; C & C Corporation (Batter Up Pancake Batter), Englewood, N. J.

TV Accounts: Proctor Electric Co., Philadelphia, Pa.; Waltham Watch Co.; C & C Corp.

WERMEN & SCHORR, INC.

1922 Spruce St., Philadelphia 3, Pa.

Phone: LOcust 7-1466

ABC-ANPA

President.....David Wermen

Vice President.....J. Leonard Schorr

Radio-TV Director.....Morton Yanow

Director Graphic Arts.....Allen Greenfield

Art Director.....Edward Schorr

Production Manager.....Marvin Wermen

Time Buyer.....Lois Seiffert

Radio-TV Copy Supv.....Betty Silberman

ADVERTISING AGENCIES

Acct. Execs.....David Wermen,
Leonard Schorr, Jay Beneman
Radio Accounts: Yankee Maid Meat Products; Kings Wine; Professional Laundry Foundation; Penn Federal; Second National Bank; Sears-Roebuck; Royalist Cigars; Pioneer Industries, Inc. (Men's Accessories); Phillis Cigars.
TV Accounts: Blumenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Yankee Maid Meat Products; Phillis Cigars; Webster Cigars; Westinghouse Appliance Sales., E. Pa., N. J., Del., E. Md.

E. TAYLOR WERTHEIM

347 Madison Avenue, New York 17, N. Y.
Phone: MURray Hill 4-7545
Owner, Media Dir.....E. Taylor Wertheim
Copy Chief, Space Buyer.....Ray Buras

THE WESLEY ASSOCIATES, INC.

630 5th Ave., New York 20, N. Y.
Phone: JUdson 2-8050
ABP—ANPA—NBP—NOAB

President.....Leland G. Wesley
Sr. V.P.....Atherton Pettingell
Exec. V.P.....John N. Jackson
V.P., Chmn. Plans Bd.....Harold Breitner
Vice President.....LeGrand L. Redfield
Creative Art Dir.....G. Heller
Prod. Mgr.....Ed Fitzgerald
Radio-TV Mgr.....Jos. D. Knap, Jr.

WEXTON COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: MU 8-4050

President.....Larry Schwartz
Exec. V.P.....Martin Solow
Vice Presidents.....Ed Greenberg,
George Gilbert, Adrian Price, Jack Spiro,
Martin Solow

Secy.-Treas.....Howard Wechsler
Prod. Mgr.....Lou Savad
Radio-TV Dir.....John Eckstein

Radio Accounts: Lewis Research Labs. (Drain Aid, Septi-Kleen) Englewood, N. J.; Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Reeves Soundcraft Corp. (Recording Tapes) Danbury, Conn.; Rek-O-Kut (Turntables) Corona, N. Y.; Harman Kardon (Amplifiers, Tuners) Westbury, N. Y.; Takashimaya (Dept. Store) NYC.

TV Accounts: Organ Corp. of Amer. (Chordette Chord Organ) NYC; Cormac Photo Copy Corp. (Copy Machines) NYC; Takashimaya (Dept. Store) NYC; Govt. of India Tourist Bur., NYC.

Estimated Radio Billings: \$150,000.
Estimated TV Billings: \$250,000.

WHERRY, BAKER & TILDEN, INC.

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

AAAA—APA—ABP—ANPA—NBP

President.....Larry Wherry
Secy., Treas.....Dorothy Steitz
Radio-TV Mgr.....George J. Jarrett

Prod. Mgr.....H. Gardner
Vice Presidents.....Bruce A. Baker,
Louis E. Tilden, Clifford Bolgard
Dir. of Radio & TV.....Louis E. Tilden
Media Director.....Clifford Bolgard
Media Buyer.....Harold A. Bennett
Accounts: American Aberdeen-Angus Assn., Chicago, Ill.; Kartridg-Pak Machine Co., Chicago, Ill.; Mayer, Oscar & Co., Madison, Wis.; Quaker Oats Co., Chicago, Ill.

WINIUS-BRANDON COMPANY

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

AAA—ABP—ANPA—APA—NBP

President.....Enno D. Winius
Sr. Vice-Pres.....C. A. Brandon
V.P., Creative Dir.....James D. Nevins
Vice-President, Treas.....W. L. Sanborn
Prod. Mgr.....Andrew J. Turina
Media Dir.....George R. Bishop
Radio-TV Dir., Time

Buyer.....Herbert P. Halpern
Acct. Exec.....Walter Winius
Radio Accounts: Am. Investment Co.; Authorized Brake Co.; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.
TV Accounts: Am. Investment Co.; Boatmen's Nat. Bank; Carling Black Label Beer; St. Louis Chevrolet Dealer Assoc.; Ettman Specialty Co.; Hip-O-Lite Co.; Kerr-McGee Oil Ind., Inc.; Stix-Baer-Fuller.

G. WINSTON & COMPANY

550 Fifth Ave., New York, N. Y.
Phone: CIrcle 5-4880

President.....George V. Bleier
Radio-TV Prod. Dir.....Albert Tedaldi
Accounts: G. Schirmer; Automobile Motor Sports Show; both N. Y.

VAN LEAR WOODWARD ASSOC. INC.

50 W. State St., Westport, Conn.
Phone: CApital 7-9554
ABC—ABP

Pres., Treas., Media
Director.....Van Lear Woodward
V.P., Gen. Mgr.....Royal Whitman II
V.P.'s....Edw. R. Wade, Fritz Kruse, John S. Kemble
Secretary.....Leo Nevas
V.P., Product Mgr.....W. C. Olmsted
Art Dir.....Gerald Clarkeon
Copy Chief.....Bruce Millar
V.P., Chg. Radio-TV....Thomas F. Cosgrove
Vice Pres.....E. R. Wade
Accounts: Libner Grain Co.

WYATT ADVERTISING AGENCY

427 9th St., San Antonio 2, Texas
Phone: CA 6-2226
SNPA

Owner.....William I. Wyatt
Art Dir.....William J. Lytle
Media Dir.....Patricia Porter
Radio-TV Dir.....Julia Payne
Prod. Mgr.....Robert Johnson
Acct. Execs.....Tim Collins,
Tom Holbrook

ADVERTISING AGENCIES

YOUNG & RUBICAM, INC.

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

Phone: MURray Hill 9-5000

AAAA

Board Chairman.....Sigurd S. Larmon
Chmn., Exec. Comm.....Louis N. Brockway
President.....George H. Gribbin
Sr. V.P., Co-Chmn. Plans Bd.....A. V. B.
Geoghegan

Exec. V.P.....Frank Fagan
V.P., Art Director.....Frederick S. Sergenian
Sr. V.P., Contact Dept.....Harry Harding
Sr. V.P., New Business..William H. Howard
V.P., Radio-TV.....Peter J. Lavathes
V.P., Mgr., Radio-TV Pub.....Harry Rauch
Sr. V.P. Copy Dept.....George H. Gribbin
V.P., Dir. Int'l Div.....Harry H. Enders
V.P., Gen. Counsel.....David Miller
V.P., Merchandising Dir.....Eldon E. Smith
V.P., Dir. Research.....Dr. Peter Langhoff
Mgr. of Radio-TV Oper.....D. Y. Bradshaw
Controller.....M. Wray Witten
V.P. Art Dept.....Walter P. Glenn
V.P., Asst. to Pres.....Thomas Lapham
V.P., Mgr. Contact Dept...Edward L. Bond
V.P., Acct. Supvrs....Milford Baker, Jesse
O. Bickmore, Harry B. Carpenter, Thos.
W. Clark, Robt. E. Clayton, Thos. R. Cox,
Jr., Geo. B. Dippy, Wilson H. Kierstead,
Alexander Kroll, A. Gardiner Layng,
Layng, Martine, Randolph T. McKelvey,
G. Montagu Miller, Douglas J. Murphey,
Walter K. Nield, Bernard Pagenstecher,
Wm. D. Thompson, Edgar B. Van Winkle
II, Walter B. C. Washburn, Luis G. Weil,
Jas. P. Wilkerson, Frank Yahner, Chas. T.
Young.

V.P., Dir. Mech. Prod....John F. Aldinger
V.P., Exec. Supvr. Art....Jack M. Anthony
VP., Exec. Copy Dir.....Charles Feldman
V.P., Copy Dirs...William J. Colihan, Jr.,
Hanley M. Norins, Mary E. O'Meara,
Robt. D. Work

V.P., P.R., Pub. Dir....Henry F. Woods, Jr.
V.P., Radio-TV Assoc. Dir.....David Levy
V.P., Radio-TV Acct. Supvr...Norman Glenn
V.P., Media Rel. Dir.....Wm. E. Matthews

Branch Offices

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

Phone: FINance 6-0750

Vice Pres. in Charge..Hobert H. Binkerhoff
645 Griswold St., Detroit 26, Mich.

Phone: WOODward 1-0067

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

Phone: HOLLYwood 9-2731

V.P., Hollywood TV Div. Dir...Walter H.
Bunker

120 Montgomery St., San Francisco 4, Calif.
Phone: EXbrook 7-1838

V.P., Mgr.....George B. Richardson
611 Wilshire Blvd., Los Angeles 17, Calif.
Phone: MADison 6-7641

V.P., Mgr.....Jack W. Smock
Radio Accounts: Thomas J. Lipton, Inc.;
Piel Bros., Inc.; General Foods Corp.; Gen-
eral Electric Co.; Gulf Oil Corp.; Procter &
Gamble Co.; American Home Products, Inc.;
Metropolitan Life Insurance Co., Bristol-

Myers Co.; Calso Water Co.; Union Oil Co.;
Simoniz Co.; Borden Co.; Drackett Co.;
General Cigar Co., Inc.; Hunt Foods, Inc.;
Singer Sewing Machine Co.; Time Inc.;
American Bakeries Co.; Johnson & Johnson;
Simmons Co.; Goodyear Tire & Rubber;
Manufacturers Trust Co.; Intl. Harvester
Co.; Gen. Electric Appliances Co. of Mich.;
Kaiser Aluminum & Chemical Corp.; United
Vintners, Inc., Chrysler Division.

TV Accounts: Thomas J. Lipton, Inc.;
Piel Bros., Inc.; Procter & Gamble Co.; Gen-
eral Electric Co.; General Cigar Co., Inc.;
Singer Sewing Machine Co.; Borden Co.;
General Foods Corp.; Simmons Co.; John-
son & Johnson; Goodyear Tire & Rubber
Co., Inc.; Bristol-Myers Co.; American
Home Products, Inc.; Drackett Co.; Sperry-
Rand, Inc.; American Bakeries; Time, Inc.;
Northern Paper Mills; Kaiser Aluminum
Co.; Metropolitan Life; W. P. Fuller Co.;
United Vintners; Union Oil Co.; Simoniz
Co.; Intl. Harvester Co.; Simoniz Co.; Man-
ufacturers Trust Co.; Royal McBee Corp.;
Chrysler Division.

Estimated Radio Billings: \$13,400,000.

Estimated TV Billings: \$82,000,000.

YOUNT COMPANY

12 East 10th Street, Erie, Pa.

Phone: 2-2816

President.....M. A. Yount
Acct. Execs.....M. John Yount,
R. A. Lewandoski

Production Mgr.....Ann Di Nicola

Radio Accounts: The Erie Brewing Co.,
Erie, Pa.; Marine Nat. Bank; IGA Div.:
Jacob Haller Co.; Pa. Gas Co.

TV Accounts: The Erie Brewing Co., Erie,
Pa.; Marine Nat'l Bank; IGA Div.; Jacob
Haller Co.; J. F. Anthony Dry Clnr.;
Howard Shoes; Dailey Chevrolet

THE ZAKIN COMPANY

27 East 37th St., New York 16, N.Y.

Phone: MU 4-0630

ABP—ANPA

Partners.....Alvin Zakin, Theo. Eisenberg
Secretary.....Gwynn Meden
Treasurer.....Sam Stern
Production Manager.....Harold Franklin
Copy Chief.....Joan Hart

PETER ZANPHIR ADVERTISING

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

Phone: OX 7-6996

ABP

Radio and TV Accounts: The Katz Agency.

ZIMMER, KELLER & CALVERT, INC.

28 Adams Ave., W., Detroit 26, Mich.

Phone: WOODward 1-9151

AAAA—NBP—APA

President.....R. E. Keller, Sr.
Exec. V.P.....H. W. Calvert
Vice President.....A. H. Ritter
Accounts: American Broadcasting Com-
pany—Stations WXYZ & WXYZ-TV; The
Michigan Bank; Reo Div. of White Motor
Co.; Young, Spring & Wire Corp.

CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	HUNter 5-6544	W. C. Townsend	W. C. Townsend
Atherton & Currier, Inc.	37 James St. S.	Hamilton	JA 7-9284	Jim Elliott	Jim Elliott
Baker Advertising Agency, Ltd.	100 Adelaide St. W.	Toronto	EM 3-5418	Eleanor Austen	Eleanor Austen
	610 Bayonne Ave.	Toronto	HU 7-1511	J. Powell (Radio & TV)	Miss I. Neve (Rad. & TV)
	660 St. Catherine St. W.	Montreal	UN 6-3049	Louis Larocque	
Batten, Barton & Durstine & Osborne Inc.	160 Bloor St. E.	Toronto	WA 4-3787	S. Ramsey Lees	
Bennett & Northrop, Inc.	Sovereign Bldg.	Halifax	3-8164		
Bingham, John McMenney, Ltd.	32 Front St. W.	Toronto	EM 2-2641	Llewellyn Lewis	Llewellyn Lewis
	4645 Cavendish Blvd.	Montreal	HU 1-5032	McCrae J. Cooper	
	541 William St.	Preston	OL 3-4464	S. Lorriman	S. Lorriman
	257 Osborne St.	Winnipeg	42-2564	E. Gordon Lowen	E. Gordon Lowen
	1664 West Broadway	Vancouver	CE 4154	Ronald A. Kearns	Ronald A. Kearns
	1104 Douglas St.	Victoria	2-6741	Robt. M. Ellis	Violet Perry
Bleasdale Advertising, Ltd.	11 Yorkville Ave.	Toronto	WA 2-3138	Laura F. Baker	Phyllis McKinney
Bradley, Venning & Hilton Ltd.	44 Eglinton Ave.	Toronto	HU 1-5251	J. E. Palmer	F. Irene Wray
Breithaupt, Milson Ltd.	21 Dundas Sq.	Toronto	EM 8-2396	Roy Partridge	Roy Partridge
Brooks Advertising, Ltd.	735 Davie St.	Vancouver	MU 4-7277	John G. Service	
Brown, Mitchell & Wright, Ltd.	133 Richmond St. W.	Toronto	EM 6-5801	James B. McRae	Donald M. DeNike
Burnett, Leo Co. of Canada, Ltd.	1247 Guy St.	Montreal	WE 5-5257	Jean Paul Champagne	
Burns Advertising Agency, Ltd.	96 Bloor St.	Toronto	WA 4-117	John Rodkin	
Caldwell, Spence Agency	447 Jarvis St.	Toronto	WA 2-2103	G. F. Keeble (Radio)	
Canadian Advertising Agency	1454 Mountain St.	Montreal	VI 2-8061	Claus Hobe (TV)	
	80 King St., West	Toronto	EM 3-3051	M. Fontaine (Radio)	
	403 Electric Ry.	Winnipeg	WH 2-6923	Irving Teitel	
	1137 W. Hastings St.	Vancouver	MU 4-4151	R. D. Waugh	
Cardon, Rose, Ltd.	1411 Crescent St. W.	Montreal	VI 2-9581	K. L. Johnson	
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	WA 4-2505	Norman Cardon	
Cockfield, Brown & Co., Ltd.	200 Canada Cement Bldg.	MTL	UN 1-1771	Bob Howe	
	185 Bloor St., E.	Toronto	WA 4-5492	R. W. Harwood (TV)	
	804 Electric Ry.	Winnipeg	WH 2-3538	E. W. Box (Radio & TV)	P. C. Logan
	1222 Burrard Bldg.	Vancouver	MU 1-1111	J. A. Savage (Radio & TV)	M. Tierney
				H. G. Gibson	
				W. E. Belman	

Gollier Advertising, Ltd.....	1510 Drummond St.	Montreal	VI 2-8672	K. Chase	Man Fraser
Copeland, Don H., Advertising, Ltd.....	442 Sherbourne St.	Toronto	WA 2-5969	Mrs. Vera Copeland	Mrs. Vera Copeland
Crombie Advertising Co., Ltd.....	391 St. James St., W.	Montreal	VI 9-5246	V. P. Gray	V. P. Gray
	100 Adelaide St., W.	Toronto	EM 4-7204	Donald Johnson	Gilbert Nunns
Dancer-Fitzgerald-Sample Avg. (Can.) Ltd.....	200 St. Clair Ave.	Toronto	WA 4-8425	Ruth Pedley	Lillian Ryan
Denne, A. J., & Co., Ltd.....	90 King St., West	Toronto	EM 4-3444	R. O. McKeown (Rad. & TV)	
Desbarats Advertising Agency.....	485 McGill St.	Montreal	UN 6-4835	J. E. Desbarats	
Dominion Advertising Inc.....	1290 St. Denis St.	Montreal	AV 8-8611	A. Desautels (Rad. & TV)	
Dominion Broadcasting Co.....	4 Albert St.	Toronto	EM 3-3383	Hal B. Williams	
Elkman, The, Company.....	1827 St. Catherine St., W.	Montreal	WA 1-5187	Chas. R. Bick	
Erwin Wasey, Ruthrauff & Ryan, Ltd.....	610 Church St.	Toronto	WE 7-9401	Geo. R. Ferguson	
George Ferguson Assoc., Ltd.....	1980 Sherbrooke St., W.	Montreal	JA 9-1116	C. T. Dickson (Radio)	
Ferres Advertising, Ltd.....	63 Duke St.	Hamilton	WA 4-4477	T. A. Syvah	
Foote, Cone & Belding, Canada, Ltd.....	10 St. Mary St.	Toronto	WA 4-4681	S. A. MacKay	Miss M. Newton
Foster Advertising, Ltd.....	149 Alcorn Ave.	Toronto	WA 4-8391	Charlotte Toupin	Pierre Petel
	550 Sherbrooke St., W.	Montreal	WH 2-2151	Gurney Evans	
	156 Lombard Ave.	Winnipeg	CE 6-59:9	J. R. Foster	
	Commonwealth Bldg.	Ottawa	WA 4-8391	W. H. Reeves	F. Robinson
Gibbons, J. J., Ltd.....	46 St. Clair Ave., E.	Toronto	UN 6-7482	Peter H. Ross	
	1440 St. Catherine St., W.	Montreal		D. P. Johnston	
	Scott Bldg.	Winnipeg		Harold Ellis	
	Gibbons Bldg.	Regina		W. A. Bell	
	200 Blow Bldg.	Calgary		G. Tauchman	Mrs. C. A. Durno
	Petroleum Bldg.	Edmonton		R. Gee	J. Pegnem
	V1533 W. Pender St.	Vancouver	MU 1-0157	Mrs. Hazel Bakes	
	21 Park Rd.	Toronto	WA 4-7364	T. H. Goodwin	
Gislaon-Reynolds, Ltd.....	207 Hasting W.	Toronto	MU 1-3474	Miss Joan King	
Goodwin-Ellis Advertising, Ltd.....	103 Church St.	Toronto	EM 3-3396	Mrs. L. Pepin	
Grant Advertising (of Canada) Ltd.....	1628 Sherbrooke St., W.	Montreal	VI 9-7515	S. W. Gwartzman	E. Brown & Miss Pat Hepburn
	78 Charles St., W.	Toronto	WA 4-9211	R. D. Amos	
Grosberg, Pollock & Gwartzman, Ltd.....	7 King St., East	Toronto	EM 6-731	R. H. de Ginet	
Hayhurst, F. H., Co., Ltd.....	1510 Drummond St.	Montreal	VI 5-0251	John E. Chilman	Homer Dubois
	97 Eglinton Ave., E.	Toronto	HU 5-5125	P. E. Rioux	A. H. Evelyn
Heggie Advertising Co., Ltd.....	353 St. Nicholas St.	Toronto	VI 2-4131	P. J. Hennessey	Mrs. Vera Percival
Huot, J. E., Publicitee, Ltee.....	33 Hayden St.	Montreal	WA 4-3753	J. B. Regan	Evan Morton
Hutchins Advertising Co. of Canada, Ltd.....	38 Blower St.	Toronto	WA 4-6571	P. K. Stallworthy	Frank Rose
Imperial Advertising, Ltd.....	631 Spadina Ave.	Halifax	EM 3-2438	J. A. Price	
Industrial Advertising Agency, Ltd.....	94 Yonge St.	Toronto	JA 2-1155	E. W. Desbarats	
Jarvis, Albert, Ltd.....	627 Main St., E.	Hamilton	UN 6-4835	D. B. Gill	
Kelley, Russell T., Co., Ltd.....	485 McGill St.	Montreal	WA 4-9531	J. A. Winter	P. O'Sullivan
Kenyon & Eckardt, Ltd.....	321 Bloor St.	Toronto	VI 2-2534		
	550 Sherbrooke St., W.	Montreal			

(Continued on Page 214)

CANADIAN ADVERTISING AGENCIES

(Continued from Page 213)

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	WA 4-8481	J. Weston	M. R. Woodward & R. McRory
Lovick, James, & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221	John McCuaig	Miss O. Jennings
Lovick, James, & Co., Ltd.	800 Bay St.	Toronto	WA 1-1121	Miss Nora Thorvaldson	Doris Urch
MacLaren Advertising Co., Ltd.	307 Power Bldg.	Winnipeg	WH 3-0623	June Duncan	Miss Gabrielle Gagnier
McCann-Erickson (Canada) Ltd.	629 7th Ave., S.W.	Calgary	AM 2-6161	Helen Martenson	Miss M. Moran
McConnell, Eastman & Co., Ltd.	401 Kerr Block	Regina	LA 3-7570	D. G. McMaster	G. L. Trudel & R. Saucier
McGregor Deaville Advertising	623 Dominion Sq. Bldg.	MTL	UN 6-8391	F. H. Horler	G. J. Munro & Hal C. Sparkman
McKim Advertising, Ltd.	111. Richmond St., W.	Toronto	EM 4-0321	Miss L. Henuset	L. Hefford & G. P. Paul
Muter, Culiner, Frankfurter & Gould, Ltd.	550 Sherbrooke St., W.	MTL	VI 5-1222	Mrs. Norman Wood	W. G. Munro
Nattall & Maloney, Ltd.	911 Electric Ry. Bldg.	Winnipeg	EM 4-0321	J. W. Hoyland	Craig Muir & J. Lyons
O'Brien Advertising, Ltd.	1240 W. Pender St.	Vancouver	VI 5-1222	Miss Pauline Farnsworth	
Ort, William R., Ltd.	200 Bloor St., E.	Toronto	WA 5-3231	G. G. Fowler	
Otto, Robert, & Co. (Canada) Ltd.	2055 Peel St.	Montreal	VI 9-8341	C. S. Bowie	
Paul-Phelan, Ltd.	Huron & Erie Bldg.	London, Ont.	4-4528	Austin Moran	
Payeur-Publicite, Inc.	147 University Ave.	Toronto	EM 3-7004	W. T. Blakely	
	Dominion Sq. Bldg.	Montreal	UN 6-7941	Miss Shirley Stevens	
	382 Portage Ave.	Winnipeg	WH 3-7406	Mrs. R. J. Emery	
	1198 Pender St.	Vancouver	MU 3-2161	Wilfred A. McCracken	
	153 St. Clair Ave., W.	Toronto	WA 4-721	W. L. Charland	B. F. Johnson
	1175 Bay St.	Toronto	WA 4-6681	P. H. Boulbee	F. C. Church
	1510 Drummond St.	Montreal	VI 9-4152	R. Bruce Walker	Mrs. Phyllis L. Scott
	1407 Yonge St.	Toronto	WA 4-0981	E. Gould	
	250 Portage Ave.	Winnipeg	WH 2-3491	Mrs. P. McVean	
	1030 West Georgia St.	Vancouver	MU 3-8121	Mrs. A. E. Nightingale	
	1121 Bay St.	Toronto	WA 4-5736	J. C. McCauley	
	108 12th Ave., S.W.	Calgary	4-4910	Michael Jackson	
	Civic Block	Edmonton	4-4910	Mrs. W. M. Ross	
	1455 W. Georgia St.	Vancouver	MU 1-9174	T. Reid	G. P. Vale
	464 Yonge St.	Toronto	WA 4-3708	Gaston Tessier (TV)	
	355 King St., W.	Toronto	EM 6-9266		
	380 Victoria St.	Toronto	EM 3-6047		
	639 8th Ave.	Quebec City	LA 9-3322		

Pennell, Margaret, Advertising Plant, Elton M., Co. Purkis, Thornton, Ltd.	81 Queen St., W. 303 Bartlet Bldg. 330 Bay St.	Toronto Windsor, Ont. Toronto	EM 4-2079 CL 4-1159 EM 3-3762	Miss M. Pennell Elton M. Plant Miss G. Race	Miss M. Barrer
Quebec Advertising Agency	1520 Mountain St.	Montreal	VI 2-9851	Jack Philton and M. Seni	Guy Pinsonneault
Reynolds, E. W., Ltd.	154 University Ave.	Toronto	EM 2-2381	E. Leslie	V. Hopkins
Richards, Fletcher D., Inc.	1440 St. Catherine St., W.	Montreal	UN 6-1775	J. Tougas	M. A. McLeod
Ronalds Advertising Agency, Ltd.	550 Sherbrooke St., W. Keefer Bldg.	Montreal	UN 6-9471	D. C. Fowler & Eug. Cote	A. Weinthal
Ross Roy of Canada, Ltd.	108 Peter St. 218 Tegler Bldg. Canada Trust Bldg.	Toronto Edmonton Windsor, Ont.	EM 3-0237 2-8356	Jerry Lodge Bernice Waite Carl E. Hassel	O. J. Sinclair
Sauviat, G. R., & Assoc. Schneider Cardon Ltd.	1236 Crescent St. 1224 St. Catherine St., W.	Montreal Montreal	UN 6-7355 UN 1-4764	Guy Sauviat Marie Heroux	
Sills, Allan R., & Co.	137 Wellington St., W.	Toronto	EM 8-8434	Mrs. N. McAvoy	
Smith, R. C., & Son, Ltd.	380 Victoria St.	Toronto	EM 4-9396	Miss E. Lees	
Spitzer & Mills, Ltd.	50 King St.	Toronto	EM 6-2811	T. R. Hart	R. A. Stevenson, Radio Dept.
Stanfield, Johnson & Hill, Ltd.	3405 St. Catherine St., W. Dominion Sq. Bldg.	Montreal	HU 1-0344	Henry Harbinson	J. P. O'Flaherty
Stevenson & Scott, Ltd.	255 Davenport Rd. 1260 University Ave. 100 Adelaide St., W. 402 W. Pender St.	Toronto Montreal Toronto Vancouver	WA 4-8481 UN 6-9361 EM 3-5773 MU 3-5696	R. Campbell Sheldon Lodge S. C. Young Sherill Adair	W. R. Russ
Tandy Advertising Agency, Ltd. Thompson, J. Walter, Co., Ltd.	20 Carlton St. 602 Dominion Square Bldg.	Toronto Montreal	EM 3-6362 UN 6-6771	A. C. Haight T. A. Deans	A. A. Pape
Thompson-Petersen Advertising Agency Ltd.	600 University Ave. 215 Victoria St. 913 Sun Life Bldg.	Toronto Toronto Montreal	EM 2-3471 EM 8-8091 UN 6-9745	Frank Flint E. W. Bowman L. R. LeBel	G. Johnson
Vamplow Advertising Vickers & Benson, Ltd.	1175 Bay St. Keefer Bldg. 110 Church St.	Toronto Montreal Toronto	WA 3-5589 UN 6-7701 EM 4-6391	T. F. J. Camplew L. Jodoin Mrs. Laura Jensen	V. Prysdale Mrs. J. Guerin D. Hardman
Walsh Advertising Co., Ltd.	1787 Walker Rd. Bank of Nova Scotia Bldg.	Windsor, Ont. Toronto	CL 6-2671 EM 3-3053	R. T. Hawkins Miss Mary Poirier	T. S. Lawton Miss M. McLeod & Mrs. Muriel Murray
Whitehall Broadcasting Ltd. Willis Advertising, Ltd.	Shell Tower Bldg. 1510 Drummond St. 220 Richmond St., W.	Montreal Montreal Toronto	UN 6-8921 VI 9-4152 EM 3-2073	Yves Bourassa W. Charland W. A. Willis	
Yanoff, Chris, Ltd. Young & Rubicam, Ltd.	85 Grenville St. 1255 University St. Bank of Nova Scotia Bldg.	Toronto Montreal Toronto	WA 1-3376 UN 6-8941 EM 2-3931	J. J. Jorgensen F. Collins D. Curran	I. Campbell W. Francis



News Is Preferred ...

... by Stations . . *because it adds both profits and prestige.*

... by Sponsors . . *because it insures a day-to-day association with quality.*

... by Listeners . . *because it is dependable as well as interesting.*



Preferred

50 Rockefeller Plaza

•

New York 20, N. Y.

**RADIO
TELEVISION DAILY**

presents

***TIME
BUYERS***



**BIOGRAPHICAL SKETCHES
OF LEADING TIME BUYERS AT
MAJOR ADVERTISING AGENCIES**

1959

INDEX TO BIOGRAPHIES ADVERTISING AGENCY TIME BUYERS

Name	Page	Name	Page	Name	Page
Abbaduska, Bern Ann...	227	Harabadian, Larry N....	234	Prigozy, Ruth M.....	223
Allen, A. Kenneth.....	222	Harris, Winnifred T.....	232	Prose, Evon L.....	222
Allen, Polly.....	235	Hart, Rita.....	227	Randall, Alexander J....	234
Amos, Donald P.....	220	Hartigan, John T.....	224	Rasmussen, Bernard G....	224
Backus, Mildred.....	233	Hay, Graham.....	230	Reilly, Thomas P.....	222
Bardach, Peter M.....	229	Hollingshead, Thomas J..	224	Renfro, Harry K.....	231
Barry, Aileen M.....	219	Houghey, Dorothy T.....	219	Riemenschneider, Robt. R.	226
Bean, Richard S.....	235	Howard, Mary G.....	226	Ritter, Val. C.....	234
Boulware, R. H.....	230	Hudack, Joseph J.....	225	Roffis, Murray.....	229
Brady, Don.....	220	Hughes, John T.....	225	Rutman, Joan M.....	235
Branch, Philip A.....	225	Jackman, Norman G....	234	Sachs, Jerome M.....	221
Branigan, Richard L....	227	Johnson, Hugh H.....	223	Sanno, Alfred R.....	228
Bray, John T.....	222	Jones, Evelyn Lee.....	232	Scanlan, Marjorie C.....	226
Brouwer, Patricia J....	232	Kearns, Ken.....	234	Schinzling, Pat.....	223
Burbeck, Joseph.....	235	Keegan, David D.....	234	Schoenfeld, Jay B.....	231
Bushway, William A....	225	Kelly, Robert W.....	220	Scott, Samuel S., Jr....	229
Butner, Lawrence.....	234	Kelly, Thaddeus S.....	221	Scott, Marie.....	220
Campbell, C. N.....	228	Kennedy, Louis J.....	231	Seydell, Victor.....	221
Conway, Virginia M....	228	Kerwin, Lucy H.....	227	Simmons, Penelope A....	235
Crandall, John B.....	225	Kobza, Edward A.....	231	Sprague, Jeremy D.....	222
Crooker, Robert H., Jr..	221	Kriete, John C.....	221	Staff, Dorothy B.....	235
Cummings, John T.....	222	Lamkin, Robert.....	233	Stark, Joan G.....	222
Dargel, Gwendolyn.....	223	Leighton, Ben.....	222	Stenson, Helen C.....	228
Davidson, John M.....	228	Lemper, Genevieve M....	228	Stevens, Richard A....	233
Dekker, William C.....	227	Liddel, Robert.....	230	Stewart, Warren H.....	220
DeLuca, Vincent.....	229	Lieberman, T. Herbert...	219	Stott, Herbert D.....	235
Diamond, Lynn.....	224	MacDonald, Rod.....	230	Suren, Stephen M.....	226
Dunier, Leslie L.....	233	Marshall, Frank J.....	229	Swick, Thomas F.....	224
Dwyer, Mary J.....	227	Marsich, John P.....	224	Taboloff, Vera.....	224
Elliman, D. Trowbridge, Jr.	232	Marti, Rudolph O.....	219	Tashjian, Edward.....	233
Ennis, John J.....	230	Martinez, Hope.....	230	Tendrich, Max.....	223
Ferriter, Mary C.....	235	McAulay, Peg A.....	226	Thulin, Katherine A....	219
Firestone, Jerry.....	221	Morena, John M.....	231	Tyler, Richard F.....	223
Fischer, Richard E.....	219	Morris, William.....	227	Vitt, Sam B.....	232
Flanagan, John L.....	219	Morton, Robert S.....	231	Vorce, Richard J.....	220
Flanagan, Thomas F....	225	Mulligan, Bertrand F....	228	Waller, Richard J.....	232
Fleri, Edward C., Jr....	227	Napoli, Jo.....	220	Wallower, Theodore P....	230
Fricke, William A.....	226	Neugebauer, Ralph J....	226	Walsh, Dolan J.....	231
Gardiner, Anna.....	223	Ochs, Malcolm B.....	234	Widholm, Robert.....	232
Georgi, Carl, Jr.....	228	Palmer, Robert J.....	231	Wieder, Ethel.....	233
Goldis, Seymour.....	221	Pardoll, Arthur S.....	229	Wilbur, Helen M.....	220
Gore, Philip L.....	229	Passmore, John J.....	221	Willard, Charles B....	226
Gould, Doris.....	223	Pellenz, William D.....	233	Wilson, Edwin F.....	225
Grealish, Eugene J....	233	Pettick, Ben.....	230	Zipprich, Andrew C....	219
Halpern, Henry.....	225	Plotkin, Beverly R.....	229	Zozula, Ruth R.....	232
				Zuver, Dick.....	224

AGENCY TIME BUYERS

FLANAGAN, JOHN J., Vice President & Associate Media Director—McCann-Erickson, Inc. Accounts—Avis Rent-A-Car, American Rayon Institute, Corn Products Sales Co. (Nu-Soft), Esso Standard Oil Co., Dorothy Gray cosmetics, Lehn & Fink Products, Savings & Loan Foundation, Pertussin, Tampax, Vickers-Armstrong, Ltd. B. 1905, New York, N. Y.; entered agency field 1928, joined McCann-Erickson as buyer 1936.



FISCHER, RICHARD E., Campbell-Ewald Advertising; accounts—Kroger. Fischer was born in 1912 at Quincy, Ill. He attended Quincy College and in 1937 married Jane Anderson. They have four children: Ann, Jay, Martha, Amy. He entered the advertising agency field in 1956 with Campbell-Ewald in network media. Fischer was formerly with Storer Broadcasting in Detroit and Cincinnati; and WHAS, Louisville, Ky.



ZIPPRICH, ANDREW C., Grey Advertising Agency Inc.; accounts—Chock Full O' Nuts, Chunky Chocolate, Firestone Industrial Products Co., French Government Tourist Office, Glamur Products Inc., Gruen, General Electric—Flashbulb Division, Magee Carpets, Mennen Company, National Broadcasting Company—Necchi-Elna, RCA Victor Records; B.B.A. Manhattan College; single; entered agency field, 1947.



LIEBERMAN, T. HERBERT; Grey Advertising Agency; accounts — Block Drug Company, Folident, Poli-Grip, Dentu-Creme, Girard-Perregaux Watches; Macy Department Store; American Toy Promotion. Lieberman was born in 1929 in New York City. B.A., Brooklyn College. M. Marjorie T. Plumer in 1956. Lieberman entered the agency field in 1954 with the accounting department of Grey Advertising. Became buyer in 1956.



BARRY, AILEEN M., Grey Advertising Agency, Inc.; accounts—Procter & Gamble, Tussy Cosmetics, Wallace Silversmiths. Miss Barry received her Bachelor of Arts degree from the College of Mount Saint Vincent. She entered the agency field in radio-television research at McCann-Erickson. Later Foote, Cone & Belding in media research and finally Grey as media research supervisor, later media buyer.



HOUGHNEY, DOROTHY T., Grey Advertising Agency; accounts—Procter & Gamble, Lilt, Velvet Blend, Shasta, Pin-It, Ideal Toy Corporation. Miss Houghney, single, was born in New York City in 1926. She entered the agency field in 1945 as a member of the research department of the Biow Company. Became estimator, later time buyer. Joined Grey in June of 1956. She presently resides in NYC.



THULIN, KATHERINE A., Campbell-Mithun, Inc.; her accounts are—Food Sales, Inc., Fenn Brothers, Inc., Larsen Co., Nash-Finch Co., Northern States Power, Northwest Bank, F. H. Peavey, Technique, Inc. Born in 1931 at Minneapolis, Minnesota. Received Bachelor of Arts degree from University of Minnesota. In 1953 associated with Bulmer & Johnson, Inc., radio-TV representatives.



MARTI, RUDOLPH O., Campbell-Mithun, Inc.; accounts—Pillsbury's Best, Charmin Paper Products. Marti was born in 1926 at New Ulm, Minnesota. He married E. La Mere in 1952. They have three children: Julie, Rudi and Lenie. Marti entered the radio field in 1948. He associated with Campbell-Mithun, Inc., first in 1950, becoming space buyer in 1954 and time buyer in 1955.



AGENCY TIME BUYERS

NAPOLI, JO, Grey Advertising Agency; account—Exquisite Form Brassiere, Inc. Miss Napoli was born in Brooklyn, N.Y. in 1924. Entered the agency field in 1947 in the media department of Benton & Bowles. 1950, print media assistant at Maxon, Inc., and in 1952 at Dancer-Fitzgerald-Sample. In 1954 became estimator-media assistant at Grey. Later she became head estimator, then supervisor and finally media buyer.



SCOTTO, MARIE, Grey Advertising Agency; accounts—Dominion Textile, Canadian Converters, plus assisting on all accounts in the group. Miss Scotto joined Grey in 1951. Worked originally there as secretary to an account executive. Later moved into the media department, where she worked for a time in this area as an estimator. Miss Scotto then moved on into the field of buying with Grey.



WILBUR, HELEN M., Grey Advertising Agency, Inc., media group supervisor, Samsonite Luggage and Furniture, Ronson Shavers, VanHeusen Shirts, Krueger Beer, Youngstown Kitchens, Anson Jewelry, Dominion Textiles. B.A. Brooklyn College. Entered advertising with the New York Times, later joined Pedlar & Ryan, Inc., and Doherty, Clifford, Steers & Shenfield, Inc. Miss Wilbur joined Grey agency during 1953.



BRADY, DON, D'Arcy Advertising Company; accounts—Budweiser, International Shoe, Brooks Foods. He was born in 1925 at St. Louis, Mo. He received his Bachelor of Arts degree at Washington University and married Cherie Alcorn in 1950. Brady in 1952 associated with the 3M Co. in industrial sales. He worked in time sales with radio station WIL in 1956, and in 1957 went with D'Arcy as a time buyer.



AMOS, DONALD P., D'Arcy Advertising Company; accounts—Anheuser-Busch, Inc., International Shoe Company, Krey Packing Company. He was born in 1932 in Chicago, Ill. He received a Bachelor Of Science degree from Northwestern University; M. Dorcas L. Taylor, 1956; child, Langford. Amos entered the advertising agency field in 1957, associating with the media department — radio and television.



VORCE, RICHARD J., J. Walter Thompson Advertising; supervisor Ford Dealer spot radio-TV. Vorce was born in Albany, N.Y., in 1926. He received his Bachelor of Arts degree from Syracuse University and entered the advertising agency field in 1951 as a trainee with Wildrick & Miller, Inc. In 1952 Vorce became a space buyer. With J. Walter Thompson he moved into the area of time buying in 1955.



KELLY, ROBERT W., Lennen & Newell, Inc.; account—P. Lorillard Co. Products: Kent, Old Gold, Newport Cigarettes; From Providence, R. I.; B.S. Providence College; M. Alice Gleason; children—Robert, Jr., Kevin; background as executive of major oil company; entered agency field, 1938, research assistant, J.D. Tarcher, Inc.; has handled variety of drug and grocery spot accounts; joined Lennen & Newell as spot buyer.




STEWART, WARREN H., broadcast media supervisor, McCann-Erickson, Inc.; accounts are Coca-Cola, Ly-sol, Fertussin, Savings & Loan, Nu-Soft, Esso Flit; B. 1923 Tamaqua, Pa.; B. A. Colgate U.; started with Lennen & Newell 1949 mail room, accounting dept., estimator, buyer; moved to Grey Advertising 1953 as buyer, then media supervisor; joined McCann-Erickson 1956 in present capacity. Married, lives in Little Silver, N.J.

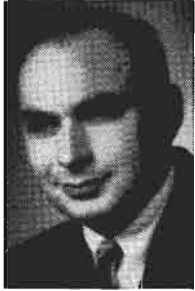


AGENCY TIME BUYERS


SEYDELL, VICTOR, Anderson & Cairns, vice president in charge of radio and television; member of the board of directors. Accounts: Masland Carpets, White Rose Tea, Alderney Dairy, Acousticon Hearing Aids, Textile fibers division of Union Carbide, Dow Corning Corp., Waring Blenders, Shavex electric shavers, Kinney shoes, and Abhorn's coffee.



SACHS, JEROME M., who is a timebuyer for Doyle, Dane, Bernbach was born Aug. 25, 1928. After attending elementary and high school in New York, he went to CCNY, where he got his B.A.A. degree in 1955. He first entered the agency business with J. D. Tarcher & Co. in 1945 as an office boy. He has also been with Cecil & Presbrey and Franklin Bruck.




CROOKER, ROBERT H., Jr., Campbell-Ewald Company. Accounts: Chevrolet Motor division, United Motor Service, National Bank of Detroit, Kroger, Detroit Edison. Born, 1915, Detroit, Mich. Attended University of Michigan; M: Jean Scholl, 1956. Crooker entered agency field, 1938, in the outdoor dept., C-E. He also managed media department, New York branch.



PASSMORE, JOHN J., Campbell-Ewald Company; advertising accounts; Firestone Tire & Rubber Co., Goebel Brewing Co. B., 1915, McKeesport, Pa. University of Detroit. Entered agency business in 1948. C-E, Detroit as manager of magazine scheduling department. Space and time buyer, C-E, Chicago, 1952-53. Same capacity New York office, 1953-54. Returned to home office in 1955.




KRIETE, JOHN C., Grey Advertising; accounts: Greyhound Corp., Dan River Mills, Kleinert Rubber Co. B. New York, 1932. Attended CCNY and later married Elizabeth Peters in 1957. Entered the agency field in 1948 in the area of traffic-production with Geyer, Newell & Ganger, Inc. Served USAF (SAC) from 1951-55, then rejoined Geyer. Joined Grey in 1955.




FIRESTONE, JERRY, Grey Advertising. Grey Advertising accounts: Esquire Apparel Arts, Ronson Corp., Shwayder Bros., Inc., Spiegel, and Union Underwear. B. Brooklyn, N. Y. 1930. He received his degree in business administration from City College, and married Monique Liabeuf in 1955. He entered business in 1951 with Dancer-Fitzgerald-Sample as research assistant.



GOLDIS, SEYMOUR, with McCann-Erickson handles the Esso Standard Oil Co., Enjay Company, Gilbert & Barker, and Penola. He was born Oct. 14, 1928. He attended New York University, and received his B.S. degree in 1951. He first entered the advertising field with National Screen Service Corp. as a production assistant. He has also been associated with L & N and JWT.



KELLY, THADDEUS S., McCann-Erickson, handles the National Biscuit Company, Trans-Canada Airlines, and Talon, Inc. accounts. He was born on Jan. 23, 1924. He started his career in the advertising agency business with BBDO in 1940 as a mail boy. He has, in his career, also been associated with Cecil & Presbrey, Inc. Married to former Anne Fisher and has two children.



AGENCY TIME BUYERS

STARK, JOAN G., Grey Advertising Agency, Inc.; accounts — Associated Products, Mennen, Chock Full O' Nuts, Chunky Chocolate Corp., NBC, RCA, Lionel. B. 1928, New York City; attended Berlitz, Ohio State University, Berkeley; entered advertising field in 1950 with the Radio-TV media department of William H. Weintraub as estimator, then time buyer and then chief time buyer from 1950-1954.



PROSE, EVON L., Campbell-Mithun, Inc.; accounts— Theo. Hamm Brewing Co., Land O' Lakes, Inc.; Northwest Bancorporation, Pillsbury Feeds. Miss Prose was born in 1923 at Wolsey, S. Dakota. She received her Bachelor of Arts degree at Huron College and served in U.S. Navy public relations from 1944-1946, and from 1950-1952. Joined Bulmer and Johnson, Inc., regional radio representatives, in 1952, C-M, 1955.



BRAY, JOHN T., Cunningham & Walsh, Inc.; accounts —Texas Co., Chase Manhattan Bank, New York Daily News. He was born in 1931 in New York City. Bray, who is single, obtained his Bachelor of Science degree at Fordham University in New York. Entered advertising agency field in January of 1956 in the media department of Benton & Bowles as assistant all-media buyer. He lives in Belle Harbor, Long Island.



ALLEN, A. KENNETH, Grey Advertising; accounts— Easy Glamur, Firestone Industrial Products, Firestone Plastics, General Electric Flashbulbs, Lionel Trains, Magee Carpets, National Broadcasting Co., RCA Victor Records; B. 1928, New Rochelle, N. Y.; Champlain Col., U. of Bridgeport; wife—Marlex (Wallace); entered agency field, 1950, radio-TV Media Dept., N. W. Ayer; TV production, 1952, USAF.



CUMMINGS JOHN T., Grey Advertising; accounts— G. Krueger Brewing, Youngstown Kitchens, Anson Jewelry, Van Heusen. Cummings was born in Brooklyn in 1926. He received his Bachelor of Arts degree at Davis and Elkins College. He married Lena Brett in 1953. In 1950 Cummings entered the agency field in the area of media research with BBDO. Joined Biow in 1955, then Grey in 1956.



LEIGHTON, BEN, Campbell-Mithun, Inc., Minneapolis; accounts — Northwest Orient Airlines, Top Value Enterprises, Nash Coffee Co.; B. 1917, Minneapolis, Minn.; B. A. Hamline University, St. Paul, Minn.; entered radio 1936 WHLB, Virginia, Minn., also announcer 1937-38 WMIN, St. Paul, Minn.; entered agency field September 1955 as Radio-TV broadcast coordinator — accounts, Top Value Enterprises, Malt-O-Meal.



REILLY, THOMAS P., Grey Advertising Agency; accounts—Greyhound, Commonwealth Shoe & Leather, H. D. Lee, Exquisite Form, Dan River Mills, Rent-A-Car, Indian Head Mills, Industrial Rayon, I. B. Kleinert Rubber, Lampport Co. B. in Brooklyn, New York. Entered advertising agency field in 1943 with Newell Emmett. Media buyer since 1944; media supervisor since 1956. Before Grey, was with F. C., & B.



SPRAGUE, JEREMY D., Cunningham & Walsh; supervisor for broadcast on Texaco, American Telephone & Telegraph, Western Electric, Chase Manhattan, and the New York Daily News. Sprague, who is single, entered the advertising agency field in 1949 with Compton Advertising. He served in the United States Navy during 1951 and 1952, and joined Cunningham & Walsh in 1954. Resides in Manhattan.



AGENCY TIME BUYERS

TENDRICH, MAX, executive vice president Weiss & Geller B. 1917, New York City, BBA City College; M. Mary Finkelstein 1945; children, Robert, Joanne. Entered advertising in 1942 in charge of accounting department, Weiss & Geller. He entered the service 1953, was discharged a Master Sergeant. Returned to Weiss & Geller as space buyer.



GOULD, DORIS, Product Services, Inc.; accounts—Ten Day Press On, Tuck Tape, Continental Wax. She was born in New York City and received her Bachelor of Science degree from New York University in 1951. Entered the advertising field on the copy desk of J. D. Tarcher in 1946. Joined Cecil and Presbrey on merger. Then C. J. LaRoche as chief timebuyer.



PRIGOZY, RUTH M., MacManus, John & Adams, Inc. Advertising; accounts — Medaglia D'Oro Coffee, S. B. Thomas, Inc. bread and muffins, Chas. Pfizer & Co. — Chemical Sales Division, Virginia Dare Wines, White Rock Sparkling Beverages, Dow Chemical Company—Zefran. B. A. Brooklyn College. Married. Entered agency field 1952—D'Arcy Advertising Company.



JOHNSON, HUGH H., director of media, Kudner Agency, Inc.; Johnson, earlier in his career, served with the advertising department of the Reo Motor Division. Later he became advertising manager of the Buick Motor Division and finally advertising manager of the Bell Aircraft Corporation. Johnson associated with Kudner in 1944; became media director in 1954.



SCHINZING, PAT, Gardner Advertising Company. Miss Schinzing was born in 1929. She entered the advertising agency field originally in 1947. Until 1951 she worked first as a secretary, then moved to the position of estimator. Miss Schinzing next became outdoor buyer. Then she was promoted to the position of assistant media group supervisor and buyer.



GARDINER, ANNA, Kudner Agency, Inc.; the Kudner accounts Miss Gardiner services are Buick, General Motors Corporation Trucks, General Motors, General Telephones, and Fisher Body; prior to her association with the Kudner Agency in 1948, Miss Gardiner worked in the area of contracts with Donahue & Coe and Erwin Wasey (now Erwin Wasey, Ruthrauff and Ryan).



DARGEL, GWENDOLYN, Foote, Cone & Belding, Chicago; accounts — Dial Soap, Armour & Company; Good Seasons and Kool-Shake for Perkins Products Division of General Foods; Kraft Foods Company—Confections Division; A.B. Bradley U. and University of Illinois. Began agency work with Lord & Thomas in accounting and research. Now assistant time buyer.



TYLER, RICHARD F., Media Director, Administrative Head, Media Dept., Guild, Bascom & Bonfigli, Inc.; accounts—Skippy Peanut Butter, Nucoa Margarine, Breast-O'-Chicken Tuna, Max Factor cosmetics; B. 1922, Renwick, Iowa; Northwestern University, Evanston, Ill.; 3 years Armed Forces 1942-45; M. Nancy Tedeschi, 1945; child—Mark; joined McCann Erickson in 1946.



AGENCY TIME BUYERS

TABOLOFF, VERA, Foote, Cone & Belding, Chicago, Illinois, accounts — Kimberly Clark, Kleenex, Kleenex Table Napkins, Kleenex Towels. Before 1949 Miss Taboloff worked as a layout artist for Sears. Then in 1949 she joined the Young and Rubicam agency where she worked in the capacity of time buyer. Her next career step was then to Foote, Cone and Belding, Chicago, where she has served since 1956.



HARTIGAN, JOHN T., MacManus, John and Adams, Inc.; accounts—Pontiac & Cadillac Motor Cars, Bronson Reel; He was born in 1931 in Detroit, Mich.; Received B.A. at University of Michigan; entered agency field, 1954, media records dept.; then 1955 became Radio and TV timebuyer. Hartigan lives in Bloomfield Hills, Mich. He lists his hobbies as baseball, golf, bowling. He is member of the Detroit Players.



SWICK, THOMAS F., McCann-Erickson, Inc.; accounts — Standard Oil Company (New Jersey), Esso Standard Oil Company, Enjay Co., Gilbert & Barker Manufacturing Co., Penola Oil Co., Born 1920, Brooklyn, N.Y.; A.B. Dartmouth College; Amos Tuck School of Business Administration. Entered agency field 1950, all media buyer Campbell Ewald Agency; McCann-Erickson agency 1952, time buyer. Now media group supervisor.



ZUVER, DICK, Compton Advertising Inc.; accounts—Duz Soap, Cascade Detergent, El Producto Cigars; Zuver was born in 1931 in Massillon, Ohio. He attended Trinity College and entered the agency field in 1954 in the merchandising department of Young & Rubicam Advertising Agency. Later, in 1955, he joined Compton in the area of Media Detail, becoming time buyer in December of 1956. Zuver resides in Manhattan.



MARSICH, JOHN P., assistant media director in charge of radio-TV time buying, Kudner Agency. Attended N. Y. U., B. S. business administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940, serving through 1949 with three-year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. Joined Kudner in '49.



DIAMOND, LYNN, Mogul, Lewin, Williams & Saylor; accounts — Rayco Auto Seat & Covers & Lite Diet Bread; B. N. Y. C., B.S. Michigan State Normal College; entered agency field 1950 with Cecil & Presbrey executive secretary account service; joined Emil Mogul as executive assistant time buying dept., 1953. Promoted to assistant buyer in June and buyer in August, same year. Lives in midtown Manhattan.



RASMUSSEN, BERNARD G., Fuller & Smith & Ross, Inc., Advertising; accounts — Alcoa, Libbey Owens Ford Glass Company, Hercules Fowder Company, Plymouth Cordage, Commercial Solvents; B.S. Fordham U.; married Mary Dooley in 1946; children — Paul, Catherine, John, Steven & James; entered agency field 1945 as assistant buyer with Ruthrauff & Ryan. Moved to Fuller & Smith & Ross in 1952.



KOLLINGSHEAD, THOMAS J., recently switched from McCann-Erickson to Dancer - Fitzgerald - Sample. Broadcast timebuyer. He was born in 1929 in Jersey City, N. J. and received an AB from the University of Missouri. He was married to Laura Bogert in 1953. They have one child—Linda. He entered the agency field in 1950 and became associated with McCann-Erickson as broadcast buyer in 1956.



AGENCY TIME BUYERS

HALPERN, HENRY, vice president in charge of media and research, MacManus, John & Adams. The broadcast accounts with the New York office that Halpern serves are Noxema Shaving Cream, Good Humor, Medaglia D'Oro Coffee, Thomas Bread Products, and White Rock Beverages. Halpern received his bachelor of science degree from Columbia University.



BUSHWAY, WILLIAM A., MacManus, John & Adams, accounts: Dow Chemical and Minnesota Mining & Manufacturing Co. B. 1926, Detroit, Mich. Entered agency field 1942, office service, Campbell-Ewald. Entered armed services 1945-46, 1947 media department radio and television, outdoor advertising buyer, screen advertising, Campbell-Ewald. Joined MacManus John & Adams in 1952.



HUGHES, JOHN T., McCann-Erickson, Inc., time-buyer. B. 1928 in Astoria, N. Y. B.B.A., 1949 from Manhattan College. M. Anne O'Callaghan, 1952. They have two children. After two years service in U. S. Army, joined Kelly-Nason in charge of production billing. Went in 1953 to Cunningham & Walsh as timebuyer on food and travel accounts. In 1956 joined Warwick & Legler, Inc.



HUDACK, JOS. J., Warwick & Legler, Inc. is in charge of all accounts. B. 1911, Shenandoah, Pa. Attended Albright College and St. John's University. M. Katherine Donlan in 1930. Associated with Franklin Simon, Chief IBM section and budget officer, U. S. Government, 1934. Joined ABC 1943, organized original billing dept., then TV network budget supervisor and liaison between sales and finance.



FLANAGAN, THOMAS F., Grey Advertising. Accounts: Mennen Co., General Electric, National Broadcasting Co., Firestone Industrial Products, Easy Glamur, French Government Tourist Office and Gruen Watch Co. B. 1920, New York. Attended NYU. M. Marjorie Tock in 1941. Entered advertising agency field in 1946 as an assistant buyer, then as a buyer. Went with Peck Advertising in 1946.



BRANCH, PHILIP A., Grey Advertising. Accounts: American Toy promotion, Amitone, Block Drug Company, Esquire Magazine, Girard Perreiaux Watches, Hearst Publications, Hoffman Beverages, Ideal Toys, Macy's Department Store, Pabst Sparkling Beverages, Procter & Gamble, Tussy Cosmetics, Wallace Silverware, Topps Chewing Gum. He obtained his B.S. from Seton Hall University.



CRANDALL, JOHN B., associate media director, McCann - Erickson. Accounts: Chesebrough-Pond's, The Mennen Company, National Cash Register, The Nestle Co., Owens-Corning Fiberglas, Liggett & Myers (Chesterfield and Oasis) Schenley Industries, United States Potash Co., and the Victaulic Company. He was associated with Benton & Bowles in 1935. Then with Kudner in 1946.



WILSON, EDWIN F., vice president and associate media director, McCann-Erickson. Accounts: Atlas Supply Co., Barrett Division, Canadian National Railroad, Durene Association, National Biscuit Co., Talon, Inc. and Trans Canada Airlines, joined the media dept. of A. W. Erickson Company in 1920. Media director of McCann - Erickson, Inc., from 1930 to 1945; associate media director, 1952.



AGENCY TIME BUYERS

FRICKE, WILLIAM A., Associate Media Director, McCann-Erickson, Inc.; Accounts — Westinghouse Electric Corp., Bulova Watch Co., Columbia Records, Look Magazine, B. F. Goodrich Footwear and Flooring Divisions, John Hancock Mutual Life Insurance Co., Stegmaier Brewing Co.; B. Brooklyn, N. Y.; E. Colgate University; entered advertising field in 1927 as field man National Outdoor Advertising Bureau.



SUREN, STEPHEN M., Sullivan, Stauffer, Colwell & Bayles, Inc. accounts—Arid, S & H Green Stamps, "Junket" Brand Foods, Smith Bros. Cough Drops (Canada) B.J. University of Illinois; also courses at University of Kentucky, New York University and Columbia. M. Clara Szauter, 1949; daughter Barbara Ann; entered agency field, 1947, media department S.S. C. & B., Inc., was head estimator before becoming time buyer.



McAULAY, PEG A., J. Walter Thompson Co., N. Y. Accounts — Chesebrough-Pond's, Inc. and The Mentholatum Co. — B. 1932, New York City; Attended evening division N.Y.U., 1950-1955; Married Stephen Fred Byrd, attorney 1955 — Entered agency field, 1951, Media research, Compton Advertising Agency; 1954 Time estimator, Dancer-Fitzgerald-Sample, Inc.; 1954, Time Buyer, J. Walter Thompson Co.



HOWARD, MARY G., Gardner Advertising Company; network buyer for Pet Milk, Ralston Purina, Monsanto Chemical Co., Grove Laboratories; Miss Howard was born in Chicago in 1928. She originally entered the advertising agency field as a secretary. Her first step up career-wise was to the post of outdoor space buyer; later she became estimator and finally time-buyer. Miss Howard lives in Kirkwood, Mo.



SCANLAN, MARJORIE C., Kudner Agency, Inc.; the accounts Miss Scanlan handles are Frigidaire Division, Buick Motor Division, and the Goodyear Tire & Rubber Company. She associated with the Kudner agency originally in 1944 in the accounting department. She entered the Radio and Television Department of the agency in 1948. Miss Scanlan lists her residence as New York City. She reports favorite hobby is TV.



WILLARD, CHARLES, B., McCann-Erickson, Inc., broadcast buyer; accounts — The Mennen Co., Chesebrough-Pond's Inc. Willard was born in 1929 in Chicago, Illinois. He received his Bachelor of Science degree from Northwestern University in Evanston, Ill.; and entered the agency field with McCann-Erickson, Inc. in 1954. He originally associated with the media department becoming broadcast buyer in 1955.



RIEMENSCHNEIDER, ROBERT R., Gardner Advertising Co.; chief time buyer on all accounts; B. 1928 Chicago, Illinois; B.S. Northwestern U.; M. Polly Caylor 1950; children — Bob, Dick, Anne; entered agency field 1950 copywriter Schwimmer & Scott Inc.; assistant account executive 1951; account executive 1953, media director 1954; North Advertising, Inc.—media group supervisor, 1956; Gardner Advertising, 1957.



NEUGEBAUER, RALPH J., Gardner Advertising Company. Timebuyer. Neugebauer was born in St. Louis, Mo., in 1928. He took his Bachelor of Arts degree at the University of Missouri. Neugebauer joined the Gardner Advertising Company in 1956, working as assistant media group supervisor. Early this year he moved to the position of time-buyer. Neugebauer lives presently in St. Louis, Missouri.



AGENCY TIME BUYERS

BRANIGAN, RICHARD L.—McCann-Erickson, Inc.; accounts — Esso Standard Oil Co. Branigan took his bachelor of arts degree at Colgate University in 1954. He entered the advertising agency field in 1955 in the Research Department of Batten, Barton, Durstine and Osborn. Branigan later then moved to J. Walter Thompson the succeeding year in the capacity of assistant timebuyer. Then to McCann-Erickson in 1957.



MORRIS, WILLIAM, Compton Advertising, Inc.; accounts—Comet Cleanser, Socony Mobil Oil Co., New York Life Insurance; B. 1933, White Plains, New York, B.S., Boston University; attended Columbia University; M. Jean-Ann Rappe, 1955; children—William Grant, Douglas Stewart; entered agency field, 1956, in Media Detail, Compton Advertising, Inc. Lives in Greenwich, Conn. Hobbies—photography, reading, swimming.



KERWIN, LUCY H., Kenyon & Eckhardt, Inc.; accounts—National Biscuit Company, Pepsi-Cola, Capital Airlines, Coats & Clark. She took her Bachelor of Arts degree at St. John's University and her M.A. in the field of business education at Columbia University in New York City. She moved into the agency field when she associated with Kenyon & Eckhardt as a secretary. In 1947 she became a time buyer at K & E.



DEKKER, WILLIAM C., McCann-Erickson, Inc. Vice-Pres., Dir. of Media, Home Office—all accounts; B. 1909 Sault St. Marie, Mich.; B.A. University of New Hampshire; M. Mary McLane Dekker 1935; children—Diane, William, Thomas; entered advertising field 1934 Procter & Gamble; entered agency field 1941 at Ted Bates; joined McCann-Erickson 1943 as Dir. of Radio Time Buying; lives in Darien, Conn.



DWYER, MARY J., Kenyon & Eckhardt, Inc.; The accounts she handles are Lever Brothers (Spry—Liquid Spry & Praise), Equitable Life Assurance Society, Glass Container Manufacturer's Institute; Miss Dwyer was born in New York City; she attended Hunter College; joined Pedlar & Ryan as estimator, promoted to time buyer. Later Miss Dwyer joined Kenyon & Eckhardt as time buyer. She lives in New York.



ABBADUSKA, BERN ANN, media director and time buyer at Richard N. Meltzer Adv., Inc., San Francisco. Attended Stanford University, B.S. 1955. Single. Entered agency field at Los Angeles office of Meltzer in 1956. Worked as assistant in media and production. Transferred to San Francisco office to work as traffic manager in 1957. Moved into media department as assistant to the director.



HART, RITA, Foote, Cone & Belding, Chicago. The accounts Miss Hart works on are the Chicago Tribune, spot buying for Good Seasons and Kool-Shake, Perkins Products Division of General Foods. Miss Hart was with Esquire Magazine in 1944. In 1950 she joined Foote, Cone & Belding, Chicago. At the agency she started as an estimator. She worked in competitive, then ass't time buyer & time buyer.



FLERI, EDWARD C., JR., Batten, Barton, Durstine & Osborn, Inc.; accounts—F. & M. Schaefer Brewing Co., Campbell Soup, Bristol-Myers, International Salt, Pfeiffer Foods, De Soto Automobiles, Sheaffer Pen; B. 1925, Brooklyn, N. Y.; B.S. Hofstra College, L. I.; children—Edward, Pamela; entered agency field, 1949, Benton & Bowles media analysis; joined Batten, Barton, Durstine & Osborn, 1953 as ass't time buyer.



AGENCY TIME BUYERS

MULLIGAN, BERTRAND F., Compton Advertising, Inc.; head time buyer on all Compton Accounts. Mulligan was born in Staten Island, New York. He attended the University of Miami and married Theida Cordani in 1955. Mulligan entered the advertising agency field in 1953 in media detail at Compton, shortly thereafter becoming assistant buyer. He became buyer in 1954 and was promoted to head buyer in 1957.



STENSON, HELEN C., Foote, Cone & Belding, San Francisco, accounts—Hawaiian Pineapple Co., Ltd., Southern Pacific Company, CVA Company (Roma Wine, Cresta Blanca Wine), Rolley, Inc. (Sea & Ski), Wilson & Geo. Meyer & Company; B. 1915, San Francisco, Calif. Cogswell College; entered agency field 1943, secretary manager Ruthrauff & Ryan; became time buyer 1945. Joined Foote, Cone & Belding 1949.



CONWAY, VIRGINIA M., McCann-Erickson Advertising; accounts—Liggett & Myers Tobacco Company, The Nestle Company, Inc., Born 1929 New York City; Assisium Business School; Single; Entered agency field, 1947, Mail Girl Ted Bates & Co., 1951; Broadcast Estimator Kenyon & Eckhardt, 1953 Broadcast Estimator Bryan Houston, Inc. Joined McCann-Erickson as Estimator 1955; Became Time Buyer. Miss Conway lives in N. Y. C.



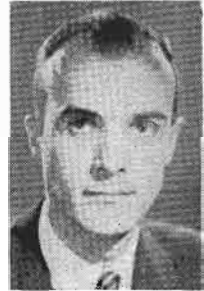
LEMPER, GENEVIEVE M., Foote, Cone & Belding, Chicago; manager of time buying section, supervises all accounts. Direct account responsibility for Edsel Division of Ford Motor Company, Hallmark Cards, Inc. and Minneapolis-Honeywell Regulator Company. A.B., Indiana University. Agency career began with Lord & Thomas. Handled all radio estimating and billing. She has been chief time buyer since 1948.



DAVIDSON, JOHN M., Gardner Advertising. Time-buyer. Davidson was born in 1929 in Berkeley, Calif. He took his Bachelor of Arts degree at the University of California. From 1955-1956 Davidson worked as a field service representative with the National Outdoor Advertising Bureau. His next move was to join Gardner as an assistant group supervisor in January of last year. Early this year he became a timebuyer.



SANNO, ALFRED R., McCann-Erickson, Inc. Media Group Supervisor; accounts—Chesterfield and Oasis; B. 1925, Brooklyn, N. Y.; B.A. Dartmouth College '46; M. Linda Ciccarelli, 1951; children — Laura. R. H. Macy's N. Y. executive training and Buyer 1946-48; entered agency field, 1948—outdoor and print media buyer 1948-51 Young & Rubicam; print buyer B. B.D.O. 1951-1953; joined McCann-Erickson 1953.



CAMPBELL, C. N., MacManus, John & Adams, Inc.; head timebuyer — Detroit Office. Accounts—Pontiac Motor Div., Cadillac Motor Car Div., Dow Chemical Co., Minnesota Mining & Mfg. Co., S. S. Kresge Co. B. 1928 Detroit, U. of Mich. 1950 Pres. Beta Theta Pi; Married Joanne Hartwick 1956; Children — Michael, Donald. Entered Agency field 1950, Campbell Ewald Co. as Outdoor Field Rep and later as time buyer.



GEORGI, CARL, JR., Campbell-Ewald Company, Detroit, vice president, director of media; accounts: Chevrolet Motor Division, United Motors Service Division, Goebel Brewing Company, Firestone Tire and Rubber Company, National Bank of Detroit, Detroit Edison, GMAC, Hertz Corporation. B. 1900, married with two daughters, attended University of Detroit. Lives in Grosse Pointe Farms, Mich.



AGENCY TIME BUYERS

DeLUCA, VINCENT, Erwin Wasey, Ruthrauff & Ryan



is manager of the media timebuying division. He was born in 1926 in Rye, N. Y. Received his B.B.A. from Manhattan College. Married to the former Ann Harnaga. Entered agency field in 1951 with Kenyon & Eckhardt. Was also a timebuyer at Foote, Cone & Belding. Lives in Sprain Lake Knolls, Yonkers, N. Y. Hobby is opera.

GORE, PHILIP L., Tatham-Laird, Inc. Accounts:



General Mills (Kix Muffin Mix, Sugar Jets, Surechamp, Trix), Parker Pen and Swanson products. Born, 1928 in Chicago. B.S. in journalism, U. of Ill., Entered agency field in 1949 as copywriter for Spiegels, Inc., also was employed by Zenith Hearing Aids. He started with T-L in October, 1953 as account service manager. Presently timebuyer.

PARDOLL, ARTHUR S., Foote, Cone & Belding. Group



media supervisor. Accounts: Clairol, Edsel Dealers Advertising Association, Eastern region, Lever Bros., Imperial Margarine, Pepsodent paste, antiseptic and brushes, Sprez, Norwich Pharmacal, Savarin. Born 1913, New Haven, Conn. B.A. Yale University. Married Mary Kikoin 1947 and they have three children.

BARDACH, PETER M., Foote, Cone & Belding. Ac-



counts: Liebmann Breweries, and special campaigns. Born 1929 in Detroit. B.A. from Hobart College. Entered broadcast field in 1947. Entered agency field in 1952 with Dancer - Fitzgerald - Sample as a timebuyer. Joined Foote, Cone & Belding in 1954 as a broadcast buyer and as business manager.

MARSHALL, FRANK J., Walter Thompson. Accounts:



Aluminum, Eastman Kodak, Shell, Francis I. DuPont, and W. F. Young. Born, 1924 in Paterson, N. J. B.S. from Holy Cross College. Married to Lois Metcalfe and they have two children. Entered agency field at JWT in 1951 as a timebuyer. Lives in White Plains, N. Y. Hobbies are bridge, reading and television. Member of RTES.

SCOTT, SAMUEL S., JR., J. Walter Thompson. Ac-



counts: Lever Bros. He was born in 1925 in Scarsdale, N. Y. He obtained his B.A. from Princeton and is married to the former Deborah Flagg. They have three children. Scott entered the advertising agency field in 1956. He lives in New Canaan, Conn. His favorite hobbies are sailing and skiing.

PLOTKIN, BEVERLY R., Carson Roberts Advertising,



Accounts: Mattel Toys, Rose Marie Reid Swimsuits, V-ette Vassarette and KFWB Radio. She was born in 1926 in Chicago. B.A. degree from UCLA. She was formerly circulation manager of Arts & Architecture Magazine. She has been associated with Carson Roberts since 1949. Her favorite hobby is bridge playing.

ROFFIS, MURRAY, with McCann-Erickson, handles



the Ajax Cleanser, Coca-Cola, and Westinghouse accounts. He was born March 5, 1926 and attended Cornell University, where he got his B.A. degree in 1948. He started in the agency business with Compton Advertising as a print buyer. He has also been associated with Maxon, Inc. He is married to the former Adele Jacobs.

AGENCY TIME BUYERS

WALLOWER, THEODORE, P., BBDO-accounts: Penik and Ford, du Pont, Zerex-Zerone, United Fruit. B. Webb City, Mo., attended University of Missouri and Washington University. Started his agency career with Birmingham, Castleman & Pierce, time-buying department. He later moved into the timebuying department of Morey, Humm and Johnstone. After that he joined B B D O.



MARTINEZ, HOPE, BBDO-accounts: Lucky Strike and Hit Parade cigarettes. Miss Martinez was born in 1920 in Madrid, Spain. She married John Anzolin in 1946, and they have one child. She entered the agency business in 1945 with the accounting department at BBDO, and still later the media department of the same agency. In 1946 she became an assistant time-buyer.



MacDONALD, ROD, Guild, Bascom & Bonfigli is vice president in charge of media and media director. Accounts-Ralston Cereals & Ry-Krisp, and Heidelberg Brewing Co. B., 1917, San Francisco. B.S. University of Calif. Entered agency field in 1941, then Columbia Steel Division of U. S. Steel production planning, office management, Botsford, Constantine & Gardner, Biow. FC&B, then GB&B.



PETTICK, BEN, Product Services Advertising, accounts-Bymart Tintair, Continental Wax and Roto Broil. Pettick was born in 1916 in Brooklyn, N. Y. He is married and has three children. Entered agency field in 1954 with the research dept. at P-S. Later he moved into the area of time-buying with the firm. He presently resides in Fresh Meadows, N. Y. with his wife and children.



LIDDEL, ROBERT, Compton Advertising; accounts: Blue Dot Duz detergent, Drene Shampoo, Chase & Sanborn coffee, and Chase & Sanborn Instant. B. 1929, Washington, D. C. B.A. University of Virginia. M. Virginia Sheaff, 1952 and they have one child. Entered agency field in 1952 in media detail at Compton. Liddel lives in Riverside, Conn. His hobbies are sport cars, swimming.



HAY, GRAHAM, Compton Advertising—accounts: Canada and Crisco Shortening. B., Richmond Hill, N. Y. B.A. & B.J., University of Missouri. M. Norma Erickson. Entered agency field, 1950, research dept., Biow Company. Joined Compton as assistant buyer in 1952, and became a timebuyer in 1953. He lives in Flemington, N. J. His hobbies are golf, tennis and classical music.



BOULWARE, R. H., Bryan Houston is vice president and associate media director for the agency. He was born Feb. 21, 1914 and attended Ohio University. He received his B.S. in 1937, majoring in commerce. He started in advertising with Procter & Gamble in 1937 in the advertising department. He also has been associated with WSAI Radio, and WLW-TV. He handles all accounts.



ENNIS, JOHN J., Bryan Houston Advertising, is vice president and media director for the ad shop. He was born July 7, 1921, and graduated from Columbia University in 1947. He formerly was associated with Benton & Bowles; he joined that agency in 1945 as a trainee. He is married to the former Ann Flood and they have two children. His favorite hobbies are golf and fishing.



AGENCY TIME BUYERS

KENNEDY, LOUIS J., Kenyon & Eckhardt, handles



the following accounts: Mercury Division of Ford Motor Co., Brylcreem, Eno, and Ford institutional advertising. He was born in 1925 in Hattboro, Pa. He attended the Wharton School at the University of Pa., Price School of Advertising in Philadelphia. He started in the field during 1950 in Philadelphia. Joined K&E in 1953.

KOBZA, EDWARD A., Kenyon & Eckhardt, handles



the following accounts: RCA Radio "Victrola" and television set divisions, Whirlpool Corp., Quaker State Oil and A-S-R-Products. He was born in 1927 on Long Island. Holds B.S. from New York University. He is married and has one child. He entered agency field in 1953 in media dept. at K&E. Rejoined K&E in 1956.

WALSH, DOLAN J., D'Arcy Advertising is in St. Louis



office. He handles Anheuser Busch, The Reardon Co., Bondex-Diamex, Krey Packing Co., International Shoe, and other accounts. He is a native of St. Louis and attended St. Louis University. He is married and has one daughter. Entered agency field in January, 1951 in the outdoor dept. In 1954 he joined the radio-TV department.

RENFRO, HARRY K., director of Radio & Television



for D'Arcy Advertising in St. Louis. Accounts: Budweiser, Banquet Canning Co., International Shoe, Brooks Foods, Laclede Gas, Lincoln Engineering, McQuay Norris Mfg. Co., Missouri Pacific R.R. Co. and the Reardon Co. Born 1915 St. Louis. He entered the advertising agency business in 1951. He is married and has one child.

MORENA, JOHN M., of McCann-Erickson handles the



Liggett and Myers Tobacco account. He was born August 17, 1929 and is a graduate of Manhattan College. He received his BBA degree from that school in 1951. He started his career in the agency business with Cunningham & Walsh in 1950. He is married to the former Theresa O'Connell and has two children.

SCHOENFELD, JAY B. with McCann-Erickson handles



accounts as follows: Avis; Corn Products (Nu Soft); Esso (Flit); and Lehn & Fink and Pertussin. He was born on April 16, 1930 and attended the City College of New York for two years. Entered ad business with Ted Bates in 1949 in mail room. Started with M-E Feb. '56 as a time buyer, presently a broadcast supervisor.

MORTON, ROBERT S., Cunningham & Walsh, accounts:



Sunshine Biscuits, Narragansett Brewing, and Smith-Corona. He was born in Philadelphia in 1925. B.S. from University of Pa., Wharton School. He started his broadcast career in 1950 with WCAU (TV) in Philadelphia. Entered agency business at Benton & Bowles in 1955. He later joined C&W.

PALMER, ROBERT J., Cunningham & Walsh, accounts:



American Cyanamid, George W. Helme. He was born in 1930 in Forest Hills, N. Y. Attended Fordham University. Entered agency field in 1953 as a TV producer for Albright Associates. Joined K&E in 1954. Came to C&W in 1956. He lives in Queens Village, L. I. His hobbies are golf, tennis and bowling.

AGENCY TIME BUYERS

WIDHOLM, ROBERT, Doherty, Clifford, Steers & Shenfield. Accounts: Bristol-Myers, The Borden Co., McCormick Co., Noxema Chemical Co. and Eastman Chemical Co. He was born Mar. 21, 1924. He received his A.B. degree from Dartmouth College in 1947. He entered the advertising agency field in 1948 as a trainee at Lennen & Mitchell. He is single.



VITT, SAM B., Doherty, Clifford, Steers & Shenfield. Media supervisor. Accounts: Bristol-Myers, Grove Laboratories, Paton McCormick, Borden, Sonotone, Chemway, Cigar Institute, Noxema and Standard-Triumph. He was born Oct. 23, 1926. Received his A.B. degree in 1950 from Dartmouth College. He entered advertising field with CBS, Inc., as a trainee in 1950. He has also been associated with B & B.



JONES, EVELYN LEE, Donahue & Coe. Head supervisor on all radio and television accounts for the advertising agency. She attended the University of Rochester and Columbia University. Entered advertising business in 1943 as a copy writer for Donahue & Coe. She has also held positions with various motion picture companies, both independent and the majors. Married to Charles Reed Jones.



WALLER RICHARD J., Donahue & Co. Accounts: M G M, Inc., Southland Coffee and the New York Herald Tribune. He was born Feb. 23, 1933 in New York City. Attended New York University. He first entered the advertising agency business with Donahue & Coe as a trainee. He started with the ad firm in 1956. Since that time he has had many positions with the concern.



ELLIMAN, D. TROWBRIDGE, JR. Batten, Barton, Durstine & Osborn. Accounts: Du Pont, California Oil, Continental Can, General Baking, National Cranberry, New York Telephone, Air France and United States Steel. B. 1927, N.Y.C. B.A. Yale University. M. Claudia Wright 1954. Entered agency field 1950, research then media departments, J. Walter Thompson.



HARRIS, PEG (WINIFRED T.), Media Director Guild, Bascom & Bonfigli, Inc.; accounts—Ralston Purina Company, Mother's Cakes & Cookies, Mary Ellen's Jams & Jellies, Harry and David; B. Jersey City, N.J.; Academy Mt. St. Vincent, Riverdale, New York; unmarried; entered agency field 1948—Botsford, Constantine & Gardner, San Francisco, media buyer; joined Guild, Bascom & Bonfigli, Inc. February 1952 as media buyer.



BROUWER, PATRICIA J., Campbell-Mithun, Inc., accounts—Anderson Windowalls, General Dairy Equipment, Gold Seal Company, Kemps - Crescent, Malt-O-Meals, and Pillsbury. Miss Brouwer was born in 1925 in Minneapolis, Minn. Attended Syracuse University. Entered agency field in 1949 with Grant Advertising. Joined Young & Rubicam in 1950 as time buyer.



ZOZULA, RUTH R., Grey Advertising Agency, Inc., account—the Greyhound Corporation. Miss Zozula was born in Vandergrift, Pa. She attended Pennsylvania State Teachers College for a period of two years, and in March of 1951 joined Grey Advertising Agency as a typist. Later she was promoted to estimator, assistant buyer and finally she became a buyer. Miss Zozula lives in N. Y.



AGENCY TIME BUYERS

LAMKIN, ROBERT, Compton Advertising handles the following accounts: Knickerbocker Beer, American Can and Sterling Beer. He was born in New York City in 1928. Has a B.S. From U. of Virginia. M.B.A. From U. of Pa. Went into sales with MMM in 1950. Entered agency field in 1956 with Compton. Lamkin lives in Manhattan. His hobbies are boats and sailing.



WIEDER, ETHEL, Compton Advertising. Accounts: Glem Toothpaste, Ivory Flakes and Ivory Soap. She was born in New York City and entered agency field in 1939 as a secretary at Brown & Tarcher. She joined WNEW Radio in 1941, moved to Foote Cone & Belding a year later. She joined Compton in 1956. She resides in New York, and her hobbies are reading and sewing.



GREALISH, EUGENE J., Bryan Houston. Accounts: Ajax Cleaner, Cashmere Bouquet Soap, Simplicity Patterns, and DeWitt's Pills. He received his B.A. from Queens College in N. Y. Entered broadcast field in 1954 with NBC in the area of sales development. After further experience as an assistant production manager, Grealish joined Bryan Houston in 1957. He likes all sports.



STEVENS, RICHARD A., Bryan Houston, Inc.; Stevens is presently serving as manager of the media department and also in the capacity of buyer for Newsweek Magazine, Heublein and J. P. Stevens Co., Inc. He received his education at Tulane University, New Orleans, Louisiana. Stevens entered the agency field in 1925 following the completion of his education. He presently makes his home on Long Island, New York.



PELLENZ, WILLIAM D., McCann-Erickson, Inc.; accounts he services are The Mennen Company, Chesebrough-Pond's Inc., the Nestle Company, Owens-Corning Fiberglas Corp.; B. 1925, Syracuse, N. Y.; Received B.S. Syracuse University 1949. Unmarried; Pellenz entered the agency field at McCann-Erickson in 1951, media department and served as office manager, outdoor buyer, broadcast buyer, supervisor.



BACKUS, MILDRED (Fulton), a broadcast media supervisor with McCann-Erickson handles the Bulova Watch, Westinghouse Electric Corp; B. F. Goodrich, Look Magazine and Columbia Records accounts. She was born Feb. 22, 1922. She has formerly been associated with Free & Peters. She joined that firm as a secretary in 1945. She also was associated with Biow Co. as a timebuyer.



DUNIER, LESLIE L., is vice president and director of Radio and Television at Emil Mogul Co. He was born in 1924 in New York City. Received B.S. from New York University, 1946. M. Norma Rich, 1955. Entered agency field with Reiss Advertising in 1945. He has also been an account executive with Sterling Advertising, and president of L. L. Dunier, 1951-53.



TASHJIAN, EDWARD, Mogul, Lewin, Williams, Saylor. Accts: Esquire Shoe Polishes, Park & Tilford, Tintex and Revlon. Born in Brooklyn in 1930. Attended NYU and married Louise Ayzazian in 1954. They have one child. Entered agency field in 1950 in production dept., E-M. After that he was associated in estimating, media research, timebuying and assistant to Radio-TV director.



AGENCY TIME BUYERS

HARABADIAN, LARRY N., Campbell-Ewald Company; accounts — Chevrolet Motor Division, General Motors Corporation; The Kroger Company; Detroit Edison Co.; etc. B.S. 1952 University of Detroit — College of Commerce and Finance. Joined Campbell-Ewald upon graduation from University in 1952; started in the office service department; after two months, assigned to United Motors Service account.



JACKMAN, NORMAN G., Campbell-Ewald Company; accounts—United Motors Service, General Motors Corporation, Detroit Edison Company, National Bank of Detroit; Jackman was born in 1926 in Detroit, Michigan. He attended Wayne University; and M. Helen Van Den Brouck during 1948. He has four children—Marilyn, Michael, Timothy, and Elizabeth. Jackman entered the agency field in 1947.



BUTNER, LAWRENCE, Albert Frank-Guenther Law. Inc.; accounts — Buitoni Foods Corp., Kiplinger Changing Times Magazine, Home Insurance Co., Bache & Co., Harris-Upham, Prentice-Hall; B. 1931, Brooklyn, N. Y.; B.B.A., C.C.N.Y. (Eve); M. Eleanor Schwartz, 1954; entered agency field. 1945, accounting dept. Katz Agency, Inc.; Maxon, Inc., 1954, Asst. Time Buyer; joined present agency, 1956.



RANDALL, ALEXANDER J., Cunningham & Walsh, Inc.; accounts — Folger's Coffee. Randall was born in 1926 at New London, Conn. He obtained his Bachelor of Science degree at Boston University and entered the advertising agency field in 1955 with N. W. Ayer & Son, Inc. where he worked in traffic and time buying. He associated with Cunningham & Walsh last year as a time buyer. Lives in Queens, N. Y.



KEEGAN, DAVID D., Grey Advertising Agency, Inc.; accounts—Greyhound Bus Corporation. Keegan was born in 1926 at Yonkers, N. Y. He received his Bachelor of Science degree at Seton Hall University. Keegan joined Batten, Barton, Durstine & Osborn, Inc., from 1951 to Feb. of 1954. He then associated with Parade Publication, Inc. until Jan. of 1956. Keegan later joined D'Arcy Advertising until Nov. '56.



OCHS, MALCOLM B., Grey Advertising Agency; accounts — National Broadcasting Company, RCA Victor Records, Mennen, Easy Glamur, Bernard Ullman, B. Blumenthal, Nectchi-Elna. Ochs was born in New York in 1933. Received his B.S. and M.B.A. at New York University. M. Libby Pescovitz in 1956. Entered agency field 1955 with the media department of Dancer-Fitzgerald-Sample. Joined Grey as media analyst.



KEARNS, KEN, Grey Advertising Agency; accounts—Procter & Gamble; Lilt Party Curl, Pin-It, Shasta, Velvet Blend. His early background was made up of associations with the Hearst Publications and Good Housekeeping Magazine. Kearns entered the advertising agency field in 1946 with Compton Advertising. He joined the Biow Company in 1951 and worked as radio and television buyer. In 1956 he joined Grey.



RITTER, VAL C., Cunningham and Walsh, Inc.; accounts—J. A. Folger & Co., the Andrew Jergens Co. Ritter was born in 1926 at Richmond Hill, New York. He received his education at Hofstra College, and entered the advertising agency field in 1951 with the William Esty Co., in the checking department. Joined Dancer-Fitzgerald-Sample in 1954 as a time buyer. Cunningham and Walsh in 1957, again as time buyer.



AGENCY TIME BUYERS

STOTT, HERBERT, D., media manager, Kenyon & Eckhardt, L. A. Accounts Max Factor & Co., Los Angeles Lincoln Mercury Dealers Assn., and RCA Victor Distributing Corporation of Southern California. Started his media career with Colgate-Palmolive Company in 1947. After that he was associated with Carl S. Brown. He has also been with Henry B. Cohen advertising, and Lennen & Newell in New York.



STAFF, DOROTHY B., Lennen & Newell, timebuyer, Los Angeles office; Accounts—media buying for Paramount, Warner Bros., and merchandising for the Stardust and Desert Inn Hotels in Las Vegas, plus the E. F. Hutton and Reynolds Decorative Foil accounts. Started in the agency business in 1944. In 1948 she joined the advertising department of the Los Angeles Times as assistant to the national advertising manager.



ALLEN, POLLY, J. Walter Thompson Company; the accounts Miss Allen handles are Pan American World Airways, Sylvania Electric Products, Inc.; she was born in 1930, New York, N. Y.; A.S. Endicott Junior College; Miss Allen entered agency field in 1950, as estimator with the J. Walter Thompson Company. She then became time buyer. Miss Allen presently lives in Manhattan. Hobbies include theater, reading.



RUTMAN, JOAN M., Grey Advertising Agency, Inc.; accounts — Greyhound Corporation, Greyhound Rent-A-Car, Dan River Mills, Lily Tulip; B. 1928, New York City; 2½ years Fordham University; single; entered agency field in 1948, media department, Biow Co.; Duane Jones 1950 as assistant time buyer; N. W. Ayer 1952, time buyer; Grey Advertising Agency 1955, media buyer. Miss Rutman lives in Forest Hills.



SIMMONS, PENELOPE, A., Foote, Cone & Belding, Inc.; accounts: Lever Brothers Company (Imperial Margarine) & Clairol, Inc.; children—John, Patricia Giardini and Joan Campbell; Miss Simmons entered agency field as secretary to radio director of Federal Advertising Agency, Inc., and worked up to time buyer; she then joined Foote, Cone & Belding, Inc., in 1952. Lives in Flushing, N. Y. A hobby—photography.



BEAN, RICHARD S. Recently switched from McCann-Erickson to Warwick & Legler. He was born in 1915, Rockville Centre, N. Y.; M. Ethel S. Jokumsen, 1940; children, Karl, Richard, Ethelle, Judd Roy; entered agency field, 1934 mail room, Ruthrauff & Ryan, Inc.; joined Pedlar & Ryan, Inc. in 1947 as media director; then, in 1953, to Grey Advertising as media director; and 1956, to McCann-Erickson, Inc.



BURBECK, JOSEPH, Compton Advertising, Inc.; accounts — Duncan Hines Cake Mixes, Big Top Peanut Butter; He was born 1931, Bayshore, Long Island; Received B.S. from Dartmouth College; 1955; he entered the advertising agency field at Compton. Burbeck lives in Bethpage State Park. His hobbies are sailing, skiing, and golf. He is a member of Delta Tau Delta Social Fraternity, Dartmouth Club of N. Y.



FERRITER, MARY C., media director; Guild, Bascom & Bonfigli, Inc.; Accounts: Breast-O'-Chicken Tuna Inc., Heidelberg Brewing Company; Max Factor Cosmetics; B.S., Boston University; entered agency field, 1949, secretary then junior account executive, Harold Cabot & Co., Inc., Boston. Moved to San Francisco—1953, media director at Richard N. Meltzer Advtg.; 1955, media mgr., Botsford, Constantine & Gardner.



“Imagin’

me goin’ ta collidge!” WJAR-TV made nationwide headlines recently when it initiated a live TV course on the history and philosophy of communism. Full academic credit was given by Providence College and enthusiastic letters poured in. Daring, imaginative, unorthodox local programming like this is the biggest single reason why WJAR-TV consistently walks off with the lion’s share of the audience in the PROVIDENCE MARKET.

 **WJAR-TV** CHANNEL 10
Cock-of-the-walk in the PROVIDENCE MARKET

NBC • ABC • Represented by Edward Petry & Co., Inc.



RADIO
TELEVISION DAILY

presents

RADIO
NETWORKS



O & O STATIONS
AFFILIATED OUTLETS
EXECUTIVE PERSONNEL
U. S. MAP OF NETWORK

1959

THE "DON'T DO IT YOURSELF" FAD

... Network Radio is Making It Popular

By EDWARD J. DeGRAY

ABC Vice President in Charge, Radio Network



"DO IT YOURSELF" is a phrase well-established with Americans of the current generation. To countless millions, it means building game rooms; engaging in hundreds of projects about the house; making repairs on the family automobile and handling scores of other tasks which might otherwise prove costly.

But occasionally, the "Do It Yourself" man or woman finds himself involved in a situation where only a craftsman can resolve the problem. In short, there are times when people can't do it themselves.

The "do it yourself" age in radio began a decade ago and with it, hundreds of stations throughout the country began programming records and news, plus other local features. In time, many of these stations discovered however that there were situations where local resources were not always adequate to handle the problem at hand. The result was that many stations have learned that network radio was a must for balanced programming.

In its role as a craftsman, ABC Radio has therefore geared its concept to the modern trend: serving as the source for programming which the stations can't do themselves. In aiding stations to obtain balanced programming, its concept is based on providing listeners with the type of programs they want.

One key area is entertainment featuring the nationally-known personality. Don McNeill's "Breakfast Club" and the Peter Lind Hayes-Mary Healy show fit this need of listeners,

and in addition to entertaining, these performers also inform. For the advertiser, they offer a means of reaching large numbers of families simultaneously.

In the field of information, news and commentary are in constant demand. While a local station can utilize wire service reports for some news broadcasts, it cannot engage a world-wide staff to cover first-hand the important events taking place at all times and places. ABC Radio has met this demand through expansion of its staff and facilities and by adding both newscasts and commentary.

For specials, programs and bulletins, ABC Radio also installed a news alert system to warn its affiliates. As a result, ABC Radio is able to provide stations complete coverage of fast-breaking stories.

In addition to these two examples of giving stations material they can't provide themselves, ABC Radio also presents public affairs shows, stereophonic broadcasts and other notable programs, programs for the listener and the station.

A medium possessing unlimited flexibility, network radio is able to adapt itself to any situation. ABC Radio for one believes this is its most important strength and as new challenges arise, our network will be ready to meet them. This flexibility has kept the medium going at a time when other forces threatened and will I am sure enable it to again move forward to achieve new successes in the future.

A M E R I C A N B R O A D C A S T I N G C O M P A N Y R A D I O N E T W O R K , I N C .

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

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

Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theatres, Inc.

Board of Directors

Earl E. Anderson	Robert L. Huffines, Jr.
A. H. Blank	Sidney M. Markley
John A. Coleman	Walter P. Marshall
E. Chester Gersten	H. Hugh McConnell
Leonard H. Goldenson	James G. Riddell
Robert H. Hinckley	Simon B. Siegel
	R. B. Wilby

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

Officers

Leonard H. Goldenson	President of American Broadcasting-Paramount Theatres, Inc. and Acting President of American Broadcasting Co.
Simon B. Siegel	Finan. Vice President
Oliver Treyz	President, TV Network
Julius Barnathan	Vice President
James W. Beach	Vice President
Alfred Beckman	Vice President
Slocum Chapin	Vice President
Giraud Chester	Vice President
Donald W. Coyle	Vice President
Sanford Cummings	Vice President
John Daly	Vice President
Edward De Gray	Vice President
Theodore H. Fetter	Vice President
Michael J. Foster	Vice President
Henry Hede	Vice President
Robert H. Hinckley	Vice President
Earl Hudson	Vice President
Frank Marx	Vice President
John H. Mitchell	Vice President
Thomas W. Moore	Vice President
William P. Mullen	Vice President
Sterling C. Quinlan	Vice President
James G. Riddell	Vice President
Stephen Riddleberger	Vice President
Selig Seligman	Vice President
Joseph Stamler	Vice President
Thomas Velotta	Vice President
Mortimer Weinbach	Vice President
Omar Elder	Sect. & Asst. Gen. Counsel
Michael P. Boland	Asst. Treasurer
J. Russell Gavin	Asst. Treasurer

NEW YORK

**American Broadcasting Company
Radio Network, Inc.**

Edward DeGray	Vice President
S. William Aronson	Admin. Asst.

Engineering

Frank Marx	Vice President in Charge
John Bourcier	Operations Supervisor
	Engineering, Radio
G. Edward Hamilton	Dir. of Engr. Oprs.
Richard Hamilton	Supr. of Communications
George Milne	Dir. of Traffic & Comm.
Clure Owen	Administrative Assistant
John Preston	Dir. of Engineering Facilities
Lawrence A. Ruddell	Recording Director
Reginald Willcocks	Traffic Manager

Finance, Personnel & General Services

Simon B. Siegel	Financial V.P. of AB-PT and V.P. & Treas. of ABC
George Ast	Purchasing Agent
Michael P. Boland	Assistant Treasurer
Joseph Fitzpatrick	Internal Auditor
J. Russell Gavin	Assistant Treasurer
Edward Graessle	Manager of Treasury Affairs
Marie McWilliams	Director of Personnel
Joseph Spagnola	Dir. of Office & Studio Services

Legal & Labor Relations

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

News, Special Events & Public Affairs

John Daly	Vice President in Charge of News
Donald Coe	Director of Special Events & Operations
Catharine Lynch	Librarian
Francis N. Littlejohn	Director of News & Public Affairs
Wiley Hance	Manager of Public Affairs

Program

Walter A. Gustafson	Supr. of Sound Effects
Charles Manno	Eastern Prog. Dir.
James McConnochie	Mgr. of Announcing Office

(Continued on Page 244)



Washington throwing dollar across Rappahannock - J. Dunne '59

Nobody could ever make a dollar go farther



(till ABC Radio thought up its 4-Most Plan)

We cannot tell a lie. ABC's 4-Most marketing concept has no equal at getting mileage out of your advertising dollar — or adding momentum to your merchandising program. Its four feature benefits aim to excite not only consumers, but the sponsor's management, salesmen, distributors, dealers, and local broadcasting outlets.

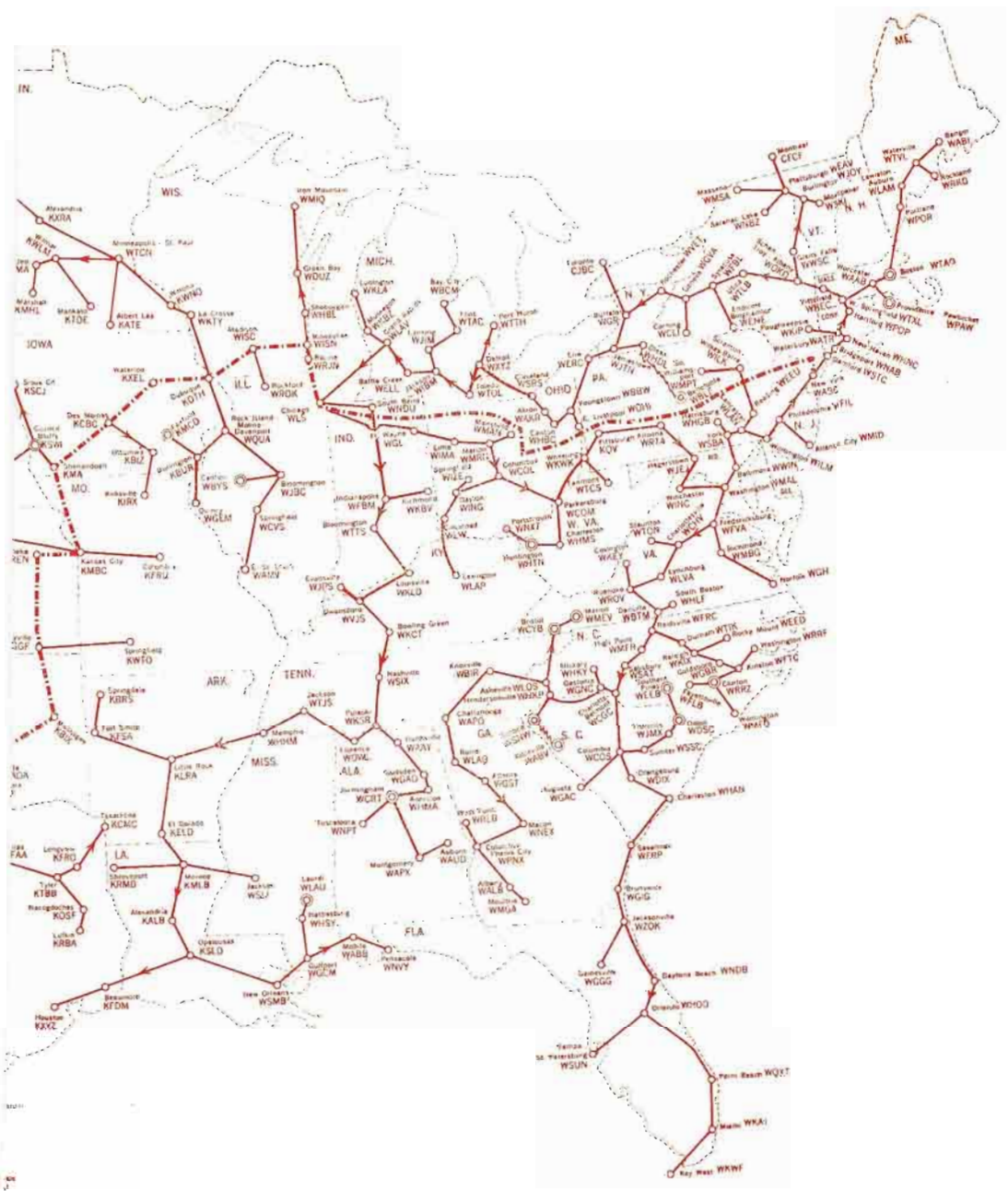
1. ABC goes all out to develop dealer-distributor advertising tie-ins on local ABC affiliates with your network sponsorship.
2. ABC creates an effective and colorful sales promotion kit for use by your district sales representatives.
3. ABC helps you create and stage closed-circuit nation-wide sales promotions.
4. ABC's cooperative roster of personalities is happy to pitch in on your merchandising efforts—with personal tapes cut especially for you!

The 4-Most Plan is flexible — is made to fit *your* specific marketing needs.

Isn't this a chance you can't throw away?

ABC RADIO NETWORK

CASTING NETWORK



(Continued from Page 239)

George Sax.....National Dir. of Program Operations & Cooperative Program Mgr.
Ruth Smith...Supr. of Production, Control Unit
Frank Vagnoni.....Manager of Music Division

Press Information

Michael J. Foster...Vice President in Charge
Stephen Strassberg.....Dir. Press Information

Continuity Acceptance

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

Research

Hal Cranton...Dir. of Sales Devel. & Research

Sales

Robert Pauley.....Eastern Sales Mgr.
Elizabeth Boucher Kelley...Dir. of Sales Service

Station Relations

Earl Mullin.....Nat. Mgr. & Reg. Mgr.
Frank G. Atkinson.....Regional Manager

CHICAGO

190 North State Street

Chicago, Illinois

Clar Heider.....National Spot Sales Mgr.
Elliott W. Henry, Jr.....Director of
Publicity & Promotion
William P. Kusack.....Manager of Engineering
Department
James Duffy.....Dir. of ABC Radio
Network for Central Div.
Manuel Fingerhut...Comptroller of Central Div.

DETROIT

1700 Stroh Building

Detroit 26, Michigan

Robert Baker.....Radio Studio Manager
Joseph C. Cassel.....Comptroller
Harold Christian.....V.P. in Charge of
Merchandising & Research
Charles Kocher.....Chief Engineer
Harold Neal.....V.P. in Charge of Radio
Olive Davis.....Traffic Manager, Radio
Robert Baldrice.....Asst. Radio Sales Mgr.

HOLLYWOOD

1539 N. Vine Street

Hollywood 28, California

James G. Riddle.....V.P. in charge W.D.
Earl Hudson.....V.P. Advisory
J. Clifford Anderson...Director of Labor Relations
Dorothy L. Brown...Continuity Acceptance Mgr.,
Western Division
Dresser Dahlstead.....Prog. Mgr., Network &
KABC, Western Div.
Ralph C. Denechand.....Mgr. of Engineering
Operations, Western Division
Milt Fishman.....Dir. Radio-TV News, W.D.

Theodore Grenier.....Chief Engineer, Western
Division
Jon Meyers.....Asst. Network Prog. Mgr.
Production Mgr., KABC Radio
Courtney McLeod.....Dir. of Network Traffic,
TV & Radio, West. Div.
Robert P. Myers.....Pacific Coast Counsel—ABC
Daniel P. O'Reilly.....Dir. News Dept.
John H. Pace.....General Manager of KABC
Florence T. Schiro.....Personnel Director
John C. Wagner.....Controllor, Western Division
Harry Woodworth.....Western Sales Mgr.,
ABC Network

PITTSBURGH

411 Seventh Avenue
Pittsburgh 19, Pa.

Ralph Beaudin.....Gen. Mgr., KQV

SAN FRANCISCO

277 Golden Gate Ave.

San Francisco 2, California

John H. Mitchell.....V.P. in Charge of
San Francisco Office
George Rice.....Program Director
Harry Jacobs.....Chief Engineer & Building
Maintenance Manager
Edith Kirby.....Traffic Manager
Arthur Abell.....Merchandising Mgr.
Robert Cooper.....Progr. Mgr.
Chandler Meloy.....KGO Natl. Spot Sales Mgr.
Lorraine Pederson...Continuity Acceptance Editor
Henry Saroyan...Comptroller & Purchasing Agent
Edward Smith.....Dir. of Operations, KGO

WASHINGTON

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

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

NEW YORK

7 West 66th Street

New York 23, New York

Ben Hoberman.....General Manager
Paul Kasander.....Program Director
Barrett Geoghegan.....Sales Manager

ABC RADIO STATIONS AFFILIATES ADVISORY BOARD

District 1...Simon Goldman, WJTN, Jamestown,
N. Y.
District 2...J. P. Williams, WING, Dayton, Ohio
District 3...Phil Hoffman, WTCN, Minneapolis
District 4...T. B. Lanford, KRMD, Shreveport, La.
District 5...C. B. Locke, KFDM, Beaumont, Tex.
District 6...William Grove, KFBC, Cheyenne,
Wyoming
District 7...James Wallace, KPQ, Wenatchee,
Washington
District 8...J. S. Younts, WEEB, Southern Pines,
N. C.

THE CHALLENGE OF NETWORK RADIO, '59

... Some Real Answers Are Emerging

By ARTHUR HULL HAYES

President, Radio Division of the
Columbia Broadcasting System



Is there such a thing as modern network radio? Some network radio today sounds pretty much like the good independent stations sounded—ten years ago. Another “modern” approach has been to switch from programs to excerpts of programs and running them all together. These are just two of the answers by network radio to the advent of television. I think they fail to come to grips with the real problem. These answers assume that the way to meet our medium’s economic necessities is to cut down on the quality of the product: programs.

In January 1959, the CBS Radio Network and its affiliated stations began operating under a new structure, our Program Consolidation Plan. PCP has consolidated and regrouped what was already network radio’s top-ranking schedule into even stronger, more attractive program sequences . . . has given affiliates the opportunity for more ambitious local program ventures . . . and has made possible improved clearances, and a more truly national network service for advertisers.

In short, our objective is what it must be, if network radio is to continue to be an enduring and exciting medium: a better product; bigger audiences.

PCP has been in operation for a short time. But reactions from stations and advertisers give clear testimony to the soundness and promise inherent in the plan. Immediately after

PCP was announced, this network experienced the greatest sales spurt in recent network radio history. Over \$4 million in new and expanded business was contracted for by leading advertisers. And the affiliated stations, with very few exceptions, have been excited by the new possibilities, in audiences and in revenues, opened up by the plan.

In addition to this local CBS News sales opportunity, our stations now have longer blocks of contiguous time in which to develop local personalities (how far would even an Arthur Godfrey have gone with a 15-minute format?), and in which to present top local and regional events in the evenings and on weekends.

As for the network schedule itself, almost without exception the programs responsible for our 10-year audience leadership are all continuing. And the vital CBS special events and public affairs programs are a key factor of current and future operations.

So the new CBS Radio Network is structured like this. By strengthening the stations of the network, we strengthen the network. By consolidating the network schedule, we make it possible to maintain and extend the most widely acclaimed programming in the business. By devising a new financial structure, we enable both network and stations to function more profitably. And by virtue of all of the above, we make it possible for advertisers on the CBS Radio Network to realize the vast new potentials of modern network radio.

PR

P

CBS Radio's Program Consolidation Plan is the most significant forward step in network radio in years. Logically, it was developed first on this network. Where leadership is a *constant*. Where advertisers reach the largest audiences when they talk.^① Where listeners find most of the programs they most want to hear.^② Where critics favor more programs than on the other three networks combined.^③ Bank on PCP to produce an even greater margin of leadership—and even more effective advertising for you—on the

CBS RADIO NETWORK

1 *42 per cent larger audiences per commercial minute than on the next network; Nielsen Radio Index; September 1957—December 1958.*

2 *226 quarter-hour wins out of a possible 237 in all the quarter-hours in which CBS Radio programs compete with those of at least one other network in ten or more of the top 26 markets; Network Radio Pulse; 1958 monthly average.*

3 *29 out of 50 honors in the 11 program categories voted on by 465 critics in the Radio-Television Daily Annual Poll for 1958.*

NETWORK



COLUMBIA

BROADCASTING SYSTEM, INC.

CBS RADIO DIVISION

Executives and Staff

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

Telephone: PLaza 1-2345

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS CBS, INC.

William S. Paley.....	Chairman
Leon Levy.....	Arthur Hull Hayes
Samuel Paley.....	Henry C. Bonfig
J. A. W. Iglehart.....	Millicent C. McIntosh
Ralph F. Colin.....	Goddard Lieberson
Frank Stanton.....	Merle S. Jones
Robert A. Lovett.....	Arthur L. Chapman
Louis G. Cowan	

OFFICERS

William S. Paley.....	Chairman of the Board
Frank Stanton.....	President
James T. Aubrey, Jr.....	Vice President
Henry C. Bonfig.....	Vice President
Arthur L. Chapman.....	Vice President
L. Byron Cherry.....	Vice President
Louis G. Cowan.....	Vice President
William C. Fitts, Jr.....	Vice President
Peter C. Goldmark.....	Vice President
Lewis Gordon.....	Vice President
Arthur Hull Hayes.....	Vice President
Clarence H. Hopper.....	Vice President
Merle S. Jones.....	Vice President
Goddard Lieberson.....	Vice President
Lawrence W. Lowman.....	Vice President
E. K. Meade, Jr.....	Vice President
Sig Mickelson.....	Vice President
Joseph H. Ream.....	Vice President
Richard S. Salant.....	Vice President
Julius F. Brauner.....	Secretary
Samuel R. Dean.....	Treasurer
Harold C. Lang.....	Controller
Thomas K. Fisher.....	Assistant Secretary
Walter J. Hungerford.....	Assistant Secretary
Richard W. Jencks.....	Assistant Secretary
Milton R. Neaman.....	Assistant Secretary
Geraldine B. Zorbaugh.....	Assistant Secretary

CBS RADIO DIVISION

Officers

Arthur Hull Hayes.....	President
James M. Seward.....	Executive Vice President
Howard G. Barnes.....	Vice President in Charge of Network Programs
I. S. Becker.....	Vice President in Charge of Business Affairs
Jules Dundes.....	Vice President in Charge of Station Administration
Lucian Davis.....	Executive Producer of Network Programs, Hollywood
Horace R. Guillotte.....	Vice President in Charge of Operations
Louis Hausman.....	Vice President in Charge of Advertising and Promotion
George J. Arkedis.....	Vice President in Charge of Network Sales
John Karol.....	Vice President in Charge of Planning and Development
William A. Schudt, Jr.....	Vice President in Charge of Affiliate Relations
Geraldine B. Zorbaugh.....	Vice President and General Attorney
Walter P. Rozett.....	Director of Financial and Administrative Operations

Accounting

George B. Stadtmuller.... Director of Accounting

Business Affairs, Network Programs

I. S. Becker.....	Vice President in Charge
Preston Pumphrey.....	Asst. to V.P.
Frank Crowley.....	Asst. Dir., Hollywood
Anne Nelson.....	Director of Business Affairs, Hollywood

Editing

Don Ball..... Director

Legal

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

Network Programs

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

Network Sales

George J. Arkedis...Vice President in Charge of Network Sales
Ben S. Lochridge.....Network Sales Manager
William W. Firman.....Eastern Sales Manager

Pacific Coast Office

G. E. Hurst.....Sales Manager

Los Angeles Office, 6120 Sunset Blvd.

G. E. Hurst.....Manager

Chicago Office, 410 Michigan Ave.

Roger K. Huston.....Manager

Detroit Office, Fisher Bldg.

Cornelius V. S. Knox, Jr.....Manager

News and Public Affairs

Sig Mickelson...V.P. of CBS, Inc., and General Manager of CBS News Division

John F. Day.....Director of News

Irving Gitlin.....Director of Public Affairs

George Crothers.....Dir. of Public Service Broadcasts

Robert Skedgell...Assistant Director of News, Radio

Ben Flynn.....Exec. Producer of Radio Public Affairs Programs

Theodore Koop.....Director of News and Public Affairs, Washington

William C. MacPhail.....Director of Sports

Lewis Shollenberger.....Director of Special Events, Washington

Operations

Horace R. Guillothe...Vice President in Charge
Arthur G. Peck...Manager of Network Operations

Davidson Vorhes.....Manager, Technical Operations and Chief Engineer, WCBS

Julius Mattfield.....Manager, Music Library

Lucile Singleton.....Manager of Record and Script Library

W. C. Harrington...Manager, Music Clearance

Lawrence Gumbinner.....Traffic Manager

Press Information

Sid Garfield.....Director

Melvin Spiegel.....Assistant Director

Lloyd Brownfield.....Director of Press Information, Hollywood

Phil Cohan.....Trade News Editor

Anne Harding.....Manager, Service Division

CBS-OWNED STATIONS

WCBS and WCBS-FM

485 Madison Ave., New York 22

Sam Slate.....General Manager

Thomas J. Swafford.....Sales Manager

Allen Ludden.....Program Manager

Dave Driscoll.....Director of News and Special Events

Richard Stahlberger...Sales Promotion Manager

Milton Rich.....Director of Publicity

KCBS and KCBS-FM

Palace Hotel, San Francisco 5

Maurie Webster.....General Manager

Seymour Whitelaw.....Sales Manager

Mrs. E. Deggendorfer.....Promotion Manager

E. W. Whitney.....Program Director

Don Mozley.....Director of News and Public Affairs

KMOX

Ninth & Sidney Sts., St. Louis 2

Robert Hyland.....General Manager

Foster Brown, Jr.....Sales Manager

Larry Cooper.....Program Manager

Alice Koch.....Promotion Manager

Frank Zwygart.....News Director

KNX and KNX-FM and Columbia Pacific Network

6121 Sunset Blvd., Los Angeles 28

Fred Ruegg.....General Manager

Gordon F. Mason.....Sales Manager

Robert Sutton.....Program Director

(Continued on Next Page)

Phil Hillman.....Promotion Manager
John Beck.....News Director

WBBM and WBBM-FM

630 N. McClurg Court, Chicago 11

H. Leslie Atlas.....Vice President in Charge
of Central Division, General Manager of WBBM
E. H. Shomo.....Assistant General Manager
William Connelly, Jr.....Sales Manager
Arthur Thorsen.....Program Director
Loren Hal'enbaeck.....Promotion Manager
C. W. Doebler.....Executive Assistant
William Garry.....News Director

WCAU and WCAU-FM

City & Monument Aves., Phila. 31

Joseph Connolly.....General Manager
John S. deRussy.....Sales Manager
Fred Birnbaum.....Promotion Manager
Charles Shaw.....News Director

WEEL and WEEL-FM

182 Tremont St., Boston 11

Thomas Korman.....General Manager
Robert Sinnett.....Sales Manager
Ken Ovenden.....Program Director
Joseph Cullinane.....Promotion Manager
Arthur King.....Director of News and
Public Affairs

HOUSEWIVES' PROTECTIVE LEAGUE

Edward W. Wood Jr.....General Manager

CBS RADIO SPOT SALES

Milton F. Allison.....General Manager
of Radio Spot Sales
George Swearingen.....Eastern Sales Manager
Edward O'Berst.....Research Manager
Henry Poster.....Sales Promotion Manager

Chicago Office, 630 N. McClurg Ct.

Thomas Peterson.....Sales Manager
Gilbert Christeon.....Sales Development

Atlanta Office, 800 Peachtree St.

George R. Swearingen, Jr.....Sales Manager

Detroit Office, Fisher Bldg.

Ralph H. Patt, Jr.....Sales Manager
John S. Logan.....Sales Development

Los Angeles Office, Columbia Square

Roland H. McClure.....Sales Manager

San Francisco Office, Palace Hotel

Byron Nelson.....Sales Manager

St. Louis Office, 9th & Sidney Sts.

Eugene R. Myers.....Sales Manager

Research

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

Sales Promotion and Advertising

Louis Dorfsman.....Director of Art, Advertising
and Promotion
William S. Brower.....Manager of Program,
Promotion & Merchandising
Robert Rafelson.....Director, Station Promotion
Service
Leon Luxenberg.....Director, Network Sales
Presentations
Edward Kaylin.....Assoc. Director of Network
Sales Presentations
Naomi Andrews.....Network Copy Chief
Joseph Tole.....Production Manager

Affiliate Relations

William A. Schudt, Jr.....Vice President in Charge
Eric Salline.....Manager

CBS Inc., Broadcast Service Dept. Building Operations—Ticket Div.

James Swenson.....Manager, Building Operations
John L. Page.....Manager, Building Services
Laurette Banks.....Manager, Ticket Bureau

General Purchasing

John E. Forsander.....Director of Purchases
Edward C. Drewes.....Purchasing Agent

Office Services Department

A. H. Bryant.....Manager
Maude Stubner.....Supervisor, Program Typing

Personnel Relations

Robert Kalaidjian.....Director
Dr. Jack Nelson.....Director of Medical Office
Charles Burt.....Salary and Policy Administrator
John Anderson.....Manager of Employee Benefits
Richard Stanley.....Employment Manager

Photographic

Walter I. Seigal.....Manager

Special Projects Department of CBS News

William C. Ackerman.....Director
May Dowell.....Manager
Esther Dobbins.....Manager, Program Information
Dorothy Boyle.....Manager, Program Statistics

THE PRESENT STATE OF LOCAL RADIO

... It's Enjoying Robust Health

By SIDNEY J. WOLF

President, Keystone Broadcasting System, Inc.



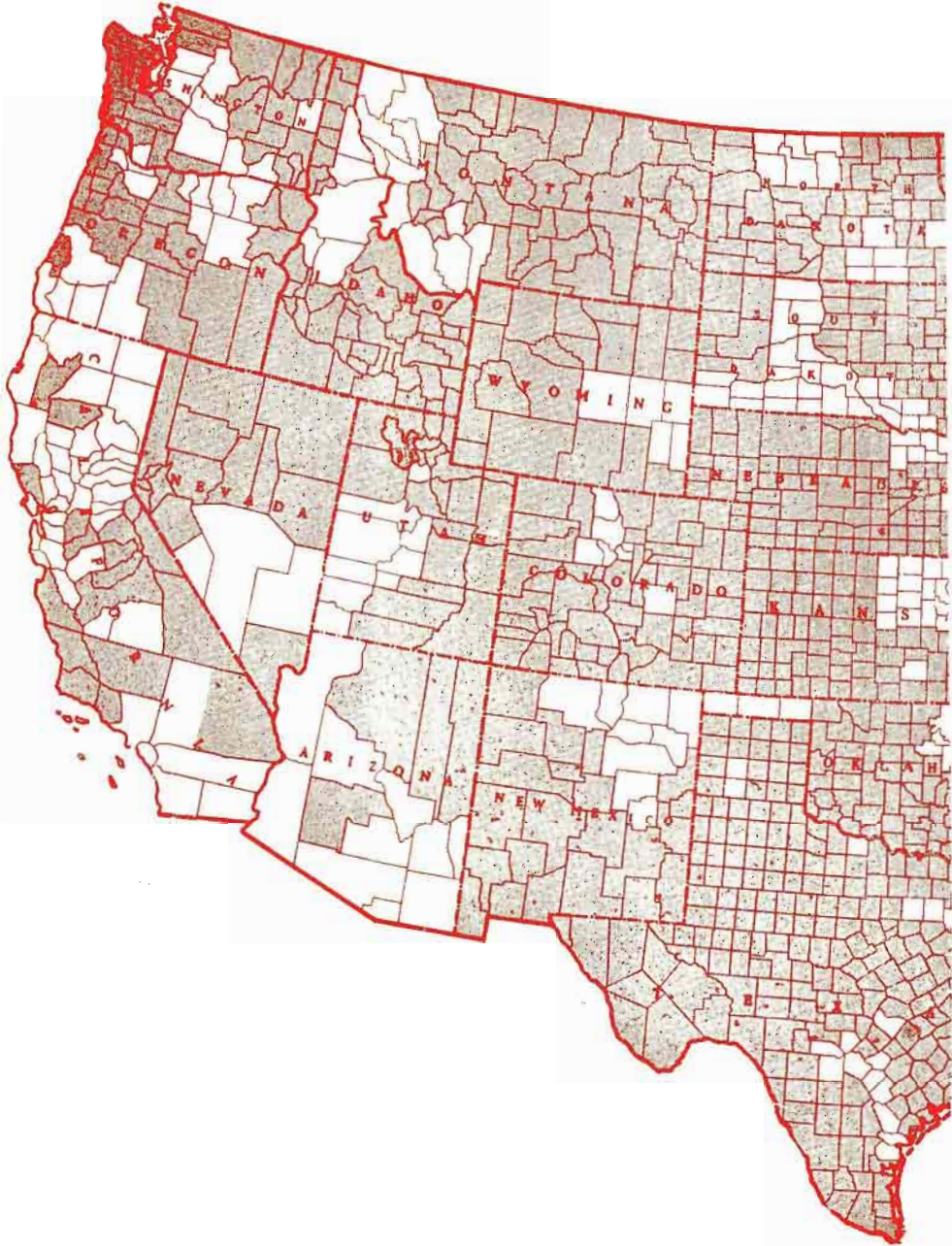
FOR the second year in succession the Keystone Broadcasting System has enjoyed the most successful year in its eighteen year history. And the reason for our continuing growth is self-evident. The dramatic recovery of radio in 1957 was something much deeper and enduring than a passing phase or a superficial trend. The two intervening years have amply demonstrated the basic strength and practical flexibility of our medium in the field of mass communications. Radio is here to stay as a powerful and enduring influence on the American way of life, with nearly one hundred forty seven million sets currently in use.

If further proof of radio's robust health is needed, one has only to remark last year's all time high local billings reported by radio stations throughout the country. Radio on the local level at the point of sale has consistently been a dominating selling weapon in our small town and rural markets, where it has become almost traditional for local retailers and wholesalers to rely on the Broadcast impact of the local stations to move goods and merchandise within those stations' coverage areas. This is one of the main reasons why an efficient and resourceful station operator who programs and caters to the local tastes invariably prospers, even in comparatively small communities. Another important factor is that the average local community is principally interested in the affairs and prosperity of its own particular bailiwick, and outside influences being of secondary importance "St. Louis or Cleveland or Wichita Falls is fine but I haven't been

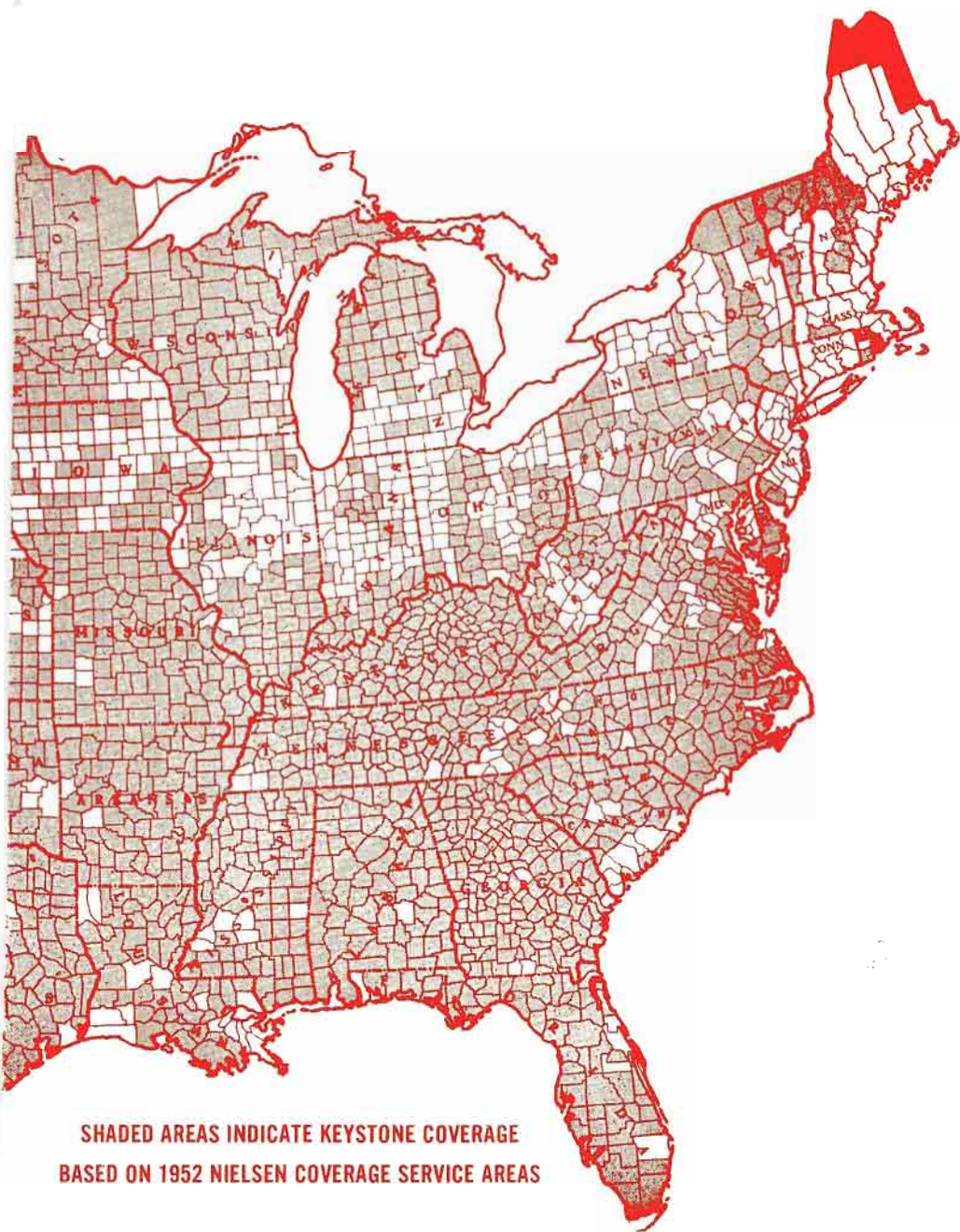
there in a couple of years." Because of this natural preoccupation with its own locale, the community is predominantly loyal to the local station, keeps tuned in to it and is only remotely concerned with the happenings of larger communities beyond its own immediate periphery. Hence local news takes precedence over a continual stream of national intelligence. The local business man is very much aware of these conditions and depends chiefly upon the local radio outlets to sell his goods. He also knows that the signals of outside radio stations have much less influence upon the actual listening habits of his community than is generally proclaimed.

In essence, the Keystone Broadcasting System with 1061 affiliates, and comprising an audience of nearly one hundred million listeners, constitutes itself as local radio on a network basis. It serves the national advertisers and advertising agencies in offering them the same effective and profitable broadcast promotion at low economical cost, as that enjoyed by local advertisers on the local level at the point of sale. It is indeed gratifying to note that in 1958 over 80 national advertisers used the Keystone facilities to reach the local consumer with strong local level impact, an impact that local advertisers have always found most rewarding in the matter of sales returns. It is further most heartening to know that a great many national advertisers have regularly bought time on Keystone over the years and are now strong advocates of the power of local radio.

KEYSTONE BROAD



CASTING SYSTEM



KEYSTONE BROAI

ALABAMA

WRF5 Alexander City
WFTA Andalusia
WANA Anniston
WBCA Bay Minette
WEDR Birmingham
WEBJ Brewton
WHAG Carrollton
WKFL Clanton
WKUL Cullman
WMSL Decatur
WXAL Demopolis
W00F Dothan
WIRB Enterprise
WULA Eufaula
WBLO Evergreen
WWVF Fayette
WJ01 Florence
WZ0B Fort Payne
WETO Gadsden
WGEA Geneva
WGYV Greenville
WGSV Guntersville
WJBB Haleyville
WERH Hamilton
WBHR Huntsville
WPBB Jackson
WWVB Jasper
WJAM Marion
WMOZ Mobile
WMFC Monroeville
WCRL Oneonta
WJHD Opelika
WPID Piedmont
WELR Roanoke
WWWR Russellville
WHOS Scottsboro
WHBB Selma
WFEB Sylacauga
WHTB Talladega
WJDB Thomasville
WTBF Troy
WTBC Tuscaloosa
WETU Tuskegee
WTUS Wetumpka

ARIZONA

KCKY Coolidge
KAWT Douglas
KCLS Flagstaff
KDJJ Holbrook
KNOG Nogales
KRIZ Phoenix
KZ0K Prescott
KVNC Winslow
K0FA Yuma

ARKANSAS

KVRC Arkadelphia
KBTA Batesville
KBBA Benton
KTCN Berryville
KAMD Camden
KCON Conway
KACH Crossett
KD0N Do Queen
KELD El Dorado
KXJK Forrest City
KTCS Fort Smith
KH0Z Harrison
KFA Helena
KXAR Hope
KBHS Hot Springs
KBTM Jonesboro
KGIH Little Rock
KBOK Malvern
KTMJ Marked Tree
KUSA McGehee
KENA Mena
KHBM Monticello
KTL0 Mountain Home
K0SE Osceola
KD0S Paragould
K0TN Pine Bluff
KPOC Pocahtontas
KXRJ Russellville
KWCB Searcy
KU0A Siloam Springs
KBRS Springdale
KWAJ Stuttgart
KPER Walnut Ridge
KWRF Warren
KWNZ Wynne

CALIFORNIA

KAHI Auburn
KIBS Bishop
KBMX Coalinga
KRDU Dinuba
KX0 El Centro
K0AC Fort Bragg
KGSF Fresno
KPER Gilroy
KRKC King City
KCYR Lodi
KNEZ Lompoc

KY0S Merced
KVON Napa
KSTF Needles
KDES Palm Springs
KIBE Palo Alto
KFLB Paso Robles
KPHB Petaluma
KRKS Rugelestri
KIU0 San Bernardino
XERB San Diego
(Tijuana, Mexico)
KROG Sonora
KSUE Susanville
KPKH Taft
KGEN Tulare
KURR Turlock
KWS0 Wasco
KAGR Yuva City

COLORADO

KGIW Alanosa
KCLN Canon City
KYSN Colorado Springs
KFCV Cortez
KRAI Craig
KLRH Denver
KIUP Durango
KFTM Fort Morgan
KYOU Greeley
KBNZ La Junta
KLMR Lamar
KLVG Leadville
KLIW Loveland
KSLV Monte Vista
KUBC Montrose
KDA Pueblo
KOLR Salida
KVRH Sterling
KCRF Trinidad

FLORIDA

WAPG Arcadia
WIRL Bradenton
WKTS Brooksville
WTAN Clearwater
WKKO Cocoa
WVCU Crestview
WDFC Dade City
WDSP De Funiak Springs
W00D Deland
WDRF Delray Beach
WFBF Fernandina Beach
WINK Fort Myers
WARN Fort Pierce
WGGG Gainesville
WGMA Hollywood
WZRO Jacksonville Beach
W0WF Key West
WRWB Kissimmee
WDSR Lake City
WIPC Lake Wales
WLBE Leesburg
WNER Live Oak
W0MF Madison
WTVS Marianna
WNOG Naples
WBBB New Smyrna Beach
WTMC Ocala
WKIS Orlando
W0WP Palatka
WDLF Panama City
WPFA Pensacola
WPRY Perry
WPLA Plant City
WFOY St. Augustine
WTRR Sanford
WKXY Sarasota
WJCM Sebring
WRGR Starke
WSTU Stuart
WMEN Tallahassee
WWTB Tampa
W0VW Vero Beach
WAUC Wauchula

GEORGIA

W0AG Adel
W0AZ Albany
W0CS Alma
WDEC Americus
WDOL Athens
W0IA Augusta
W0GR Bainbridge
W0AB Baxley
W0AG Brunswick
WDMF Buford
WGRA Cairo
WCLB Camilla
WCHK Canton
WLEB Carrollton
W0HF Cartersville
WGAA Cedartown
WCLA Claxton
W0MJ Cordele
W0FS Covington

WBLJ Dalton
W0VD Dawson
WDMG Douglas
WMLI Duplin
W0TJH East Point
W0SU Ebenezer
W0HB Fitzgerald
W0FP Fort Valley
W0GA Gainesville
W0KEU Griffin
W0CEH Hawkinsville
W0BGR Jesup
W0LFA La Grange
W0HB La Grange
W0YTH Madison
W0FDR Manchester
W0F0M Marietta
W0DAX MerRae
W0VVG Milledgeville
W0GSR Milton
W0RE Monroe
W0MGA Moultrie
W0BBN Perry
W0SFB Quitman
W0RGA Rome
W0SNT Sandersville
W0RPL Savannah
W0WNS Statesboro
W0SYL Sylvania
W0SFT Thomaston
W0TWA Thomson
W0GWS Tifton
W0LET Toocoa
W0VLL Valspar
W0VOP Vidalia
W0WAY Waycross
W0BRO Waynesboro
W0RLD West Point
W0IMO Winder

HAWAII

KILA Hilo
KAIM Honolulu

IDAHO

KGEM Boise
KBAR Burley
KCID Caldwell
KVNI Coeur d'Alene
K0RT Grangeville
KRFI Idaho Falls
K0RPL Moscow
KPID Payette
KYTE Pocatello
KPST Preston
KRXK Rexburg
KSPT Sandpoint
KBRV Soda Springs
KEEP Twin Falls

ILLINOIS

WBYS Canton
WEIC Charleston
W0DQ Duquoin
W0F1W Fairfield
W0EBQ Harrisburg
W0JPF Herrin
W0LDS Jacksonville
W0KEL Kewanee
W0PRC Lincoln
W0KAI Macomb
W0M0K Metropolis
W0INI Murphysboro
W0TAY Robinson

INDIANA

W0CB Anderson
W0BNL Boonville
W0CMR Elkhart
W0ILO Frankfort
W0H1T Huntington
W0ITZ Jasper
W0LD Vero Beach
W0RXX Madison
W0PC0 Mount Vernon
W0PGW Portland
W0SLM Salem
W0JCD Seymour
W0CL Albany
W0AMW Washington

IOWA

KLGA Algona
KASJ Ames
KJAN Atlantic
KWBG Boone
K0CG Centerville
KCHA Charles City
KCHE Cherokee
KSWI Council Bluffs
K0LH Council Bluffs
KDEC Decora
KLIL Des Moines
KXGI Fort Madison
KGRN Grinnell

KXIC Iowa City
KLEM Le Mars
KSMN Mason City
KLEL Ottumwa
KAYL Storm Lake
KJFJ Webster City

KANSAS

KARE Atchison
KCRB Chanute
KNCK Concordia
KVOE Emporia
KMDO Fort Scott
KJUL Garden City
KBLR Goodland
KAYS Hays
K0WB Hutchinson
KIND Independence
KJCK Junction City
(Fort Riley)
K0ED Leavenworth
K0MAN Manhattan
K0NDY Marysville
K0NEX McPherson
K0JRG Newton
K0KRC Parsons
K0SEK Pittsburg
K0WSK Pratt
K0RSI Russell
K0T0P Topeka

KENTUCKY

W0ANY Albany
W0BHT Bardstown
W0CBL Benton
W0LBJ Bowling Green
W0T0C Campbellsville
W0NES Central City
W0AIN Columbia
W0CTT Corbin
W0Z1P Covington
K0C0D Cincinnati, Ohio
W0CPM Cumberland
W0GYN Cynthiaana
W0HIR Danville
W0IEL Elizabethtown
W0STL Eminence
W0FBK Frankfort
W0FKM Franklin
W0KAY Glasgow
W0HLN Harlan
W0HBN Harrodsburg
W0KIC Hazard
W0SON Henderson
W0K0A Hopkinsville
W0LBN Lebanon
W0MTL Leitchfield
W0L6X Lexington
W0FWM Madisonville
W0WXL Manchester
W0NGO Mayfield
W0MFM Maysville
W0MIK Middleboro
W0FLW Monticello
W0MOR Morehead
W0NKY Neon
W0M0I Owensboro
W0SIP Paintsville
W0KLP Paris
W0PKE Pikeville
W0PRT Prestonsburg
W0PKY Princeton
W0EKY Richmond
W0RUS Russellville
W0LCK Scottsville
W0SFC Somerset

LOUISIANA

KDBS Alexandria
KTRY Bastrop
W0END Baton Rouge
W0IKG Bogalusa
W0L0L Covington
K0SIG Crowley
K0DLA De Ridder
K0LFT Golden Meadow
W0FPR Hammond
K0VHL Homer
W0KLF Houma
K0JEF Jennings
K0ANY Jonesville
K0LPL Lake Providence
K0LLA Leesville
K0DBC Mansfield
K0CAPB Marksville
K0LIC Monroe
K0MRC Morjan City
K0NOC Natchitoches
K0KANE New Iberia
K0REH Oakdale
K0SL0 Opelousas
K0LPL Rayville
K0RUS Ruston
K0BSF Springhill
K0IKS Sulphur
K0TL0 Tallulah

KVPI Ville Platte
KEVL White Castle
K0VCL Winnfield
K0MAR Winnsboro

MAINE

WRUM Rumford
W0GHM Skowhegan

MARYLAND

W0ABW Annapolis
W0AYE Baltimore
W0GEM Cambridge
W0L0X Lexington Park
W0ICO Salisbury
W0IIR Westminster
W0DON Wheaton

MASSACHUSETTS

W0REB Holyoke
(Springfield)
W0MRC Milford
W0BEC Pittsfield
W0TYM Springfield
W0ARE Ware

MICHIGAN

W0ALM Albion
W0W0E Allegan
W0LEW Bad-Axe
W0B0M Bay City
W0BRN Big Rapids
W0MRP Flint
W0BFC Freemont
W0MPL Hancock
W0AHL Hastings
W0BSE Hillsdale
W0IKB Iron River
W0JMS Ironwood
W0JPD Ishpeming
W0KLA Ludington
W0MPL Manistek
W0DMJ Marquette
W0AGN Menominee
W0CEN Mt. Pleasant
W0MAB Muskegon
W0MUS Muskegon
W0NIL Niles
W0LPS Port Huron

MINNESOTA

K0ASM Albany
K0XRA Alexandria
K0ANO Anoka
K0BUN Bemidji
K0BMO Benson
K0BMW Breckenridge
W0K0K Cloquet
(Duluth-Superior)
K0R0X Crookston
K0DLM Detroit Lakes
W0LEY Ely
W0EVE Eveleth
K0D0Z Grand Rapids
K0D0Z Hutchinson
K0F0B International Falls
K0LTF Little Falls
K0NUJ New Ulm
K0RFO Owatonna
W0CMP Pine City
K0L0H Pipestone
K0FAM St. Cloud
W0AVN Stillwater
K0AGE Winona

MISSISSIPPI

W0AMY Amory
W0BLE Batesville
W0GCM Biloxi-Gulfport
W0BIP Booneville
W0JMB Brookhaven
W0D0B Canton
W0L0C Centerville
W0ROX Clarksdale
W0CLD Clarksdale
W0CJU Columbia
W0CBI Columbus
W0GMA Corinth
W0MAG Hattiesburg
W0JPR Greenville
W0GRM Greenwood
W0NAG Grenada
W0FOR Hattiesburg
W0MDC Hazlehurst
W0CPC Houlton
W0L0C Indianola
W0K0Z Kosciusko
W0AML Laurel
W0MBC Macon
W0SJC Magee
W0AFP McComb
W0M0X Meridian
W0MIS Natchez
W0NAU New Albany
W0SUH Oxford
W0PMP Pascagoula

CASTING SYSTEM

WHOC Philadelphia
 WRJW Piacayune
 WRSJ Starkville
 WELD Tupelo
 WQBC Vicksburg
 WABO Waynesboro
 WR0B West Point
 WONA Winona
 WAZF Yazoo City

MISSOURI

KBHM Branson
 KGM0 Cape Girardeau
 KDM0 Carthage
 KCRV Caruthersville
 KCHR Charleston
 KCHI Chillicothe
 KBIA Columbia
 KDEX Dexter
 KREI Farmington
 KW0S Jefferson City
 KIRX Kirksville
 KLWT Lebanon
 KTOB Malden
 KNIM Maryville
 KNCM Moberly
 KRMO Monett
 KRS Mountain Grove
 KBTN Neosho
 KNEM Nevada
 KWOC Poplar Bluff
 KTRR Rolla
 KSGM Ste. Genevieve
 KRES St. Joseph
 KSMO Salem
 KDRO Sedalia
 KICK Springfield
 KALM Thayer
 KTTN Trenton
 KLWP Union
 KOKO Warrensburg
 KRE Warrenton
 KWPM West Plains

MONTANA

KBMY Billings
 KBMN Bozeman
 KBOW Butte
 KUDI Great Falls
 KOJM Havre
 KHLJ Helena
 KGEZ Kalispell
 KOLL Libby
 KPRK Livingston
 KATL Miles City
 KBTK Missoula
 KVKC Wolf Point

NEBRASKA

KCOW Alliance
 KCSR Chadron
 KJSK Columbus
 KHUB Fremont
 KHAS Hastings
 KVR Holdrege
 KGFV Kearney
 KLMS Lincoln
 KBRL McCook
 KODY North Platte
 KOGA Ogallala
 KOOD Omaha
 KBRX O'Neill
 KSID Sidney
 KAWL York

NEVADA

KPTL Carson City
 KVLV Fallon
 KRAM Las Vegas
 KATO Reno

NEW HAMPSHIRE

WKXL Concord
 WLNH Laconia

NEW JERSEY

WNNJ Newton

NEW MEXICO

KALG Alamogordo
 KHAM Albuquerque
 KSVP Artesia
 KAVE Carlsbad
 KLTX Clayton
 KLV Clovis
 KOTS Deming
 KMIN Grants
 KKEW Hobbs
 K0BE Las Cruces
 KRSN Los Alamos
 KEMM Portales
 KTN Tatum
 KBIM Roswell
 KSL Silver City
 KSRC Socorro

KCHS Truth or
 Consequences
 KTNM Tucumcari

NEW YORK

WMBO Auburn
 WRBV Boonville
 (Rome-Utica)
 WFLR Dundee
 WDOE Dunkirk
 WOSC Fulton
 WJOC Jamestown
 WLFJ Little Falls
 WICY Malone
 WCIR Plattsburgh
 WGG0 Salamanca
 WNZZ Saranac Lake
 WRSA Saratoga Springs
 WDLA Walton

NO. CAROLINA

WRCS Ashoke
 WABZ Albemarle
 WGW R Asheville
 WBBB Burlington
 WEGO Concord
 WCKB Dunn
 WCDJ Edenton
 WCNC Elizabeth City
 WBLA Elizabethtown
 WFAI Fayetteville-
 Fort Bragg
 WBSO Forest City
 WSPC Franklin
 WFGV Fuquay Springs
 (Raleigh)
 WLTC Gastonia
 WFCM Goldsboro
 WKDX Hamlet
 WHNC Henderson
 WHPF Hendersonville
 WHP High Point
 WJNC Jacksonville
 WELS Kinston
 *WEO Laurinburg
 *L0E Leaksville
 *JRI Lenoir
 WBUY Lexington
 WTSB Lumberton
 WMMH Marshall
 WMAP Monroe
 WHIP Mooresville
 WMRL Morehead City
 WMNC Morganton
 WPA Mount Airy
 WRNB New Bern
 WNNC Newton
 WKBC No. Wilkesboro
 WFCR Reidsville
 WCBT Roanoke Rapids
 WCEC Rocky Mount
 WSTP Salisbury
 WWGP Sanford
 W0HS Shelby
 WEEB Southern Pines
 WMSI Sylva
 WTYM Trade
 WDES Waynesboro
 WISF Wainwright
 W00W Washington
 WHCR Waynesville
 WENC Whiteville

NORTH DAKOTA

KDLR Devils Lake
 KDIX Dickinson
 KNCDC Hettinger
 KEYJ Jamestown
 KOVC Valley City

OHIO

WATG Ashland
 WILE Cambridge
 WBEX Chillicothe
 WJER Dover
 WJEH Gallipolis
 WRSW Hillsboro
 WIRD Ironton
 WIM Jackson
 WTI6 Massillon
 WPTW Piqua
 WCHO Washington
 Court House
 WKOV Wellston
 WWST Wooster

OKLAHOMA

KADA Ada
 KWHW Altus
 KVS0 Ardmore
 KLTR Blackwell
 WLCM Chickasha
 KWPR Claremore
 *KWOE Clinton
 KUSH Cushing
 *KRHD Duncan

KASA Elk City
 KCRC Enid
 KTAT Frederick
 KWRW Guthrie
 KGYN Guyton
 KTJS Hobart
 KIHN Hugo
 KTCM McAlester
 KGCL Miami
 KBIX Muskogee
 KNO Norman
 KBYE Oklahoma City
 KHBG Okmulgee
 KVLH Pauls Valley
 KLC0 Poteau
 KOLS Pryor
 ICTLQ Tahlequah
 KWSH Tri-City
 (Wewoka-Seminole-
 Holdenville)
 KVIN Vinita

OREGON

KWIN Ashland
 KAST Astoria
 KBKR Baker
 KBND Bend
 KRNS Burns
 KWRO Coquille
 KPLK Dallas
 KASH Eugene
 KUIK Hillsboro
 (Portland)
 KFJI Klamath Falls
 KLBM La Grande
 KQIK Lakeview
 KGAL Lebanon
 KCMC McMinville
 KSOY Medford
 KNPT Newport
 KBCH Oceanlake
 KSRV Ontario
 KWRC Pendleton
 KLIQ Portland
 KODL The Dalles

PENNSYLVANIA

WNCC Barnesboro
 WBF0 Bedford
 WBRX Berwick
 WLOA Braddock
 (Pittsburgh)
 WISR Butler*
 WEDL Carlisle
 (Scranton)
 WHYL Carlisle
 WESA Charleroi
 WCVI Connellsville
 WOTR Corry
 WPAR Farrell
 (Youngstown, Ohio)
 WHUN Huntingdon
 WDAI Indiana
 WADP Kane
 WACB Kittanning
 WAKU Latrobe
 WITT Lewisburg
 WAGW Meadville
 WKRZ Oil City
 WPAZ Pottstown
 WPME Punxsutawney
 *WKMC Rearing Spring
 WATS Sayre
 WMAJ State College
 WAY Waynesboro
 WLYC Williamsport

SO. CAROLINA

WABV Abbeville
 WAKN Aiken
 WAIM Anderson
 WBAW Barnwell
 WBLR Batesburg
 WBEU Beaufort
 WAGS Bishopville
 WACA Camden
 WHAN Charleston
 WCRE Cheraw
 WCHC Charleston
 WPCG Clinton
 WDSC Dillon
 WELP Easley
 WOLS Florence
 WFGN Gaffney
 WGTN Georgetown
 WGSW Greenwood
 WEAB Greer (Greenville)
 WBHC Hampton
 WHSC Hartsville
 WDKD Kingstree
 WLCM Lancaster
 WRB Manning
 WJAY Mullins
 WMYB Myrtle Beach
 *WKDK Newberry
 *WTD Orangeburg

WRHI Rock Hill
 WSNW Seneca
 WTHE Spartanburg
 WFIG Sumter
 WBCU Union
 WALD Walterboro

SOUTH DAKOTA

KABR Aberdeen
 KBRK Brookings
 KOBH Hot Springs
 KLVJ Huron
 KOLY Mobridge
 KGFJ Pierre
 KISD Sioux Falls
 *WAB Watertown
 KWYT Winner
 KYNT Yankton

TENNESSEE

WEAG Alcoa
 WLAR Athens
 *WVIG Bristol
 (Bristol, Tenn.-Va.)
 WFCS Chattanooga
 WMCH Church Hill
 *WJM Clarksville
 WCLE Cleveland
 WKRM Columbia
 *WJB Cookeville
 WLSB Copperhill
 WKBL Covington
 WAEW Crossville
 WNDT Dayton
 WDKN Dickson
 WDSG Dyersburg
 WEMB Erwin
 WFKR Fayetteville
 WAGG Franklin
 WHIN Gallatin
 WGRV Greeneville
 WHBT Harriman
 WRT Humboldt
 *WDX Jackson
 WCIC Jamestown
 WKVV Knoxville
 WLAJ La. Follette
 WDXE Lawrenceburg
 WCOR Lebanon
 WLLI Lenoir City
 WJMB Lewisburg
 WDXL Lexington
 WMMT McMinville
 WHEY Millington
 WCRK Morristown
 WGNB Murfreesboro
 WNAH Nashville
 WLIK Newport
 WOKE Oak Ridge
 WTPR Paris
 WTRB Ripley
 WORM Savannah
 WEPG South Pittsburg
 WDEL Springfield
 WDEH Sweetwater
 WJIG Tullahoma
 WENK Union City
 WCDT Winchester

TEXAS

KVLF Alpine
 KZIP Amarillo
 KACT Andrews
 KBUD Athens
 KALT Atlanta
 KRUN Ballinger
 KROK Bay City
 KREL Baytown
 KBLT Big Lake
 KBYG Big Spring
 KFFN Bonham
 KBBB Borger
 KNEI Brady
 KBRB Brokenridge
 KWH Brenham
 KBOR Brownsville
 KBWD Brownwood
 WTAW Bryan
 KBEN Carrizo Springs
 KRCO Castroville
 KCTX Childress
 KCAR Clarksville
 KVLV Cleveland
 KSTA Coleman
 KWMC Colorado City
 KAND Corsicana
 KRCO Crockett
 KXIT Dalhart
 KDLK Del Rio
 KDNT Denton
 KDDD Dumas
 KEPS Eagle Pass
 WRCG Edinburg
 *PSO Enflrrias
 KFLD Floydada
 KFST Ft. Stockton
 KNAF Fredericksburg

KBZR Freeport
 KGAF Gainesville
 KTRB Gonzales
 KSWA Graham
 KBCC Grand Prairie
 KGLV Greenville
 KCLW Hamilton
 KWRD Henderson
 KPAN Hereford
 KTRB Hillsboro
 KSAM Huntsville
 KEBE Jacksonville
 KMBL Junction
 KAML Kenedy-
 Karnes City
 KERB Kormit
 KERV Kerrville
 KOCA Kilgore
 KLEN Killeen
 KPET Lamesa
 KVOZ Laredo
 KLVTV Levelland
 KLVW Livingston
 KTTT Livingston
 KFRO Longview
 KLLL Lubbock
 KRBA Lufkin
 KMHHT Marshall
 KCMR McAamey
 KERS Mexico
 KJBC Midland
 KRC Mineral Wells
 KIRT Mission
 KVKM Monahans
 KIMP Mt. Pleasant
 KZOL Muleshoe
 KNSG Nacogoches
 KGNB New Braunfels
 KRIG Odessa
 KOGT Orange
 KNET Palestine
 KHHH Pampa
 KFTV Paris
 KIUW Pecos
 KWOP Plainview
 KBOP Pleasanton
 KPOS Post
 KOLJ Quanah
 KTXL San Angelo
 KVAL San Saba
 KSMI Seminole
 KSEY Seymour
 KEVA Shamrock
 KDXX Sherman
 (Denison)
 KSNY Snyder
 KDWT Stamford
 KSTV Stephenville
 KBST Sulphur Springs
 KXOX Sweetwater
 KTAE Taylor
 KTF5 Texarkana
 KTLW Texas City
 KTUE Tulsa
 KTYL Tyler
 KVOU Uvalde
 KWVG Vernon
 KVIC Victoria
 KBEC Waxahachie

UTAH

KBUH Brigham City
 KVVU Logan
 KOG Ogden
 KAD Price
 KEYV Provo
 KDXU St. George
 KSOP Salt Lake City
 KTUT Tooele City
 KVEL Vernal

VIRGINIA

WKLV Blackstone
 WINA Charlottesville
 WBCR Christiansburg
 WKCY Covington
 WCAV Culpeper
 WEVA Emporia
 WVAF Fryingpan
 WYFR Franklin
 WFVA Fredericksburg
 WFR Front Royal
 WBBB Galax
 WDDY Gloucester
 WVA Gretna
 WHAP Hopewell
 WREL Lexington
 WBRG Lynchburg
 WMEV Marion
 WMYA Martinsville
 WSTG Mount Jackson
 WVA Norton
 WMA Orange
 WPVA Petersburg
 WPIV Piasaki
 (Continued on Next Page)

** Associated Station (Carrying KBS Commercials on Special Working Agreement).

KEYSTONE BROADCASTING SYSTEM, INC.

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

Officers and Directors

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

New York

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

Phone: ELdorado 5-3720

Noel A. Rhys.....Executive Vice-President
Charles A. Hammarstrom.....Vice-President
Eve Waldo.....Office Manager
Martin Mills.....Research Director

Chicago

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

Phone: STate 2-8900

Sidney J. Wolf.....President
Edwin R. Peterson.....Senior Vice-President
Arthur Wolf.....Secretary-Treasurer
Paul Kolar.....Comptroller
William Wolf, E. Richard Peterson, Jr......Account Executives
Blanche Stein.....Director of Station Relations
Anita Larie.....Auditor
Jane C. McFadden.....Traffic Manager, Program Director

Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 3-2910

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

San Francisco

75 Post Street, San Francisco, Calif.

Phone: SUTter 1-7440

J. Holtman.....Account Executive

(Cont. from Page 257)

WRIC Richlands
 WHYE Roanoke
 WYTI Rocky Mount
 WHLF South Boston
 WLPM Suffolk
 WESR Taslev
 WBOF Virginia Beach
 WEER Warrenton
 WNNT Warsaw
 WAYB Waynesboro
 WING Winchester
 WYVE Wytheville

VIRGIN ISLANDS

WIVI Christiansted
 (St. Croix)

WASHINGTON

KXRO Aberdeen
 KAGT Anacortes

KPUG Bellingham
 KELA Centralia
 KCLX Colfax
 KCVL Colville
 KXLE Ellensburg
 KNBX Kirkland
 (Seattle)
 KEDO Longview
 KSEM Moses Lake
 KGY Olympia
 KRSC Othello
 KPKW Pasco
 KONP Port Angeles
 KARY Prosser
 KAYE Puyallup
 KAPA Raymond
 KENE Toppenish
 KKEY Vancouver
 KTEL Walla Walla
 KUEN Wenatchee

WEST VIRGINIA

WTIP Charleston

WHAR Clarksburg
 WDNE Elkins
 WTCS Fairmont
 WKYR Keyser
 WVOW Logan
 WEPM Martinsburg
 WBJC Matewan
 WAJR Morgantown**
 WMOD Moundsville
 (Wheeling)
 WETZ New Martinsville
 WCEF Parkersburg
 WLOH Princeton
 WIRON Roncoverte
 WELC Welch
 WHAW Weston

WISCONSIN

WHBY Appleton
 WATW Ashland
 WBEL Beloit
 (Rockford, Illinois)

WWIS Black River Falls
 WECL Eau Claire
 WDUZ Green Bay
 WTKM Hartford
 WWSM Hayward
 WLCX La Crosse
 WLDY Ladysmith
 WIGM Medford
 WMNE Menomonie
 WOSH Oshkosh
 WFPF Park Falls
 WSWW Platteville
 WPLY Plymouth
 (Shabogran)
 WIBU Poyette
 WRDB Reedsburg
 WJMC Rice Lake
 WRCO Richland Center
 WTCH Shawano
 WCGW Sparta
 WSPT Stevens Point**
 WDR Sturgeon Bay
 WTRW Two Rivers

WTTN Watertown
 WDUX Waupaca
 WHVF Wausau

WYOMING

KBBS Buffalo
 KATI Casper
 KWQO Cheyenne
 KWIV Douglas
 KLIJK Evanston
 KIML Gillette
 KOVE Lander
 KOWB Laramie
 KASL Newcastle
 KPOW Powell
 KRAL Rawlins
 KVRV Rock Springs
 KWYO Sheridan
 KRTR Thermopolis
 KGOS Torrington
 KWOR Worland

THE RADIO NETWORKING PATTERN, '59-69

... Will Crystalize During This Year

By BLAIR A. WALLISER
Executive Vice President
Mutual Broadcasting System



THE pattern of radio network broadcasting for the next ten years will be set in 1959.

After two years of slow and sometimes painful re-appraisal, the major broadcasters have at last recognized that old-time radio, dedicated primarily to entertainment, is dead and cannot be revived.

But in place of mourning for the kind of programming that characterized radio's adolescence, the alert contemporary broadcaster rejoices in the new mature role of radio. Sales of sets are up and audiences are up, for Americans have recognized that radio serves its listeners in a manner unequalled by any other medium in the two areas of service and companionship.

In June of 1957, Mutual foresaw this trend and with characteristic realism and vigor jettisoned its old entertainment policy. In place of programming comedy, variety, soap opera and quiz programs, Mutual became a network of music for companionship and news, sports, special events and personalities. For service, Mutual went farther. The historic chain policy of setting a pattern of network conformity for every local station was dropped. We at MBS capitalized on the independence and community service status of our affiliates. Instead of superimposing a network programming schedule on the broadcast day of our affiliates, Mutual substituted a philosophy of complementary and augmentative service.

The function of the network, as Mutual sees it, is to provide the local station with the services it cannot get for itself—national and international news, sports, special events and name personalities.

We call this policy Dynamic Compatibility. It is dynamic because it creatively and constructively supplements the programming of the local station with an outside line to the entire world. It is compatible because we at Mutual have long since recognized that a few experts sitting behind desks in New York, no matter how capable, cannot master-mind the programming tastes of 453 markets ranging from small prairie towns to huge metropolitan areas.

The modern radio network serves its affiliates best by supplying them with the national and international facilities which will best aid them in becoming top community service stations in their areas. Mutual believes in providing this service even to the point of subordinating network identification to assure listening confidence and loyalty for the local station.

The transistor set has brought about an enormous increase in out-of-home listeners. The automobile radio is no longer a luxury but virtually standard equipment. Where 1958 saw sales in TV sets fall, sales of radio sets continued their steady long-term rise. Americans are conditioned to radio listening wherever they go—whatever they do.

MUTUAL BROAD

ALABAMA
 WEZB Birmingham
 WFBL Decatur
 WXAL Doanopolis
 WDIG Dothan
 WULA Eufaula
 WJOI Florence
 WBBB Hartselle
 WBHP Huntsville
 WAPX Montgomery
 WJHO Opelika
 WFEB Sylacauga
 WTBF Troy
 WTBC Tuscaloosa

ARIZONA
 KSUN Bisbee
 KVNA Flagstaff
 KWJB Globe
 KOY Phoenix
 KGLU Safford
 KTUC Tucson
 KVNC Winslow
 KYOY Yuma

ARKANSAS
 KAMD Camden
 KFAT Fayetteville
 KTEG Fort Smith
 KFFA Helena
 KHLO Hot Springs
 KBTM Jonesboro
 KGBI Little Rock
 KYMA Magnolia
 KOTN Pine Bluff
 KUOA Bloom Springs

CALIFORNIA
 KMAP Bakersfield
 KPAT Chico
 KEO El Centro
 KJEM Eureka
 KYNO Fresno
 KHJ Los Angeles
 KMYO Marysville
 KYOS Merced
 KPRL Paso Robles
 KRDO Redding
 KGMS Sacramento
 KSRW Salinas-Monterey
 KITO San Bernardino
 KGB San Diego
 KFRC San Francisco
 KYEO San Luis Obispo
 KTMS Santa Barbara
 KWG Stockton
 KCOK Tulare-Visalia
 KVEN Ventura

COLORADO
 KIMN Denver
 KGLN Glenwood Springs
 KREX Grand Junction

CONNECTICUT
 WYAB Bridgeport
 WPOP Hartford
 WNLC New London
 WTOR Torrington
 WWCO Waterbury

DISTRICT OF COLUMBIA
 WOL Washington

FLORIDA
 WKWP Key West
 WPEL Jacksonville
 WDSR Lake City
 WONS Lakeland
 WIBE Leesburg
 WTSY Marianna
 WMMB Melbourne
 WKAT Miami
 WEBY Milton-Pensacola
 WSBH New Smyrna Beach
 WHOO Orlando
 WTEF Panama City
 WCNH Quincy
 WTSP St. Petersburg-Tampa
 WSTU Stuart
 WTAL Tallahassee
 WTRK West Palm Beach
 WSRH Winter Haven
 WTTB Vero Beach

GEORGIA
 WYZE Atlanta
 WBBQ Augusta
 WBHF Carterville
 WGBA Columbus
 WMJM Cordle
 WBJL Dalton
 WBHB Fitzgerald
 WGBA Gainesville
 WKEI Griffin
 WLAG La Grange
 WNEK Macon
 WMVG Milledgeville
 WCOH Newnan
 WBSA Rome
 WCCP Savannah
 WTTA Thompson
 WGOV Valdosta
 WAYX Waycross
 WYTH Macon

IDAHO
 KGEM Boise

ILLINOIS
 WLS Chicago
 WJPF Herrin
 WTRF Peoria

INDIANA
 WASK Lafayette
 WVAL Logansport
 WJVA South Bend
 WAOV Vincennes

IOWA
 KCRG Cedar Rapids
 KBOS Clinton
 KSWI Council Bluffs, Ia.
 (Omaha, Neb.)
 KSTT Davenport
 KWDM Des Moines
 WDBQ Dubuque
 EYFD Fort Dodge
 KWWL Waterloo

KANSAS
 KFRM Concordia
 KFNQ Dodge City
 KBLR Goodland
 KIND Independence
 KSAI Salina
 KTOB Topeka
 KAKE Wichita

KENTUCKY
 WLBH Bowling Green
 WTVT Corbin
 WHHR Danville
 WPKY Paducah
 WTLK Lexington
 WTMJ Louisville
 WFTM Maysville
 WOMI Owensboro
 WKYB Paducah
 WSPD Paintsville
 WPKR Pikeville
 WEKY Richmond
 WSFC Somerset

LOUISIANA
 WIKR Bogalusa
 KEUN Eunice
 KYHL Homer
 KPEL Lafayette
 KAOK Lake Charles
 KLLJ Monroe
 KNDG Natchitoches
 WTRN New Orleans
 KENT Shreveport

MAINE
 WFAU Augusta
 WABI Bangor
 WIDE Biddeford
 WABM Houlton
 WTRS Lewiston-Auburn
 WPOR Portland
 WAGM Presque Isle

MARYLAND
 WWTN Baltimore
 WJEF Annapolis

MASSACHUSETTS
 WNAU Boston
 WALE Fall River
 WEMM Fitchburg
 WHAI Greenfield
 WLEH Lowell-Laurance
 WHMP Northampton
 WBRK Pittsfield
 WMAS Springfield
 WABK Ware
 WOCR West Yarmouth
 WNAW Worcester

MICHIGAN
 CKAW Detroit
 WDBE Escanaba
 WBRF Flint
 WABK Grand Rapids
 WKHM Jackson
 WDMJ Marquette
 WMI S Muskegon
 WSGW Saginaw-Bay City

MINNESOTA
 KA'S Austin
 KB'S Bemidji
 WBSM Duluth-Superior
 WEVE Edeleth
 KGDF Fergus Falls
 KOZY Grand Rapids
 Moorhead (see Fargo, N. D.)
 WISK St. Paul
 KWAD Wadena

MISSISSIPPI
 WAMY Amory
 WLOX Biloxi-Gulfport
 WJMR Brookhaven
 WROXarksdale
 WBRB Columbus
 WJPR Greenville
 WNAO Grenada

WMOX Meridian
 WNAU Natchez
 WLEO Tupelo
 WQBC Vicksburg
 WQOH West Point
 WONA Winona
 WAZF Yazoo City

MISSOURI
 KWOS Jefferson City
 WMRH Joplin
 KMBR Kansas City
 KXEO Mexico
 KRES St. Joseph
 WKWS St. Louis

MONTANA
 KOPR Butte
 KGCN Sidney
 KVCR Wolf Point

NEBRASKA
 KGEW Kearney
 KLEMS Lincoln
 KRFL Norfolk
 Omaha (see Council Bluffs, Iowa)

NEVADA
 KORK Las Vegas
 KATO Reno

NEW JERSEY
 WLDB Atlantic City

NEW MEXICO
 KALG Alamogordo
 KHAM Albuquerque
 KSPV Arroyo
 KWFW Hobbs
 KGEL Roswell
 KJNS Truth or Consequences
 KTNM Tucuman

NEW YORK
 WYLI Corning
 WOKO Albany
 WRO Auburn
 WHTA Batavia
 WKOZ Binghamton
 WBRB Buffalo
 WLEA Hornell
 WJHH Horseheads-Elmira Heights
 WJOP Jamestown
 WAKY Kingston
 WICY Malone
 WDR New York
 WSLB Ogdensburg
 WRYT Plattsburgh
 WNDR Syracuse

NORTH CAROLINA
 WGAJ Elizabeth City
 WBRB Burlington
 WYGE Belmont-Charlotte
 WFGV Fuquay Springs
 WGBG Greensboro
 WJNC Henderson
 WJNC Jacksonville
 WLOB Leaksville
 WTSB Lumberton
 WRLI Lenoir
 WSRD Mt. Airy
 WHIT New Bern
 WKIX Raleigh
 WHTT Roanoke Rapids
 WSTP Salisbury
 WONS Shelby
 WONI Wilmington
 WOTH Winston-Salem

NORTH DAKOTA
 KDLR Devils Lake
 KVOX Fargo (Moorhead, Minn.)

KNOX Grand Forks
 KEYJ Jamestown
 KJPM Minot
 KOVY Valley City

OHIO
 WNCO Ashland
 WPKR Akron
 Bellair (see Wheeling, W. Va.)
 WAND Canton
 WHEX Chillicothe
 WZPJ Cincinnati
 WPOK Cleveland
 WTVN Columbus
 WIRO Ironton
 WMOA Marietta
 WLEK Sandusky
 WBBW Youngstown
 WSTV Steubenville
 WTOP Toledo
 WJER Dover

OKLAHOMA
 KWON Bartlesville
 WBBZ Ponca City
 KGFP Shawnee
 KTOW Oklahoma City

OREGON
 KWIL Albany
 KWLN Ashland
 KAST Astoria
 KBNB Bend



CASTING SYSTEM



KOOS Coos Bay
 KOBE Eugene
 KAGI Grants Pass
 KFOJ Klamath Falls
 KPOJ Portland
 KRNL Roseburg
 KSLM Salem

PENNSYLVANIA
 WNCU Barnesboro
 WHEM Bloomsburg
 WCPA Clearfield
 WCBH Harrisburg
 WAZL Hazleton
 WCBH Juntura
 WLAN Lancaster
 WAKI Latrobe
 WBPZ Lock Haven
 WBSY New Castle
 WIP Philadelphia
 WMLK Pittsburgh-
 McKeesport
 WJPA Pottsville
 WRHI St. Mary's
 WMAJ State College
 WTRN Tyrone-Altoona
 WJPA Washington
 WSHY Wellsboro
 WRAX Wilkes-Barre

RHODE ISLAND
 WFXN Providence
 WFER Westerly

SOUTH CAROLINA
 WANS Anderson

WISG Bennettsville
 WIAN Charleston
 WLOA Columbia
 WGTN Georgetown
 WMIB Greenville
 WISG Hartsville
 WRHI Rock Hill
 WTHE Spartanburg
 WFIG Sumter
 WALD Walterboro

SOUTH DAKOTA
 KOHN Mitchell
 KWAT Watertown

TENNESSEE
 WLAB Athens
 WAGC Chattanooga
 WZMZ Clarksville
 WRAC Cleveland
 WERR Fayetteville
 WHTT Harriman
 WETH Johnson City
 WJAM Lowburg
 WMLV Livingston
 WMMT McMinnville
 WMBJ Memphis
 WBRK Morristown
 WGNB Murfreesboro
 WNAH Nashville
 WATO Oak Ridge

TEXAS
 KWKC Abilene
 KAMQ Amarillo
 KVET Austin

KION Bay City
 KULZ Berger
 KBWD Brownwood
 KORA Bryan
 WRL Dallas-Ft. Worth
 KSET El Paso
 KTHH Houston
 KEBE Jacksonville
 KLEN Killeen
 KVDZ Laredo
 KLLL Lubbock
 KTRF Lufkin
 KRIO McAllen
 KTKM Mesquite
 KECK Odessa
 KPDN Pampa
 KPEE Perryton
 KVPD Plainview
 KPAC Port Arthur-Beaumont
 KMAC San Antonio
 KRRV Sherman-Denison
 KSNY Snyder
 KOSY Texarkana
 KVIC Victoria
 KWTX Waco
 KSYD Wichita Falls

UTAH
 KALL Salt Lake City

VERMONT
 WSYB Rutland
 WDEY Waterbury

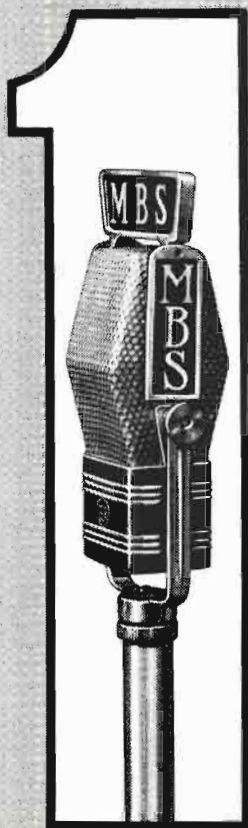
VIRGINIA
 WFHG Bristol
 WCHV Charlottesville
 WCFY Clifton Forge
 WCYA Culpeper
 WBYA Danville
 WPTB Front Royal
 WYOD Lynchburg
 WLOW Norfolk
 WSSV Petersburg
 WRNL Richmond
 WRIS Roanoke
 WJSM Suffolk
 WAYB Waynesboro

WASHINGTON
 ELLA Centralia-Chehalis
 KEDQ Longview
 KGY Olympia
 KVI Seattle

WEST VIRGINIA
 WKOY Bluefield
 WTPJ Charleston
 WYAB Clarksburg
 WTSR Fairmont
 WPIH Huntington
 WLOG Logan
 WJMN Montgomery
 WTRN Wheeling-Beckley, O.
 WBTB Williamson

WISCONSIN
 WJPG Green Bay
 WBBY Appleton
 WGEZ Beloit
 WBIJ Eau Claire
 WPKZ Fond du Lac
 WJSM Hayward
 WLOJ Janesville
 WJSC Madison
 WMTT Manitowac
 WBTJ Poyette
 WRDB Reedsburg
 WJMC Rice Lake
 WPHB Wisconsin Rapids
 WFOJ Milwaukee

WYOMING
 KVWO Cheyenne



st

.... in modern radio network programming – News, Sports, Special Events – essentially non-competitive with TV. Mutual wins powerful listener-loyalty – and station acceptance – with the kind of shows that radio *and only radio* can do best.

.... in delivering listeners at the lowest cost per thousand of any network – Radio or Television. Ask us for proof!

.... in TOTAL STATIONS and in NEW AFFILIATES. Since the inception of the New Mutual programming concept, 103 stations have joined the World's Largest Network – now 453 stations.

*With more and more agencies, advertisers and stations
the feeling of confidence*

is

MUTUAL

BROADCASTING SYSTEM, INC. • WORLD'S LARGEST RADIO NETWORK

1440 Broadway, New York 18, N. Y. • Tribune Tower, Chicago, Ill.

USEFULNESS IS KEY TO WEB RADIO

... An Essential Of Successful Operation

By MATTHEW J. CULLIGAN

Executive Vice President
in charge of the NBC Radio Network



THERE is every reason for confidence in the improvement of network radio's economy in 1959, provided there is continued emphasis on its fundamental characteristic in all phases of its operation. That characteristic is usefulness. The NBC Radio Network recognized this basic value 26 months ago and began to reshape its structure accordingly. So successful were its efforts that NBC Radio enters the new year as leader of the industry.

While we view 1959 as a year of stiff competition for sales dollars, from television and the print media as well as other radio networks, we feel that our sound programming concepts and our aggressive selling and merchandising policies will enable NBC Radio to continue its ascent.

In building the new image of NBC Radio, our first concern was to make it more useful to its millions of listeners. As the keystone of its structure, therefore, we initiated the policy of "NBC News-on-the-Hour" broadcasts, utilizing the facilities of broadcasting's greatest news-gathering agency. Then, because news is no respecter of clocks and the big story may break at any moment, we added the "Hot Line" service to bring our listeners news reports within seconds after developments occur.

Events of 1958—the Middle East crisis, satellite launchings, the New York newspaper strike—proved the importance of strong news coverage to network radio's essential quality of service. This outstanding coverage, which only network radio can provide,

will become even more vital next year and in succeeding years as scientific advancements continue to speed civilization into a "Buck Rogers age."

Our next objective after making NBC Radio more useful was to make it more flexible. The pre-television image of radio had been shattered overnight. But gradually there came an awareness that the public had not abandoned radio when it made television its No. 1 entertainment medium. From 1949 to the present, 115 million radio sets were bought. Because the smaller sets manufactured were so inexpensive, families became multiple set owners. Moreover, the car radio, the portable and the transistor gave listeners mobility. It was found that although radio's huge nighttime audience had been cut sharply by television, radio's daytime and out-of-home audiences were growing phenomenally.

NBC Radio's "Monitor" is a prime example of the flexible programming structure devised to meet the nation's new listening habits. It proved so popular that it was extended to Friday night and, last Fall, to major holidays. Our "Star Dust" policy of presenting top stars in five-minute vignettes also has permitted the necessary flexibility in programming and at the same time has returned headline entertainers to radio. Present plans call for further expansion of "Star Dust" next year.

Proving the effectiveness of these innovations, the NBC Radio Network now has 48 per cent of all network radio sponsored air-time.

NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROADCAST NEW YORK

BOARD OF DIRECTORS

David C. Adams	Charles B. Jolliffe
John L. Burns	Robert E. Kintner
John T. Cahill	Paul M. Mazur
Elmer W. Engstrom	Edward F. McGrady
Frank M. Folsom	Andre Meyer
Harry C. Hagerty	David Sarnoff
Mrs. Douglas Horton	Robert W. Sarnoff
Harry C. Ingles	Walter Bedell Smith
	John K. West

OFFICERS

Robert W. Sarnoff	Chairman of the Bd.
Robert E. Kintner	President
David C. Adams	Senior Exec. Vice President
Kenneth W. Bilby	Executive Vice President
J. M. Clifford	Executive Vice President
P. A. Sugg	Executive Vice President
Matthew J. Culligan	Exec. Vice President
Walter D. Scott	Exec. Vice President
Harry Bannister	Vice President
Hugh M. Beville, Jr.	Vice President
Albert L. Capstaff	Vice President
Jerry A. Danzig	Vice President
William N. Davidson	Vice President
James E. Denning	Vice President
Don Durgin	Vice President
Sydney H. Eiges	Vice President
Thomas E. Ervin	Vice President
George A. Graham, Jr.	Vice President
Richard H. Graham	Vice President
Andrew L. Hammerschmidt	Vice President
William S. Hedges	Vice President
Jules Herbuveaux	Vice President
Edward R. Hitz	Vice President
B. Lowell Jacobsen	Vice President
Thomas E. Knode	Vice President
David Levy	Vice President
Robert F. Lewinc	Vice President
Alan W. Livingston	Vice President
George D. Matson	V.P. & Treasurer
William R. McAndrew	Vice President
Thomas C. McCray	Vice President
William K. McDaniel	Vice President
Thomas B. McFadden	Vice President
Thomas W. Sarnoff	Vice President
Carleton D. Smith	Vice President
James A. Stabile	Vice President
Robert L. Stone	Vice President
Raymond W. Welpot	Vice President
John K. West	Vice President
Lloyd E. Yoder	Vice President
John Q. Cannon	Secretary
William A. Williams	Assistant Treasurer
Paul B. Lynch	Assistant Secretary
John V. Shute	Assistant Secretary
Raymond E. Simonds	Assistant Secretary

DEPARTMENTS

EXECUTIVE

Robert W. Sarnoff..... Chairman of the Bd.
Robert E. Kintner..... President

ADMINISTRATION

J. M. Clifford... Exec. Vice Pres., Administration
Central Division
Merchandise Mart, Chicago 54, Ill.
Jules Herbuveaux..... Vice Pres. Central Div.

TREASURER'S

George D. Matson..... Vice Pres. & Treasurer
Aaron Rubin..... Controller
Dick T. Hollands..... Director, Budgets &
Financial Planning
Robert H. Barnaby..... Mgr., Capital Budgets
Helen Davis..... Mgr., General Office Service
Anthony J. Dente... Mgr., Operating Budgets &
Financial Evaluation
St. Clair Marshall..... Dir. Tax Administration
Harry F. McKeon..... Dir., Tax Office
John McDermott..... Manager, Audits
Richard J. Raburn, Jr..... Director, Accounting
James Jurist..... Chief Accountant
Charles J. Ochsenreiter..... Manager, Systems
Randall R. McMillin... Dir., Pchsg. & Materials
Albert E. Walker..... Manager, Transportation
William A. Williams..... Asst. Treasurer

Engineering & Facilities

Administration

Andrew L. Hammerschmidt... V.P., Engineering
& Facilities Administration
William A. Clarke..... Dir., Facilities Adm.
Joseph J. Arnone... Mgr., Design & Construction
Edward M. Lowell..... Manager, Administration
George M. Nixon..... Dir., Engineering Dev.
Chester A. Rackey... Dir., Facilities Engineering
William S. Duttera... Mgr., Allocations Engin'g
Raymond F. Guy..... Sr. Staff Engineer
James L. Wilson... Mgr., Engineering Adm. & Svcs.
Albert Humbert..... Mgr., Bldg. Maintenance
John L. Seibert..... Mgr., Construction Co-ord.

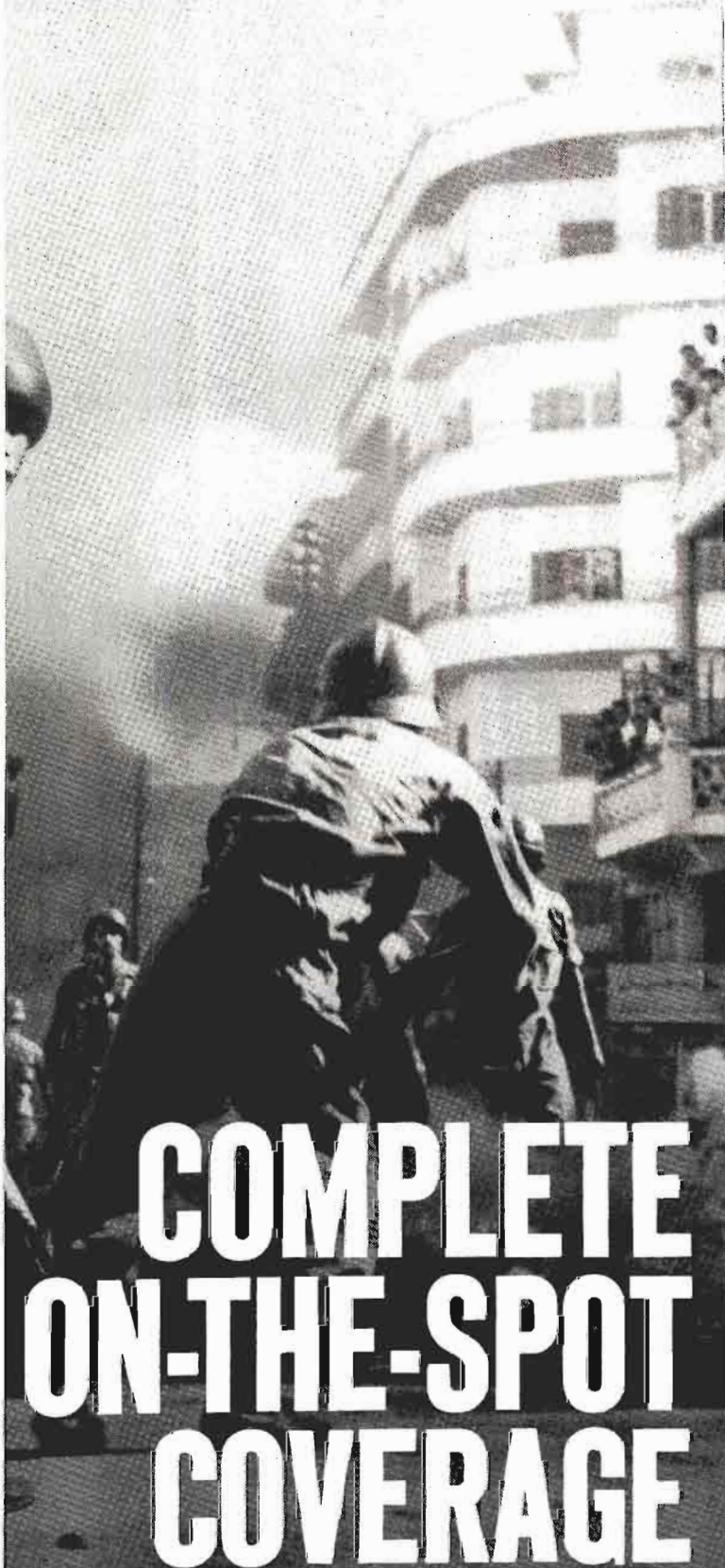
Law

Thomas E. Ervin..... V.P. & General Attorney
John V. Shute..... Asst. General Attorney
Benjamin D. Raub..... Asst. General Attorney

Personnel

B. Lowell Jacobsen..... V.P., Personnel
Richard Connell..... Manager, Organization
Planning & Mgt. Development
H. O. Lumb..... Director, Personnel

(Continued on Page 270)



COMPLETE ON-THE-SPOT COVERAGE



THE NBC RADIO NETWORK

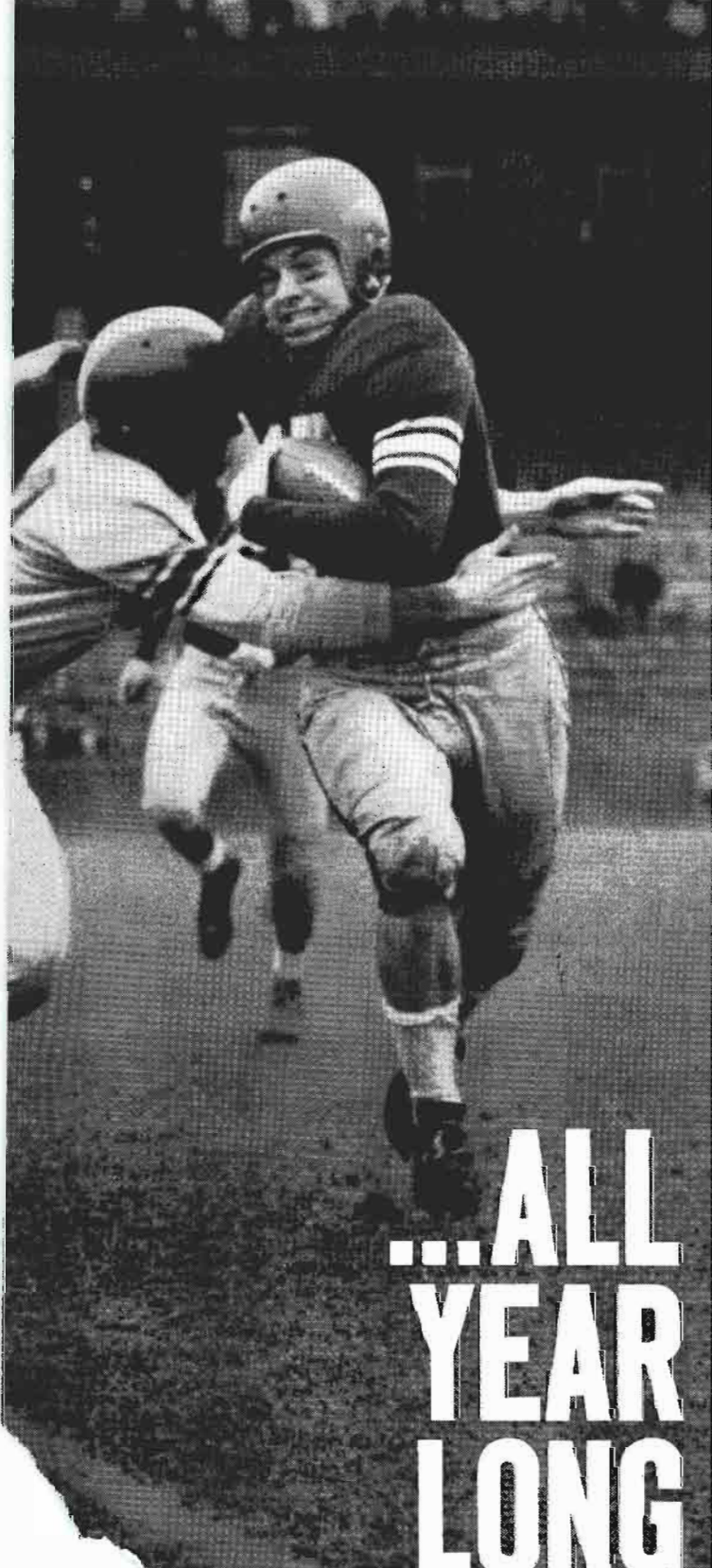
keeps America on top of the latest happenings the whole world over with fast, accurate, dramatic news, flashed by 400 NBC News correspondents stationed in 70 nations.

- Every hour, throughout the day and evening, NBC Radio's NEWS OF THE HOUR presents a complete news summary, featuring on-the-spot reports.
- At all times, NBC's HOT LINE is on the alert, standing by to switch listeners right to the scene of big news, wherever it happens, whenever it happens.
- NBC News is constantly at work on special background reports that give full perspective on the headline of the moment.

This is the kind of news-coverage that the American public relies upon *network* radio to bring them—the kind that only a network *can* bring them. This is the kind of coverage they know they will *always* find on an NBC Radio station.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.





...ALL
YEAR
LONG



THE NBC RADIO NETWORK

is on the spot—whatever the season, whatever the sport—bringing America one exciting first-hand report after another. Baseball and boxing, tennis and track, horse-racing, sailboat-racing, golf—even bocchi—they're all part of the jampacked NBC schedule. Each season there are specials like: the Rose Bowl Game, the World Series, the U. S. Open Golf Tournament, Forest Hills' Tennis Championships, in fact, just about every major event of the year. Weekend games and special features on *MONITOR*, interviews, sports roundups, and the Friday night fights complete the schedule.

For sports-loving America, here's week-in, week-out on-the-spot reporting that only a network could provide.

For complete on-the-spot coverage, all year long, around the world, America turns to the stations of the NBC Radio Network.

NETWORK



(Continued from Page 265)

George H. Fuchs.....Director, Labor Relations
 Dr. Bernard J. Handler.....Company Physician
 Charles J. Boylan.....Mgr., Employ. Benefit
 and Services
 William H. Craig.....Mgr., Employment

Talent & Program Contract

James A. Stabile.....Vice President,
 Program Contract Adm.
 Thomas H. Belviso.....Mgr., Music &
 Literary Rights

International Operations

Alfred Stern.....Dir., Int'l Operations
 Richard L. Berman.....Mgr., Facilities,
 Int'l Operations
 Alvin Ferleger.....Mgr., Administration &
 Sales Development
 William J. Schmitt.....Business Mgr.

**California National Productions,
 Inc.**

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

(Wholly-owned Subsidiary)

Earl Rettig.....President

PACIFIC DIVISION

3000 W. Alameda Ave., Burbank, Calif.

THornwald 5-7000

John K. West.....V.P., Pacific Division
 Alan W. Livingston.....V.P., TV Network Programs
 Thomas W. Sarnoff.....V.P., Prodn. & Bus. Affairs
 Richard Graham.....Vice President, Law
 John E. Burrell.....Mgr., Tech. Operations
 Sheldon B. Hickox, Jr.....Dir., Station Relations
 Blake Chatfield.....Mgr., Bcst. Promotion
 Fenton Coe.....Director, Film Production
 Maurice J. Corwin.....Mgr., Bcst. Facilities &
 Operations
 Gino Conte.....Manager, Unit Manager
 Frank V. Dellest.....Asst. Treasurer, Pac. Div.
 Paul Gale.....Manager, Traffic
 Frank Gertz.....Mgr., Business Affairs Network
 Programs & Production
 Helen Hall.....Manager, Adv. & Prom.
 Harold Kemp.....Director, Nighttime Programs
 John R. Kennedy.....Liaison Engineer
 Joseph L. Kubin.....Asst. Controller, Pac. Div.
 Henry Maas.....Mgr., Sales & Program Services
 John W. Nelson.....Director, Daytime Programs
 Fred Hamilton.....Dir., Film Programs
 Edward A. Rosenberg.....Mgr., Contract
 Administration
 Fred Jacobs.....Attorney
 Scott Shott.....Attorney
 Raiph F. Shawhan.....Dir., Press & Publicity
 John H. Thompson.....Mgr., News & Spec. Events
 Robert D. Thompson.....Mgr., General Services
 Malcolm E. Madden.....Mgr., Prod. Services
 Oscar C. Turner.....Mgr., Personnel & Labor Rel.
 Richard C. Welsch.....Director, Production
 and Business Affairs
 Robert Wood.....Mgr., Continuity Acceptance

CORPORATE RELATIONS

David Adams.....Senior Exec. V.P.

Planning and Research

Hugh M. Beville.....V.P., Planning & Research
 Marvin W. Baiman.....Mgr., Research Studies
 Dr. Thomas E. Coffin.....Director, Research
 Jack B. Landis.....Mgr., Research Devel.
 Allen R. Cooper.....Dir., Corporate Planning
 Charles M. Kinsolving, Jr.....Mgr., Plans Devel.
 Barry Rumble.....Mgr., Rates & Affili.
 William S. Rubens.....Mgr., Audience
 Measurement

Station Relations

Harry Bannister.....V.P. for Station Rel.
 Thomas E. Knode.....V.P., Station Relations
 Donald J. Mercer.....Dir. of Station Rel.

**NBC OWNED STATIONS &
 NBC SPOT SALES**

P. A. Sugg.....Exec. V.P., NBC Owned Stations &
 NBC Spot Sales
 Thomas S. O'Brien.....Dir., Business Affairs
 Anthony C. Krayer.....Business Manager

NBC Spot Sales

Richard H. Close.....Dir., NBC Spot Sales
 George Dietrich.....Dir., Radio Spot Sales
 Frank DeRosa.....Mgr., Radio Spot Sales
 Central Office
 William Buschgen.....Mgr., Radio Spot Sales
 Detroit
 Frederick Lyons.....Mgr., Eastern Radio Spot Sales
 Edward H. Macaulay.....Mgr., Western Radio
 Spot Sales
 Dave Scott.....Mgr., New England Spot Sales
 Morton Gaffin.....Dir., New Bus. & Prom.

NBC Owned Stations

WRCA, WRCA-FM, New York

William N. Davidson.....V.P. & General Mgr.
 Arthur Hamilton.....Station Manager
 Michael A. Lannon.....Mgr., Aud. & Sales Promotion
 Herman Maxwell.....Mgr., National Sales
 Bill Kreitner.....Mgr., Local Sales
 Joseph Murphy.....Manager, Merchandising
 Steve White.....Program Manager
 John O'Keefe.....Mgr., Publicity & Exploit.
 Earl Harder.....Traffic Mgr.
 Fred E. Acker.....Mgr., Business Affairs
 & Operations

WKNB, Hartford-New Britain

Peter B. Kenny.....Gen. Manager
 Robert W. Bray.....Program Manager
 John McHale.....Business Affairs Mgr.
 Gustave Nathan.....Mgr., Sales Devel.
 Howard Wry.....Promotion, Publicity Mgr.

WRC, WRC-FM, Washington

Carleton D. Smith..... V.P. & Gen. Manager
 Joseph Goodfellow..... Station Manager
 Harry Karr..... Sales Manager
 Ralph McCawley..... Adv. & Prom. Manager
 William C. Grayson..... Program Mgr.
 Edwin Peterson..... Publicity Manager
 Pat May..... Traffic
 Jack Lavan..... Business Mgr.

WAMP, WFMP, Pittsburgh

H. W. Shepard..... General Manager
 Martin Pollins..... Sales Manager
 Tom Tyson..... Promotion Mgr.
 John Hierlihy..... Program Manager
 Pat Schwade..... Traffic

WMAQ, WMAQ-FM, Chicago

Lloyd Yoder..... V.P. & General Mgr.
 Robert Lemon..... General Executive
 William Decker..... Sales Mgr.
 John Keys..... Dir. of Adv. & Prom.
 Stephen J. Krasula..... Merchandising Mgr.
 Richard Johnson..... Program Manager
 Chet Campbell..... Publicity Manager
 Terry DeZanek..... Traffic
 Alfred L. Lewis..... Business Mgr.

WRCV, Philadelphia

Raymond W. Welpott..... V.P. & Gen. Mgr.
 Harold Pannepacker..... Station Mgr.
 Robert Fillmore..... Dir. Adv. & Publicity
 Mary Doyle..... Merchandising Mgr.
 Lewis Johnson..... Sales Mgr.
 Robert C. Benson..... Program Manager
 George Lenfest..... Dir. of Operations
 Rita Loftus..... Traffic
 George M. Mathews..... Business Mgr.

KNBC, KNBC-FM, San Francisco

George W. Fuerst..... General Manager
 Richard H. Gravett..... Sales Manager
 Mrs. Jane Morrison..... Mgr. of Adv., Prom.
 & Publicity
 William Cancilla..... Merchandising Mgr.
 Jack Wagner..... Program Manager
 Joe Hanrahan..... Sales Traffic Superv.
 Bert Medar..... Business Manager

PUBLIC RELATIONS

Kenneth W. Bilby..... Exec. Vice President,
 Public Relations
 Lester Bernstein..... Dir., Information

Continuity Acceptance

Stockton Helffrich.. Dir., Continuity Acceptance
 Carl Watson..... Mgr., Continuity Acceptance

Advertising

John H. Porter..... Director, Advertising
 J. Donald Foley..... Mgr., Trade & NBC Owned
 Stations Advertising
 John Graham..... Art Director
 Edwin Vane..... Mgr., Audience Adv. & Prom.

Exploitation

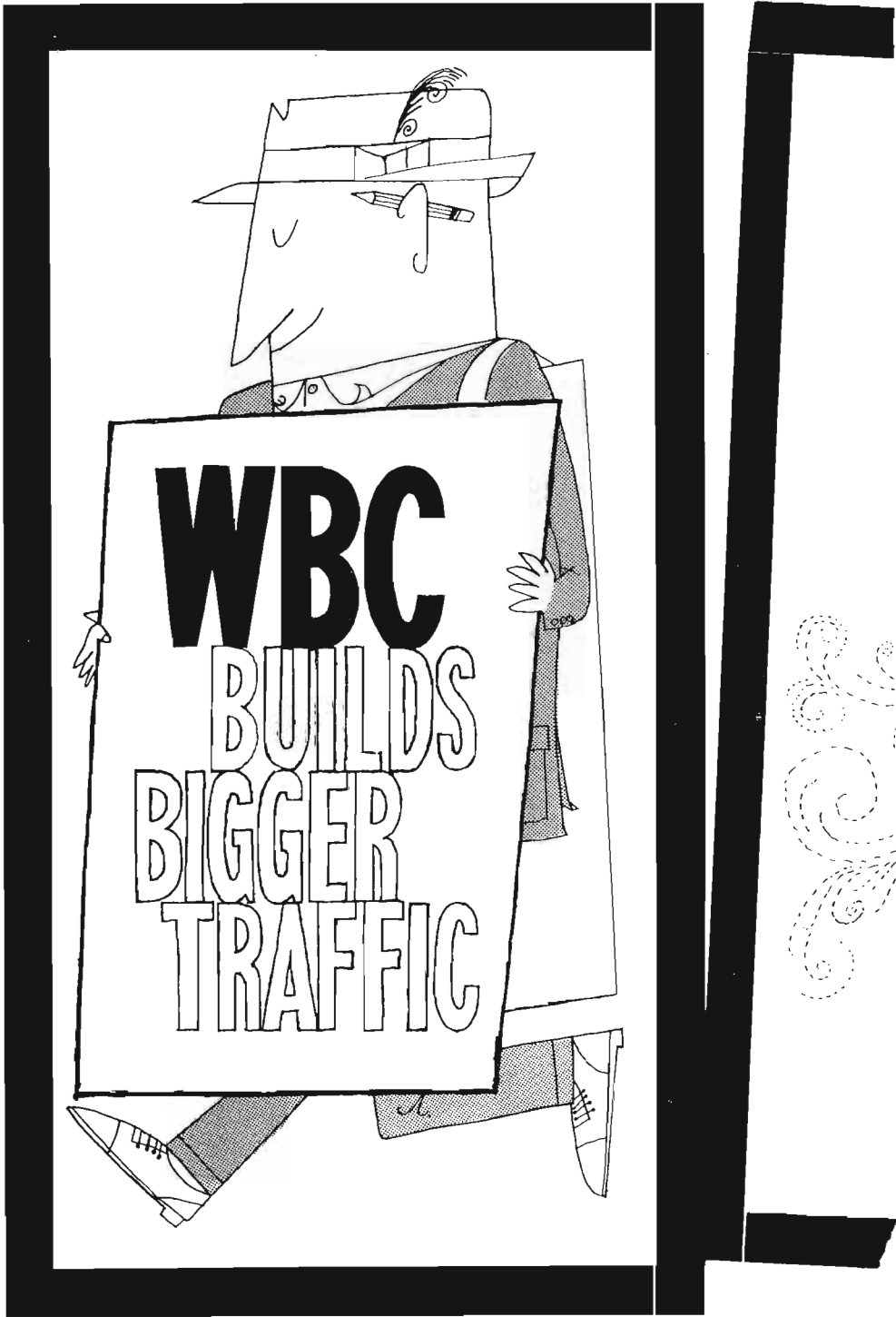
Alexander S. Rylander..... Dir., Exploitation
 Peter M. Tintle..... Mgr., Guest Relations
 John Scuoppo..... Mgr., Exploitation

Press and Publicity

Sydney H. Eiges..... V.P., Press & Publicity
 Ellis Moore..... Dir., Press Department
 Milton Brown..... Mgr., Program Publicity
 Sidney Desfor..... Mgr., Photo Unit
 Charles A. Henderson..... Mgr., Publicity, Radio
 Net. Owned Stations & NBC Spot Sales
 Joseph A. Ryan..... Mgr., Bus. & Trade Publicity
 Kathryn Cole..... Manager, Information
 Cornelius K. Sullivan..... Mgr., Services & Info.
 William B. Miller..... Night Executive Officer

RADIO NETWORK

Matthew J. Culligan... Exec. V.P., Radio Network
 Albert L. Capstaff..... V.P., Radio Network
 Programs
 George A. Graham..... V.P., Sales Planning
 Norman S. Livingston... Dir., Radio Prog. Sales
 William K. McDaniel... V.P., Radio Net. Sales
 William F. Fairbanks... National Sales Mgr.
 George Diefenderfer... Mgr., Central Sales
 David A. Engles..... Mgr., Western Sales
 Harry E. Hobbs..... Mgr., Eastern Sales
 Frederic L. Horton... Gen. Sales Executive
 Howard Gardner... Mgr., Sales Development
 Robert C. Hitchens... Mgr., Radio Sales
 Presentations
 Paul Mensing..... Mgr. Sales, Detroit
 Ludwig W. Simmel... Mgr., Radio Sales
 Service & Traffic
 Theodore Zaer..... Dir., Bus. Affairs
 Robert Wogan..... Mgr., Program Operations
 Murray Heilweil... Marketing Director





RADIO

Boston-Springfield	WBZ+ WBZA	51,000 watts
Pittsburgh	KDKA	50,000 watts
Cleveland	KYW	50,000 watts
Fort Wayne	WOWO	50,000 watts
Chicago	WIND	5,000 watts
Portland, Ore.	KEX	50,000 watts

TELEVISION

Boston	WBZ-TV	NBC
Baltimore	WJZ-TV	ABC
Pittsburgh	KDKA-TV	CBS
Cleveland	KYW-TV	NBC
San Francisco	KPIX	CBS

**No selling campaign is complete
without the WBC stations**



Westinghouse Broadcasting Company, Inc.

Reps: WJZ-TV: Blair-TV... KPIX: The Katz Agency... WIND:
AM Radio Sales... All others: Peters, Griffin, Woodward, Inc.

Effective July 1, 1959 all WBC radio stations will be represented
by AM Radio Sales; all WBC television stations by Television
Advertising Representatives, Inc.

NATIONAL ASSOCIATION OF BROADCASTERS

Headquarters: 1771 N Street, N.W.,
Washington 6, D. C.
Phone: Decatur 2-9300

Officers

President, Chmn. of the Bd.—**Harold E. Fellows**

Everett E. Revercomb
Secretary-Treasurer

John F. Meagher
V.P. in Charge of Radio

Thad H. Brown
V.P. in Charge of Television

DEPARTMENT EXECUTIVES

Howard H. Bell, *Assistant to the Pres.
in Charge of Joint Affairs*

Donald N. Martin, *Assistant to the Pres.
in Charge of Public Relations*

Louise K. Aldrich, *Librarian*

Richard M. Allerton, *Manager of Re-
search*

William Carlisle, *Manager of Station Re-
lations*

Frederick H. Garrigus, *Manager of Or-
ganizational Services Department*

Edward H. Bronson, *Director of Tele-
vision Code Affairs*

Charles H. Tower, *Manager, Broadcast
Personnel and Economics Depart.*

Douglas A. Anello, *Chief Attorney*

La Rue M. Courson, *Production Manager*

A. Prose Walker, *Mgr. of Engineering*

Vincent T. Wasilewski, *Mgr. of Govern-
ment Relations*

RADIO BOARD OF DIRECTORS

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Daniel W. Kops.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WAVZ, New Haven, Conn.		
Simon Goldman	2	New York and New Jersey.
WJTN, Jamestown, N. Y.		
John S. Booth.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WCHA, Chambersburg, Pa.		
Jack S. Younts.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WEEB, Southern Pines, N. C.		
Hugh M. Smith.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WCOV, Montgomery, Ala.		
F. C. Sowell.....	6	Arkansas, Louisiana, Mississippi and Tennessee
WLAC, Nashville, Tenn.		
Robert T. Mason.....	7	Kentucky and Ohio.
WMRN, Marion, Ohio		
J. M. Higgins.....	8	Indiana and Michigan.
WTHI, Terre Haute, Ind.		
William Holm	9	Illinois and Wisconsin.
WLPO, LaSalle, Illinois		

Director	District	States Comprising District
Ben Sanders	10	Iowa, Missouri and Nebraska.
KICD, Spencer, Iowa		
Raymond V. Eppel.....	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KORN, Mitchell, S. D.		
Robert L. Pratt.....	12	Kansas and Oklahoma.
KGGF, Coffeyville, Kans.		
Alex Keese	13	Texas.
WFAA, Dallas, Texas		
George C. Hatch.....	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
KALL, Salt Lake City, Utah		
Joe D. Carroll.....	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
KMYC, Marysville, Calif.		
Robert J. McAndrews.....	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
KBIG, Avalon, Calif.		
Thomas C. Bostic.....	17	Alaska, Oregon and Washington.
KIMA, Yakima, Wash.		

DIRECTORS-AT-LARGE

Large Stations

Harold Hough
WBAP, Fort Worth, Texas
John H. DeWitt, Jr.
WSN, Nashville, Tenn.

Medium Stations

J. Frank Jarman
WDNC, Durham, North Carolina
Frederick A. Knorr
WKMh, Dearborn, Mich.

Small Stations

William C. Grove
KFBC, Cheyenne, Wyoming
J. R. Livesay
WLBH, Mattoon, Illinois

FM Stations

Ben Strouse
WWDC-FM, Washington, D. C.
Merrill Lindsay
WSOY-FM, Decatur, Illinois

Network

E. J. DeGray
ABC Radio, New York, N. Y.
Arthur Hull Hayes
CBS-Radio, New York

Charles W. Godwin
MBS, New York, N. Y.
P. A. Sugg
NBC-Radio, New York, N. Y.

TELEVISION BOARD OF DIRECTORS

Joseph E. Baudino
Westinghouse Broadcasting Co., Inc.
Washington, D. C.
John E. Fetzer
WKZO-TV, Kalamazoo, Mich.
Payson Hall
Meredith Publishing Co.
Des Moines, Iowa
C. Howard Lane
KOIN-TV, Portland, Oregon
Dwight W. Martin

WAFB-TV, Baton Rouge, La.
G. Richard Shafto
WIS-TV, Columbia, S. Car.
James D. Russell
KKTU, Colorado Springs, Colo
Joseph J. Bernard
KTUL-TV, St. Louis, Mo.
Henry B. Clay
KTHV, Little Rock, Ark.
C. Wrede Petersmeyer
Corinthian Broadcasting Corp., N. Y.

Willard E. Walbridge
KTRK-TV, Houston, Texas

Network

Alfred Beckman
ABC-TV, New York, N. Y.
William B. Lodge
CBS-TV, New York, N. Y.
David C. Adams
New York, N. Y.



Famous on the local scene . . .



**WIBG (First Place) — "PATRIOTIC CONTESTS"
WJW-TV AND RADIO — "JUNIOR OLYMPICS"
WJBK — "COLLEGE CAMPUS PROGRAM"**



honored throughout the nation

Being awarded four 1958 George Washington Honor Medals by the Freedoms Foundation at Valley Forge indicates the outstanding position Storer stations have attained through public service in their communities, even in America's greatest markets.

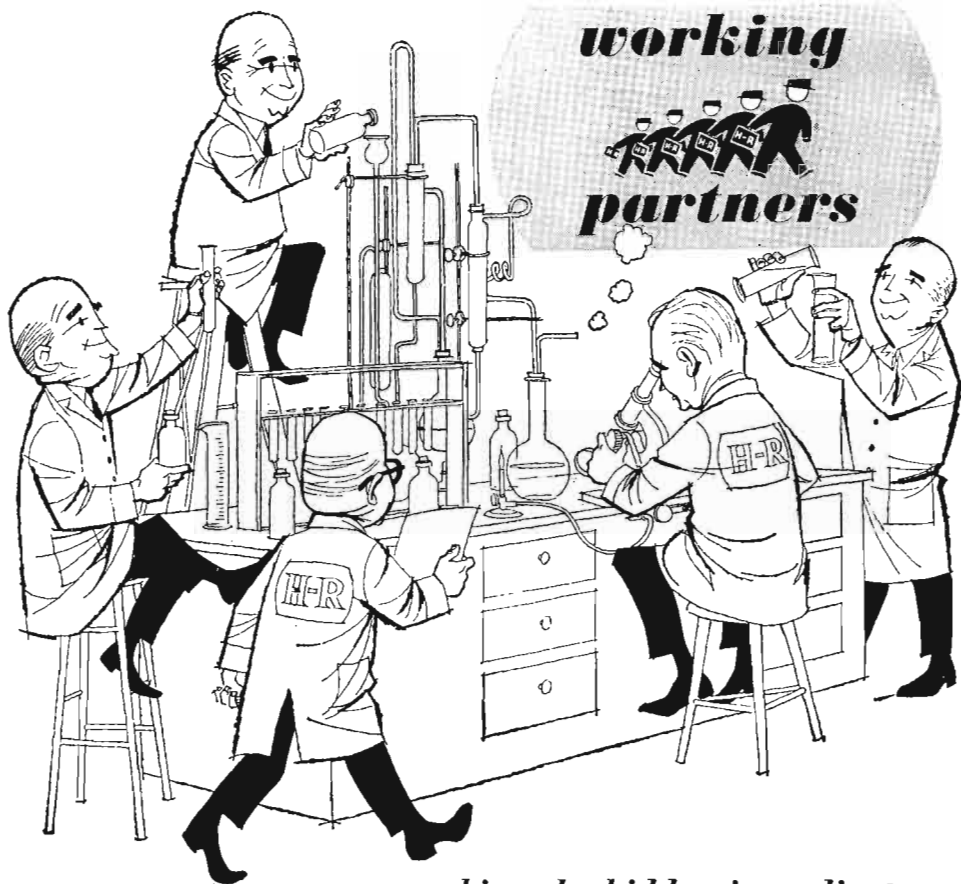
We are happy to acknowledge the fact that the Freedoms Foundation has recognized the achievements of WIBG in Philadelphia, WJW-TV and Radio in Cleveland, WJBK in Detroit and, at the same time, Storer Broadcasting Company's national advertising for the fourth consecutive year.



Storer Broadcasting Company

WSPD-TV Toledo	WJW-TV Cleveland	WJBK-TV Detroit	WAGA-TV Atlanta	WITI-TV Milwaukee		
WSPD Toledo	WJW Cleveland	WJBK Detroit	WIBG Philadelphia	WWVA Wheeling	WAGA Atlanta	WGBS Miami

National Sales Office: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498



working

partners

... seeking the hidden ingredient

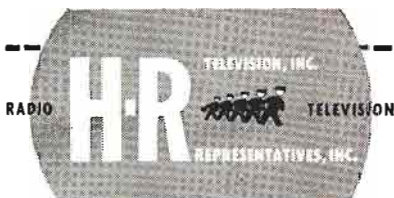
We have never been content to provide buyers with *only* the obvious facts and figures about our stations and the markets in which they operate.

From the day H-R was started by a group of Working Partners, we have sought for the "hidden ingredient" that distinguishes each station and makes it a more logical selection for important schedules.

The value of this persistent research and continuing market study takes on added significance at H-R, because all of the Working Partners and the men on our staff, have the experience and ability to interpret these findings into *extra* service for time buyers and into *extra sales* for our stations.

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President

"We always send a man to do a man's job"



NEW YORK	SAN FRANCISCO	ATLANTA
CHICAGO	DALLAS	HOUSTON
HOLLYWOOD	DETROIT	NEW ORLEANS



RADIO DAILY
TELEVISION DAILY

presents

STATION REPRESENTATIVES

**EXECUTIVE PERSONNEL
KEY & BRANCH OFFICES**

**AM & TV STATION REPS
AFFILIATIONS LISTED
UNDER EACH STATION**

1959



EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience... skill born of doing.

In our business, too, 13 years experience have given us a background that makes the time buyer's job easier... lessens the chance of costly errors.

Such experience must be earned. And there's no substitute for it.

AVERY-KNODEL
INCORPORATED

RADIO-TV STATION REPRESENTATIVES

AIRSPOT SALES

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

Gen. Mgr. Joseph Kapps

ALASKA RADIO & TV SALES

c/o Weed Television
579 Fifth Ave., New York 17, N. Y.

ALL-CANADA RADIO & TELEVISION

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

President. H. R. Carson
V.P., Mgr. Dir. J. S. MacKay
Prom. Mgr. P. N. Harricks

Radio Division

Mgr., Station Time Div. W. M. Brennan
Mgr., Program Division. D. C. S. Murray

TV Division

Manager Reo Thompson
Mgr., Station Time Div. Ross McCreath

Branch Offices

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

Manager K. A. Baker
706 Electric Railway, Chamber Bldg.

Winnipeg, Manitoba

Phone: WHitehall 2-6861

Manager B. Pirie
Taylor, Pearson & Carson Bldg.

Calgary, Alberta

Phone: 2-7691

Manager. J. E. Cavanaugh
1161 Melville St., Vancouver, B. C.

Phone: MUtual 4-7461

Manager J. E. Baldwin

AM RADIO SALES COMPANY

666 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-4567

President. Ralph L. Atlas
Vice Pres. & Gen. Mgr. W. H. Losee

Branch Offices

400 N. Michigan Ave., Chicago 14, Ill.

Phone: MOhawk 4-6555

Exec. in charge. Jerry Glynn
5939 Sunset Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 5-0695

Exec. in charge. Robert Block
950 California St., San Francisco 9, Calif.

Exec. in charge. Kenneth R. Carey

AVERY-KNODEL INC.

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

President. Lewis H. Avery
Exec. Vice-President. J. W. Knodel

Vice-President. Charles C. Coleman, Jr.
Secy., Treas. Philip Schloeder, Jr.

Assistant Treasurer. John J. Tormey

Branch Offices

3125 Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-6869

Exec. V. P. J. W. Knodel
235 Montgomery St., San Francisco 4, Calif.
Phone: YUKon 2-2053

Executive David B. Meblin
3325 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DÜnkirk 5-6394

Executives. Douglas MacLatchie,
W. E. Moore

41 Marietta St., N.W., Atlanta 3, Ga.
Phone: JACkson 3-2545

Vice President. Charles C. Coleman, Jr.
320 Fidelity Life Bldg., Dallas 1, Texas
Phone: RIVERSide 7-7761

Exec. in Charge. Wallis Ivy
1446 Nat. Bank Bldg., Detroit 26, Mich.
Phone: WOODward 1-9607

JAMES S. AYERS CO.

Glenn Bldg., Atlanta, Ga.
Phone: JACkson 5-0459

President James S. Ayers
Branch Office

S. Church St. Bldg., Charlotte, N. C.
Phone: FRanklin 5-6146

Manager Guy Vaughn
WILLIAM A. AYRES CO.

233 Sansome St., San Francisco, Calif.
Phone: YUKon 6-2981

Owner, Mgr. William A. Ayres
Branch Offices

5880 Hollywood Blvd., Hollywood, Calif.
Phone: HO 2-1133

Manager Jack DeBar Smith
ELISABETH M. BECKJORDEN

235 East 46th St., New York 17, N. Y.
Phone: PLaza 5-4262

CHARLES BERNARD CO.

730 Fifth Ave., New York 19, N. Y.
Phone: CIRCle 6-7242

President Charles Bernard
Asst. to President. Rita Hughes

Promotion Director. Leonard Kessler
Branch Offices

New Howard Hotel, Baltimore 1, Md.
Phone: LEXington 9-1680

General Manager. Miss L. Wentworth
1000 Main St., Dallas, Texas

Phone: RIVERSide 1-9217

Gen. Mgr. Diane Spiegel
HIL F. BEST CO.

Park Ave. Bldg., Detroit 26, Mich.
Phone: WOODward 2-7298

President. Hil F. Best
Vice-Pres. Michael Best

Gen. Mgr. Tom Corlett
Branch Offices

101 Park Ave., New York 17, N. Y.
Phone: LEXington 2-3783

Geo. T. Hopewell, Joseph Cannon

STATION REPRESENTATIVES

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STate 2-5096

Executives-in-chargeHooper Jones,
Phyl Duncan

111 N. LaCienega Blvd., Beverley Hills, Cal.

Phone: AI 5-8326

681 Market St., San Francisco, Calif.

Phone: EXbrook 7-0544

Executive-in-ChargeJames Walsh

Mortgage Guaranty Bldg., Atlanta, Ga.

Phone: ALpine 5084

Executive-in-chargeTom Atkinson

WALTER BIDDICK COMPANY

1046 So. Olive St., Los Angeles 15, Calif.

Phone: RIchmond 9-8800

ManagerGuy Biddick

Office Mgr.....Barbara McNey

Traveling Rep.....Burt Zoul

JOHN BLAIR & COMPANY

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

Phone: PLaza 3-4250

President.....John P. Blair

Exec. Vice-Pres.....Arthur H. McCoy

Stations Oper. Mgr.....Wells Barnett

Vice-President.....Ward Dorrell

Secretary-TreasurerBlake Blair

Branch Offices

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

Phone: SU 7-2300

Vice-President.....Clifford J. Barboraka, Jr.

2502 Russ Bldg., San Francisco 4, Calif.

Phone: DOuglas 2-3188

Manager.....Heber Smith, Jr.

155 Sansome St., San Francisco, Calif.

Phone: DUmkirk 7-1333

Vice-President.....Carleton E. Coveny

937 Paul Brown Bldg., St. Louis 1, Mo.

Phone: CHestnut 1-5686

ManagerCarlos Reese

617 Book Bldg., Detroit 26, Mich.

Phone: WOodward 1-6030

ManagerCharles Fritz

467 Rio Grande Nat'l Bldg., Dallas, Texas

Phone: RIverside 1-4228

ManagerFrank Carter

118 Newbury St., Boston, Mass.

Phone: KE 6-1472

Manager.....Ernest W. Kitchen

101 Marietta St., Atlanta, Ga.

Phone: JA 5-6482

Vice-President.....Charles Dilcher

3319 White-Henry-Stuart, Seattle, Wash.

Phone: ELLiott 6270

Manager.....John Burr

BLAIR-TV, INC.

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

Phone: TEmpleton 8-5800

President.....John P. Blair

Exec. Vice-Pres.....Edward P. Shurick

Vice Pres., E. Sales Mgr...John P. Denninger

Branch Offices

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

Phone: SUperior 7-2300

V. P., Manager.....Harry Smart

2504 Russ Bldg., San Francisco 4, Calif.

TVAR

TELEVISION ADVERTISING REPRESENTATIVES, INC.

*Effective July 1, representing
the Westinghouse Broadcasting Company TV stations*

WBZ-TV—Boston . . . Channel 4 . . . NBC

WJZ-TV—Baltimore . . . Channel 13 . . . ABC

KDKA-TV—Pittsburgh . . . Channel 2 . . . CBS

KYW-TV—Cleveland . . . Channel 3 . . . NBC

KPIX—San Francisco . . . Channel 5 . . . CBS

666 Fifth Avenue, New York 19, N. Y.

Offices in Detroit, Chicago, San Francisco, and Los Angeles

Phone: YUkon 2-7068
 ManagerNed Smith
 3460 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DU 1-3811
 ManagerDavid Lundy
 937 Paul Brown Bldg., St.Louis 1, Mo.
Phone: CHestnut 1-5686
 ManagerRichard Quigley
 617 Book Bldg., Detroit 26, Mich.
Phone: WOOodward 1-6030
 ManagerGabe Dype
 467 Rio Grande Nat'l Bldg., Dallas, Texas
Phone: Rlverside 1-4228
 ManagerSteve Beard
 1402 Barnett Bank, Jacksonville, Fla.
Phone: ELgin 6-5770
 Manager.....Harry E. Cummings
 118 Newbury St., Boston, Mass.
Phone: KENmore 6-1472
 ManagerBruce Pattyson
 White-Henry-Stuart Bldg., Seattle, Wash.
Phone: MAIn 3-6270
 Manager.....John Burr

BLAIR TELEVISION ASSOCIATES, INC.

415 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1922
 President John F. Blair
 Exec. V.P.....Richard L. Foote
 V.P. & Research Dir.....W. Ward Dorrell
 Dir. Sales Develop.....Martin Katz

Branch Offices

333 Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-3819
 Vice-Pres., Mgr.....Arthur C. Stringer
 3460 Wilshire Blvd., Los Angeles, Cal.
Phone: DUnkirk 1-3811
 ManagerDavid Lundy
 2504 Russ Bldg., San Francisco, Cal.
Phone: YUkon 2-7068
 ManagerEdward Smith
 617 Book Bldg., Detroit 26, Mich.
Phone: WOOodward 1-6030
 ManagerGabriel Dype
 937 Paul Brown Bldg., St. Louis, Mo.
Phone: CHestnut 1-5686
 ManagerRichard Quigley
 Rio Grande Nat'l. Bldg., Dallas, Tex.
Phone: Rlverside 1-4228
 ManagerSteve Beard
 118 Newbury St., Boston 16, Mass.
Phone: KENmore 6-1472
 ManagerBruce Pattyson
 1402 Barnett Bank Bldg., Jacksonville, Fla.
Phone: ELgin 6-5770
 ManagerHarry Cummings
 White-Henry-Stuart Bldg., Seattle, Wash.
Phone: MAIn 3-6270
 ManagerJohn Burr

BOGNER & MARTIN

295 Madison Ave., New York 17, N. Y.
Phone: MU 9-2586



AM RADIO SALES CO.

*Effective July 1, representing
 the Westinghouse Broadcasting Company radio stations*

WBZ—Boston
 KDKA—Pittsburgh
 KYW—Cleveland
 WOWO—Fort Wayne
 KEX—Portland

Also representing

WMCA—New York WCKY—Cincinnati
 WLOL—Minneapolis (Midwest-West Coast only)
 KOOL—Phoenix KMPC—Los Angeles
 WIND—Chicago KSFO—San Francisco
 WCAR—Detroit KOLD—Tucson

666 Fifth Avenue, New York 19, N. Y.
 Offices in Chicago, San Francisco, and Los Angeles

STATION REPRESENTATIVES

Exec. in Charge.....P. Bogner

Branch Offices

411 Glenn Bldg., Atlanta, Ga.

Phone: MU 8-3988

Exec. in Charge.....J. Whitehead

435 N. Michigan Ave., Chicago, Ill.

Phone: SUperior 7-6048

Exec. in Charge.....C. G. O'Neill, Jr.

GUY BOLAM

American Sales and Servicing Agency

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

Phone: MURray Hill 5-1300

PresidentGuy Bolam

Branch Offices

3 Place de Valois, Paris 1, France

General Mgr.....P. G. Duprat

38 Hertford St., London W 1, England

Joint Mgr.....G. Everitt

11 rue de Fief, Boulogne-Billancourt, France

Manager.....J. C. Henriot

79 Blvd. Haussmann, Paris 8e, France

Manager.....G. Scheye

THE BOLLING COMPANY, INC.

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

Phone: YUkon 6-4545

President.....George W. Bolling

Vice Pres. (Radio).....Robert H. Bolling

Vice-President (TV).....G. Richard Swift

Sales Develop. Dept.....Morton A. Barrett

Branch Offices

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

Phone: WH 3-2040

Mgr., V. P.....John D. Stebbins

Sales Manager.....Gale Blocki

204 S. Beverly Dr., Beverly Hills, Calif.

Phone: BR 2-0544

Manager.....George W. Bolling, III.

5 Third St., San Francisco, Calif.

Phone: GA 1-6740

Mgr.....John T. Coy

80 Boylston St., Boston 16, Mass.

Phone: HU 2-0346

Manager.....Richard A. Keating

Vaughn Bldg., Dallas 1, Tex.

Phone: RI 8-2172

Manager.....Thomas R. Murphy

THE BRANHAM COMPANY

360 North Michigan Avenue, Chicago 1, Ill.

Phone: CEntral 6-5726

President.....Eugene F. Corcoran

Vice President.....Lewis S. Greenberg

ManagerJohn Murphy

Branch Offices

99 Park Avenue, New York 16, N. Y.

Phone: MURray Hill 2-4606

Executive-in-Charge.....Joseph F. Timlin

6-235 General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 1-0440

Executive-in-Charge.....Fred A. Weber

1005 Fidelity Union Life Bldg., Dallas 3, Tex.

Phone: RIVERSide 8-5831

Executive-in-ChargeGeorge Harding

Rhodes-Haverty Bldg., Atlanta 3, Ga.

Phone: JACkson 2-3025

OUR CALLING CARD



RESPECT • For the teamwork of a job well done.

SERVICE • Conscientious skill has won high acceptance in ad agencies.

VITALITY • With alert, dynamic sales force — hard-hitting research analysis.

PROFIT • Experienced sales executives insure major budgets.



Gill-Perna

Radio & Television Station Representatives.

• NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • BOSTON

STATION REPRESENTATIVES

Executive-in-Charge.....Horace L. Ralls
706 Chestnut St., St. Louis 1, Miss.
Phone: CHestnut 1-6192

Executive-in-ChargeJohn Henderson
1028 Sterick Bldg., Memphis 3, Tenn.
Phone: JAcKson 6-2344

Executive-in-Charge.....Sidney L. Nichols
2001 Liberty Life Bldg., Charlotte 2, N. C.
Phone: EDison 2-8839

Executive-in-Charge.....Bertram C. Finch
703 Market Street, San Francisco 3, Calif.
Phone: YUkon 2-1582

ManagerPeter Childs
6399 Wilshire Blvd., Los Angeles 48, Calif.
Phone: WEbster 1-1551

Executive-in-Charge.....Norman E. Noyes
496 N.E. 29th Terrace, Miami, Fla.
Phone: FRanklin 9-4685

Executive-in-ChargeDan Gattoni

BREEN & WARD

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

Phone: PLaza 1-5075

Branch Offices

330 S. Wells St., Chicago 6, Ill.

Phone: WAbash 2-5236

2449 Larkin St., San Francisco, Cal.

Phone: PRospect 5-2725

ManagerFrank Crennan

Terminal Sales Bldg., Portland 5, Ore.

Phone: CApital 8-5191

ManagerQuenton Cox

BROADCAST TIME SALES

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

Phone: MU 4-6740

Pres., Man. Dir.....Carl L. Schuele
Sales Dirs.....Sam Brownstein, Geo. Beavers, Norman Flynn, Peter Arnstein
Finance Director.....David Lieberman
Research Director.....Miss Joan Rogers

Branch Offices

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

Phone: State 2-1405

ManagerEarl Glickman
681 Market St., San Francisco 11, Calif.

Phone: SUTter 1-8656

ManagerPaul Kinsley
286 Penobscot Bldg., Detroit, Mich.

Phone: WOODward 5-7618

Mid-West Manager.....John Hartigan
1540 N. Highland, Los Angeles 28, Cal.

Phone: HO 5-1755

ManagerCharles Hughes

CLARKE BROWN COMPANY

416 Rio Grande National Bldg., Dallas 2, Texas

Phone: RIVERSide 2-5148

President.....Clarke R. Brown

Vice-president.....Robert E. Stuart

Vice-pres., Treas.....Andrew E. Peranni

Branch Offices

1182 West Peachtree N.W., Atlanta, Ga.

Phone: TRinity 5-9539

Exec. Vice President.....Bill McRae

3520 Montrose, Houston, Tex.

Phone: JAcKson 8-1601

ManagerJack Eisele

910 Royal St., New Orleans, La.

RAMBEAU • VANCE • HOPPLE, INC.

RADIO'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE

Established in 1931

The only station representative organization that proves year after year that spot radio can be SOLD as an ADVERTISING MEDIUM against any and all competition, including newspapers!

NEW YORK

Chrysler Building
405 Lexington Ave.
Oxford 7-0890

SAN FRANCISCO

511 Merchants Exchange Bldg.
Exbrook 2-4073

CHICAGO

185 No. Wabash Ave.
Andover 3-5566

LOS ANGELES

1350 No. Highland Ave.
Hollywood 4-6017

STATION REPRESENTATIVES

Phone: JACkson 2-3917
ManagerThomas J. Craig
233 Guaranty Bank Bldg., Denver, Colo.
Phone: CH 4-8191
ManagerJohn McGuire

BURN-SMITH CO., INC.

19 W. 44th St., New York 36, N. Y.
Phone: MU 2-3124-5
Vice Pres.-Eastern Mgr....C. Stanley Bailey

Branch Offices

307 N. Michigan Ave., Chicago 1, Ill.
Phone: CEntral 6-4437
Pres.-Treasurer.....John A. Toothill
672 S. Lafayette Pk. Pl., Los Angeles, Calif.
Phone: Dunkirk 2-3200
Mgr.Harlan G. Oakes
110 Sutter St., San Francisco 4, Calif.
Phone: Sutter 1-7971
ManagerWilliam E. Gilmore

CARIBBEAN NETWORKS, INC.

200 West 57th St., New York 19, N. Y.
Phone: CIRCLE 7-8224
President.....A. M. Martinez
Vice Pres.....Juan J. Cerna
Sec., Treas.....Mildred R. Chafey

CBS RADIO SPOT SALES

485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345

Gen. Mgr.....Gordon F. Hayes
Sales Manager, N.Y.....Milton F. Allison
Research Manager.....Edward Oberst
Client Relations Mgr.....George Arnold

Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.
Phone: Whitehall 4-6000
Sales Manager.....Thomas H. Peterson
932 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500
Sales Manager.....Ralph Patt, Jr.
Sheraton-Palace Hotel, San Francisco 5, Calif.
Phone: Yukon 2-7000
Sales Manager.....Byron Nelson
6121 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-1212
Sales Manager.....Roland McClure
805 Peachtree St. N.E., Atlanta 8, Ga.
Phone: TRinity 4-4407
Sales Manager.....George Swearingen
9th & Sidney Sts., St. Louis 4, Mo.
Phone: PRospect 3-1120
Sales Manager.....Eugene Myers

CBS TELEVISION SPOT SALES

Service of CBS Television
485 Madison Ave., New York 22, N. Y.
Phone: PLaza 1-2345
Vice-Pres. in Charge.....Craig Lawrence
General Manager.....Bruce R. Bryant
Eastern Sales Mgr.....Arthur C. Elliott
Business Manager.....Ben Margolis

Betty Luster Assocs., Inc.

150 West 55th St., N.Y.C.

CIRCLE 6-1952-3

Television Station Representative for:

WESH-TV—Orlando, Florida WSBA-TV—York, Pa.
KNTV —San Jose, Calif. KXGN-TV—Glendive, Montana

Representative for:

Elliot, Unger, & Elliot — Film & Video Tape Commercials
All-Florida Magazine

NATIONAL KINESCOPE SERVICE
AIR CHECKS ANYWHERE
IN THE U. S. A.

STATION REPRESENTATIVES

Dir., Sales Devel.....Frank Elliott, Jr.
Prom. Mgr.....W. Thomas Dawson
Research Manager.....Robert F. Davis

Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.
Phone: Whitehall 4-6000

Midwestern Sales Mgr.....John H. White
805 Peachtree Bldg. N.E., Atlanta, Ga.
Phone: TRinity 5-6677

Manager.....H. H. Holtshouser
932 Fisher Bldg., Detroit 2, Mich.
Phone: Trinity 2-5500

Manager.....Howard H. Marsh
Sheraton-Palace Hotel, San Francisco, Calif.
Phone: YUkon 2-7000

Manager.....Richard R. Loftus
1313 N. Vine St., Los Angeles 28, Calif.
Phone: OLive 1-2345

Manager.....Edward A. Larkin

HENRY I. CRISTAL CO., INC.

579 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 8-4414

President.....Henry I. Christal
Vice-President.....Irvin Gross

Branch Office

333 N. Michigan Ave., Chicago 1, Ill.
Phone: CE 6-6357

Manager.....Neil D. Cline
Russ Building, San Francisco 4, Calif.
Phone: YU 2-1204

Manager.....Richard E. Green
2107 Book Building, Detroit 26, Mich.
Phone: WOODward 3-2365

Manager.....Joseph R. Spadea
581 Boylston St., Boston 16, Mass.
Phone: Copley 7-1180

Manager.....Robert N. Cloutier
972 Peachtree St. N.E., Atlanta, Ga.
Phone: TR 5-9311

Manager.....Kirk Munroe

THOMAS F. CLARK COMPANY, INC.

608 Fifth Ave., New York 20, N. Y.
Phone: JUdson 2-1622

Pres., Mgr.....Thomas F. Clark
Assistant Manager.....Madeleine E. Miklos

Branch Office

35 E. Wacker Drive, Chicago, Ill.
Phone: State 2-1663

Manager.....Paul Elsberry
1928 Guardian Bldg., Detroit, Mich.
Phone: WOODward 1-6036

Manager.....Paul Pequinot
1021 William-Oliver Bldg., Atlanta, Ga.
Phone: JACkson 4-7088

Manager.....Harry Cannon
166 Geary St., San Francisco, Cal.
Phone: YUkon 6-0621

Manager.....Don Pickens

COLLEGE RADIO CORPORATION

135 E. 42nd St., New York 17, N. Y.
Phone: OXFord 7-0890

President.....Edwards R. Hopple
Vice-president.....Robert R. Vance, Jr.

Branch Office

(Rambeau, Vance, Hopple, Inc.)
185 N. Wabash Ave., Chicago 1, Ill.
Phone: ANdover 3- 5566

CONTINENTAL RADIO SALES

545 Fifth Ave., New York, N. Y.

Phone: MUrray Hill 7-6865

Manager.....R. Butche
21st & Panama St., Philadelphia 3, Pa.

Phone: RIttenhouse 6-8139

Manager.....S. Marshall
228 No. La Salle St., Chicago, Ill.

Phone: FRanklin 2-2095

Manager.....R. Olson

DONALD COOKE INC.

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

Phone: JUdson 2-2727

President.....Donald Cooke
Asst. to Pres.....Dorothy McLaughlin

Branch Offices

205 W. Wacker Dr., Chicago 1, Ill.
Phone: State 2-5096

Manager.....Hooper Jones
111 N. La Cienega Blvd., Beverly Hills, Cal.
Phone: OLYmpia 2-1313

Manager.....Lee O'Connell
166 Geary St., San Francisco, Cal.
Phone: YUkon 6-1681

Manager.....Donald Pickens

F. T. CRENNAN & ASSOCIATES

249 Larkin St., San Francisco 9, Calif.

Phone: PRospect 5-2725

Exec. in Charge.....F. T. Crennan

HARRY E. CUMMINGS

1402 Barnett Bank Bldg.,
Jacksonville 2, Fla.

MORTON LOWENSTEIN

Station Representative

310 Glen Echo Rd.
Philadelphia, Penn.
Phone: CH. 7-4510

STATION REPRESENTATIVES

Phone: ELgin 6-5770
Owner.....Harry E. Cummings

DEVNEY INCORPORATED

366 Madison Ave., New York 17, N. Y.
Phone: YUkon 6-4390
President.....E. J. Devney
Branch Office
185 N. Wabash Ave., Chicago, Ill.
Phone: STate 2-5282
Manager.....John K. Markey
612 S. Serrano Ave., Los Angeles 5, Calif.
Phone: DUnkirk 4-7352
Manager.....Fred E. Crawford, Jr.
233 Sansome St., San Francisco 3, Calif.
Phone: YUkon 6-2981
Manager.....William A. Ayres

DORA-CLAYTON AGENCY, INC.

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.
Phone: JACkson 5-7841
Operators....Dora C. Cosse, Clayton J. Cosse

BOB DORE ASSOCIATES

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 3-8370
N. Y. Office.....Robert Dore
Branch Offices
360 N. Michigan, Chicago, Ill.
Phone: FInancial 6-6828
Bob Alexander
4214 Cole Ave., Dallas, Tex.
Phone: LAkeside 8-6368
E. Howard Goodwin
319 Broadway Mkt. Bldg., Detroit, Mich.
Phone: WOODward 3-2590
James Panagos
5880 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 2-1133
Manager.....Jack Smith
233 Sansome St., San Francisco 4, Calif.
Phone: YUkon: 6-2981
Manager.....William A. Ayres
434 Balter Bldg., New Orleans 12, La.
Phone: MAgNolia 4582
Guy Banister

ROBERT E. EASTMAN & CO., INC.

527 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7760
President.....Robert E. Eastman
V.P., N. Y. Mgr.....Morton G. Bassett
V.P., Midwest.....Richard C. Arbuckle
Secy., Treas.....Irene Bolline
Branch Offices
333 N. Michigan Ave., Chicago 1, Ill.
Phone: FInancial 6-7640
Midwest Manager.....Richard C. Arbuckle
1043 Russ Bldg., San Francisco 4, Cal.
Phone: YUkon 2-9760
West Coast Manager.....Richard H. Schutte
1601 Two Eleven N. Ervay Bldg., Dallas, Tex.
Phone: RIVERSide 7-2417
Manager.....Al Carrell
915 Olive St., St. Louis, Missouri
Phone: CEntal 1-6055
Manager.....Ken Atwood

EVERETT-McKINNEY, INC.

40 E. 49 St., New York 17, N. Y.
Phone: PLaza 3-9332
President.....Max M. Everett
Secretary.....M. Jane Callahan
Vice Pres.....Powell H. Ensign
Branch Offices
410 N. Michigan Ave., Chicago 11, Ill.
Phone: SUperior 7-9052
Vice President.....John B. Shelton
111 La.Cienega Blvd., Beverly Hills, Cal.
Phone: OLYmpia 2-1313
Exec-in-Charge.....Lee F. O'Connell
166 Geary St., San Francisco, Cal.
Phone: YU 6-0621
Exec-in-Charge.....Don Pickens

HUGH FELTIS & ASSOC.

1102 Tower Bldg., Seattle 1, Wash.
Phone: MAln 3-1868
Owner.....Hugh M. Feltis
Assocs.....John Mowbray, Doug Dove
Branch Office
806 Wilcox Bldg., Portland 4, Ore.
Phone: CAPItol 3-0151
Exec-in-Charge.....Howard S. Jacobson

FINE MUSIC HI-FI BROADCASTERS

17 W. 44th St., New York 36, N. Y.
Phone: MURray Hill 7-7040
Vice President.....J. P. Fairfax

FM UNLIMITED

161 E. Erie St., Chicago 11, Ill.
Phone: SUperior 7-5262
President.....Charles Kline
Vice-President.....Edward L. Merritt, Jr.

FORJOE & COMPANY, INC. & FORJOE-TV

580 Fifth Avenue, New York 36, N. Y.
Phone: JUdson 6-3100
President.....Joseph Bloom
Vice President.....Lawrence Krasner
Sales Manager.....Douglas Brown
Asst. Sales Mgr.....Edward Argow

Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.
Phone: DELaware 7-3504
General Manager.....Robert Lazar
451 N. LaCienega Blvd., Los Angeles, Calif.
Phone: OLEander 5-7755
V. P., Gen. Mgr.....Lawrence Krasner
681 Market St., San Francisco, Cal.
Phone: SUTter 1-7569
General Manager.....Charles Haddix
1371 Peachtree St., N.E., Atlanta, Ga.
Phone: TRinity 5-0404
General Manager.....Bernard Ochs
310 W. Glen Echo Rd., Philadelphia, Pa.
Phone: CHEstnut 7-4510
General Manager.....Mort Lowenstein

FOSTER & CREED, INC.

414 Statler Office Bldg., Boston 16, Mass.

STATION REPRESENTATIVES

President William A. Creed
Treasurer..... Robert C. Foster

GILL-PERNA, INC.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-4740

President Helen Gill
Exec. Vice-Pres..... John J. Perna, Jr.

Branch Offices

75 E. Wacker Drive, Chicago, Ill.
Phone: FRanklin 2-8665

Midwest Sales Mgr..... Walter Beadell
2915 Book Bldg., Detroit 26, Moch.

Phone: WO 2-7022
Daniel W. Bowen

730 S. Western Ave., Los Angeles, Calif.
Phone: DUmkirk 7-4388

Bambie C. Herrington

Manager..... R. W. Walker
57 Post St., San Francisco, Calif.

Phone: Sutter 1-5568
Allan S. Young

80 Boylston St., Boston, Mass.
Phone: LIberty 2-6481

Manager Harry Wheeler

GOOD MUSIC BROADCASTERS, INC.

8200 Ridge Ave., Philadelphia 28, Pa.
Phone: IVyridge 2-6000

President..... Raymond S. Green

Branch Office

52 Vanderbilt Ave., New York 16, N. Y.
Phone: MUrray Hill 3-2295

Nat. Sales Mgr..... Roy H. Holmes

W. S. GRANT CO., INC.

703 Market Street, San Francisco 3, Calif.
Phone: EXbrook 2-6685

President, General Mgr..... Sam Elkins
Secy., Treas..... Herb Stiller

Branch Offices

7 East 48th St., New York 17, N. Y.
Phone: PLaza 3-1433

Manager John Rooney
15485 Jas. Couzens Blvd., Detroit 38, Mich.

Phone: UNiversity 4-1074

Manager Max Goldblatt
75 East Wacker Dr., Chicago 1, Ill.

6606 Selma Avenue, Hollywood 28, Calif.
Phone: HOLlywood 3-7194

Manager Ned Costa

MELCHOR GUZMAN COMPANY, INC.

45 Rockefeller Plaza, New York 20, N. Y.
Phone: CIrcle 7-0624

President Melchor Guzman

H-R REPRESENTATIVES, INC.

375 Park Ave., New York 22, N. Y.
Phone: PLaza 9-6800

Pres. & Treas..... Frank M. Headley
Vice-Pres. & Sec..... Frank E. Pellegrin
V.P.'s..... Dwight S. Reed, Jas. Alspaugh

Branch Offices

35 East Wacker Drive, Chicago 1, Ill.
Phone: Financial 6-6440

Vice-President..... Dwight S. Reed

155 Montgomery St., San Francisco 4, Calif.
Phone: YUKon 2-5837

General Manager..... James Alspaugh
Equitable Bldg., Hollywood 28, Calif.

Phone: HOLlywood 2-6453

V.P.-Gen. Mgr..... Harold Lindley
DeGeorge Bldg., Houston, Texas

Phone: JACkson 8-1601

Manager Jack Eisele
1182 W. Peachtree St., Atlanta, Ga.

Phone: TRinity 5-9539

Manager..... Bill McRae
416 Rio Grande Bldg., Dallas 2, Texas

Phone: RIverside 2-5148

Gen. Manager..... Clarke Brown
10 Royal St., New Orleans, La.

Phone: JACkson 2-3917

Manager Thomas J. Craig
1065 Penobscot Bldg., Detroit 26, Mich.

Phone: WOodward 1-4148

Manager..... Andrew M. Gent

ARTHUR H. HAGG & ASSOCIATES

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

Phone: CEntral 6-7553

President..... A. H. Hagg
Manager..... K. W. Hagg

Branch Offices

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

Phone: MU 2-8665

Exec. in Charge..... P. Broderick
P. O. Box 182, Kansas City, Mo.

Phone: COlfax 2-4694

Exec. in Charge..... R. J. Anderson

HARRINGTON, RIGHTER & PARSONS, INC.

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

Phone: MU 8-7050

President..... John E. Harrington, Jr.
Vice Pres., Treas..... Volney Righter

Vice Pres., Secy..... James O. Parsons, Jr.

Branch Office

Tribune Tower, Chicago, Ill.

Phone: WHitehall 4-0510

Executive-in-charge..... Carroll R. Layman
235 Montgomery St., San Francisco, Calif.

Phone: Sutter 1-4125

Executive-in-charge..... Franklin Dougherty
1430 W. Peachtree St., Atlanta 9, Ga.

Phone: TRinity 5-8458

Executive-in-Charge..... Frank B. Rice
80 Boylston St., Boston 16, Mass.

Phone: LIberty 2-7537

Executive-in-Charge Carter Knight
Penobscot Bldg., Detroit 26, Mich.

Phone: WOodward 3- 0910

Executive-in-Charge William Snyder

HEADLEY-REED COMPANY

750 3rd Ave., New York 17, N. Y.

Phone: YUKon 6-5800

President Sterling Beeson
Chrm. of Board..... F. W. Miller, Sr.

Exec. Vice-Pres..... John H. Wrath
V.P., Radio-TV..... Robert A. Schmid

Director Frank W. Miller, Jr.
V.P., Sls. Mgr. TV-Radio.. Jack Hardingham

STATION REPRESENTATIVES

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
Phone: FRanklin 2-4686
 Executive V.P.-in-Charge.....John H. Wrath
 800 Peachtree St. Bldg., Atlanta 3, Ga.
Phone: TRinity 4-2736
 Exec-in-Charge.....George P. Crumbley, Jr.
 110 Sutter St., San Francisco, Cal.
Phone: YUkon 2-4912
 Executive-in-Charge.....Fred B. Adair, Jr.
 Taft Bldg., Hollywood & Vine, Hollywood,
 Cal.
Phone: HOLlywood 4-8248
 Executive-in-ChargeArthur Astor
 Phila. National Bank Bldg., Philldelphia, Pa.
Phone: LOCust 4-6027
 Executive-in-charge.....Robert S. Dome
 915 Olive St., St. Louis, Mo.
Phone: CEntral 1-9151
 Executive-in-ChargeWilliam H. Shaw

GEORGE P. HOLLINGBERY CO.

Chairman of the Bd...George P. Hollingbery
 Vice-chairman.....F. E. Spencer, Jr.
 President (Radio).....Fred Hague
 President (TV).....Harry Wise, Jr.

Branch Offices

307 North Michigan Ave., Chicago 1, Ill.
Phone: DEarborn 2-6060
 Executive-in-Charge ..George P. Hollingbery
 V. P. Radio.....Frank McCarthy
 Sales Manager TV.....Warren Nelson
 500 Fifth Ave., New York 36, N. Y.
Phone: OXFord 5-5560
 Executive-in-Charge.....F. E. Spencer, Jr.
 President, RadioFred F. Hague
 President, TVHarry H. Wise, Jr.
 V.P., Television.....John I. Peterson
 Director Research.....Edward R. Eadeh
 134 Peachtree St., Atlanta 3, Georgia
Phone: JACkson 4-8081
 V.P., Exec-in-Chg.....Richard N. Hunter
 1967 Guardian Building, Detroit 26, Mich.
Phone: WOODward 1-3555
 Executive-in-Charge...Joseph D. Payne, Jr.
 3325 Wilshire Blvd., Los Angeles, Calif.
Phone: DUNkirk 5-2071
 Executive-in-ChargeRoy Edwards
 417 Montgomery St., San Francisco 4, Calif.
Phone: DOUGlas 2-2541
 V.P., Exec-in-Chg.....George Lindman
 Tower Building, Seattle 1, Wash.
Phone: FEderal 3-0519
 Executive-in-ChargeHugh Feltis

HAL HOLMAN COMPANY

64 East Lake St., Chicago 1, Ill.
Phone: FRanklin 2-0016

OwnerHal Holman

Branch Offices

366 Madison Ave., New York 17, N. Y.
Phone: YUkon 6-4390
 ManagerEd Devney
 6381 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOLlywood 2-2351
 ManagerTracy Moore
 260 Kearney St., San Francisco 8, Calif.
Phone: EXbrook 2-6444
 ManagerJohn Funk

GEORGE T. HOPEWELL, INC.

101 Park Ave., New York 17, N. Y.
Phone: LE 2-3783

President.....George T. Hopewell
 General Manager.....Joseph S. Cannon

Branch Offices

Park Ave. Bldg., Detroit 26, Mich.
Phone: WOODward 2-7298
 205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
 111 N. LaCienega Blvd., Beverly Hills, Cal.
Phone: OL 5-8326
 1021 William Oliver Bldg., Atlanta, Ga.
Phone: JACkson 4-7088

HARRY S. HYETT CO.

630 Baker Bldg., Minneapolis 2, Minn.
Phone: FEderal 9-7179

President.....Harry S. Hyett

INDIE SALES, INC.

60 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-4813

PresidentJack Koste

Branch Offices

205 W. Wacker Dr., Chicago 6, Ill.
Phone: STate 2-5096
 111 N. La Cienega Blvd., Los Angeles 48, Cal.
Phone: OLeander 5-8326
 Park Ave. Bldg., Detroit 26, Mich.
Phone: WOODward 2-7298
 P. O. Box 6102, Atlanta, Ga.
Phone: EXchange 1490

INTER-AMERICAN PUBLICATIONS, INC.

41 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 2-0884

PresidentAngel Ramos
 Vice-PresidentJose Oviedo

INTERCONTINENTAL SERVICES, LTD.

15 East 48th St., New York 17, N. Y.
Phone: PLaza 3-7930

President.....Harry M. Engel
 Vice-PresidentWalter Staskow
 Treas.-Gen. Mgr.....Stephen A. Mann

THE KATZ AGENCY, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUdson 2-9200

Chr. of Board.....G. R. Katz
 PresidentEugene Katz
 TreasurerMorris J. Beck
 V.P., Client Relations.....Edward Codel
 V.P., TV Sales.....Scott Donahue
 V.P., Research, Prom.....Dan'l Denenholz
 V.P., Radio Sls.....Morris Kellner
 TV Sales Mgr.....Walter Nilson

Branch Offices

Prudential Plaza, Chicago 1, Ill.
Phone: MOhawk 4-7150
 Vice President.....Roy Miller
 V.P., TV Sales.....Wm. W. Joyce
 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 3-8420
 Manager.....Arthur J. Underwood

STATION REPRESENTATIVES

1321 Fulton Bank Bldg., Atlanta 3, Ga.

Phone: JACkson 5-1637

ManagerKeith Byerly

2006 Bryan St., Dallas 1, Texas

Phone: RIVerside 1-4036

ManagerD. Rutledge

Russ Bldg., San Francisco 4, Calif.

Phone: DOUGlas 2-7628

Manager.....Stanley J. Ruelman

3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 5-6284

ManagerRichard Hasbrook

915 Olive St., St. Louis 1, Mo.

Phone: CENTral 1-1868

ManagerAlan Axtell

ROBERT S. KELLER, INC.

72 Barrow St., N. Y. 14, N. Y.

Phone: WATkins 4-6599

President.....Bob Keller

Branch Office

205 W. Wacker Dr., Chicago 6, Ill.

Phone: STATE 2-5096

ManagerHooper Jones

KENTUCKY RADIO SALES

1420 Eastern Parkway, Louisville, Ky.

Phone: HIGHland 3779

PresidentHarry McTigue

KETTLE-CARTER, INC.

118 Newbury St., Boston 16, Mass.

Phone: KENmore 6-1966

PresidentElmer Kettell

Secy.-Treas.Marjorie Carter

A. LEWIS KING

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

Phone: MURray Hill 2-8276

President.....A. Lewis King

NONA KIRBY CO.

507 Statler Bldg., Boston 16, Mass.

Phone: HUBbard 2-6117

PresidentNona Kirby

Vice President.....Kay Chille

BOMAR LOWRANCE & ASSOC., INC.

710 Peachtree St., Atlanta 8, Ga.

Phone: TRInity 6-3726

President.....Bomar A. Lowrance

Vice President.....William M. Scruggs

Branch Offices

Fidelity Union Bldg., Dallas, Tex.

Phone: RANDolph 8206

Vice President.....Robert F. Keefe

JACK MASLA & COMPANY, INC.

40 East 49th St., New York 17, N. Y.

Phone: PLaza 3-8571

PresidentJack Masla

Branch Offices

435 N. Michigan Ave., Chicago, Ill.

Phone: SUPerior 7-6048

ManagerClem G. O'Neil

111 LaCienega Blvd., Los Angeles, Cal.

Phone: OLYmpia 2-1313

Manager.....Lee F. O'Connell

166 Geary St., San Francisco, Cal.

Phone: YUKon 6-0621

Manager.....Don R. Pickens

McGAVREN-QUINN CORP.

110 Sutter St., San Francisco, Cal.

Phone: YUKon 6-4112

PresidentDaren F. McGavren

Exec. Vice President.....Donald J. Quinn

V.P., Sales Mgr.....Ralph Guild

Dir. Sales Devel.....Robert E. Galen

Branch Offices

60 East 56th., New York 22, N. Y.

Phone: PLaza 1-4650

Exec. V.P.....Donald J. Quinn

35 E. Wacker Dr., Chicago, Ill.

Phone: FRanklin 2-1370

ManagerWilliam T. Heaton

2338 Dime Bldg., Detroit, Mich.

Phone: WOODward 1-1675

ManagerWendell Parmelee

1471 Ivar Ave., Los Angeles, Cal.

Phone: HOLlywood 4-6146

ManagerWalter Lake

101 Jones Bldg., Seattle, Wash.

Phone: MAIne 4-8133

ManagerFred Siegner

JOSEPH HERSHEY MCGILLVRA, INC.

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

Phone: MURray Hill 2-8755

President.....Joseph H. McGillvra

General Manager.....E. J. Devney

Branch Office

P.O. Box 127, Bedford, Indiana

Phone: BEDford 9194

PresidentJoseph H. McGillvra

MEDIA REPRESENTATIVES

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

Phone: MU 8-4777

Exec. in Charge.....Edwin Seymour

MEEKER COMPANY, INC.

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

Phone: MURray Hill 2-2170

PresidentBob Meeker

V.P., Sales Dir.....Edgar B. Filion

Eastern TV Sales Mgr.....Chuck Standard

Acct. Executives.....George Olsen, Bob

Dudley, Claude Piano

Sales Prom. Dir.....Vic Piano

Research Director.....Mimi von Zelowitz

Office Manager.....Dottie Phillips

Branch Offices

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

Phone: CE 6-1742

Vice-presidentCarl Jewett

Acct. Execs...Chas. Compton, Robt. Manning

Office Manager.....Peggy Heaton

928 Russ Building, San Francisco 4, Calif.

Phone: YU 6-4940

West Coast Mgr.....Don Pontius

Office Manager.....Lucille Riggs

6362 Hollywood Blvd., Los Angeles 28, Cal.

Phone: HOLlywood 2-6501

ManagerDon Palmer

Office ManagerJudy Merryman

CLYDE MELVILLE CO.

Melba Bldg., Dallas 1, Tex.

Phone: RIVerside 8-5239

Pres.Clyde Melville

STATION REPRESENTATIVES

MICHIGAN SPOT SALES, INC.

15001 Michigan Ave., Dearborn, Mich.

Phone: TIFFany 6-2362

President.....Charles J. Sitta

MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.

Phone: WEStport 1-3322

Owners.....N. E. Paton, Jr., Ralph Meador

Sales.....Norman Jack Smith

ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.

Phone: MU 2-3377

President.....Art Moore

Branch Office

Cascade Bldg., Portland 4, Ore.

Phone: CA 8-7284

Manager.....Ed Henry

TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLLYwood 2-2351

Owner.....Tracy Moore

Manager.....Jerome A. Moore

Branch Office

260 Kearny St., San Francisco, Cal.

Phone: EXbrook 2-6444

Manager.....John Funk

NATIONAL TIME SALES

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

Phone: MUrray Hill 5-1300

Radio and TV Department

Sales Manager.....Arthur Gordon

Sales Promotion Dir.....Al Alperton

Asst. Sales Mgr.....Warren Shuman

Branch Offices

672 LaFayette Park Pl., L. A. 57, Calif.

Phone: DU 2-3200

Exec.-in-Charge.....Harlan Oakes

110 Sutter St., San Francisco, Calif.

Phone: SUtter 1-7971

Exec.-in-Charge.....William Gilmore

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

Phone: SU 8-8177

Executive-in-Charge.....Bert Sears

NBC SPOT SALES

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

Phone: CIrcle 7-8300

Vice President.....Thomas McFadden

Business Mgr.....Anthony C. Krayner

East. Radio Sales Mgr.....Fred T. Lyons

Director, Radio Sales.....George Dietrich

Dir. Represented Stas.....Richard Close

Adv., Prom. Mgr.....Wilbur Fromm

Eastern TV Sales Mgr.....Jack Ryan

Dir. New Bus., Prom.....Mort Gaffin

Sales Service Mgr.....Caroline Wynkoop

Sales Dev., Research Mgr...Daniel Lissance

Director, TV Sales.....Edwin Jameson

Branch Offices

Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

Central Radio Sales Mgr.....Frank DeRosa

Central TV Sales Mgr.....John Mulholland

Sunset & Vine, Hollywood 28, Calif.

Phone: THornwall 5-7000

W. Div. Mgr. Radio.....Doty Edouarde

W. Div. Mgr. TV.....Walt Davison

Taylor & O'Farrel Sts., San Francisco 2, Cal.

Phone: GRaystone 4-8700

W. Div. Mgr. Radio.....Ed Macaulay

TV Salesmen....R. Anderson, Ken Johnson

Penobscot Bldg., Detroit, Mich.

Phone: WOODward 1-1610

Radio Sls. Reps.....Wm. Buschges, Bob

Anderson

TV Sales Representative....John C. Treacy

710 Peachtree St. N.E., Atlanta, Ga.

Phone: ELgin 3726

Sales Representative.....Bomar Lowrance

Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIverside 2-8206

Sales Representative.....Robert Keefe

1422 New Britain Ave., W. Hartford 10, Conn.

Phone: JACkson 5-0801

New Eng. Sls. Rep.....David Scott

HARLAN G. OAKES & ASSOCIATES

672 S. Lafayette Pk. Pl., Los Angeles 57, Cal.

Phone: DU 2-3200

Manager.....Harlan Oakes

110 Sutter St., San Francisco 4, Cal.

Phone: SU 1-7971

William E. Gilmore

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

Phone: MUrray Hill 5-1300

Manager.....Arthur Gordon

LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-1313

President.....Lee F. O'Connell

Branch Office

166 Geary St., San Francisco 8, Cal.

Phone: YUkon 6-0621

Don R. Pickets

RICHARD O'CONNELL INC.

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

Phone: PLaza 5-7161

President.....Richard O'Connell

Vice-President.....Ralph Myers

Treasurer.....Grace O'Connell

Branch Office

55 E. Washington St., Chicago, Ill.

Phone: ANdover 3-6137

Representative.....William J. Reilly, Inc.

111 N. LaCienega Blvd., Beverly Hills, Cal.

Phone: OLYmpia 2-1313

Representative.....Lee F. O'Connell

OHIO STATIONS REPRESENTATIVES

1900 Terminal Tower, Cleveland 13, O.

Phone: SUperior 1-0036

General Manager.....Leonard F. Auerbach

PAN AMERICAN BROADCASTING CO.

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

Phone: MUrray Hill 5-1300

Manager.....Eugene Bernald

Sales Prom.....Al Alperton

Branch Offices

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.

Phone: DU 2-3200

Executive-in-charge.....Harlan Oakes

110 Sutter St., San Francisco, Calif.

STATION REPRESENTATIVES

Phone: Sutter 1-7971
Executive-in-Charge William Gilmore

JOHN E. PEARSON CO.

405 Park Ave., New York 22, N. Y.
Phone: PLaza 1-3366

Owner..... John E. Pearson
Account Executives..... Russel Walker,
William M. Wilson, Ray Henze, Jerry
Smilo, Mort Coley

John E. Pearson Television, Inc.

President..... John E. Pearson
Vice Presidents..... Russel Walker,
William M. Wilson, Frank Reed, James
Bowden, Robert Baird, Raymond F. Henze,
Jr.

Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.
Phone: State 2-7494

Vice Pres. & Mgr..... James Bowden
3242 W. 8th St., Los Angeles 4, Calif.
Phone: Dunkirk 5-5084

Manager Clark Barnes
58 Sutter St., San Francisco 4, Calif.
Phone: DOuglas 2-7159

Manager John Palmer
432 Des Moines Bldg., Des Moines 9, Iowa
Phone: CHerry 4-7143

Manager Frank Frost
Fidelity Union Bldg., Dallas, Texas
Phone: RIVERSide 7-3723

Manager Ralph Widman
508 Glenn Bldg., Atlanta, Ga.
Phone: JACKson 5-2912

Vice Pres., Mgr..... Robert Baird

PETERS, GRIFFIN, WOODWARD, INC.

250 Park Ave., New York 17, N. Y.
Phone: YUKon 6-7900

President..... H. Preston Peters
Exec. V.P..... Russel Woodward
V.P.-Radio..... Robert H. Teter
Vice Pres.-TV..... Lloyd Griffin
V.P., Treas..... Jones Scovern
V.P., Dir. Sales Dev..... Geo. C. Castleman
Manager Otis P. Williams
V.P., TV..... John B. Sias
Vice Pres..... William J. Tynan
Asst. V.P., TV Prom. Mgr..... Lon King
Asst. Sales Mgrs..... Arthur E. Muth,
Chas R. Kinney

Radio Department

V.P., Sales Mgr..... John A. Thompson
Sales Dev..... C. Lud Richards
Prom., Research Dir..... Frank B. Woodruff

TV Department

V.P., Sales Dev..... George C. Castleman

Branch Offices

Prudential Plaza, Chicago 1, Illinois
Phone: FRanklin 2-6373

Vice Pres..... John A. Cory
Midwest Sales Mgr. (Radio).. Arthur Bagge
Midwest Sales Mgr. (TV).. William Tynan
Glenn Bldg., Atlanta 4, Ga.
Phone: MURray 8-5667

Radio Sales..... Barton C. Isbell, Jr.

TV Sales Mgr..... William J. Stubbs
Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 1-4255

Vice Pres..... William W. Bryan
TV Sales..... Louis J. Hummel, Jr.
406 West 7th St., Forth Worth, Texas
Phone: Edison 6-3349

TV Sales..... W. Hal Thompson
335 Merchandise Mart, Dallas, Tex.
Phone: RIVERSide 7-2398

Executive-in-Charge..... Charles F. Payne
1750 North Vine St., Hollywood 28, Cal.
Phone: HOLLYwood 9-1688

V.P., West Coast Mgr..... Hal W. Hoag
TV Sales..... John P. Haskell
Russ Bldg., San Francisco 4, Cal.
Phone: SUtter 1-3798

Radio Sales..... Frank A. Tessin, Jr.
TV Sales Mgr..... Joseph L. Scanlan

EDWARD PETRY & CO., INC.

3 East 54th St., New York 22, N. Y.
Phone: MURray Hill 8-0200

Radio Department

Board Chairman..... Edward Petry
President..... Edward E. Voynow
Exec. Vice-Pres..... Martin L. Nierman
V.P., Asst. Bd. Ch..... Ernest L. Jahncke, Jr.
Vice-Pres..... William B. Maillefert
Eastern Sales Mgr..... E. E. Eshleman
Sales Prom. Mgr..... William Steese

TV Department

V.P., Eastern Sales Mgr..... Martin L. Nierman
Sales Prom. Mgr..... Robert L. Hutton, Jr.
Asst. Sales Mgr..... Edward C. Page
Research Mgr..... George Johannessen

Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.
Phone: WHITEhall 4-0011

Exec. V.P..... Edward E. Voynow
Sales Mgr. (Radio)..... William P. Pipher
Sales Mgr. (TV)..... Louis A. Smith
645 Griswold St., Detroit 26, Mich.
Phone: WOODward 3-0125

Sales Managers.. William Cartwright (AM)
Bruce Mayer (TV)
101 Marietta St., Atlanta 3, Ga.
Phone: Lamar 8-861

Sales Mgrs..... Joseph Sierer (AM)
Richard Hughes (TV)
Russ Bldg., San Francisco 4, Cal.
Phone: YUKon 2-3631

Sales Managers.... Lloyd McGovern (AM)
George Ledell (TV)
530 W. Sixth St., Los Angeles 14, Calif.
Phone: TUCKer 3171

Sales Mgrs..... Garry Hollihan (AM)
L. D. Larimer (TV)
915 Olive St., St. Louis 3, Mo.
Phone: CHEstnut 1-7191

Sales Mgrs..... Bill Oldham (AM)
Fred Johnson (TV)
801 Statler Bldg., Boston 16, Mass.
Phone: HUBbard 2-6440

Sales Mgrs..... Frank Howard (AM)
William D. Walsh (TV)
211 N. Ervay Bldg., Dallas 1, Tex.
Phone: RIVERSide 1-9454

Sales Mgrs..... David C. Milan (AM)
Hugh O. Kerwin (TV)

STATION REPRESENTATIVES

RADIO-TV REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.
Phone: MU 8-4340

Board Chairman.....Harry Goodman
President.....Peggy Stone
Vice President.....Thomas Carroll

Branch Offices

75 E. Wacker Dr., Chicago 1, Ill.
Phone: FI 6-0982

Vice-President.....Edward Nickey
111 No. LaCienega Blvd., Beverly Hills, Calif.
Phone: OL 5-7597

Manager.....Lee O'Connell
110 Sutter St., San Francisco, Calif.
Phone: GARfield 1-6936

Manager.....John Palmer
217 Glenn Bldg., Atlanta, Ga.
Phone: JACKson 2-3872

Manager.....Gene Tibbett
Statler Office Bldg., Boston 16, Mass.
Phone: HUBhard 2-4845

Managers.....Foster, Creed
Tower Bldg., Seattle 1, Wash.
Phone: ELIott 1868

Managers.....Hugh Feltis & Assoc.

RADIO TIME SALES (ONTARIO) LTD.

147 University Ave., Toronto, Ontario
Phone: Empire 6-6680

General Manager.....N. D. Brown
Sales Mgr.....Alex E. Bedard
Traffic Mgr.....Merleen Wilson

RAMBEAU, VANCE, HOPPLE, INC.

405 Lexington Ave., New York 17, N. Y.
Phone: OXFord 7-0890

President.....Robert R. Vance, Jr.
Vice President.....Edwards R. Hopple
Sales Manager.....Don C. Waterbury

Branch Offices

185 N. Wabash Ave., Chicago 1, Ill.
Phone: And. 3-5566

Asst. Executive.....Mary Rudd
2449 Larkin St., San Francisco, Cal.
Frank Crennan

PAUL H. RAYMER COMPANY, INC.

444 Madison Ave., New York 22, N. Y.
Phone: Plaza 9-5570

President.....Paul H. Raymer
Executive V.P.....F. C. Brokaw
V.P., TV.....Stuart M. Kelly
Promotion & Research.....Mitchell DeGroot

Branch Offices

435 N. Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-4473

Executive V.P.....Fred C. Brokaw
V.P., Radio Sales Mgr.....Clay E. Forker
Penobscot Bldg., Detroit 26, Mich.
Phone: Woodward 3-0764

Executive-in-Charge.....Robert B. Rains
1680 Vine St., Hollywood 28, Calif.
Phone: HIOLlywood 2-2376

Manager.....John D. Gale
Russ Bldg., San Francisco 4, Calif.
Phone: Douglas 2-8909

Manager.....Ray Rhodes
Glenn Bldg., Atlanta 3, Ga.
Phone: JACKson 5-6508

Manager.....Edward D. Brandt
Mercantile Securities Bldg., Dallas, Tex.
Phone: RIVerside 5663

Manager.....John H. Hicks

WILLIAM J. REILLY INC.

55 E. Washington St., Chicago 2, Ill.
Phone: ANdover 3-6137

Exec. in Charge.....William J. Reilly

W. DONALD ROBERTS

35 E. Wacker Dr., Chicago 1, Ill.
Phone: DEArborn 2-2448

Manager.....Don Roberts

DUNCAN SCOTT & COMPANY

85 Post St., San Francisco 4, Calif.
Phone: GARfield 1-7950

Owner.....D. A. Scott

Branch Offices

1901 W. 8th St., Los Angeles 57, Calif.
Phone: DUNkirk 8-4151

Exec. in Charge.....P. Schulz

SEARS & AYER, INC.

612 N. Michigan Ave., Chicago, Ill.
Phone: Superior 7-8177-8

President.....B. H. Sears
Secretary.....G. E. Allison

Branch Offices

110 Sutter St., San Francisco, Calif.
Phone: YUKon 6-4112

Exec-in-Charge.....Daren McGavren
1741 Ivar Ave., Los Angeles, Calif.
Phone: HOLlywood 4-2856

Executive-in-Charge.....Donald J. Quinn
316 N. 8th St., St. Louis, Mo.
Phone: CEntral 2391

SELECT STATION REPRESENTATIVES

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 8-1850

Exec. in Charge.....Z. Golob

Branch Offices

7 E. Lexington St., Baltimore 3, Md.
Phone: LEXington 9-7805

Manager.....G. Shaffer
6200 Broad Street Rd., Richmond 28, Va.
Phone: ATLantic 8-2835

Exec. in Charge.....Larry Slon

SIMMONS ASSOCIATES INC.

509 Madison Ave., New York 22, N. Y.
Phone: MURray Hill 8-2821

President.....D. N. Simmons

Branch Offices

333 N. Michigan Ave., Chicago 1, Ill.
Phone: DEArborn 2-2375

Exec. in Charge.....G. Blocki, Jr.
681 Market St., San Francisco 5, Calif.
Phone: YUKon 2-7758

STATION REPRESENTATIVES

Manager.....T. B. Hall
1315 N. Highland Ave., Los Angeles, Calif.
Phone: HOLlywood 7-6492
ManagerJ. Gates

SKYLINE ADVERTISERS' SALES, INDEX

1275 E. 17th St., Idaho Falls, Idaho
Phone: JACkson 3-4567

PresidentA. W. Schwieder
General Manager.....C. N. Layne
Assistant Manager.....Myrtle Asper

SODERLUND, THE, CO.

807 Kilpatrick Bldg., Omaha, Neb.
Phone: ATLantic 7535

President.....Harold A. Soderlund

STARS NATIONAL, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 8-0555

PresidentBenard Howard
Branch Offices
35 E. Wacker Dr., Chicago, Ill.
Phone: CENtral 6-2136

ManagerAlan Bress
6381 Hollywood Blvd., Los Angeles, Calif.
Phone: 2-2351

ManagerJerry Moore
260 Kearney St., San Francisco, Calif.
Phone: EXbrook 2-6444

Manager.....John E. Funk

STORER BROADCASTING CO.

1177 Kane Conc., Miami Beach 54, Fla.
Phone: UNion 6-0211

Pres. Bd. Chmn.....George B. Storer
Senior V.P.....J. Harold Ryan
Executive V.P.....Lee B. Wailes
V.P. Operations.....Stanton P. Kettler
V.P. Radio Oper.....William E. Rine
V.P. TV Oper.....George B. Storer, Jr.
V.P. Plan., Fin., Secy.....John E. McCoy
TreasurerHarry A. Steensen
V.P. Engineering.....Glenn G. Boundy
V.P., Prog. Dir.....Ewald Kockritz
V.P. Adv. Sales Prom.....Arthur C. Schofield
Asst. Secys.....Bertha C. Prestler, Abiah
A. Church

Branch Offices
625 Madison Ave., New York, N. Y.
Phone: PLaza 1-3940

Nat. Sales Dir.....Maurice McMurray
230 N. Michigan Ave., Chicago, Ill.
Phone: FRanklin 2-6498

Mid-West TV Sales Mgr....Floyde E. Beaston

STOVIN-BYLES, LIMITED

406 Jarvis St., Toronto 5, Ontario, Canada
Phone: WALnut 4-5766

Chmn. of Bd.....H. N. Stovin
President.....W. D. Byles
Vice President.....Mrs. Brickee Stovin

TV Sales Mgr.....J. L. Raeburn
Branch Offices

608 Keefer Bldg., Montreal, Quebec
Phone: UNiversity 6-3392

RadioF. Calder
TVJ. R. Genin
325 Portage Ave., Winnipeg, Manitoba
Phone: WHitehall 2-5097

ManagerD. Robertson
615 West Pender St., Vancouver 2, B. C.
Phone: MU 4-4831

Manager.....J. W. Stovin

TELEVISION ADVERTISING REPRESENTATIVES, INC.

666 Fifth Ave., New York 19, N. Y.
Phone: JUDson 2-3456

Vice Pres. & Gen. Mgr.....Larry H. Israel
Eastern Sales Manager.....Jack Mohler
Business Manager.....R. M. Smith
Dir. of Marketing,
Research.....Robert M. Hoffman
Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.
Mid West Mgr.....Lamont L. Thompson
Penobscot Bldg., Detroit 26, Mich.

UNITED BROADCASTING CO.

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-9145

Sales Mgr.....Robert L. Wittig

VENARD, RINTOUL & MCCONNELL, INC.

579 Fifth Ave., New York, N. Y.
Phone: MU 8-1088

President.....Lloyd George Venard
Vice President.....Stephen R. Rintoul
Vice President.....James V. McConnell

Branch Offices
35 E. Wacker Dr., Chicago, Ill.
Phone: ST 2-5260

Vice President.....Howard B. Meyers
1901 W. 8th St., Los Angeles 57, Calif.
Phone: DU 8-4151

Exec.-in-Charge.....Peter Schulz
85 Post St., San Francisco 4, Calif.
Phone: GA 1-7950

Exec.-in-Charge.....Duncan A. Scott
1915 Elm St., Dallas 1, Tex.
Phone: RIVERSide 8-5239
Clyde Melville

WALKER-RAWALT COMPANY, INC.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 3-5830

PresidentJ. Wythe Walker
Vice-president.....C. Otis Rawalt
Account Executive.....Lionel Colton

Branch Offices
360 N. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-5771

Manager.....Norbert J. Cavanagh
100 Boylston St., Boston, Mass.
Phone: HUBbard 2-4370

STATION REPRESENTATIVES

- Manager.....George C. Bingham
672 S. LaFayette Park Place, L. A., Calif.
Phone: DUnkirk 2-3200
- Manager.....Harlan Oakes
110 Sutter St., San Francisco, Calif.
Phone: YUkon 6-5820
- Manager.....William Gilmore
Mortgage Guarantee Bldg., Atlanta, Ga.
Phone: JAckson 5-7841
Clayton Cosse

WAYNE-EVANS & ASSOCIATES

- 1410 Northwestern Bank Bldg.,
Minneapolis 2, Minn.
Phone: FEderal 8-7017
- President.....Evans A. Nord
Exec. V.P., Gen. Mgr.....Calden P. Stitt
Secy., Treas.....Larry Bentson
Vice President.....Wayne H. Williams

GRANT WEBB & CO.

- 509 Madison Ave., N. Y. 22, N. Y.
Phone: MU 8-7550
- President.....Grant Webb
Manager.....Jack Baker
- Branch Offices*
- 25 E. Washington St., Chicago 2, Ill.
Phone: STate 2-3155
- Manager.....Mabel Lucas
605 Market St., San Francisco 5, Cal.
Phone: YUkon 2-3954
- Manager.....Bob Babcock
1350 N. Highland Ave., Los Angeles 28, Cal.
Phone: HOLlywood 2-0967
- Manager.....Jim Lucas

WEED AND COMPANY

- 579 Fifth Ave., New York 17, N. Y.
Phone: PL 9-4700
- President.....Joseph J. Weed
V.P., Sales.....E. J. Fitzsimmons
East. Sales Mgr.....F. T. Lyons
Salesmen (Radio).....Peter McGurk,
William Codus, Winston L. Kirby, Philip
D'Antoni, Joseph Aley
Sales Prom. Mgr.....Winifred Schaefer
Research Dir.....Edward R. Eadeh
- Branch Offices*
- Prudential Plaza, Chicago 1, Ill.
Phone: WHitehall 4-3434
- Executive-in-Charge.....C. C. Weed
1707 Book Bldg., Detroit 26, Mich.
Phone: WOODward 1-2685
- Executive-in-Charge.....Bernard P. Pearce
Glenn Bldg., Atlanta 3, Ga.
Phone: JAcKson 3-4081
- Exec-in-Charge.....George Griesbauer
6331 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 4-2066
- Executive-in-Charge.....Edwin C. Metcalfe
625 Market St., San Francisco 5, Calif.
Phone: DOUGlas 2-1451
- Executive-in-Charge.....Boyd Rippey
Statler Bldg., Boston 16, Mass.
Phone: HUBbard 2-5677
- Executive-in-Charge.....Robert R. Reardon
1001 Tower Bldg., Seattle, Wash.
- President.....William J. Wagner

WEED TELEVISION CORP.

- 579 Fifth Avenue, New York 17, N. Y.
- Exec. V.P.....Edwin J. Fitzsimmons
V.P.'s.....Neal Weed, Bernard P. Pearce
Sales Staff.....Bates Halsey, Joseph R.
Miller, Walter Newton, Mathias O'Gorman,
Joseph Well, Sheldon Van Dolen, William
Bee
- Mgr. Sta. Rel.....David L. O'Shea
Traffic.....Florence Eimer
Sales Promotion.....Winifred Schaefer
Prudential Plaza, Chicago 1, Ill.
- Staff.....George Lindsay, Robert
Lethbridge, Samuel Eadie, Joseph M.
Fisher, Jr., Ed Podolinsky, Andrew Mur-
phy, Joseph Hogan
(Other Branches same as Weed & Co.)

HARRY WHEELER & COMPANY

- Little Bldg., 80 Boylston St., Boston, Mass.
Phone: LIberty 2-6481
- Owner-Manager.....Harry Wheeler
Office Manager.....Gay Swankin

ADAM YOUNG, INC.

- 3 East 54th St., N. Y. 22, N. Y.
Phone: PLaza 1-4848
- President.....Adam J. Young
Executive V.P.....Stephen A. Machcinski, Jr.
V.P., Pub., Asst. to Pres..William B. Crumley
V.P., Chg. Research, Prom...Frank G. Boehm
Eastern Sales Mgr.....Harold M. Parks
- Branch Offices*
- Prudential Plaza, Chicago 1, Ill.
Phone: MIchigan 2-6190
- Manager.....Richard J. Kelliher
6331 Hollywood Blvd., Los Angeles 28, Calif.
Phone: HOLlywood 2-2289
- Exec-in-Charge.....William L. Wallace
317 North Eleventh St., St. Louis, Mo.
Phone: MAIn 1-5020
- Manager.....John B. Hetherington
Russ Bldg., San Francisco, Calif.
Phone: YUkon 6-6769
- Manager.....Frank A. Waters
1182 W. Peachtree St., Atlanta, Ga.
Phone: TRinity 3-2564
- 2940 Book Bldg., Detroit 26, Mich.
Phone: WOODward 3-6919
- Manager.....R. John Stella

YOUNG TV CORP.

- 3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4848
- President.....Adam Young
Exec. V.P.....James F. O'Grady
V.P. Pub., Asst. to Pres..William B. Crumley
V.P. Research, Prom.....Frank G. Boehm
Eastern Sales Mgr.....Harold M. Parks
Branch Offices & Personnel
(Same as Adam Young, Inc.)

YOUNG CANADIAN, LTD.

- 3 East 54th St., New York 22, N. Y.
Phone: PLaza 1-4848
- President.....Adam Young
Vice-President.....Thomas F. Malone
Branch Offices & Personnel
(Same as Adam Young, Inc.)

FEDERAL COMMUNICATIONS COMMISSION

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

Phone: EXecutive 3-3620

Commissioners

Chairman

JOHN C. DOERFER

(Term Expires June 30, 1961)

Administrative Assistant: PAUL C. MCDONOUGH

Legal Assistant: EVELYN F. EPPLEY

Engineering Assistant: JAMES B. McELROY

ROSEL H. HYDE

(Term Expires June 30, 1959)

Legal Assistant—DEE W. PINCOCK

T. A. M. CRAVEN

(Term Expires June 30, 1963)

Legal Assistant—ROBERT M. KOTEEN

Engineering Assistant—

WILLIAM H. WATKINS

ROBERT T. BARTLEY

(Term Expires June 30, 1965)

Legal Assistant—Vacant

Engineering Assistant—

HORACE E. SLONE

FREDERICK W. FORD

(Term Expires June 30, 1964)

Engineering Assistant—

DANIEL JACOBSON

Legal Assistant—

GEORGE REVERCOMB

ROBERT E. LEE

(Term Expires June 30, 1960)

Legal Assistant—

THOMAS J. DOUGHERTY

Engineering Assistant—

ROBERT G. WESTON

JOHN S. CROSS

(Term Expires July 1, 1962)

Legal Assistant—

LEONIDAS EMERSON

Engineering Assistant—

BRUCE S. LONGFELLOW

Office Of The Secretary

MARY JANE MORRIS

Secretary

INTERNATIONAL TELECOMMUNICATIONS SETTLEMENTS DIVISION

Charlotte S. Smith, *Chief*

MAIL, FILES & MESSENGER DIVISION

Clara A. Fairall, *Chief*

DOCKETS DIVISION

Jessie R. Blaine, *Chief*

TECHNICAL ASSISTANCE DIVISION

Gordon J. Kent, *Chief*

MINUTE DIVISION

Annette Hutterly, *Chief*

LIBRARY DIVISION

Helen A. Clark, *Chief*

MESSENGER DIVISION

John W. Brown, *Chief*

Lawrence P. Dent

Office of Hearing Examiners

JAMES D. CUNNINGHAM, *Chief Hearing Examiner*

JAY A. KYLE, *Assistant Chief Hearing Examiner*

EXAMINERS

J. D. Bond
Basil P. Cooper
Thomas H. Donahue
Annie N. Huntting
Hugh B. Hutchison
Isadore Honig
Forest McClenning

H. Gifford Irion
Herbert Sharfman
Elizabeth C. Smith
Charles J. Frederick
Millard F. French
Temporary—Horace Stern

(Continued on next page)

FEDERAL COMMUNICATIONS COMMISSION

(Continued from preceding page)

Office of Opinions and Review

DONALD BERKEMEYER, *Chief*
WALTER W. GUENTHER, *Asst. Chief (Engineering)*
Reviewing Attorneys

Edward J. McCormick David Warren
Robert W. Geweke

Attorneys

Raymond L. Hodges
Sarah Ann Mobley
Wallace E. Hutton
Edward C. McKenzie

William Gershuny
Richard Goldberg
Roland K. Mundy
Chester Naumowicz

Gerald F. Hadlock
Walter Reitz, Jr.
Robert Jacobi
James Hudgins
Howard C. Eqtitz

Engineers

George K. Ashenden Hideyuki Noguchi

Accountant

Charles S. Borum

Office of Administration

Executive Officer and Acting Budget Officer
ROBERT W. COX
Richard F. Solan, *Administrative Assistant*

ADMINISTRATIVE SERVICES DIVISION

Paul H. Sheehy, *Chief*

ORGANIZATION AND METHODS DIVISION

Lavelle Hughes, *Chief*

BUDGET AND FISCAL DIVISION

(Vacant)

PERSONNEL DIVISION

Gilbert H. Hatfield, *Personnel Officer*

Office of Reports and Information

GEORGE O. GILLINGHAM, *Chief*

Salina M. Lindo, *Asst. Chief & Chief*
of Information Branch

REPORTS BRANCH

Eva O. Melton, *Chief*
Lily M. Marshall

Office of Chief Engineer

EDWARD W. ALLEN, JR., *Chief Engineer*
Ralph J. Renton, *Associate Chief Engineer*
Ruby Caldwell, *Assistant Chief Engineer*

FREQUENCY ALLOCATION & TREATY DIVISION

Albert L. McIntosh, *Chief*

LABORATORY DIVISION

Edward W. Chapin, *Chief*

TECHNICAL RESEARCH DIVISION

Arnold G. Skrivseth, *Acting Chief*

CONTROL OF ELECTROMAGNETIC RADIATION GROUP (CONELRAD)

Kenneth W. Miller, *U. S. Supervisor*

Broadcast Bureau

HAROLD G. COWGILL, *Chief*
John C. Harrington, *Assistant Chief*
Estelle J. Bunn, *Administrative Assistant*

BROADCAST FACILITIES DIVISION

Wallace E. Johnson, *Chief*
Aural New & Changed Facilities Branch
(Vacant), *Chief*
Existing Facilities Branch
Harold L. Kassens, *Chief*
Technical & Allocations Branch
Bruce S. Longfellow, *Chief*
TV Applications Branch
Martin I. Levy, *Chief*
Hearing Branch
Robert J. Rawson, *Chief*
Record Unit
Vernald E. Kley, *Chief*

RULES AND STANDARDS DIVISION

Hart S. Cowperthwait, *Chief*
(Vacant), *Asst. Chief*

ECONOMICS DIVISION

Irwin Fine, *Economist*
James B. Sheridan, *Economist*

RENEWAL AND TRANSFER DIVISION

Joseph N. Nelson, *Chief*
Transfer Branch
Robert H. Alford, *Chief*
Renewal Branch
Edward J. Brown, *Chief*
Compliance Branch
LeRoy Schaaff, *Chief*
Control Section
Melba Z. Templeman, *Chief*
Ownership Section
Mildred K. Roberts, *Chief*

FEDERAL COMMUNICATIONS COMMISSION

(Continued from preceding page)

LICENSE DIVISION

Clara M. Iehl, Chief
Marguerite F. Hubbard,
Asst. Chief
TV Branch
Marie W. Warren, Chief
AM & FM Branch
Quentin S. Proctor, Chief

Miscellaneous Services Branch
David Tau, Jr., Chief
Records & Files
Lillian T. Ricker, Chief

OFFICE OF NETWORK STUDY

Warren Baum, Chief

Field Engineering and Monitoring Bureau

GEORGE S. TURNER, Chief
Frank M. Kratokvil, Assistant Chief
John H. McAllister, Attorney-Advisor
Francis Keefe, Adm. Asst.

FIELD OPERATING DIVISION

Frank M. Kratokvil, Chief

ENGINEERING DIVISION

Floyd W. Wickenkamp, Chief

INSPECTION & EXAMINATION DIVISION

Paul H. Herndon, Jr., Chief

MONITORING DIVISION

Irving L. Weston, Chief

District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN
1600 Customhouse
Boston 9, Massachusetts
HUBbard 2-6200

2. WILLIAM D. JOHNSON (Acting)
748 Federal Building
New York 14, New York
WATkins 4-1000

3. ROGER E. PHELPS
1005 U. S. Customhouse
Philadelphia 6, Pennsylvania
MARket 7-6000

4. HYMAN A. COHEN
400 McCawley Bldg.
Baltimore 2, Maryland
PLaza 2-8460

5. EDWARD BENNETT
Room 402, Federal Building
Norfolk 10, Virginia
MADison 2-4963

6. ARTHUR T. CLINE, JR.
718 Atlanta Nat'l Bldg.
Atlanta 3, Georgia
WALnut 4121

Sub-Office

JOHN W. CREWS
214 P. O. Building
Savannah, Georgia
SAVannah 2-7602

7. ARTHUR G. GILBERT
312 Federal Building
Miami 1, Florida
MIAMI 9-3900

Marine Office

ALFRED L. RITTER
409-410 P. O. Building
Tampa 2, Florida
TAMpa 2-1773

8. WALTER M. HAMMOND
608 Federal Building
New Orleans 12, Louisiana
EXpress 2411

Sub Office

LEWIS E. TERRY
419 U. S. Court House & Customhouse Bldg.
Mobile 10, Alabama
MOBile 2-3641

9. EVERETT H. MARSHALL
324 U. S. Appraisers Building
Houston 11, Texas
WOODcrest 1906

Sub-Office

ERIC D. COBURN
301 P. O. Building
Beaumont, Texas
TERminal 2-8141

10. GERALD M. HOWARD
500 Terminal Annex Building
Dallas 22, Texas
STERling 5611

11. BERNARD H. LINDEN
1425 U. S. P. O. and Court House Building
Los Angeles 12, California
MADison 5-7411

Sub-Office

VERGNE L. HOKE
15-C U. S. Customhouse
San Diego 1, California
BELmont 4-6211

Marine Office

WILLIAM E. CLYNE
Room 326, U. S. P. O. and Courthouse
San Pedro, California
TERminal 2-2389

12. FRANCIS V. SLOAN
323-A Customhouse
San Francisco 26, California
YUKon 6-4141

13. JOSEPH H. HALLOCK
New U. S. Courthouse
Portland 5, Oregon
ATwater 6171

14. HERBERT H. ARLOWE
806 Federal Office Building
Seattle 4, Washington
MUTual 3300

(Continued on next page)

FEDERAL COMMUNICATIONS COMMISSION

15. ANDREW BAHLEY
521 Customhouse
Denver 2, Colorado
KEystone 4-4151
16. DONALD A. MURRAY
208 Uptown P. O. and Federal Bldg.
St. Paul 2, Minnesota
CApital 2-8011
17. HAROLD W. BOURELL
3100 Federal Office Bldg.
Kansas City 6E, Missouri
BAltimore 1-7000
18. HAROLD D. HAYES
826 U. S. Court House
Chicago 4, Illinois
HArrison 7-4700
19. EDWIN S. HEISER
1029 New Federal Building
Detroit 26, Michigan
WOodward 3-9330
20. GEORGE E. FRANKLIN
328 P. O. Building
Buffalo 3, New York
Washington 1744
21. PAUL R. FENNER
502 Federal Bldg.
Honolulu 13, Hawaii
HOlonulu 5-2931
22. EUGENE W. KLEIN
322 Federal Bldg.
San Juan 13, P. R.
SAn Juan 2-4562
23. HAROLD D. DeVOE
Room 53, U. S. P. O. and Court House
Anchorage, Alaska
ANchorage 2-5501
24. ALFRED H. KLEIST
Briggs Building
415 22nd St., N. W., Washington D. C.
EXecutive 3-3620, ext. 229, 230

Safety and Special Radio Services Bureau

CURTIS B. PLUMMER, *Chief*
Marshall S. Orr, *Assistant Chief*
(Vacant), *Administrative Assistant*

LAW, ENFORCEMENT AND PROCEDURES OFFICE

Irving Brownstein, *Chief*

AVIATION DIVISION

John R. Evans, *Chief*

INDUSTRIAL DIVISION

Daniel H. Arnold, *Chief*

MARINE DIVISION

William N. Krebs, *Chief*

PUBLIC SAFETY AND AMATEUR DIVISION

John McCue, *Chief*

LAND TRANSPORTATION DIVISION

Glen E. Nielsen, *Chief*

Office of General Counsel

JOHN L. FITZGERALD, *General Counsel*
HILBURT SLOSBERG, *Asst. General Counsel*
EDGAR W. HOLTZ, *Associate General Counsel*
JAMES T. GRENNEN, *Associate General Counsel*

LITIGATION DIVISION

Max D. Paglin, *Asst. General Counsel*

RULES & ENFORCEMENT

Dee W. Pincock, *Asst. General Counsel*

LEGISLATION DIVISION

Charles E. Smoot, *Asst. General Counsel*

ADMINISTRATIVE LAWS & TREATIES

Charles R. Escola, *Asst. General Counsel*

Common Carrier Bureau

JOHN J. NORDBERG, *Chief*
BERNARD STRASSBURG, *Assistant Chief*
Irene M. Durgin, *Administrative Assistant*
Charles R. Makela, *Field Coordinator*
Robert E. Stromberg, *Chief, Office of Accounting Systems*
Betty Ferro, *Chief, License Bureau*

TELEPHONE DIVISION

Bernard Strassburg, *Acting Chief*

TELEGRAPH DIVISION

John R. Lambert, *Chief*

INTERNATIONAL DIVISION

Marion H. Woodward, *Chief*

DOMESTIC RADIO FACILITIES DIVISION

Arthur A. Gladstone, *Chief*

COMMON CARRIER FIELD OFFICES

New York, N. Y., Rm. 604, 90 Church St.—Jack E. Buckley, *Chief*
St. Louis, Mo., Room 334, 815 Olive St.—Henry G. Gothard, *Chief*
San Francisco, Calif., 180 New Montgomery St.—Paul Summerhays, *Chief*