

# NEW YORK TELEPHONE NUMBERS

Needham, Louis & Brorby	Plaza	7-0333
Norman Craig & Kummel	Plaza	1-0900
Papert, Koenig, Lois Inc.	Judson	6-7300
Sullivan, Stauffer, Colwell & Bayles	Murray Hill	8-1600
Tatham-Laird	Plaza	2-1110
J. Walter Thompson Co.	Murray Hill	6-7000
Wade Adv., Inc.	Circle	5-1990
Warwick & Legler, Inc.	Plaza	1-4700
Weiss & Geller, Inc.	Plaza	3-4070
Young & Rubicam, Inc.	Murray Hill	9-5000

## Publications

Advertising Age	YUkon	6-5050
ANNY Advertising News of N. Y.	MU	7-6226
Billboard, The	Plaza	7-2800
Broadcasting	Plaza	5-8354
Film Daily	BRyant	9-7117
Printers' Ink	Murray Hill	8-7500

## RADIO-TELEVISION DAILY Wisconsin 7-6336

Sales Management	LE	2-1760
Sponsor	Murray Hill	7-8080
Standard Rate & Data Service	TN	7-0300
Television Age	Circle	7-7660
Television Magazine	Plaza	3-9944
TV Guide	TEmpleton	8-4700
Variety	Judson	2-2700

## News Associations

Associated Press (Press Assn., Inc.)	Plaza	7-1111
Hearst Metrotone News, Inc.	Plaza	7-4120
Radio Pulsebeat News	MU	2-9774
Radio Press International	LT	1-6444
Reuters	BRyant	9-8558
United Press International	Murray Hill	2-0400
World Wide Info. Serv.	OREgon	9-7240

## Talent Agencies

Columbia Artists Management, Inc.	Circle	7-6900
General Artists Corp.	Circle	7-7543
William McCaffrey Agency	ELdorado	5-1076
William Morris Agency, Inc.	Judson	6-5100
National Artists Corp.	Plaza	9-6000
TV Artists Corp.	Plaza	3-2153

## Organizations, Unions and Government Agencies

AAAA	LEXington	2-7977
Actors' Equity	Plaza	7-7660
AFTRA	COLumbus	5-3267
American Federation of Musicians	Plaza	8-0600
ASCAP	Murray Hill	8-8800
AWRT	ELdorado	5-7281
Broadcast Clearing House	CI	5-3370
Broadcast Music, Inc.	Plaza	9-1500
Central Media Bureau	CI	7-5153
Federal Communications Comm.	WATkins	4-1000
Federal Trade Commission	CORTland	7-7100
International Radio & TV Society	PL	8-2450
Institute of Electrical & Electronics Eng'rs.	PL	5-5100
Music Publishers' Protective Association	Plaza	1-1930
NAPA	Circle	5-0200
Nat'l Educational TV & Radio Center	JU	6-0055
NATAS	LA	4-9666
RAB	MU	8-4020
SESAC, Inc.	JU	6-3450
Station Representatives Assn.	YUkon	6-9390
TvB	Plaza	7-9420
Television Affiliates, Corp.	PL	1-3110
Writer's Guild of America	Plaza	7-3317

## Radio-TV Program, Record & Transcription Cos.

Bosch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Productions	Murray Hill	2-0777
The Bruce Chapman Co.	WISconsin	7-9244

Columbia Record Prod. Service	Circle	5-7300
Community Club Awards, Inc.	MU	7-4466
Coral Records	Plaza	2-1600
Decca Records, Inc.	Plaza	2-1600
Empire Broadcasting Corp.	YUkon	6-5700
Walt Frammer Productions	OX	7-1464
General Artists Corp.	Circle	7-7543
Harry S. Goodman Productions	Plaza	5-6131
Arthur Henley Productions	Plaza	5-7145
Goodson-Todman Prods.	PL	1-0600
Gotham Recording Corp.	JU	6-5577
Henry Jaffe Ent.	CI	5-2400
Lang-Worth Feature Programs, Inc.	IV	5-2400
Mercury Records	PL	9-2727
MGM Records	JUDson	2-2000
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	JUDson	6-5100
Muzak Corp.	OREgon	4-7400
NBC Radio Recording Div.	Circle	7-8300
Project-O-Fex	MU	7-1881
Reemack Enterprises, Inc.	Circle	6-7300
Reeves Sound Studios, Inc.	OREgon	9-3550
SESAC, Inc.	JU	6-3450
Talent Associates-Paramount Ltd.	PL	3-1030
Thomas J. Valentino, Inc.	Circle	6-4675
Wolf Productions	Plaza	5-2050

## TV Film Producers Distributors

ABC Films, Inc.	LA	4-5050
Allied Artists TV Corp.	PL	7-8530
Atlantic Television Corp.	PL	2-7766
Banner Films, Inc.	PL	5-4811
British Information Services	PL	2-8400
CBS Films	PL	1-2345
Commonwealth Film-TV	CI	5-6456
Desilu Sales Inc.	PL	2-9160
Economee Television Programs	MU	8-4700
Flamingo Films	LE	2-8270
Fortune Features, Inc.	LO	4-5592
Four Star Distribution Corp.	LT	1-8533
Fremantle International	MU	7-4343
W. J. German, Inc.	TE	2-8500
Harry S. Goodman Productions	PL	5-6131
Independent TV Corp.	PL	5-2100
Intercontinental TV	PL	7-2593
Jayark Film Corp.	TN	7-3232
MCA-TV	PL	9-7500
MGM-TV	JU	2-2000
Charles Michelson, Inc.	PL	7-0695
Modern Teleserve, Inc.	OX	7-2753
National Telefilm Associates, Inc.	PL	3-6106
NBC Films, Inc.	Circle	7-8300
Official Films, Inc.	PL	7-0100
Paramount Television Productions, Inc.	BR	9-8700
Reeves Sound Studios, Inc.	OR	9-3550
Hal Roach Studios	CI	5-4135
Sarra, Inc.	SP	7-3700
Walter Schwimmer, Inc.	EL	5-4616
Bernard L. Schubert	MU	8-0940
Screen Gems, Inc.	PL	1-4432
Seven Arts Associated Corp.		972-7777
Show Corp. of America	Plaza	9-6840
Sterling Television Co., Inc.	MU	3-6300
Storer Programs, Inc.	PL	2-7525
Teledynamics Corp.	JU	6-6052
Television Industries, Inc.	PL	1-6800
Time-Life Bcst., Inc.	JU	6-1212
Trans-Lux Television Corp.	Plaza	1-3110
Twentieth Century-Fox	CO	5-3320
United Artists Assoc.	Murray Hill	7-7800
United Artists TV Corp.	Murray Hill	8-4700
Warner Bros. TV	CI	6-1000
Maurice H. Zouary TV Productions	JU	2-6185

## Airlines

American Airlines	LO	4-2000
British Overseas Airways Corp.	MU	7-1600
Delta Air Lines	PL	1-6600
Eastern Air Lines	YU	6-5000
National Airlines	OX	7-9000
TWA	OX	5-6000
United Airlines	TN	7-3000

# Chicago Telephone Numbers

## AM Radio Stations

WAAF	.....	RAndolph	6-1932
WAIT	.....	FRanklin	2-0660
WBEE	.....	RAndolph	6-6842
WBBM	.....	WHitehall	4-6000
WCFL	.....	MOhawk	4-2400
WCRW	.....	EAstgate	7-6860
WEDC	.....	CR	7-4100
WGES	.....	SAcramento	2-1700
WGN	.....	LA	8-2311
WHFC	.....	CLiffside	4-7411
WIND	.....	WHitehall	4-2170
WIJD	.....	STate	2-5466
WLS	.....	STate	2-2002
WMAQ	.....	SUperior	7-8300
WMBI	.....	MIchigan	2-1570
WSBC	.....	MOHnoe	6-9060

## FM Radio Stations

WEAW	.....	BR	3-3330
WEFM	.....	STate	2-1357
WENR-FM	.....	ANdover	3-0800
WFMT	.....	STate	2-5668
WKFM	.....	RAndolph	6-2141

## Television Stations

WBBM-TV	.....	WHitehall	4-6000
WBKB	.....	ANdover	3-0800
WCIU	.....		372-0026
WGN-TV	.....	LA	8-2311
WNBQ	.....	SUperior	7-8300

## National Networks

American Broadcasting Co.	.....	ANdover	3-0800
Columbia Broadcasting System	.....	WHitehall	4-6000
Keystone Broadcasting System	.....	STate	2-8900
National Broadcasting System	.....		372-3946
National Broadcasting Co.	.....	SUperior	7-8300

## Station Representatives

ABC Television Spot Sales	.....	AN	3-0800
Advertising Time Sales, Inc.	.....		782-0313
Avery-Knadel, Inc.	.....		467-6111
John Blair & Co.	.....	SUperior	7-2300
The Bolling Co.	.....	WHitehall	3-2040
Broadcast Time Sales	.....	AN	3-1913
Burn-Smith Co.	.....	CEntal	6-4437
CBS Spot Sales	.....	WHitehall	4-6000
CBS-TV Stations Nat'l Sales	.....	WH	4-6000
Forjoe TV, Inc.	.....	DElaware	7-3504
Gill-Perna, Inc.	.....	FIancial	6-9393
George P. Hollingbery	.....	DEarborn	2-6060
H-R Representatives	.....	FIancial	6-6440
The Katz Agency	.....	MOhawk	4-7150
Keystone Bcstg. System, Inc.	.....	STate	2-8900
McGavren-Guild	.....	FR	2-1370
Meeker Co., Inc.	.....	CEntal	6-1742
Nat'l Sales Div., RKO General	.....		644-2470
NBC Spot Sales	.....	SUperior	7-8300
Pearson National Reps.	.....	STate	2-7494
Peters, Griffin, Woodward, Inc.	.....	FRanklin	2-6373
Edward Petry & Co., Inc.	.....	WHitehall	4-0011
Prestige Rep. Org. (PRO)	.....	CE	6-6269
Radio-TV Reps., Inc.	.....	FIancial	6-0982
Paul H. Raymer Co.	.....		644-4473
Storer Television Sales	.....	CE	6-9550
Venard, Torbet & McConnell	.....	ST	2-5260
Walker-Rowalt Co.	.....	ANdover	3-5771
Weed Radio Corp.	.....		467-7070
Adam Young, Inc.	.....	MIchigan	2-6190

## Advertising Agencies

Aubrey, Finlay, Marley & Hodgson	.....	FI	6-1600
N. W. Ayer & Son, Inc.	.....	ANdover	3-7111
88D&O	.....	SUperior	7-9200
Bozell & Jacobs, Inc.	.....	CEntal	6-0870
Leo Burnett Co., Inc.	.....	CEntal	6-5959
Campbell-Ewald Co.	.....	CEntal	6-1946
Campbell-Mithun Inc.	.....	DElaware	7-7553
Compton Advertising, Inc.	.....		427-4642
Doncer-Fitzgerald-Sample	.....	FIancial	6-4700
Doncer-Harrison, Inc.	.....	ANdover	3-7800
Doremus & Co.	.....	CEntal	6-9132
Erwin Wasay, Rutherford & Ryan	.....	FIancial	6-1833
Foote, Cone & Belding	.....	SUperior	7-4800
Frank, Clinton E., Inc.	.....	WHitehall	4-5900
Fuller & Smith & Ross	.....	ANdover	3-5039
Grant Advertising, Inc.	.....	SUperior	7-6500
MacFarland, Aveyard & Co.	.....	RAndolph	6-9360
Malcolm-Howard	.....	ANdover	3-0022
Moxon, Inc.	.....	WHitehall	4-1676
McCann-Erickson	.....	WEbster	9-3700
Arthur Meyerhoff & Co.	.....	DElaware	7-7860
Needham, Louis & Brorby, Inc.	.....	WHitehall	4-3400
L. W. Ramsey Co.	.....	FRanklin	2-8155
Roche, Rickerd & Cleary, Inc.	.....	RAndolph	6-9760
Tatham-Laird, Inc.	.....	HArrison	7-3700
J. Walter Thompson Co.	.....	MOhawk	4-6700
Edward H. Weiss & Co.	.....	CEntal	6-7252
Young & Rubicam	.....		329-0750

## Radio-TV Program Prods.

Jewell Radio & TV Productions	.....	MOhawk	4-5757
Jules Power Prod.	.....	ANdover	3-1422
Les Lear Productions Corp.	.....	RAndolph	6-0905
William Morris Agency	.....		467-1744
MCA TV Ltd.	.....	DElaware	7-1100
NBC Radio Recording Division	.....	SUperior	7-8300
Walter Schwimmer Co.	.....	FRanklin	2-4392
Stondard Radio Trans. Service, Inc.	.....	STate	2-5322
Hal Tate Radio Productions	.....	ANdover	3-6520
L. S. Toogood Recording Co.	.....	CEntal	6-5275
United Artists TV, Inc.	.....	WH	4-1030

## News Agencies and Assns.

Associated Press	.....	STate	2-7700
------------------	-------	-------	--------

## RADIO-TELEVISION DAILY 312-782-2818

City News Bureau	.....	STate	2-8100
Community News	.....	RAndolph	6-0002
United Press International	.....	FRanklin	2-9000

## TV Film Producers-Dist.

Walter Schwimmer, Inc.	.....	FR	2-4392
Seven Arts Associated Corp.	.....	ORchard	4-5105
Television Programs of America, Inc.	.....	WH	4-4767
UPA Pictures, Inc.	.....	WHitehall	4-0196

## Airlines

American Airlines	.....	FR	2-7242
British Overseas Airways Corp.	.....	DE	2-7744
Delta Air Lines	.....	FI	6-5300
Eastern Air Lines	.....		467-2900
TWA	.....	DE	2-7666
United Airlines	.....	RA	6-5500

## ADVERTISING AGENCIES

Time Buyers.....Peter Schulte,  
Joe Barker, Dan Delargy, Marie Coleman,  
Stuart Kaufman

### Branch Offices

3243 Wilshire Blvd., Los Angeles, Calif.  
V.P., Gen. Mgr.....Dow Gehring  
Trail's End Rd., Marietta, Ga.  
Manager.....Harry Morrill, Jr.  
1010 St. Catherine St., W. Montreal 2, Que.  
Managing Dir.....Wilfred J. LaVigne  
*Estimated Radio Billings:* \$1,900,000.  
*Estimated TV Billings:* \$10,000,000.

### DONALL & HARMAN INC.

555 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-9860  
ABP—ANPA

President.....Irving Klein  
Media.....Roberta Davidowsky  
Special Services.....Roberta Miller

### DONER-HARRISON, INC.

Washington Blvd. Bldg., Detroit 26, Mich.  
Phone: WOODward 5-7400  
AAAA—ANPA—ANA

Chairman.....Lester Harrison  
President.....Sanford Hirschberg  
V.P., Dir. Radio-TV.....Charles F. Rosen  
V.P.'s.....Felix Hower, Herbert Fried  
Treasurer.....Julian A. Grace  
Secretary.....Ben Goldstein  
Radio-TV Dir's....Milford Kostman, Edward  
Trahan, Murray Firestone  
Time Buyers....Ellen Dryer, Robert Smith,  
Emanuel Klein, Michael Fabian, Freida  
Weiss, Bonnie Rogers

### Branch Offices

35 E. Wacker Dr., Chicago, Ill.  
Phone: ANdover 3-7800

President.....Marvin H. Frank  
2225 N. Charles St., Baltimore 18, Md.  
Phone: BELmont 5-1212

Vice Pres.....Herb Fried  
Lewis Tower Bldg., Philadelphia 2, Pa.  
Phone: PENnypacker 5-6804

Exec. V.P.....Murray Firestone  
210 East 50th St., New York, N. Y.  
Phone: PLaza 1-2820

President.....Sanford L. Hirschberg  
*Estimated Radio Billings:* \$5,100,000  
*Estimated TV Billings:* \$8,500,000

### DOREMUS & COMPANY

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

Chairman of Board.....Wm. H. Long, Jr.  
Vice-Board Chairman....George A. Erickson  
President.....Louis W. Munro  
Exec. Vice President....Frank E. Schaffer  
V.P., Secy., Treas.....Richard E. Williams  
V.P., Prod. Mgr.....Dewey B. Holland  
Creative Director.....T. Alexander Benn  
Time Buyer.....Paul Zappert

### Branch Offices

208 S. LaSalle St., Chicago 4, Ill.

### Phone: CEntral 6-9132

V.P. & Res. Mgr.....Chas. C. Greene  
80 Federal St., Boston 10, Mass.

Phone: HUbbard 2-5665

Vice Pres. in Chg.....W. J. Sheehan  
231 Sansome St., San Francisco, Calif.

Phone: YUKon 1-4020

V.P., Pacific Coast Mgr.....Ronald Brindley  
1616 Walnut St., Philadelphia 3, Pa.

Phone KI 5-0700

V.P., Gen. Mgr.....E. H. York III

### DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.

Phone: LONgacre 4-1234

AAAA—ABC—ABP—ANPA—AFA

President.....William Bernbach  
Exec. Vice Pres.....Ned Doyle

V.P., Gen. Mgr.....Maxwell Dane  
Plans, Director, V.P.....Marvin Corwin

V.P., Media Director.....Albert Petcavage  
V.P., Dir. Radio-TV

Comm. Prod.....Don Trevor  
Asso. Dir., Radio-TV

Comm. Prod.....Ernest Hartman  
Vice Presidents.....Robert Gage,

Edward Russell, Joseph R. Daly, Marvin  
Corwin, Allan Greenberg, John Gronfein,

Helmut Krone, Edward McNeilly, Dorothy  
Parisi, Leonard Press, David Reider, Phylis

Robinson, William Taubin, E. B. Weiss,  
Mary Wells

Film Producers.....Joan Walker,  
Robert Warner, Ralph Porter, John Capsis

Radio-TV Bus. Mgr.....Gerard Gilard  
Dir., Radio-TV Pgms.....J. Egan

Time Buyers...Charlotte Corbett, Nat Rind,  
Jeane Jaffe, Malcolm Gordon, Marie Luisi

### Branch Offices

6399 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: OLive 3-8080

Vice President.....T. H. Factor  
Media Dir., Space,

Time Buyer.....J. Sachs  
Radio-TV Prod.....Bob Gips

20 N. Wacker Dr., Chicago, Ill.  
Phone: FI 6-8860

Manager.....Daniel Sullivan  
255 Calif. St., San Francisco 11, Calif.

Phone: YU 1-8080

*Estimated Radio Billings:* \$1,500,000.

*Estimated TV Billings:* \$9,500,000.

### DURAND ADVERTISING, INC.

19 West 44th St., New York 16, N. Y.

Phone: YU 6-2777

President.....Louis C. Goldman  
Secretary.....Vincent Russo Jr.

Time Buyers.....Vince Zito, Lou Goldman

### EDELSTEIN-NELSON ADV.

### AGENCY, INC.

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

Phone: DEErborn 2-5976

ABP—APA

President.....Edward Edelstein

# ADVERTISING AGENCIES

Secretary ..... Laura Edelstein  
 Art Dir. .... Leonard Jewell  
 Prod. Mgr., Radio ..... Mary Brown  
 Copy Chief ..... Henry Hyett

## ELLINGTON & CO., INC.

535 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-4300  
 ABC—ANPA—ABP

Chairman ..... Jesse T. Ellington  
 President ..... William A. Bartel  
 Ch. Exec. Comm. .... C. L. Landon  
 Sr. V.P., Creative Dir. .... Paul Smith  
 Admin. V.P. .... J. C. Hochreiter  
 V.P., Radio-TV Dir. .... A. Burke Crotty  
**Vice Presidents** ..... Charles  
 Marshall, Hugh Lewis, Terence McGrath,  
 Ernest Byfield, Jr., Henry Covington,  
 Franklyn Dyson, Davis Snow, C. R. Jordan  
 Treas. .... Edward Lloyd  
 Time Buyer, Best. Media Dir. .... Daniel Kane

## ELLIS ADVERTISING CO.

Hotel Statler-Hilton, Buffalo 2, N. Y.  
 Phone: CI 6780

ABP—APA—ANPA—NOAB—NBP

Partners ..... Michael F. Ellis,  
 Jerome R. Ellis, Michael F. Ellis, Jr., Max-  
 well E. Ellis  
 Acct. Execs. .... K. C. Urley, Joan Ellis,  
 Seymour Goodman, Karl Manhardt  
 Radio Director ..... Richard Paluh  
 TV Director ..... Beatrice Haniford  
 Art Dir. .... James Howes  
 Prod. Mgr. .... Richard Joseph  
 Controller ..... Sanford Satuloff

### Branch Offices

65 East 55th St., New York 22, N. Y.  
 Phone: PLaza 1-2323

President ..... Curt J. Mann

## ERWIN WASEY, RUTHRAUFF & RYAN, INC.

711 Third Ave., New York 17, N. Y.  
 Phone: OXFord 7-4500

AAAA—ABP—ANPA—APA

President ..... David B. Williams  
 Chmn. Fin. Comm. .... Howard D. Williams  
 Exec. V.P. .... William D. Watson  
 V.P. & Treas. .... R. J. Worland  
 Controller ..... K. J. Passanant  
 Secretary ..... Norman Lewis

Exec. V.P. & Gen. Mgr.,  
 Eastern Div. .... C. Worrell  
 V.P., Int. Dept. Dir. .... A. L. Carrafiello  
 V.P. & Radio-TV Dir. .... Rollo W. Hunter  
 V.P. & Research Dir. .... Robert Aledort  
 V.P., Exec. Art. Dir. .... Louis R. DiJoseph  
 V.P., Med. Creative Dir. .... Howard S. Wesson  
 V.P., Media Dir. .... Samuel S. Scott  
 Account Supervisors, Phillip B. van Dusen,  
 John F. Hogan, Douglas M. Bomciser,  
 Frederick J. Burghard, V.P.; Edwin J.  
 Mills, V.P.

Account Executives, .... Joseph H. Buchanan,  
 Paul W. Grover, Joseph W. Nash, William  
 C. Stakenburg, Alan P. Fort, Jr., Thayer

M. Kingsley, J. Ross Pilling, Jr., Albert  
 Wilson

### Branch Offices

110 N. Michigan Ave., Chicago 11, Ill.  
 Phone: 167-1880

Exec. V.P., Gen. Mgr.,  
 Central Div. .... F. R. Etchen, Jr.  
 Exec. V.P., Ch. Exec. Comm. .... R. W. Metzger  
 Exec. V.P. .... B. Grosseth  
 Vice President ..... Lorry R. Northrup  
 V.P., Radio-TV Dir. .... George B. Anderson  
 V.P., Media ..... John L. Gwynn  
 V.P., Ch. Time Buyer ..... Holly Shively  
 5045 Wilshire Blvd., Los Angeles 36, Calif.  
 Phone: WEbster 1-1211

Exec. V.P., W. Div. Gen.  
 Mgr. .... Emmett C. McGaughey  
 Chmn. Fin. Comm. .... H. D. Williams  
 Sr. V.P., Radio-TV Dir. .... Robert L. Redd  
 Radio-TV Prod. Dir. .... William A. Thouson  
 3329 Richmond Ave., Houston 6, Tex.  
 Phone: JACKson 4-7531

Exec. V.P., Gen. Mgr., Central Div. .... F. R.  
 Etchen, Jr.  
 V.P., Office Mgr. .... Robert W. Dundas, Jr.  
 3 Penn Center, Philadelphia 2, Pa.  
 Phone: LOcust 4-3551

Exec. V.P., Gen. Mgr., Eastern Div. .... Grant  
 Worrell

V.P., Mgr. .... Horace D. Nalle  
 Oliver Building, Pittsburgh 22, Pa.  
 Phone: GRAM 1-1900

Exec. V.P., Gen. Mgr.,  
 Central Div. .... F. R. Etchen, Jr.  
 Radio-TV Dir. .... W. L. Thunbust  
 IBM Bldg., 690 N. Robert St.  
 St. Paul 1, Minn.  
 Phone: CAPital 7-7501

Exec. V.P., Gen. Mgr.,  
 Central Div. .... F. R. Etchen, Jr.  
 Sr. V.P., Mgr. .... James A. Walker  
 140 Montgomery St., San Francisco 4, Calif.  
 Phone: ENbrook 2-4616

Exec. V.P., Gen. Mgr., West Div. .... E. C.  
 McGaughey

### International Offices:

30 Eastbourne Terrace, London W 2., Eng.  
 Man. Dir. .... Walter Graebner  
 1 Archbold Terrace, Jesmond,  
 Newcastle-on-Tyne, England

Man. .... Charles Fullerton  
 90 Sveavagen, Stockholm, Sweden  
 President ..... Wilhelm Danielson  
 610 Church St., Toronto 5, Ont., Canada

V.P. .... Edward Karthaus  
 1310 Green Ave., Montreal 6, Que., Canada  
 Manager ..... W. G. Manning  
 Ashfield House, 102 Sauchiehall St.,  
 Glasgow C2, Scotland

Man. .... J. H. Weir  
*Estimated Radio Billings:* \$3,350,000  
*Estimated TV Billings:* \$16,150,000

## WILLIAM ESTY COMPANY, INC.

100 E. 42nd St., New York 17, N. Y.  
 Phone: OXFord 7-1600  
 AAAA—ANPA—APA

# Washington Telephone Numbers

## Federal Departments and Agencies

American National Red Cross	737-8300
Archives, National	WO 3-1130
Business and Defense Services Administration	STerling 3-9200
Capitol, U. S. (Senate, House)	CApitol 4-3121
Census, Bureau of The	RE 5-2000
Commerce, Department of	STerling 3-9200
Copyright Office, Library of Congress	STerling 3-0400
Court of Customs and Patent Appeals	NAtional 8-4696
Department of Defense	LIberty 5-6700
Air Force, Department of The	LIberty 5-6700
Army, Department of The	LIberty 5-6700
Navy, Department of The	LIberty 5-6700
Executive Mansion (White House)	NAtional 8-1414
Federal Communications Commission	EXecutive 3-3620
Federal Trade Commission	EXecutive 3-6800
Government Printing Office	STerling 3-6840
Interior, Department of The	REpublic 7-1820
Justice, Department of	REpublic 7-8200
Labor, Department of	EXecutive 3-2420
National Labor Relations Board	EXecutive 3-3111
National Research Council	EXecutive 3-8100
Post Office Department	STerling 3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	CApitol 4-3121
State, Department of	REpublic 7-5600
Supreme Court of the United States	EXecutive 3-1640
United States Information Agency	REpublic 7-8340
U.S.M.C., AM-TV, Info. Div.	LIberty 5-6700

## Non-Government

Assn. of Maximum Service Telecasters	District 7-5412
Clear Channel Broadcasting Service	EXecutive 3-0255
Electronic Industries Association	NAtional 8-3902
National Association of Broadcasters	DEcatur 2-9300
National Assn. of Educational Broadcasters	North 7-6000
National Press Club	REpublic 7-2500

## RADIO-TELEVISION DAILY EX 3-4808

Radio Corporation of America	Federal 7-8500
Radio-TV Correspondents' Assn.	CA 4-3121, Ext. 6421
Westinghouse Broadcasting Co.	STerling 3-0903

## AM Radio Stations

WAVA	Kenmore	6-9000
WEAM	Jackson	7-7100
WFAX	Jefferson	2-1220
WGMS	Executive	3-8676
WINX	PO	2-4357
WMAL	KEllogg	7-1100
WOL	HObart	2-3900
WOOK	TU	2-2500
WPGC	JO	8-6677
WPIK	OVerlook	3-3000
WQMR	WHitehall	6-1050
WRC	EMerson	2-4000
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUckerman	2-7600

## FM Radio Stations

WASH-FM	District	7-1356
WAVA-FM	KE	6-9000
WFAN-FM	TU	2-2500
WGAY-FM	WHitehall	6-1050
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllogg	7-1100
WPGC	JO	8-6677
WRC-FM	EMerson	2-4000
WTOP-FM	EMerson	2-9300
WWDC-FM	TUckerman	2-7600

## Television Stations

WMAL-TV	KEllogg	7-1100
WOOK-TV	TUckerman	2-2500
WRC-TV	EMerson	2-4000
WTOP-TV	EMerson	2-9300
WTTG	STerling	3-5300

## News Services

Associated Press	AD	4-5400
United Press International	EXecutive	3-3430

## Networks

ABC	393-7700
CBS	EMerson 2-9300
MBS	CO 5-6363
NBC	EMerson 2-4000

## Airlines

American Airlines	EX	3-2345
British Overseas Airways Corp.	393-5300	
Eastern Air Lines	EX	3-4000
National Airlines	ST	3-5454
TWA	ST	3-4200
United Airlines	ST	3-4700

# Los Angeles Telephone Numbers

## AM Radio Stations

KABC	NOrmandy	3-3311
KALI	HOLlywood	6-6161
KBIG	HOLlywood	3-3205
KBLA (North Hollywood)	TRiangle	7-3619
KCBH	BRadshaw	2-7105
KDAY	HOLlywood	1-9981
KEZY	HOLlywood	3-5621
KFAC	WEbster	8-0161
KFI	DUnkirk	2-2121
KFOX (Long Beach)	HEmlock	6-7281
KFSG	DUnkirk	9-1141
KFWB	HOLlywood	3-5151

KGBS	DUnkirk	8-2345
KGER (Long Beach)	NEvada	6-4774
KGFJ	NORmandy	3-3181
KGIL (Sherman Oaks)	StAte	5-8631
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	HOLlywood	2-7271
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KPOL	WEbster	8-2345
KRDK	CApitol	5-4116
KUTE	CItrus	4-1414
KWKW (Pasadena)	MURray	1-4964
KXLA (Pasadena)	MURray	1-6991

# LOS ANGELES TELEPHONE NUMBERS

## FM Radio Stations

KABC-FM	NORMandy	3-3311
KBB1	MADison	5-1641
KBCA	OLive	3-3940
KBIQ-FM	HOLLYwood	3-3205
KBMS-FM (Glendale)	CLtrus	4-8444
KCBH	BR	2-7105
KFAC-FM	WEBster	8-0161
KFMM-FM	DUNkirk	5-6401
KFOX-FM	SPruce	5-2367
KGLA-FM	HOLLYwood	2-1295
KHJ-FM	HOLLYwood	2-2133
KHOF-FM (Glendale)	CHApman	5-7575
KMLA-FM	DUNkirk	2-8426
KNOB-FM (Long Beach)	HOLLYwood	6-6388
KNX-FM	HOLLYwood	9-1212
KPFX	HOLLYwood	7-7183
KRHM-FM	DUNkirk	5-7421
KRKO-FM	Capitol	5-4116
KUTE-FM	CLtrus	4-1414
KWKW-FM (Pasadena)	MURray	1-4964

## Television Stations

KABC-TV	NORMandy	3-3311
KCOF	OLdfield	6-6050
KHJ-TV	HOLLYwood	2-2133
KMEX-TV	HOLLYwood	6-8131
KNBC	THornwall	5-7000
KNXT	HOLLYwood	9-1212
KTLA	HOLLYwood	9-3181
KTTV	HOLLYwood	2-7111

## National Networks

American Broadcasting Company	NORMandy	3-3311
Columbia Broadcasting System	HOLLYwood	9-1212
CBS Television—Television City	OLive	1-2345
Mutual Broadcasting System	HOLLYwood	2-2133
National Broadcasting Company	THornwall	5-7000

## Station Representatives

ABC Television Spot Sales	NORMandy	3-3311
Adv. Time Sales	OLive	1-4720
AM Radio Sales Co.	HOLLYwood	5-0695
Avery-Knodel, Inc.	DUNkirk	5-6394
Walter Biddick Co.	Richmond	9-8800
John Blair & Co.	DUNkirk	7-1333
Blair-TV, Inc.	DUNkirk	1-3811
Bolling Company, Inc	HOLLYwood	2-6471
Broadcast Times Sales	HOLLYwood	5-1755
Burn-Smith	HOLLYwood	4-7395
CBS-Radio Spot Sales	HOLLYwood	9-1212
CBS TV Stations Nat'l Sales	HOLLYwood	9-1212
Devney Organization	HOLLYwood	2-6676
Eastman, Robert Co.	HOLLYwood	4-7276
Forjoe TV, Inc.	HOLLYwood	2-1397
Gill-Perna, Inc.	DUNkirk	8-7115
Gotes-Hall, Inc.	HOLLYwood	2-6676
H-R Representatives, Inc	HOLLYwood	2-6453
Horrington, Righter & Parsons, Inc.	HOLLYwood	6-4129
Hollingbery, George P., Co.	DUNkirk	5-2071
Holman Co., Hol	HOLLYwood	2-2351
Howard Co., Bernard	OLive	6-7200
Intercontinental Service Ltd.	HOLLYwood	2-2289
Katz Agency, The	WEBster	3-8171
Lucas, J. A.	HOLLYwood	6-7279
Moslo Associates	HOLLYwood	6-5427
McGavren-Guild, Inc.	HOLLYwood	4-7331
Mecker Co.	HOLLYwood	2-6501
Tracy Moore	HOLLYwood	2-2351
Nat'l Sales Div. RKO General	HOLLYwood	2-2133
NBC-KNBC Spot Sales	THornwall	5-7000
Oakes, Harlan G., Associates	HOLLYwood	4-7395
Lee F. O'Connell Co.	OLeander	5-7597
Pan American Bestg	HOLLYwood	4-7395
Pearson National Reps, Inc.	HUBbard	3-9671
Peters, Griffin, Woodward, Inc.	WEBster	8-3585
Edward Petry Co.	DUNkirk	8-1143
Paul H. Raymer	HOLLYwood	2-2376
Scott, Duncon & Co.	HUBbard	3-6211
Television Adv Reps.	HOLLYwood	6-1144
Venard, Torbet, McConnell	HOLLYwood	2-4939
Webb, Grant	HOLLYwood	6-6206
Young, Adam J., Inc	HOLLYwood	2-2289

## Advertising Agencies

Action in Advertising	DUNkirk	3-3114
Ad Larson	NORMandy	4-6552
Adams & Keyes, Inc.	DUNkirk	7-5203
Admasters	UPton	0-2660
Advertising Council, Inc.	HOLLYwood	2-0988
Advertising Engineers Corp.	MADison	8-5039
Alber, R. H., Co.	HOLLYwood	9-8273
Albert, Frank-Law	HOLLYwood	6-3563
Allen, Dorsey & Hatfield, Inc.	NORMandy	3-9343
Allen & Marshall Adv., Agency	OLive	3-1770
Allen, Martin, Co.	OLive	3-2020
Allied Advertising Agencies	HOLLYwood	2-0837
Anderson-McConnell Adv. Agency	HOLLYwood	3-4154
U. S. Anderson Co.	OLdfield	4-0250
Arkwright Advertising Co. Inc.	HOLLYwood	4-3129
Arnold, Rupert Advertising	DUNkirk	2-0896
Asch, A., Inc.	DUNkirk	7-7600
Associated Advertising Agency	GRanite	8-2221
Associated Broadcast Adv. Co.	WEBster	6-5564
Atherton Mogge, Privett, Inc.	OLive	3-9870
Ayer, N. W., & Son, Inc.	HOLLYwood	3-4181
Barnes Chase Co.	HOLLYwood	3-1773
Bates, Ted., & Co.	OLympio	5-9081
BBDO	WEBster	8-3188
Baus & Ross Co.	DUNkirk	8-1107
Becker, Max, Advertising	HE	2-4485
Bejach, Leo, Adv.	GRanite	2-2245
Belford, Ed., Agency	STATE	4-1174
Bennett, Walter F., & Co.	HOLLYwood	4-8291
Benton & Bowles, Inc.	HOLLYwood	4-9151
Berghoff Associates, Inc.	OLympia	2-2850
Bishop & Associates, Inc.	OLive	1-2560
Bloch's Advertising	HOLLYwood	3-0647
Blum's Direct Advertising	Richmond	8-6181
Bogerts, The	HOLLYwood	3-6871
Bowes, Chas. Adv. Co.	Richmond	7-0543
Boylhart, Lovell & Deane	HUNtly	2-0740
Bozell & Jacobs, Inc.	DUNkirk	9-1277
Brehmo Ad Service (Glendale)	CHApman	5-1539
Broadcasting Advertising	BROadshw	2-4840
Brother, D. P., & Co.	DUNkirk	5-8288
Bull, Frank, & Co.	HOLLYwood	5-4194
Burnett, Leo, Co. Inc	HOLLYwood	4-7373
Buss, Bear & Associates	DUNkirk	5-4385
Buxton Adv. Agency	MURray	1-4993
Campbell-Ewald Co.	HOLLYwood	9-2931
Campbell-Mithun, Inc.	HOLLYwood	2-0715
Carlson, Milton Co.	DUNkirk	8-9464
Carson-Roberts Inc.	OLive	1-2610
Castor & Assoc	OLeander	2-1315
Chamberlin & Associates	DUNkirk	7-6444
Citizen Advertising Agency, Inc.	MADison	2-2463
Cloward Velma Advertising	DUNkirk	4-2558
Coast Advertising Associates	DUNkirk	7-7373
Cole, Fischer & Rogaw	BROadshw	2-3351
Colman-Parr Advertising	OLive	1-1600
Collard, Clark, Adv. Agency	DUNkirk	7-3388
Compton Advertising, Inc.	OL	3-0100
Consolidated Adv. Directors	OLive	5-6434
Copy Cat Advertising	TRiangle	7-4348
Cowell, Leslie B., Advertising	TRiangle	7-5329
Craig & Reid, Inc.	HOLLYwood	4-8218
Creative Advertising	WEBster	1-3255
Crist, Ken, Inc.	NORMandy	1-1287
Culbertson Advertising	OLympio	5-6790
Culp, Earl R., Co.	DUNkirk	2-8406
Cunningham & Walsh, Inc.		466-3495
Curtis Advertising Co.	HOLLYwood	3-2377
Dancer-Fitzgerald-Sample, Inc.	HOLLYwood	2-3256
D'Arcy Adv. Co.	DUNkirk	5-3171
Davidson, David, & Co.	HOLLYwood	2-7553
Davis & Blackwell, Inc.	Victoria	9-2964
Davis, Charlie, Advertising	AXminster	3-5508
Delman, Allen & Assoc.	OLive	3-2110
Dibble, Gordon H.	CHApman	5-2495
Doherty, Clifford, Steers & Shenfield	OLeander	5-8950
Dolson Advertising Agency	LOraire	9-5111
Donahue & Coe.	DUNkirk	1-2221
Donald, Dick, Advertising	POplar	1-0575
Doyle, Dane, Bernbach	OLive	3-8080
Dozier, Eastman & Co.	DUNkirk	5-6071
Dunos, E. C. Advertising	OL	5-4900
Ebberts, Dan, Adv. Serv	Ludlow	7-9161
Edelstein, Irwin L., & Assoc.	DUNkirk	5-8221
Ehlert, Grace	MADison	6-2222
Eissman-Johns, Advertising	HOLLYwood	6-8107

# LOS ANGELES TELEPHONE NUMBERS

Elliott, Neil M., Advertising	Republic	5-1091	McElroy Adv. Agcy.	Dunkirk	1-3045
Enyart & Rose Advertising	Hollywood	6-1176	McKee, Burns Adv.	Hollywood	7-4218
Erwin Wasey, Ruthrauff & Ryan, Inc.	Webster	1-1211	McLain, W. R., & Associates	NOrmandie	3-8209
Essig Co.	Poplar	3-4365	McNeill & McCleery	Hollywood	6-4256
Esty, William Co.	Hollywood	2-6301	M-E Productions	Dunkirk	5-3302
Fagan, O. K. Advertising Agcy.	MAdison	2-2192	Meany, Phillip J., Co., Adv.	Dunkirk	5-4181
Falkenhainer, Carl	BRadshaw	2-0136	Meltzler, Richard, Adv.	Webster	8-2993
Fallon, Brangham, Moon, Inc.	Hollywood	4-0171	Morgan Company, The	SState	6-5696
Farrar Advertising	GGranite	8-3011	Mowinckel, E. K., Advertising	RIchmond	7-0529
Fellows, John C., Co.	CApitol	5-7746	Nargi Advertising	MAdison	2-1647
Flax-Bronston Co.	RIchmond	9-4497	National Advertising Associates	Dunkirk	8-7115
Fletcher Richards, Calkins & Holden	HOLLYWOOD	6-1311	National Federation of Advertising	OL	3-2320
Foladare, Maury & Assoc.	HOLLYWOOD	9-1835	Neale & Associates	OL	6-0500
Forestal, R. J. Co.	Webster	5-1211	Needham, Louis, & Brorby	CRestwood	3-2330
Frank, Albert-Guenther Law	Webster	3-7595	Nelson Adv. Service	BRadshaw	2-0261
Frank, Don Advertising (Anaheim)	KEystone	5-6093	Newman, Ben Allah, Advertising	Dunkirk	9-6649
Frazier Adv. Agency	MAdison	5-8392	Newmark, Nelson, Advertising	MAdison	4-1568
Fuller, Smith & Ross, Inc.	Dunkirk	5-2211	North Advertising	HOLLYWOOD	7-2151
Goge, Booth & West, Inc.	OLive	3-1770	Ogilvy, Benson & Mather	CRestview	5-6154
Gard, Dalbert & Associates	Dunkirk	8-8422	Olen, David, Adv.	OLive	5-5000
Gardner Advertising Co.	HOLLYWOOD	9-2719	Pacific Advertising Service	RIchmond	9-5803
Gaynor, Ducas, Inc.	OL	5-8191	Packard, Jack Advertising	CHapman	5-5591
Geissinger, W. B., & Co.	OLive	1-3510	Pardee Co., The	HOLLYWOOD	2-7306
General Advertising Agency, Inc.	HOLLYWOOD	3-5128	Patton, George Adv.	HOLLYWOOD	2-0841
Gerth, Brown Clark & Elkus	OLive	3-2320	Paul & Baum	OL	3-2110
Geyer, Morey & Ballard	Dunkirk	7-4255	Pell, Ben, Advertising	MAdison	2-1557
Gilbert & Benton	TRiangle	7-3105	perrett Co., The	HUbbard	2-8303
Gill Clifford Agency	OLive	5-8388	Porter & Associates	Webster	6-5564
Glasser-Gailey, Inc.	MAdison	9-3501	Porter, Wesley H., Adv.	AXminster	3-0400
Glenn Advertising, Inc.	OL	3-9030	Productive Advertising	AXminster	1-1322
Goodman Organization	HO	6-5221	Ramsey, Brown & Co.	HOLLYWOOD	3-6851
Graham, Clyde D.	Dunkirk	3-1266	Raymond, J. W., Advertising	MAdison	4-2244
Grant, Will	Dunkirk	7-3361	Raymond, Larry, Co.	Webster	6-8125
Grant Advertising Agency	HOLLYWOOD	1-9231	Reach, McClinton & Co., Inc.	OLive	3-9610
Gregory, Willard G., & Co.	MAdison	7-0531	Robin, Lee & Arnold	CRestview	4-5853
Grey Advertising	BRadshaw	2-9821	Robins, Jerome, Agency	Dunkirk	8-0661
Guerin-Johnstone-Gage, Inc.	Dunkirk	5-7451	Robinson & Haynes	HUntley	2-2050
Guid, Bascom & Bonfigli	HOLLYWOOD	9-8217	Roche-Eckhoff & Lee	OLive	5-7670
Hadlock & Associates	HOLLYWOOD	2-6731	Rockett-Lauritzen	REpublic	4-2106
Harrington, Righter & Parsons	HOLLYWOOD	6-4129	Ross, Charles, Adv. Agency	OLdfield	6-5220
Heintz & Co., Inc.	MAdison	9-3181	Saussy, Walker Advertising	HOLLYWOOD	3-5161
Hill, Don	MAdison	4-9936	Sawdon, Frank	HOLLYWOOD	4-7579
Hixson & Jorgenson, Inc.	Dunkirk	8-3121	Schurrer, Lou, Adv.	OLive	3-4440
Hoel, John D., Adv. Agency	Murray	1-7131	Scott, M. B., Advertising	OL	3-5330
Hollander, Welsh Advertising	Dunkirk	9-1171	Sebrell, J. B., Adv. Agcy.	MAdison	6-9397
Honig-Cooper Co.	Dunkirk	8-3301	Seros, George J., Advertising	CRestview	6-4723
House of Leads	NEvada	6-4471	Shane, Leonard, Agency	HOLLYWOOD	9-2258
Houston Advertising Service Co.	NOrmandie	5-5886	Shaw, John W., Advertising	Webster	8-2675
Hunter & Wilhite Advertising	Webster	3-7353	Shay Advertising	HOLLYWOOD	4-1158
Hutchinson Advertising	HOLLYWOOD	2-4500	Sheldon, Lisle Adv.	HOLLYWOOD	3-2366
Irwin, Howard, & Assoc.	Dunkirk	8-1219	Simmons, Dean	Webster	1-1311
Jaycraft Co.	THornwall	2-5310	Smailley & Smith	HOLLYWOOD	6-2404
Jenner, Don, Advertising	Dunkirk	8-1489	Speer Advertising Agency	HUbbard	3-8300
Jett Advertising	HOLLYWOOD	2-6635	Spees Advertising Agency	Dunkirk	9-6933
Johnson & Lewis	HOLLYWOOD	5-7105	Stahl & Lewis Adv. Agency	HOLLYWOOD	2-7344
Jones, Paul, & Associates	Dunkirk	1-3003	Stebbins, Barton A., Adv.	Dunkirk	8-8131
Kaplan, Sara Jane, Advertising	OLive	3-6057	Stebbins, Hal, Inc.	CR	3-0750
Kaufman, Lon, Co.	Dunkirk	8-4138	Steinlauf, Malcolm & Co.	Webster	3-7564
Kaufman, Hans E., & Co.	HOLLYWOOD	3-3800	Steller, Miller & Lester, Inc.	Dunkirk	7-5377
Key-Christopher Advertising	Webster	9-3147	Stiller, Hunt Advertising	BRadshaw	2-0204
Keane, Raymond, Advertising	OLive	3-8650	Stodel Advertising	MAdison	2-1193
Keene & Associates	Webster	7-2270	Straus, J. M., & Co.	OLympia	2-6613
Kellogg, Edw. S.	Dunkirk	7-5213	Sudler Co.	BRadshaw	2-3438
Kelso, M. H., & Co.	HOLLYWOOD	3-8566	Sullivan Stauffer Colwell & Bayles	HOLLYWOOD	4-2119
Kenyon & Eckhardt	HO	3-2102	Swafford & Co.	BRadshaw	2-9421
Kennedy, Walker & Cox, Inc.	OLympia	2-0555	Faggart & Young	Webster	3-8108
Keys, Madden & Jones	HOLLYWOOD	9-3974	Totham-Laird, Inc.	HOLLYWOOD	1-9228
LaRoche, C. J., Advertising	HOLLYWOOD	9-3656	Taylor Host, Inc.	CApitol	5-3208
Lawrence Co.	BRadshaw	2-5820	Thompson, J. Walter, Co.	OL	3-0300
Lee & Associates	OLive	1-2090	Tilts & Cantz Advertising	OLeander	5-9270
Lee, J. Richard	HOLLYWOOD	6-1188	Todd, Michael, Advertising	HOLLYWOOD	5-8036
Lee, Robert E., & Associates	HOLLYWOOD	6-1188	Tullis Co., Inc., The	HOLLYWOOD	2-6333
Lent Advertising	HOLLYWOOD	9-7388	Tyler-Smith, T., Advertising	Dunkirk	7-5519
Lennon & Newell	CRestview	1-7221	United Bench Advertising	AXminster	2-8107
Lewin, Howard, Advertising	Dunkirk	8-7156	Universat Advertising Agency, Inc.	HOLLYWOOD	4-8218
Little & Co.	Dunkirk	9-1267	Van der Boom, Hunt, McNaughton	Webster	8-2001
Logan, Dudley L.	Dunkirk	2-8471	Vanderhurst Adv.	HOLLYWOOD	7-9191
Mack Agency	HOLLYWOOD	2-6377	Van-Scott, Inc.	Dunkirk	9-2300
MacManus, John, & Adams	Webster	7-1000	Victor, A. J., Company	AXminster	1-9975
Mann Advertising Co.	Dunkirk	2-1179	Voorhees, P. W., Inc.	HOLLYWOOD	6-1181
Mannis, Samuel A.	HOLLYWOOD	4-7501	Wade, Adv. Agency	HOLLYWOOD	6-1631
Martha's Adv. Service	MAdison	6-4897	Walsh, Nellie L., Advertising	MA	2-9853
Mathison & Associates	HU	2-1870	Weatherwax-Spurgan & Associates	MA	7-2633
Mayne, Charles H., Co.	Dunkirk	5-0138	Webster, R. W., Adv.	MAdison	9-2283
McCann-Erickson	Dunkirk	5-3301	Weinberg, Milton, Adv. Co.	OLive	3-2300
McCarty Co., The	Dunkirk	5-4011	Weiss, Edward H., & Co.	OLive	3-8360
McElligott, Ford C., & Associates	MAdison	2-4653	Welsh, Hollander & Coleman Adv.	Dunkirk	9-1171

# LOS ANGELES TELEPHONE NUMBERS

Whiteman, Richard ..... DUnkirk 5-2054  
 Wilder, Alvin ..... RPublic 4-2186  
 Williams, Dallas & Sons ..... HOLLYWOOD 2-6396  
 Willis, Harry G., & Assoc. .... CHapman 5-5533  
 Winon & Co., Paul ..... Rlcnmand 7-5189  
 Wolfer-Douglass-Bennington, Inc. CUMberland 3-6242  
 Woolf, Len, Co. .... DUnkirk 8-2361  
 World Advertising (Long Beach) ... HEMlock 5-6094  
 World Wide Want Ad Service ..... MADison 7-9983  
 Wynne-Alexander Advertising ..... MURray 2-2319  
 Young & Rubicam ..... HO 2-7181

Auer, Miles Bohm ..... HOLLYWOOD 2-6416  
 Barnes, William, Agency ..... CRestview 3-0205  
 Barr, Rickey, Agency ..... OLdfield 4-0738  
 Barksin Agency, The ..... OL 6-8530  
 Bell, Marcella Agency ..... CRestview 6-0012  
 Bender, David ..... HO 2-0723  
 Bernie, Herman ..... CRestview 5-0117  
 Bonham, C. Herschel ..... HO 4-3060  
 Brandies, Bob, Agency ..... POPlar 2-4872  
 Brewis, Alex ..... OL 2-1521  
 Carson-Stempel ..... CRestview 4-8343  
 Cinema Artists Agency ..... OLIVE 2-7074  
 Cloutman-Gerard ..... CRestview 4-6833  
 Columbia Artists Management ..... HOLLYWOOD 2-6623  
 Condit Agency ..... HO 4-9233  
 Connor, Allen ..... HOLLYWOOD 5-0834  
 Cooper, Frank, Associates ..... CRestview 4-5971  
 Cooper, Ray ..... CRestview 6-9769  
 Cumber, Lil Attractions Agency ..... AXminster 3-6159  
 Dorrow Agency ..... CRestview 4-7253  
 Davis, Mary Webb ..... OL 5-6747  
 Donaldson Agency ..... OL 2-0355  
 Flaire Agency, The ..... TR 8-0850  
 Frings, Kurt ..... CRestview 4-8881  
 Garfield, Milton ..... CRestview 4-8631  
 Gefsky, Harold L. .... CRestview 4-7801  
 General Artists Corporation ..... CRestview 3-2400  
 Gertz, Mitchell ..... CRestview 4-5491  
 Gold, Herb ..... CRestview 4-8171  
 Gold, Sid ..... CRestview 4-7247  
 Goldstone, Tobias ..... CRestview 6-1071  
 Gould, Billy ..... HOLLYWOOD 9-2731  
 Green, Ivan ..... OL 2-4010  
 Greshler, Abncr ..... OLdfield 4-5960  
 Griffith, Byron ..... HOLLYWOOD 7-2600  
 Grossman, Milton M. .... CRestview 4-8631  
 Halliburton, Jeanne ..... POPlar 9-2947  
 Halsey, Recca Agency ..... OLIVE 2-2409  
 Hamburg, Mitchell ..... CRestview 4-9311  
 Herdan-Sherrell ..... CRestview 1-5236  
 Herzbrun, Walter ..... OL 2-7210  
 Howard, Sam, Agency ..... OLdfield 2-3872  
 Ingersoll, George, Agency ..... HOLLYWOOD 7-0862  
 Irwin, Lou ..... CRestview 1-7131  
 Jackson, Edith ..... HOLLYWOOD 7-0155  
 Jaffee Agency ..... OLYMPIA 7-2710  
 Kaufman, Milton ..... CR 5-5028  
 Kingston, Al, Enterprises ..... CRestview 6-8538  
 Kohner, Paul ..... CRestview 1-5165  
 Kumin-Olenick Agency ..... CRestview 4-7281  
 Lance, Leon O. .... OL 7-1060  
 Lauren, J. W., Agency ..... CRestview 3-3550  
 Levee, Sid ..... CRestview 4-8631  
 Longenecker, Robt. .... OLIVE 3-3770  
 MacQuarrie, Earl ..... CRestview 4-8919  
 Marion, Paul Agency ..... OL 2-9540  
 Marx, Bert ..... CRestview 4-8555  
 McMillan, Hozel, Agency ..... CR 6-3603  
 Medford, Ben ..... CRestview 1-7021  
 Meyers, Walter ..... OL 6-1950  
 Middleton, Wallace, Agency ..... OLdfield 6-4460  
 Mishkin Agency ..... OLIVE 2-0944  
 Montgomery, Jock, Agency ..... OL 6-4460  
 Moore, Lolo ..... HOLLYWOOD 7-8729  
 Morris, William ..... BRADSHAW 2-4111  
 Ochs, Al ..... HOLLYWOOD 9-6470  
 Oliver, Maurice ..... OL 7-1250  
 Omega Artists, Inc. .... TR 8-2024  
 Payton, Bob ..... OL 6-1880  
 Pearson, Ben ..... CRestview 4-5488  
 Pomeray, Jack ..... HOLLYWOOD 9-6366  
 Raison-Finger Agency ..... OLdfield 2-2446  
 Rose, Arnold L. Assocs. .... CRestview 4-5459  
 Rosen, Jerry, Agency ..... BRADSHAW 2-2345  
 Ryan, Frank ..... OL 2-8904  
 Saphier, James L., Agency ..... CRestview 1-7231  
 Schuller, William Agency ..... CRestview 4-6949  
 Schwartz Agency ..... OLIVE 3-0400  
 Screen Children's Guild Agency ..... HOLLYWOOD 9-6231  
 Shauer, M. A. .... CRestview 1-1103  
 Shaw, Glenn ..... OLIVE 5-6956  
 Sheldon Agency ..... ST 5-6666  
 Shiffin-Hyland Agency ..... CR 4-7643  
 Shipley-Ishimoto ..... CRestview 6-6251  
 Shurr, Louis ..... CRestview 4-8111

## Radio-TV Program Prods.

Aladdin Enterprises ..... HOLLYWOOD 2-6686  
 Allend'or Productions ..... WEBster 8-2191  
 Burrud, Bill, Productions ..... HOLLYWOOD 3-8181  
 Cammadore Productions ..... HOLLYWOOD 9-7502  
 Crosby, Bing, Productions ..... BRADSHAW 2-2771  
 Girord-Lewis Productions ..... OLYMPIA 2-2810  
 Gomalco, Inc. .... STate 3-0070  
 Goodson-Todman Productions ..... CRestview 4-7357  
 Herts-Lion International Corp. ... HOLLYWOOD 4-6121  
 MacGregor, C. P. .... DUnkirk 4-4191  
 MCA-TV ..... BRADSHAW 2-3211  
 Rass-Danzig TV, Inc. .... HOLLYWOOD 2-6464  
 Signal Productions, Inc. .... HOLLYWOOD 3-4173  
 Stark, Wilbur, Productions ..... UPTon 0-3311  
 United Artists TV Corp ..... OLdfield 4-2800

## TV Film Producers-Dist.

ABC Films ..... NORmandy 3-3311  
 M & A Alexander Productions ..... HO 4-3414  
 Allied Artists TV Corporation ..... NO 2-9181  
 George Bagnall & Associates ..... OL 2-8050  
 Banner Productions ..... POPlar 6-5171  
 Bonded TV Film Service, Inc. .... OLd 4-7575  
 Chertok Television ..... UPTon 0-3311  
 Cavalcade TV Programs ..... OLIVE 4-4144  
 Frank Cooper Associates ..... CR 4-5971  
 Corradine, Tom J. .... HOLLYWOOD 2-4448  
 Jack Denove Productions, Inc. .... HO 4-8331  
 Desilu Productions, Inc. .... HO 9-5911  
 Walt Disney Productions ..... VI 9-3411  
 Dougfair Corporation ..... HO 5-6164  
 Jerry Fairbanks Production ..... HO 2-1101  
 Family Theater, Inc. .... HO 2-1317  
 Don Fedderson Productions ..... HO 9-5911  
 Filmaster, Inc. .... HO 6-1681  
 Flying A Prod. .... HO 9-1425  
 Four Star Films, Inc. .... PO 6-4151  
 Guedel, John, Prods. .... OLIVE 3-8000  
 Hollywood Television Service, Inc. PO 3-8411  
 Independent Television Corp. .... HO 2-6525  
 J & M Productions ..... CRestview 3-1230  
 Mark VII, Ltd. .... TR 7-0621  
 Medallion TV Enterprises, Inc. .... HO 2-6635  
 NBC Films ..... TH 5-7000  
 Paramount Television Productions, Inc. HO 9-3181  
 Revue Productions, Inc. .... TR 7-1211  
 Reynolds, Stuart, Prods. .... CRestview 4-7863  
 Screen Gems, Inc. .... HO 2-3111  
 Seven Arts Associated Corp. .... GRANite 6-1564  
 Stage Five Productions, Inc. .... HO 9-9011  
 Toretto Enterprises ..... CRestview 4-6023  
 Trans-Artists Prods. .... WEBster 1-1639  
 Twentieth Century Fox Television ..... HO 2-6231  
 TV Marketeers ..... HOLLYWOOD 6-3111  
 Universal Pictures Co., Inc., Television TR 7-1211  
 Warner Bros. Pictures, Inc. TV Division HO 9-1251  
 Wolper Productions Inc. .... OLYMPIA 2-7075

## Artists Agencies

Alexander, Alec Agency ..... CRestview 1-6101  
 Allied Casting ..... HOLLYWOOD 3-7124  
 Alvarado, Carlos ..... OL 2-0272  
 American Federation of TV-Radio ..... HOLLYWOOD 4-5123  
 Armstrong-Deuser-McHugh, Jr. .... CRestview 4-0881  
 Arfuge, Louis ..... CRestview 6-2488  
 Ashley-Steiner-Famous Artists ..... CRestview 4-8511  
 Associated Booking Corp. .... OLIVE 2-9940



## LOS ANGELES TELEPHONE NUMBERS

Sindell Agency	.....CRestview	4-8181
Small, Lillian Schary, Associates	.....BRadshaw	2-0496
Snitzer, Lou-Fritschi, Al, Inc.	.....HOLlywood	9-6271
Stempel, Frank	.....CRestview	4-8343
Swanson, H. N.	.....OL	2-5385
Swoverland, Harold	.....OLive	6-0900
Talent Inc.	.....HOLlywood	2-0913
Thompson, Lionel B.	.....CRestview	1-2188
Ullman, George	.....CRestview	4-5238
Wadsworth, J. B.	.....CRestview	6-0698
Weiner, Jack	.....OLympia	2-1140
Weintraub, Murry	.....OLive	2-3892
White, Al, Agency	.....ST	9-8681
Wilkins, Paul	.....CRestview	1-6188
Willson, Henry	.....OLdfield	2-7452
World Artists Management Agency	.....CRestview	1-7294
Wormser, Jack, Agency	.....HOLlywood	4-8138
Zimmerman, Herman Agency	.....CRestview	6-0266

### **RADIO-TELEVISION DAILY** **HOLLYWOOD 9-3951**

Sponsor	.....HOLlywood	4-8089
TV Guide	.....HOLlywood	5-2103
Variety	.....HOLlywood	9-1141

### **Radio-TV Audience Surveys**

American Research Bureau	.....RA	3-8536
Facts Consolidated	.....TR	8-0910
Moffett Research Co.	.....DU	3-7096
National Audience Board	.....CR	1-8141
Pulse, Inc.	.....OL	3-7733

### **Publications**

Billboard, The	.....HOLlywood	9-5831
Box Office Magazine	.....HOLlywood	5-1186
Broadcasting Magazine	.....HOLlywood	3-3148
Film Daily, The	.....HOLlywood	9-5358
Hollywood Reporter	.....HOLlywood	4-7411
Media Agencies Clients	.....OL	7-1440

### **Airlines**

American Airlines	.....MA	5-7241
British Overseas Airways Corp. (BOAC)	.....BR	2-8866
Delta Air Lines	.....MA	7-9669
Pan American World Airways	.....MA	4-0192
TWA	.....MA	4-8141
United Airlines	.....HU	2-3300
Western Airlines	.....	646-4321

**FOR LOCAL ADDRESSES AND  
PERSONNEL OF ABOVE FIRMS  
SEE  
EDITORIAL INDEX, PAGE 7  
UNDER CATEGORIES OF  
AM STATIONS, FM STATIONS,  
TV STATIONS, NETWORKS,  
STATION REPS, ADVERTISING  
AGENCIES, PUBLICATIONS,  
NEWS ASSOCIATIONS, TALENT  
AGENCIES, ORGANIZATIONS  
UNIONS & GOVT. AGENCIES,  
RADIO-TV PROGRAM, RECORD  
& TRANSCRIPTION CO.'S, TV  
FILM PRODUCERS-DISTRIBUTORS**

SINCE 1898 . . . . . THE AGENCY OF THE SHOW WORLD  
DEDICATED TO THE PRINCIPLE OF CREATIVE MANAGEMENT



**WILLIAM MORRIS AGENCY, INC.**



presents

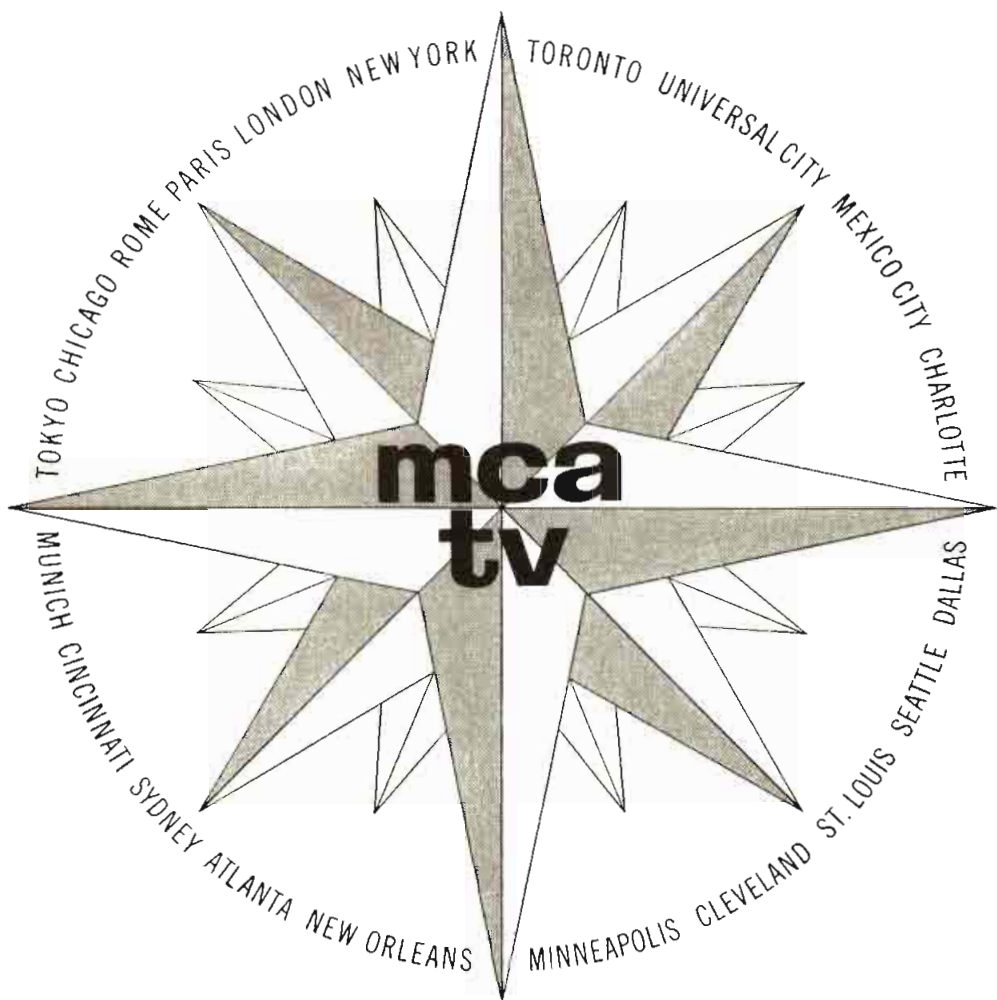
**ADVERTISING  
AGENCIES**



**EXECUTIVE PERSONNEL  
BRANCH OFFICES**

**CANADIAN AGENCIES**

**1963**

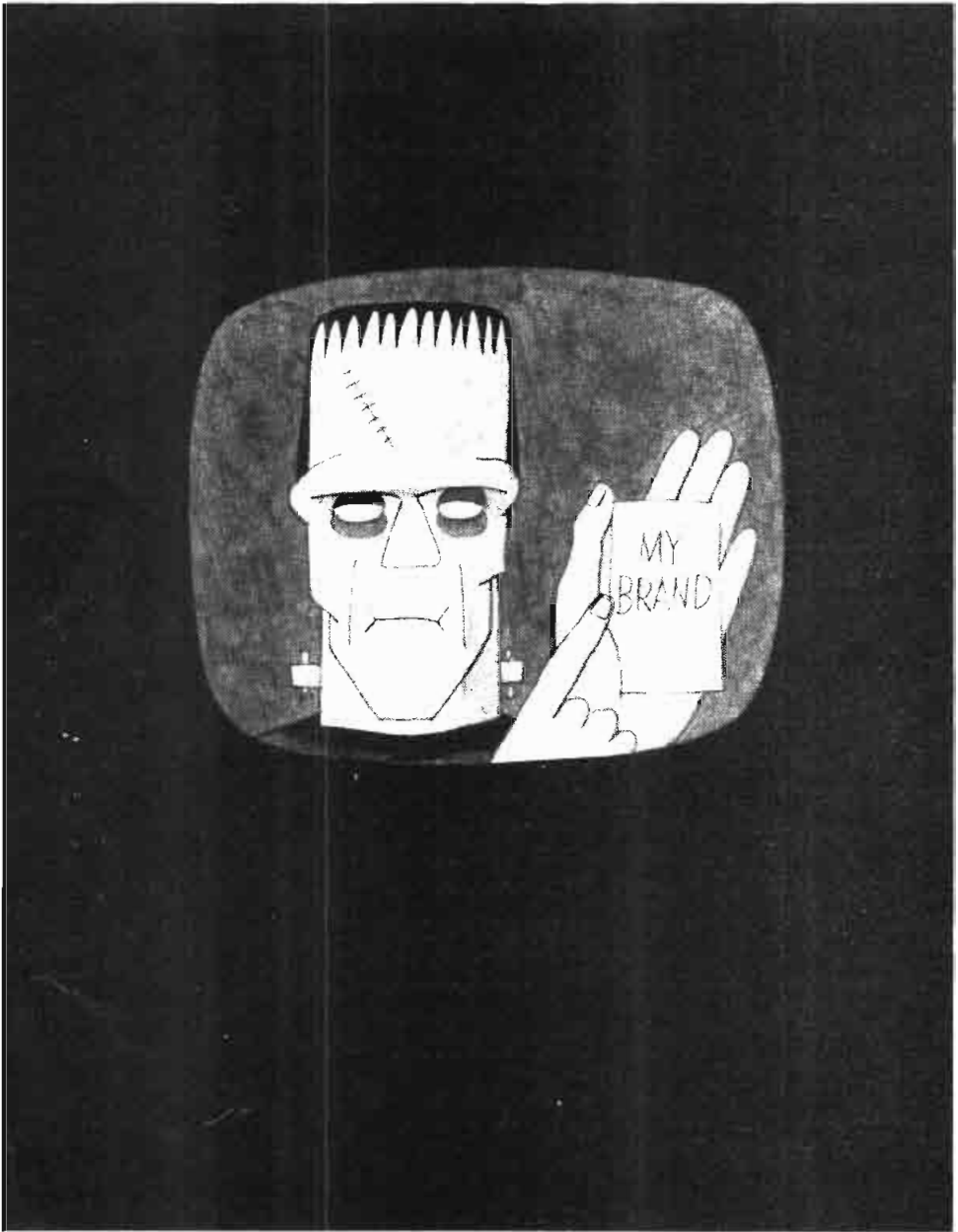


# TV Stations Reporting a Profit or Loss Classified by the Amount of Profit or Loss

(Stations Operating Full Year Only)  
— 1961 —

	<i>Type of Station:</i>	
	<u>VHF</u>	<u>UHF</u>
Total Number of Stations Reporting .....	439	71
Number of These Stations Reporting Profits .....	346	28
Profitable Stations as Percent of Total.....	78.8%	39.4%
Number of Stations Reporting Profits of:		
\$3,000,000 and over.....	13	—
1,500,000-3,000,000 .....	26	—
1,000,000-1,500,000 .....	29	—
600,000-1,000,000 .....	33	—
400,000- 600,000 .....	26	—
200,000- 400,000 .....	52	2
100,000- 200,000 .....	48	10
50,000- 100,000 .....	49	4
25,000- 50,000 .....	32	6
Less than 25,000 .....	38	6
Number of Stations Reporting Losses .....	93	43
Unprofitable Stations as Percent of This Total .....	21.2	60.6
Number of Stations Reporting Losses of:		
Less than \$ 10,000 .....	12	5
10,000- 25,000 .....	21	12
25,000- 50,000 .....	15	10
50,000- 100,000 .....	17	8
100,000- 200,000 .....	18	5
200,000- 400,000 .....	5	3
400,000 and over.....	5	—

Source: FCC



Dr. Frankenstein believed a human being is a formula . . . Add two arms, two legs, etc., and you create a person.

He tried.

We know what happened.

However, there persists the Dr. Frankenstein school of advertising. You graft a headline that worked, to a picture that worked, to copy that worked. Sometimes the results *do* work. Often they *don't*.

The Dr. Frankenstein school forgets that people, and their emotions, can't be figured out with the nice finality of the mathematician.

The best advertising ideas are like people. You find in them a life force, a creative spark, an individual personality.

Average advertising can be made by formula. But the best advertising is created. It is born. And it comes alive.

**Young & Rubicam, Advertising**

# Advertising Agencies

## — AGENCY RECOGNITION SYMBOLS —

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

### A. D. ADAMS ADVERTISING, INC.

145 East 52nd St., New York 22, N. Y.  
 Phone: PLaza 5-0845  
 ABP

President.....A. D. Adams  
 TV & Radio Consultant.....Marcia Forrest

### WILLIAM HART ADLER, INC.

919 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-5210  
 AAAA—ABP—ANPA—AFA

Pres.-Treas.....William Hart Adler  
 V.P., Radio-TV.....Alidor R. Belskis  
 V.P.'s.....John Petrie,  
 Frank Karoly, Arthur Warren  
 Secretary.....B. L. Martin

### ADMASTERS ADVERTISING, INC.

1808 Connecticut Ave., Washington 9, D. C.  
 Phone: 265-2848

President.....John E. Waterfield

### ADVERTISERS' BROADCASTING COMPANY

117 W. 46th St., New York 36, N.Y.  
 Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein  
 Director.....Bernard Rubinstein  
 Copy Chief.....David M. Hausdorff

### AITKIN-KYNETT CO., INC.

1400 South Penn Square,  
 Philadelphia 2, Pa.  
 Phone: LOcust 8-6700

AAAA—ABC—ABP—AFA

Chmn. of Bd.....H. H. Kynett  
 President.....Allen C. Smith  
 V.P., Secy.....Geo. B. Barnard  
 V.P.....H. B. Montgomery  
 Treasurer.....Joseph C. Baugher  
 Research Dir., Publicity..Edward Goldsmith  
 Radio-TV Time Buyer.....Alan Bobbe  
 Radio-TV Dir.....Allen Gray

### R. H. ALBER CO.

439 N. Larchmont Blvd., Los Angeles 4, Calif.  
 Phone: HOLlywood 9-8273

Exec. Vice-Pres.....Pauline Hagen  
 Secretary-Treas.....Evelyn R. Jones

### ALLEN, DORSEY & HATFIELD, INC.

5010 Sunset Blvd., Los Angeles 27, Calif.  
 Phone: NORmandy 3-9343  
 APA—ANPA—ABP—NBP

President.....L. E. Hatfield  
 Secy. & Treas.....H. U. Allen

### ALLEN & REYNOLDS, INC.

3104 Farnam Street, Omaha 31, Neb.  
 Phone: 342-0150

AAAA—ABC—ABP—ANPA—AFA  
 ANA

Ch. of Board, President..Milton H. Reynolds  
 V.P. & Treas.....Robert H. Reynolds  
 V.P. & Sect.....Helen Moeller  
 Vice Presidents....O. Earl Lowry, Edward C.  
 Whelan, Quentin H. Moore, Lyle DeMoss,  
 Don B. Amsden, Milo Hejkal  
 Radio-TV Director.....Tom Mack  
 TimeBuyers.....Marilyn Hayes, Tom Mack

### ALLIED ADV. AGENCIES INC.

4643 Beverly Blvd., Los Angeles 4, Calif.  
 HOLlywood 2-0837  
 ABC-ANPA

President.....W. Fehr Gardner  
 Time Buyer.....Maxine Blankenship  
 Acct. Exec.....Wayne La Com

### THE AMBASSADOR ADV. AGENCY

401 W. Imperial, LaHabra, Calif.  
 Phone: OWen 1-7785

President.....Al Sanders  
 Treasurer.....Paul Schwepker  
 Time Buyers..Thomas E. Steele, Jerry Jensen  
*Estimated Radio Billings: \$250,000.*

### ARKWRIGHT ADVERTISING CO., INC.

Time & Life Bldg., New York 20, N. Y.  
 Phone: CLrCle 5-6612

President.....M. Schofield  
 Vice President.....Jack Wilcher  
 Radio-TV Prod., Dir.....Thos. Mannos

### ASSOCIATED BROADCAST ADV.

1188 S. Muirfield Road, Los Angeles 19, Calif.  
 Phone: WEBster 6-5564

Owner, Sales Mgr.....Irwin T. Porter  
 Partner, Prog. Mgr.....Gertrude T. Porter

# **Television Productions of America, Inc.**

**77 West 55th St., New York 19, N. Y. LT 1-1130**

**NORMAN BAER**

**PHILIP D'ANTONI**



**ATLANTIC-BERNSTEIN ASSOCIATES**

655 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-8250

Partners.....Murry E. Cohen, Irving H. Glick, Ted Bernstein  
Production Mgrs...Don Williams, Noel Tyler  
Gen. Mgr., Media Dir...Sylvester J. Bernstein

**AUBREY, FINLAY, MARLEY & HODGSON, INC.**

One E. Wacker Dr., Chicago 1, Ill.  
Phone: 329-1600

AAAA-ABP-ANPA

President.....H. Earl Hodgson  
Ch. Exec. Comm. V.P.....Kenneth Hill  
V.P.'s...Donald McGuiness, Dixon L. Harper  
Secretary.....John Copeland  
Treasurer.....Ann E. Ferngren  
Radio-TV Traffic.....Grace Patrick  
Time Buyers.....Joan E. Lindell,  
Adel Wind, Jean Warn  
*Estimated Radio Billings:* \$850,000.  
*Estimated TV Billings:* \$10,000.

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

West Washington Square, Philadelphia 6, Pa.  
Phone: WALnut 5-0100

ANPA-ABP-ABC

Chairman of Board.....H. A. Batten  
President.....Warner S. Shelly  
Exec. V.P.....J. M. Wallace  
V.P., Mng. Dir., Art Dept.....R. O. Bach  
V.P., Exec. Dir., Art Dept...Charles T. Coiner  
V.P. Special Copy.....Kenneth W. Slifer  
V.P., Exec. Dir. Copy.....John J. Pullen  
V.P., Mng. Dir. Copy...Edward G. Gallagher  
V.P., Copy.....E. A. Kindle, P. Willon  
V.P. Chg. Plans-Mkt...Harry G. Groome, Jr.  
V.P. Chg. Media.....Leslie Farnath  
V.P.'s Chg. Ex. H. O. Client  
Cont.....Brydon S. Greene, L. Davis Jones  
V.P. Chg. Phila. Ser...Hans L. Carstensen, Jr.  
Dir., Info. Services.....Theodore G. Heck  
V.P. Special Copy.....Geo. W. Cecil  
V.P. Copy Res.....Mrs. Margaret H. Rogers  
V.P., Bus. Dev.....Seymour Morris  
Secretary-Treasurer.....R. Bruce Jones

*Branch Offices*

Time and Life Bldg., New York 20, N. Y.  
Phone: PLaza 7-5700

Vice-President & Mgr.....John D. Upton  
Vice-Pres. & Dir. of

Radio-TV.....James E. Hanna  
V.P., Radio-TV Plans.....T. J. McDermott  
V.P., Mgr., Radio-TV

Program.....T. H. Calhoun  
V.P., Chg. of Comm Prod..William J. Ratcliff  
V.P., Chg. Pub. Rel.....Robert Van Riper  
V.P.'s.....D. C. Van Meter,  
Chas. Hogen, J. Vance Bahh, Robt. C. Alexander, John W. Esau, Newton C. Cunningham, Neal O'Connor, Jerry Jordan  
V.P. Bus. Devel.....Geo. T. Sweetser

920 Statler Office Bldg., Boston 16, Mass.  
Phone: HUBbard 2-4970

V.P., Mgr.....Raymond W. Heffron  
135 S. LaSalle St., Chicago 3, Ill.  
Phone: ANdover 3-7111

Vice-Pres., Mgr.....Thomas G. Watson  
Vice President.....F W. Heckel, III  
First National Bldg., Detroit 26, Mich.  
Phone: WOODward 5-3322

Vice-President, Mgr.....Richard T. O'Reilly  
413 Taft Bldg., Hollywood 28, Calif.  
Phone: HOLLYwood 3-4871

V.P., Mgr.....Edmund H. Rogers, Jr.  
235 Montgomery St., San Francisco, Calif.  
Phone: SUTter 1-2534

V.P., Manager.....Harry C. Graybill  
1060 Bishop St., Honolulu, Hawaii  
Phone: HONolulu 50-3681

Manager.....Alwyn W. Knight  
*Estimated Radio Billings:* \$16,000,000.  
*Estimated TV Billings:* \$41,000,000.

**AYLIN ADVERTISING AGENCY**

904 Lovett Blvd., Houston 6, Texas  
Phone: JACKson 9-3766

AAAA

Pres. ....Robert N. Aylin  
Exec. V.P.....Chas. H. Helms  
V.P. & Prod. Mgr.....Roger I. Helm  
V.P., Media Director.....Jo Moore

*Branch Offices*

425 Soledad, San Antonio, Tex.  
Phone: CA 3-5541

Manager.....James F. Anderson  
2960 Harrison, Beaumont, Tex.  
Phone: TW 2-2693

Manager.....Jack Dahmer  
3415 Cedar Springs, Dallas, Tex.

Manager.....Walter Clark  
211 East Harrison, Harlingen, Tex.

Manager.....Michael B. O'Neill

**BADGER & BROWNING & PARCHER, INC.**

75 Federal St., Boston 10, Mass.  
Phone: LIBerty 2-3364

President.....Clifford P. Parcher  
Exec. V.P.....F. S. Browning, Jr.  
Art Director.....Glen Lawrence  
Production Manager.....Eliz. Harriman

**THE BAKER ADVERTISING AGENCY, LTD.**

670 Bayview Ave., Toronto 17, Ontario  
Phone: 487-1511

ANPA

President.....W. R. Baker  
Vice-Pres.....R. C. Baker  
Sec.-Treas.....E. M. Sutherland  
Creative Director.....C. Murray  
Radio-TV Dir.....N. Pahlen  
Media Director.....D. E. Gillespie  
Media Mgr.....H. L. Howerth  
Radio-TV Mgr.....H. Blair  
Radio-TV Producer.....W. Krantz  
Radio-TV Producer.....W. Ross  
Mgr., Prod. Dept.....C. L. Williams



# THE BAZZINI Grotto

ITALIAN RESTAURANT

FAMOUS FOR FINE FOOD. NEW YORK'S ONLY CAVE RESTAURANT.

YOUR HOST

**The BAZZINI FAMILY**

Open Daily from 12 Noon

Dinner from \$3.50

For Reservations Call CI 5-1848 or CI 5-2388

224 WEST 46th ST. (Next Door to the 46th St. Theatre) New York

**LYNN BAKER INCORPORATED**

720 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 6-3900  
APA—NBP—NOAB

President.....R. Lynn Baker  
Vice-Pres., Treas. ....Mary Bentley Baker  
Sr. V.P., Gen. Mgr.....Augustine J. Hilton  
Sr. V.P. & Research Dir.....Jack M. Kline  
V.P., Media Dir.....James D. Evans  
V.P., Dir. of Creative Act.....S. Carter, III  
V.P. ....Walter Martin  
Secretary.....Dorothy K. Smith  
Radio-TV Dir.....Thomas McDonnell

**BARLOW/JOHNSON, INC.**

968 James St., Syracuse 1, N. Y.  
Phone: GR 9-6644  
AAAA-ABC-ABP

Ch. of the Board.....F. Brownell Tompkins  
President .....Doug Johnson  
V.P.'s.....Alfred B. Jensen,  
Joseph R. Coleman

Secy.-Treas.....Arthur M. Speers  
Radio-TV Dir.....Richard Grimshaw  
*Time Buyer & Accounts:* Richard Grimshaw; Dairymen's League Coop. Assn., Will & Baumer Candle Co., American Stores, Aspen Corp., Onodaga Oil Co., Williams Food Products, Inc.

*Branch Office*

Latham Center Office Bldg., Latham, N. Y.  
Phone: ST 5-5813  
V.P., Gen. Mgr.....Peter L. Johnson

**BARNES CHASE COMPANY**

3211 Fifth Ave., San Diego 3, Calif.  
Phone: CYpress 7-3711  
AAAA

President.....James B. Lane  
V.P., Creat. Dir.....Frank M. Huff  
V.P.'s...Norman B. Foster, Jack Buchanan, Phil Franklin  
Radio-TV Dir.....Glenn W. Michel  
Time Buyers.....Glenn Michel, Sally Saunders

*Branch Offices*

1145 Sixth St., Los Angeles 17, Calif.  
Phone: HUntley 2-1690

Sr. Vice Pres.....Nelson Carter  
251 Kearny St., San Francisco, Cal.  
Phone: EX 7-0477

Exec. in Chg.....Lewis J. Short

**TED BATES & CO., INC.**

666 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 6-0600

ABP—APA—ANPA—PPA—AAAA—NOAB  
Hon. Chm. of Bd.....Theodore L. Bates  
Bd. Chairman.....Rosser Reeves  
Vice Bd. Chmn.....John M. Lyden  
Vice Bd. Chmn. &  
Exec. Comm.....W. H. Kearns  
President .....Rudolph Montgelas  
Sr. V.P., Bdst. Op., Dir...R. A. R. Pinkham  
Sr. V.P., Creat. Oper.....Jeremy Gury  
Sr. V.P., Media Oper.....Edward A. Grey

Sr. V.P., Treas.....William E. Hatch  
Sr. V.P.'s...Ronald C. Bradley, Herbert G. Drake, Archibald McG. Foster, William A. O. Gross, Thomas J. Carnese, E. L. Hill, J. Ross MacLennan, Walter W. McKee, D. Robert Parman, Dan Rodgers, Allen M. Whitlock, Donald Anderson, William L. Ballard, T. Howard Black, Jr., C. James Fleming, Jr., David C. Loomis, Carl H. Rush, Rolt J. Smith

Sr. V.P., Sec.....A. M. Frothingham  
V.P., Bus. Mgr., Radio & TV.....H. J. Saz  
V.P., Dir. Network Rel.....John E. Kucera  
V.P., Mgr. Network Rel....Mitchell Lipman  
V.P., TV Creat. Co-ord....Zachary Schwartz  
V.P. Comm. Best. Prod....Robert Margulies  
Asst. V.P., Comm. Best. Prod...W. E. Watts  
V.P.'s & Media Dirs.....William T. Kammerer, Robert P. Engelke, Donald W. Servern, Winston K. Kirchert, Martin J. Murphy

*Branch Offices*

8530 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OLeander 5-9081

V.P. In Charge..Thomas F. McAndrews, Jr.  
155 Gower St., Loudon W.C. 1, Eng.  
Phone: LAngham 3070

Chmn., Jr. Mng. Dir.....John W. Hobson  
790 Bay St., Toronto 2, Ont.  
Phone: EMpire 6-2811

Chairman, Dir.....G. F. Mills  
1155 Dorchester Blvd., W., Montreal, Can.  
Phone: 514-861-9721

Sr. V.P. in Chg.....J. H. Randle  
61, Avenue Hoche, Paris 8, France  
Phone: CARnot 25-19

President, Dir. Gen....Armand de Malherbs  
Schurbertrasse 20, Frankfurt am Main 6,  
Germany  
Phone: 77-46-25

Managers.....Robert Eaton, Fritz Wolf  
*Estimated Radio Billings:* \$5,500,000.  
*Estimated TV Billings:* \$110,500,000.

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

383 Madison Ave., New York 17, N. Y.  
Phone: ELdorado 5-5800

AAAA—ABC—ABP—ANPA—AFA

Pres., Chm. Exec. Comm.....C. H. Brower  
Exec. V.P.'s.....E. A. Cashin, T. C. Dillon,  
Robert L. Foreman  
V.P.'s.....Clayton Huff, Herb Maneloveg,  
Wm. J. O'Donnell, James R. Schule, Arthur  
Bellaire, Larry Berger  
V.P., Mgr. Radio-TV....Herminio Traviesas  
V.P., Radio-TV Prog. & Plan...George Polk  
Talent & Cast.....Nan Marquand  
Programming....Martin Starger, Bill Brown  
Sports .....Tom Villante  
Radio Dir.....William Hoffmann  
Live Prod., Tape, Clsd. Circuit..Al Cantwell  
Radio Production.....Tom Anderson  
V.P., Film Prod.....Bernie Haber  
V.P., TV Art.....Larry Berger

## ADVERTISING AGENCIES

Radio-TV Bus. Mgr.....Ed Marshall  
 Network & Spot Co-ord.....Dick McKeever  
 Dir., Pub. Rel.....Leo J. Turner  
 V.P. & Media Dir.....Herb Maneloveg  
 Assoc. Media Dir.'s.....Bill Beste,  
 Jim Clinton, Mike Donovan, Joe Harris,  
 Ed Koehler, Ed Papazian (Head of Media  
 Analysis)  
 Media Supervisors.....(Print & Bcstg.)  
 Hal Duchin, Ed Fleri, Len Goldberg, John  
 Marting, Jim North, George Nuccio, Bud  
 Keane, Stan Rosenfeld, Ed Tashjian, Phil  
 Tocantins  
 Broadcast Buyers.....Tom Breckenridge,  
 Hal Davis, Jack Duffy, Tom Hill, Hope  
 Martinez, Mal Murray, John Neilan, Betty  
 Powell, Walt Reinecke, Marv Shapiro,  
 Anne Slattery, Jack Smith, Bob Syers, Ted  
 Wallower, Ed Grosso  
 Asst. Buyers.....Gene Brown,  
 Steve Caspers, Bill Guion, Arnold Kohler,  
 Henry Rissmeyer, Ivan Rosenstrach, Mag-  
 gie Williams, Dave Yoder  
 Network Coord.....Bob Perlstein

### Branch Offices

805 Peachtree St., Atlanta 8, Ga.  
 Phone: TRinity 5-8654

Manager.....C. S. Slayman

462 Boylston St., Boston 16, Mass.

Phone: COpley 7-7800

V.P. in Chg.....R. O. Howe  
 14 Lafayette Sq., Buffalo 3, N. Y.

Phone: TL 2-7915

V.P. in Chg.....D. G. Casto  
 919 N. Michigan Ave., Chicago 11, Ill.

Phone: SUperior 7-9200

Manager.....J. M. Bristow  
 Nat. City Bank Bldg., Cleveland 14, Ohio

Phone: TOwer 1-7270

V.P. in Chg.....J. Fogarty  
 223 Mercantile Continental Bldg.

1810 Commerce St., Dallas 1, Tex.

Phone: RIverside 8-7247

Manager.....J. McEntee  
 Penobscot Bldg., 645 Griswold Ave.,

Detroit 26, Mich.

Phone: WOodward 5-0620

V.P. in Chg.....R. E. Anderson  
 1717 N. Highland Ave., Hollywood 28, Calif.

Phone: HOllywood 6-1641

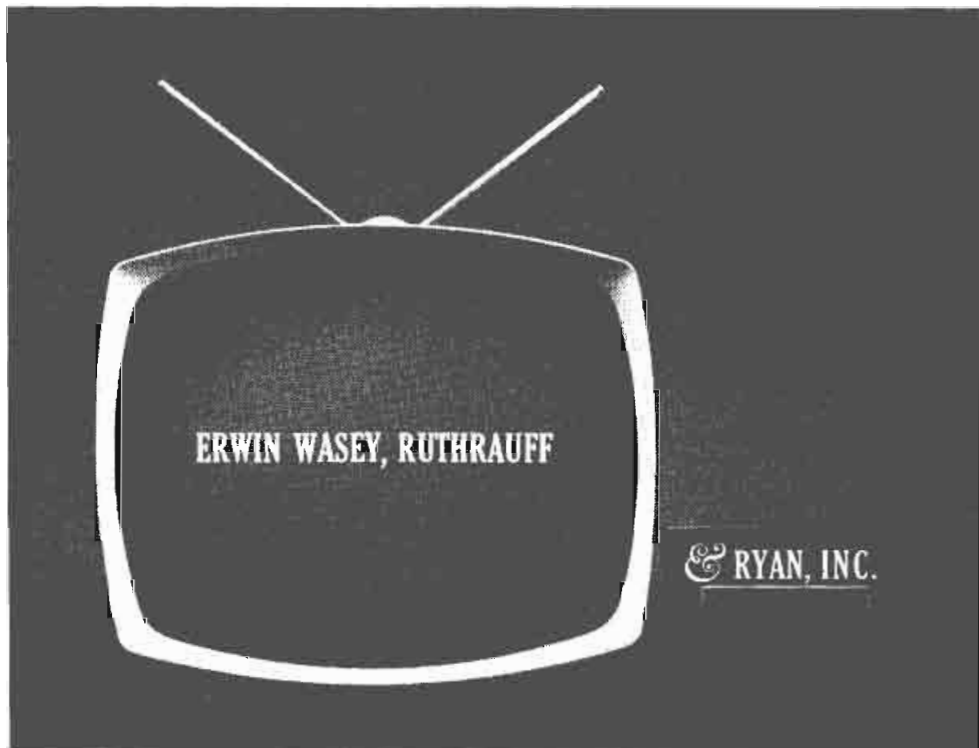
V.P. in Chg.....R. J. Stefen  
 5820 Wilshire Blvd., Los Angeles 36, Calif.

Phone: Webster 8-3188

V.P. in Chg.....W. M. Starkey  
 N. W. Bank Bldg., Minneapolis 2, Minn.

Phone: FEderal 8-8401

Manager.....H. See



NEW YORK • CHICAGO • LOS ANGELES • PHILADELPHIA • PITTSBURGH • HOUSTON • ST. PAUL  
 SAN FRANCISCO • GLASGOW • NEWCASTLE-ON-TYNE • LONDON • TORONTO • MONTREAL

**Dominion Sq. Bldg., 1010 St. Catherine St.,  
Montreal 2, Que., Canada**  
Phone: UNiversity 8-2655

Manager ..... P. Pelletier  
330 Grant St., Grant Building,  
Pittsburgh 19, Pa.  
Phone: GRant 1-9900

V.P. in Chg. .... B. E. Vaughan  
120 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 7-1122

V.P. in Chg. .... J. G. Motheral  
White-Henry-Stuart Bldg., 1318 Fourth Ave.,  
Seattle 1, Wash.  
Phone: MAin 3-5500

Manager ..... W. G. Fitzsimons  
2 Carlton St., Toronto 2, Ont.  
Phone: EMpire 3-9461

V.P. in Chg. .... M. Hicks  
*Estimated Radio Billings:* \$16,800,000.  
*Estimated TV Billings:* \$84,000,000.

**BAUER-TRIPP-FOLEY, INC.**

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

Chairman of Board ..... Adrian Bauer  
President ..... Alan R. Tripp  
Vice Presidents ..... David X. Miller,  
Roy L. Silver, E. Bradford Hening  
V.P., Radio & TV Dir. .... Elmer F. Jaspán  
Prod. Mgr. .... Harold J. Gribbin  
Time Buyer ..... Mrs. Stella Porter

**BEAN ADV. AGENCY**

4003 N. New Jersey St., Indianapolis 5, Ind.  
Phone: AT 3-6084

Owner ..... Harold Bean  
*Estimated Radio Billings:* \$10,000.

**BEAUMONT, HELLER & SPERLING, INC.**

6th & Walnut Sts., Reading, Pa.  
Phone: 375-4311

ABP—ANPA—ABC

President ..... Donald T. Beaumont  
V.P., Media Director ..... J. L. Sperling  
V.P.'s ..... R. A. Kline,  
N. H. Gimmy, J. H. Funk, K. W. Bailey  
Gen. Production Mgr. .... H. Fetterhoff  
Publicity Director ..... Alfred K. Walter  
Radio & TV Dir. .... Frank P. Innis, Jr.

**BENNETT ADVERTISING, Inc.**

1813 North Main, High Point, N. C.  
Phone: 882-4151

AAAA—ABP—ANPA—AFA

President ..... William R. Henderson  
Exec. Vice Presidnts. .... Robert Tracy,  
Robert McKericher  
Vice Presidents ..... William N. Edwards,  
Ted Cramer  
Time Buyer ..... Beatty Anne Litzie

*Branch Offices*

Raleigh Bldg., Raleigh, N. C.

Phone: TEmple 3-5792

Vice President ..... Ted Cramer  
1416 E. Morehead St., Charlotte, N. C.  
Phone: FRanklin 5-6088

Exec. V.P. .... Robert McKericher  
Mgr. Dir. .... M. M. Craig Spitz  
31 Ave du Prince Heritier, Brussels 15,  
Belgium  
Phone Brussels 34, 34, 80

Mgr. Dir. .... William N. Owens, Jr.

**BENTON & BOWLES, INC.**

666 Fifth Ave., New York 19, N. Y.  
Phone: JU 2-6200

AAAA—ANPA—APA—ABC

Chmn., Chief Exec. .... Robert E. Lusk  
President ..... William Hesse  
Chair. of Exec. Comm. Atherton W. Hobler  
Hon. Chair. of Board. William R. Baker, Jr.  
Vice Bd. Chrmn. .... H. O. Pattison, Jr.  
Exec. V.P.'s. .... Edward Murtfeldt,  
Wm. D. Tyler  
Sr. V.P. Adm. .... Charles A. Pooler  
Sr. V.P., Plans Bd. Chmn. .... L. T. Steele  
Sr. V.P., Plans Bd. Mem. .... Geo. Chatfield  
Sr. V.P., Radio-TV Pgmng. Media... Lee Rich  
Sr. V.P. Chg. Research ..... Richard F. Casey  
V.P., Finance, Controller .... W. W. Vickery  
Treas., Ass't Sec'y ..... Ralph Neuman  
Secretary ..... A. M. Gilbert  
V.P., Dir. Best. Comm.  
Prod. .... Gordon Webber  
V.P., TV Comm. Prod. Mgr. .... Ray Lind  
V.P. Merch. Dir. .... Austin Johnson  
V.P. Personnel ..... Frank W. Noetting  
V.P. Chg. Print Prod. & Art. Austin Thomas

*Branch Offices*

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-9151

Vice President ..... Albert Kaye  
1151 E. Memorial Blvd., Lakeland, Fla.  
Phone: MUtual 6-4165

Vice President ..... Harry E. Warren  
197 Knightsbridge, London SW 7, England  
Phone: KEnsington 1444

Chairman ..... John Cuff  
67 Avenue des Champs-Elysees, Paris 8E,  
France  
Phone: ELysees 92-75  
Jacques Hirsh  
7 Avenue de l'Astronomie, Brussels, Belgium  
Phone: 18.50.00  
Geo. Beaumont  
*Estimated Radio Billings:* \$2,500,000.  
*Estimated TV Billings:* \$80,000,000.

**BERGHOFF ASSOCIATES, INC.**

511 No. La Cienega Blvd., Los Angeles, Calif.  
Phone: OLYmpia 2-2850

Pres., Bd. Chmn.,  
Exec. Media Dir. .... Jerry Berghoff  
Vice Pres., Sec. .... Frances H. Berghoff  
V.P., Treasurer ..... Diane C. Berghoff  
V.P., Radio-TV Time Buyer... Marold Ross  
V.P., Radio-TV Dir. .... Rick Lazaar

## ADVERTISING AGENCIES

### BERMINGHAM, CASTLEMAN & PIERCE, INC.

231 East 46th St., New York 17, N. Y.  
Phone: YUkon 6-8220

AAAA—NOAB—ANPA—APA—NBP

President ..... Arch Berningbar  
Vice President ..... Porter F. Leach

### BLACKSTONE-STEINER & BEEMAN, INC.

221 West 57th St., New York 19, N. Y.  
Phone: Circle 6-0910

Chairman ..... Jack Steiner  
President ..... Harry Beekman  
Prod. Mgr. .... H. Dobrin

### BLAINE-THOMPSON CO., INC.

234 West 44th St., New York 36, N. Y.  
Phone: LO 4-0800

ANPA—APA—ABC—NOAB—NBP

President ..... Albert Lee Lesser  
V.P.'s ..... Fred Golden, Philip Solomon,  
Ingram Ash  
Controller ..... P. F. Tuttle  
Media Director ..... Lee Frankel

### BEN B. BLISS COMPANY, INC.

571 Fifth Ave., New York, N. Y.  
Phone: JU 2-4733

APA

President ..... Ben B. Bliss

### BOTSFORD, CONSTANTINE & GARDNER, INC.

100 S.W. 6th Ave., Portland 4, Ore.  
Phone: CApital 6-6921

AAAA—ANPA—ABP

Bd. Chairman ..... David Botsford, Jr.  
Pres., Ch. Exec. Comm. .... Joe Maguire  
Exec. Vice Pres. .... Barney McClure  
Sr. VP's ..... C. P. Constantine,

Stanley Swanberg

V.P.'s ... John Ashbaugh, Doug Murray, Tom Hallman, Bill Orinman, Paul Kamman, Bob Root, Hal Walker, Jerry Huff, Nat Bender, A. C. Douglas, Jr., Thomas Bloss, Edward Walther

Sec. Treas. .... Karl Bender  
Radio-TV Dir., Seattle ..... Tom Bloss  
Radio-TV Dir., Portland ..... James E. Wierson  
Radio-TV Dir., San Fran. .... Kay Shelton

*Time Buyers & Accounts:* James E. Wierson; Blue Cross of Ore., Kubla Khan Chinese Foods, Aireco; Kay Shelton; Filice & Perrelli Canning Co., Japan Air Lines, Calif. Turkey Promo, Advisory Bd., Calif. Prune Advisory Bd.; Tom Bloss; Olympia Brewing Co., Pacific Northern Airlines.

*Branch Offices*

1100 Tower Bldg., Seattle 1, Wash.  
Phone: MAin 3-2384

President ..... Joseph Maguire  
755 Sansome St., San Francisco 11, Calif.  
Phone: YU'kon 2-7211

The

# Metlis

&

# Lebow

corporation

# ADVERTISING

200 West 57th Street  
New York 19, New York  
JUdson 2-3474

## ADVERTISING AGENCIES

Ch. of Bd.....David Botsford, Jr.  
24 East 38th St., New York 16, N. Y.  
Phone: MUrray Hill 5-8645  
Estimated Radio & TV Billings: \$1,400,000.

### BOZELL & JACOBS, INC.

Kiewit Plaza, Omaha, Neb.  
Phone: 342-8030

AAAA-ABP-ANPA-APA-NOAB-NBP  
Pres.....Morris E. Jacobs  
Exec. V.P., Gen. Mgr.....F. C. Miller  
V.P., Radio-TV Dir.....Clair Gross  
Production Manager...Sands F. Woodbridge

#### Branch Offices

205 N. LaSalle St., Chicago 1, Ill.  
Phone: CEntral 6-0870

Pres. & Manager.....Nathan E. Jacobs  
V.P., Radio-TV Dir.....P. Rouda  
1308 Tower Building, Seattle 1, Wash.  
Phone: MUtual 2-6027

V.P. & Manager.....R. H. Wensberg  
230 Park Ave., New York 17, N. Y.  
Phone: MUrray Hill 6-4700

President.....Donald D. Hoover  
V.P., Radio-TV.....H. Fair  
333 WCCO Bldg., Minneapolis 2, Minn.  
Phone: FEderal 9-8621

V.P. & Manager.....Sam Kaufman  
Radio-TV Dir., Time Buyer.....M. Spicer  
402 Fairfield Bldg., Shreveport, La.  
Phone: 42-36124

V.P., Manager.....Walter T. Pfeiffer

3100 Audley St., Houston 6, Texas  
Phone: JACkson 9-4981

Manager.....Don Martinson  
501 Sheraton Bldg., Washington, D. C.  
Phone: STerling 3-2406

V.P. & Mgr.....James A. Morrissey  
15 Lewis St., Hartford, Conn.  
Phone: 522-1245

V.P., Manager.....Henry Obermeyer  
1016 Baltimore Building, Kansas City 5, Mo.  
Phone: BALtimore 1-4997

V.P., Manager.....Milt Stephan  
3921 Wilshire Blvd., Los Angeles, Calif.  
Phone: DUmkirk 9-1277

V.P., Manager.....Vincent R. Fowler  
1803 N. Meridian, Indianapolis, Ind.  
Phone: WALnut 3-4524

V.P., Manager.....Chas. A. Gallup  
Radio-TV Dir.....Barbara Lalén  
307 Benson Bldg., Sioux City, Iowa  
Phone: 5-8968

V.P. & Mgr.....M. Bolstein

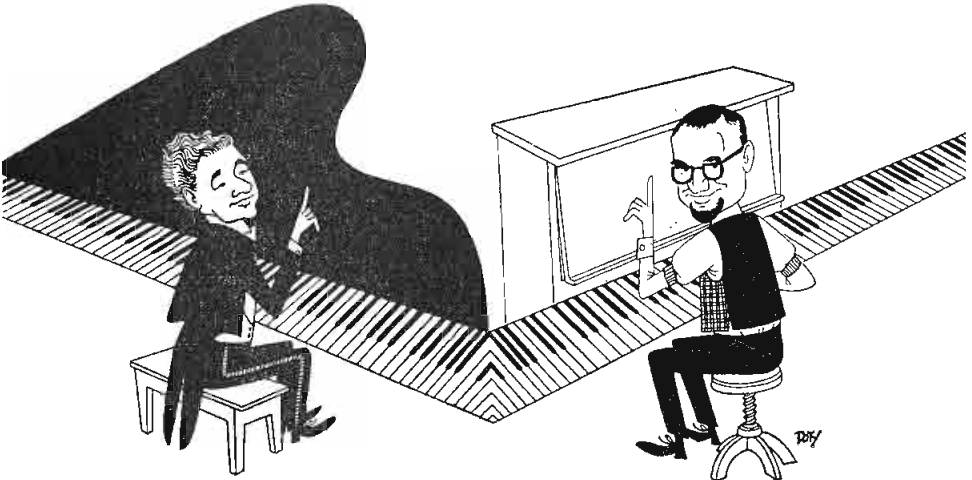
### R. C. BRETH, INC.

310 Pine St., Green Bay, Wisc.  
Phone: HEMlock 2-4650  
ABP-APA-ANPA

President.....R. C. Breth  
Vice-President.....Victor G. Geisel  
Secretary.....A. W. August

### D. P. BROTHER & CO.

General Motors Bldg., Detroit 2, Mich.



## biever & stein productions, inc.

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

PLaza 3-1147

## ADVERTISING AGENCIES

Phone: TRinity 2-3250  
 AAAA—ANPA—ABP  
 ABC—NOAB—APA

Board Chairman.....D. P. Brother  
 President.....Kenneth G. Manuel  
 Sr. V.P.'s.....V. W. Canever, V. Corradi,  
 S. Moyer, F. E. Egan  
 V.P., Radio & TV Dir.....R. F. Reynolds  
 Asst. Radio-TV Dir.....Kenneth C. Baner  
 Business Mgr., Radio-TV.....John Webster  
 Vice Presidents...A. C. Cochran, Jr., L. R.  
 Mange, D. W. Walton, S. C. Brown, R. H.  
 Iliff, David Wines, R. E. Riordan, R. L.  
 Wolfe, L. E. Dean, C. Watts Wacker, J. R.  
 Hendrickson, R. G. McKown  
 V.P., Secretary-Treas.....C. J. Rudesill  
 Account Executives...I. W. Beaton, T. R.  
 Boyd, J. C. Martin, V. Corradi, J. C. Bar-  
 busack, T. H. Reid, H. P. Richardson, R. E.  
 Guerrier, J. Roper  
 V.P., Media Director.....C. Watts Wacker  
 V.P., Art Director.....L. R. Mange  
 Public Relations Dir.....G. H. Cushing  
 Mdse. Dir.....J. R. Hendrickson

### Branch Offices

3540 Wilshire, Los Angeles, Cal.  
 Phone: DUmkirk 5-8288

West Coast V.P. & Mgr...A. C. Cochran, Jr.  
 720 Fifth Ave., New York, N. Y.  
 Phone: COlumbus 5-1004

Manager.....M. G. Furney

### BROWN, E. H. ADV. AGENCY

20 N. Wacker Dr., Chicago 6, Ill.  
 Phone: FRanklin 2-9494

ABP—ANPA—APA—NBP—NOAB

Owner.....E. H. Brown  
 Consultant.....Irving R. Allen  
 Production Mgr.....D. E. Meintzer  
 Media Buyer.....Eleanore Noble

### THE CHARLES BRUNELLE CO.

37 Lewis Street, Hartford 3, Conn.  
 Phone: 527-0726

ABP—AFA

President.....Charles Brunelle  
 Vice-Presidents.....H. W. Knettell  
 Joseph L. Baum  
 Secy.....Madeline McLaughlin  
 Time Buyer.....Robert L. Gurrier

### THE BRUNS ADVERTISING AGENCY, INC.

630 Third Ave., New York, N. Y.  
 Phone: MU 7-6171

President.....Frederick Bruns  
 V.P., Secretary.....Donald Bruns  
 Treasurer.....Frederick C. Bruns  
 Media Director.....Nina Flinn  
 Creative Director.....Peter S. Cardozo  
 Time Buyer.....Wendy Sugarman  
*Estimated Radio Billings:* \$50,000.  
*Estimated TV Billings:* \$3,500,000.

### LEO BURNETT COMPANY, INC.

Prudential Plaza, Chicago 1, Ill.  
 Phone: CEntral 6-5959

AAAA—ABP—ANPA—NOAB

Chairman of Board.....Leo Burnett  
 Chmn. Exec. Comm.....Draper Daniels  
 President.....Edw. M. Thiele  
 Ch. Finance Comm.....Philip Schnaff  
 Senior V.P.'s.....DeWitt O'Kieffe  
 Exec. V.P.'s.....Leonard Matthews,  
 James Weber  
 V.P., Sr. Prog. Spsr.....Lee Bland  
 V.P., B'cstg. Business Div.....David Dole  
 V.P., Chg. TV. Comm.....Don Tennant  
 V.P., Network Rel.....Gene Accas  
 Mgr., Comm. Service.....Jack Phelps

### Branch Offices

477 Madison Ave., New York 22, N. Y.  
 Phone: PL 9-5959

V.P., Mgr. Prog. Dept.....W. McIlvain  
 1680 N. Vine St., Hollywood 28, Calif.

Phone: HOllywood 4-7374

V.P. Hollywood.....Wendell Williams  
 Buhl Bldg., Detroit 26, Mich.

Phone: WOODward 1-5959

Manager.....W. Zippler  
*Estimated Radio Billings:* \$6,000,000.  
*Estimated TV Billings:* \$93,000,000.

### BYER & BOWMAN ADVERTISING AGENCY, INC.

66 So. 6th St., Columbus 15, O.  
 Phone: CA 1-7751

ABP—ANPA—APA—NBP—NOAB—AAAA  
 Bd. Chairman.....Herbert Byer  
 Pres.....Gus K. Bowman  
 Exec. VP.....Joel M. Burghalter  
 Treas.....Joseph P. Hughes  
 Sec.....Gus K. Bowman, Jr.  
 VP, Creat. Dir.....William Arter  
 VP, TV Dir.....S. Neal Hallock  
 VP's.....Herbert Wise, Leo A. McPherson  
 VP, Pub. Rel. Dir.....Nicholas Popa  
 Prod. Mgr. & Art Dir.....Harold Graham  
 Time Buyer.....John Metzger

### HAROLD CABOT & CO., INC.

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

AAAA—ANPA

Board Chairman.....Harold Cabot  
 President.....Edward F. Chase  
 Sr. V.P.....William H. Ganick  
 Exec. V.P.....James I. Summers  
 V.P.'s.....Joseph R. Wallace,  
 Harold Cabot, Jr.

### J. M. CAMP & COMPANY

333 S. Cross, Wheaton, Ill.  
 Phone: MOntrose 3-8000

ANPA—AFA

President.....John M. Camp  
 Secretary.....Orva I. Koenigsberg

### Branch Offices

15 E. 45th St., New York 17, N. Y.  
 Phone: MURray Hill 6-6488



## ADVERTISING AGENCIES

Exec-in-Chg.....Margaret Swan  
 1408 Washington, Racine, Wisc.  
 Phone: MELrose 2-4613  
 Exec-in-Chg.....Holger Jorgensen

### CAMPBELL-EWALD COMPANY

General Motors Bldg., Detroit 2, Mich.  
 Phone: TRinity 2-6200  
 AAAA—ANPA—NOAB—APA—ABP—ABC  
 Chairman of Board.....Henry G. Little  
 Vice-Chmn. Bd., Sr. V.P.....J. J. Hartigan  
 Chrmn. of Exec. Comm., Sr. V.P.....L. R. Nelson  
 President.....Thomas B. Adams  
 Exec. V.P.'s.....Colin Campbell,  
 Clarence Hatch, Jr.  
 Sr. V.P.'s.....Edward A. Schirmer, John H.  
 Forshev, K. Jones  
 Treasurer.....H. P. Cook  
 Secy. & Personnel Dir.....S. J. Rozema  
 Comptroller & Asst. Treas.....E. M. Talbert  
 Vice-Presidents.....Walter B. Booth,  
 George W. Davis, W. P. Stewart, W. H.  
 Gage, Jr., W. W. Selover, J. L. Thornhill,  
 Robert C. Doran, Arthur Boyd, John W.  
 Clason, Francis L. Congdon, John V. Doyle,  
 Harold N. Duda, Harold J. Hubert, Charles  
 F. McLaughlin, Thomas D. Murray, Elmer  
 A. Schroeder, Eugene A. Trombley  
 V.P., Mgr. Radio-TV Dept.....Hugh Lucas  
 V.P., Media Dir.....Carl Georgi, Jr.  
 V.P., Radio-TV Creat. Dir.....Willard Klose  
 V.P., Assoc. Creat. Dir.....James N. Hastings  
 Radio-TV Business Mgr.....Lawson Paynter

#### Branch Offices

488 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-3400  
 V..P. and Mgr.....Frank W. Townshend  
 Radio & TV Creat. Dir.....A. J. Miranda III  
 230 N. Michigan Avenue, Chicago 1, Ill.  
 Phone: CENtral 6-1946  
 Manager.....Richard D. O'Connor  
 1717 N. Highland Ave., Hollywood 28, Cal.  
 Phone: HOLlywood 9-2931  
 V.P., West Coast Mgr.....Richard C. Francis  
 V.P., Radio-TV.....Richard L. Eastland  
 Radio-TV Creat. Dir.....Willard Hanes  
 315 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 2-0145  
 V..P. and Mgr.....T. Milburn Johnston  
 11 Pryor St., S.W., Atlanta 3, Ga.  
 Phone: JACkson 4-3858  
 Manager.....Arthur T. Duhaime  
 1625 Eye St., N.W., Washington 6, D. C.  
 Phone: REPublic 7-0015  
 Manager.....Donald R. Mallon  
 Bryan & Bullington Sts., Dallas 1, Texas  
 Phone: RIVerside 2-6889  
 Manager.....Lance C. Minor  
 802 Traders Nat'l Bank Bldg., Kansas City 6,  
 Mo.  
 Phone: JEFFerson 1-5601  
 Manager.....Kent B. Kennedy  
 441 Vine St., Cincinnati 2, Ohio  
 Phone: MAIn 1-0500  
 Manager.....D. A. LaFerte  
 1700 Broadway, Denver 2, Colo.

Phone: KEystone 4-4281  
 Manager.....John A. Hamill  
 Estimated Radio Billings: \$6,000,000  
 Estimated TV Billings: \$26,000,000

### CAMPBELL-MITHUN, INC.

1300 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.  
 Phone: FEderal 9-7383  
 AAAA—ABP—ANPA—APA—NBP—NOAB  
 Board Chairman.....Ray O. Mithun  
 President.....Albert R. Whitman  
 Asst. to President.....Richard H. Iverson  
 Exec. V.P.....Norman F. Best  
 Vice-Presidents.....Kenneth D. Ruble  
 B. E. Howard, R. L. Forrest, Arnold C.  
 Aslakson, E. W. Burke, B. Leonard Avery,  
 A. H. Lund, Charles R. Strotz, W. H. Case,  
 K. R. Oelschlager, William C. Barber,  
 Harry J. Deines, Peter R. Edmonds, Donald  
 H. Grawert, Joseph H. Hoffman, Harry M.  
 Johnson, Robert J. Nevin, Robert B. Pile,  
 Ralph F. Wittgraf  
 Media Director.....Harry M. Johnson  
 Production Dept. Mgr.....Glenn Adair  
 Radio-TV Bus. Mgr.....Richard L. Stevens  
 Radio-TV Adm. Svc. Mgr.....Russell Lipton  
 Secretary.....E. Brunette Flynn  
 Treasurer.....Beatrice N. Sandquist  
 TV Creative Supervisors.....G. F. Park,  
 J. Roddy, G. Zimbelman, Cyrille DeCosse,  
 Larry LaBelle  
 Best. Producers.....R. F. Berg, G. M. Hill  
 Time Buyers....B. G. Leightou, R. O. Marti,  
 F. P. Rolfes, M. Paul, J. Wilson

#### Branch Offices

913 Palmolive Bldg., Chicago 11, Ill.  
 Phone: DELaware 7-7553  
 Exec. V.P.....Lee A. Terrill  
 1213 Hollywood Taft Bldg.  
 Los Angeles 28, Cal.  
 Phone: HOLlywood 2-0715  
 V.P., Gen. Mgr.....Paul E. Morgan  
 517 Munsey Bldg., Baltimore, Md.  
 Phone: MU 5-0158  
 Acc't. Exes....Dave Guthridge, Fred Katter  
 Estimated Radio Billings: \$6,000,000  
 Estimated TV Billings: \$22,000,000

### CASMIER ADVERTISING CO., INC.

551 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 2-2014  
 ABP—APA  
 Pres., Treas.....Marvin Casmier  
 Radio Director.....Jack Partington  
 Art Dir.....William E. Burgess

### CAYTON, INC.

9 East 40th St., New York 16, N. Y.  
 Phone: LEXington 2-1711  
 ABP—ANPA—APA—NBP  
 President.....William D'Arcy Cayton  
 Secretary.....D. R. Roberts  
 Art Director.....Raymond Aronne  
 Media Dir.....Hy Crandall  
 Creative Director.....Fred Ladd

## ADVERTISING AGENCIES

### CHAMBERS, WISWELL & MOORE, INC.

1700 Summer St., Stamford, Conn.  
 Phone: FI 8-5351, N.Y.C. -LU 5-4680  
 Sr. V.P., Marketing.....Charles Woram  
 Vice President.....Robert M. Guilbert  
 Art Dir., Prod. Mgr.....John Inglehart  
 Copy Chief.....Edmond Troide  
 Media Director.....Beatrice Miles  
 Public Relations Dir.....Joan Churchill

### CHIRURG & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.  
 Phone: MUrray Hill 8-5800  
 AAAA-ANPA-ABP-PPA-NBP-APA  
 Bd. Chairman.....John A. Cairns  
 President.....Wallace L. Shepardson  
 Exec. V.P.....Thomas R. Vohs  
 Asst. Treas.....Harold E. Lester  
 Radio & TV Dir.....Channing M. Hadlock  
 V.P., Media Dir.....Murray Thomas  
 Time Buyer.....Norma Strassman

#### Branch Offices

824 Bolyston St., Chestnut Hill (Boston)  
 67, Mass.  
 Phone: REgent 4-1055  
 Vice Chmn. of Bd.....James T. Chirurg  
 V.P., Gen. Mgr.....T. Scott Costello  
 Time Buyer.....Ruth Gaeta

### CLEMENTS COMPANY, INC.

1405 Locust St., Philadelphia, Pa.  
 Phone: PE 5-5712  
 ANPA  
 President.....Alice V. Clements  
 V.P. & Copy Chief.....Elizabeth M. Zindel  
 V.P. & Acct. Exec.....Robert H. Smith  
 V.P., Art Dir.....Stanley F. Squire  
 Treas., Dir. of TV.....David S. Roberts  
 Secy. & Space Buyer.....Katherine E. King  
 Time Buyer.....Alvin L. King

### COHON, HERBERT W., CO., INC.

565 Fifth Ave., New York 17, N. Y.  
 Phone: OXford 7-9277  
 APA-ABP-ANPA  
 Pres., Media Dir.....Herbert W. Cohon  
 V.P., Art Dir.....Irving M. Cohon  
 Acct. Execs.....H. W. Cohon, I. M. Cohon

### COLE, FISCHER & ROGOW, INC.

660 Madison Ave., New York 21, N. Y.  
 Phone: PLaza 1-1780  
 ANPA  
 Chairman of the Board.....M. R. Cole  
 Pres., Ch. Exec. Comm.....Arthur A. Fischer  
 Vice-Presidents.....A. Moss, John Cody

### COMPTON ADVERTISING, INC.

625 Madison Ave., N. Y. 22, N. Y.  
 Phone: PLaza 4-1100  
 AAAA-ABC-ANPA-ABP  
 Bd. Chairman.....Robert D. Holbrook  
 President.....Barton A. Cumming  
 Treasurer.....Henry A. Haines  
 Sr. V.P., Media Dir.....F. Kemp

### Sr. V.P., Dir. of Radio-TV

Program.....Lewis Titterton  
 V.P., Comm. Prod.....Frank Brandt  
 Vice President.....Bert Mulligan  
 V.P., Assoc. Med. Dir.....W. Barber,  
 J. Brown, R. Liddel, H. Clochessy, M.  
 Sculfort  
 Head Time Buyer.....Graham Hay  
 Head Canadian Buyer.....Robert Pape  
 Time Buyers.....Noel Becker,  
 Joseph Burbeck, Douglas MacMullan, Carl  
 Sandberg, Genevieve Schubert, Lloyd Wer-  
 ner, Ethel Wieder

#### Branch Offices

111 W. Jackson Blvd., Chicago 4, Ill.  
 Phone: 427-4642  
 Sr. V.P., Mgr.....E. Dean Landis  
 6506 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-0100  
 V.P., Manager.....Alvin Kabaker  
 703 Market St., San Francisco, Calif.  
 Phone: GARfield 1-4854  
 V.P., Manager.....Joseph Cross  
 80-84 Charlotte St., London, W1, England  
 Manager.....I. W. Desbrow  
 406 Collins St., C.I. Melbourne, Australia  
 Manager.....Noel V. Nixon  
*Estimated Radio Billings: \$743,000.*  
*Estimated TV Billings: \$70,657,000.*

### COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.  
 Phone: TT 5-6187  
 Partners.....Henry W. Comstock,  
 H. Earl Close  
 Exec. Dir. Radio-TV.....Howard C. Schellenberg

### CO-ORDINATED MARKETING AGENCY, INC.

575 Lexington Ave., N. Y. C. 22  
 Phone: MU 2-1700  
 ABP  
 Bd. Chmn., Pres., TV Prod.....Lester L. Wolff  
 Exec. V.P., Prod., Time Byr.....Irving Herz  
 Assoc. Prod.....Walter Reed

### ROBERT CONAHAY, INC.

261 Madison Ave., N. Y. 16, N. Y.  
 Phone: MUrray Hill 2-5645  
 President.....Robert S. Conahay  
 Exec. V.P.....Edward J. Gardner  
 Secretary.....Irene Sala  
 Production Mgr.....John S. Wassmer  
 Media Dir., Space &  
 Time Buyer.....Marie Hughes  
 Art Director.....Achille Pelizzari

### COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.  
 Phone: LOcust 3-7502  
 Owner.....Eugene R. Tanz  
 TV Director.....J. Kirk Connell  
 Continuity Director.....L. Nightingale  
 Art Director.....H. Brodsky  
 Prod. Mgr., Media Dir.....R. D. DiCarlo

**JOHN GILBERT CRAIG ADV., INC.**

913 Washington St., Wilmington 99, Del.

Phone: OLympia 5-6185

ABP—ANPA—APA—NBP

President.....J. Gorman Walsh  
 Sec.-Treas. ....Kathleen A. Walsh  
 Vice Pres. ....Ruth Craig  
 Account Executives.....J. Gorman Walsh,  
 Kathleen A. Walsh  
 Media Buyers.....Ralph R. Swann, B. Bell

**CRAIG & REID, INC.**

1717 N. Highland Ave., Hollywood 28, Calif.

Phone: HO 4-8218

Ch. of Board, President.....Ellis E. Craig  
 Vice President.....David L. Foutz  
 V.P., Secretary.....Anthony Oliver  
 Treasurer .....Jan Craig  
 Radio-TV Prod. Head..George Wickham, Jr.  
 Asst. Radio-TV Prod. Head.Stanford Heilner  
 Time Buyers.....Ellis E. Craig,  
 Riviera Hotel, Las Vegas, Spiegel, Inc.,  
 Trans World Airlines, Pontiac Div., Gen-  
 eral Motors; David L. Foutz: House of  
 Paper, Skan Laboratories, L. A. Airport  
 Marina

Estimated Radio Billings: \$150,000.

Estimated TV Billings: \$500,000.

**THE CRAMER-KRASSETT CO.**

733 North Van Buren St., Milwaukee 2, Wis.

Phone: BRoadway 6-3500

AAAA—ABC—ABP—ANPA—AFA

Bd. Chmn., President.....A. W. Seiler  
 Exec. Vice-President.....H. N. Pasteur  
 Exec. Vice-Pres.-Treas.....C. W. Faude  
 Vice-Pres., Sec.....L. H. Ness  
 Vice-Presidents....H. Dyson, C. H. Brehm,  
 R. F. Timm, R. L. Christiansen, M. A. Lem-  
 kuhl, D. V. Malec, D. G. Mitchem, R. B.  
 Skeen, G. Soldatos, Hil Swenson, Walter  
 Mackey, T. J. Wing  
 V.P., Radio-TV Dir.....Ken Hegard  
 Radio Time Buyer.....Loretta Mahar  
 TV Acct. Exec.....Jim Lewis  
 Time Buyers.....Lorreta Mahan,  
 Ken Hegard, Jim Lewis

**CUNNINGHAM & WALSH, INC.**

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

Phone: MUrray Hill 3-4900

AAAA—ABC—ANPA—ABP—AFA—ANA

Chmn. Exec. Comm.....J. P. Cunningham  
 Board Chmn.....Robert R. Newell  
 President.....C. W. Nichols, Jr.  
 Exec. Vice Presidents E. H. Calhoun,  
 A. C. Chevius, J. D. Nelson, Jr.  
 Senior Vice Presidents.....R. Brisacher,  
 N. F. McEvoy, J. E. Rice, Jr., H. Thwaite,  
 S. Weeks, Jr.  
 Sr. V.P., Secy.....Edward G. Comstock  
 Sr. V.P., Treas.....George A. McMoran  
 V.P., Programming.....Richard Depew  
 V.P., Production.....Thomas DeHuff

*Branch Offices*

1717 N. Highland Ave., Los Angeles 28, Calif.  
 Phone: HO 6-3495  
 Manager.....Ben Norman  
 1660 Bush St., San Francisco 9, Calif.  
 Phone: PRospect 6-2600  
 V.P., General Manager.....Fred Hale  
 Braniff Bldg., Exchange Pk., Dallas, Tex.  
 Phone: FL 7-9900  
 Manager.....David Porter  
 Estimated Radio Billings: \$5,500,000.  
 Estimated TV Billings: \$17,500,000.

**CURTIS ADVERTISING COMPANY**

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

Phone: LE 2-3544

APA

President.....Lawrence R. Curtis  
 Vice-President.....R. D. Nathan  
 Secy.-Treas. ....Rose Berg  
 Art Director.....Leo Lobell  
 Publicity Director.....S. Maizel  
 Radio-TV Dir.....Dave Nathan

**DANCER-FITZGERALD-SAMPLE, INC.**

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

Phone: ORegon 9-0600

AAAA—ANPA—ABP—AFA

Bd. Chmn.....Clifford L. Fitzgerald  
 President.....Chester T. Birch  
 Admin. V.P., Sec'y.....Fred T. Leighty  
 V.P., Treas.....W. F. Maughan  
 V.P., Radio-TV Dir.....J. J. Neale  
 V.P., Prog. Prod.....David O. Nyren  
 V.P., Radio-TV Comm.  
 Prod.....Norman Mathews  
 Sr. V.P.'s.....L. O. Brown, S. J. Hamilton,  
 G. H. Johnson, G. G. Tormey.

*Branch Offices*

1680 N. Vine St., Hollywood 28, Cal.  
 Phone: HOllwood 2-3256  
 V.P., Gen. Mgr.....Betty O'Hara  
 343 Sansome St., San Francisco 4, Cal.  
 Phone: YU 1-2010  
 V.P., Gen. Mgr.....Lawrence Dunham  
 200 St. Clair Ave. West, Toronto 7, Ontario  
 Phone: WALnut 4-8425  
 V.P. & Mgr.....Gilbert Nunns  
 333 W. 1st St., Dayton 2, O.  
 Phone: BAIdwin 4-1001  
 V.P., Manager.....Thomas Pritchard  
 Estimated Radio Billings: \$8,000,000.  
 Estimated TV Billings: \$67,000,000.

**DANIEL & CHARLES, INC.**

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

Phone: MUrray Hill 6-7288

ANPA—APA—PPA

Ch. of Bd.....Charles Goldschmidt  
 President.....Daniel S. Karsch  
 V.P., Radio-TV Prod.....Lincoln Diamant  
 Asst. TV Dir.....Kermit Berger  
 Time Buyers.....Tory Jacobs, Bernice Gut-  
 mann, Doris Gould, Isabelle Stannard  
 Estimated Radio Billings: \$1,000,000  
 Estimated TV Billings: \$5,500,000

## ADVERTISING AGENCIES

### D'ARCY ADVERTISING CO.

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

Phone: CEntal 1-6700

AFA—AAAA—ABP—ANPA—ABC

President..... Harry W. Chesley, Jr.  
 Vice Pres..... Marvin D. McQueen  
 V.P., Mgr. Radio-TV..... Harry K. Renfro  
 V.P., Mgr. Radio-TV Prod..... R. E. Johnson  
 V.P., Treas..... E. D. Cronk

#### Branch Offices

430 Park Ave., N. Y. 22, N. Y.

Phone: PLaza 8-2600

Chm. of Bd..... Robt. M. Ganger  
 V.P., Mgr..... M. Peter Franceschi  
 V.P., Radio-TV Prod..... Allen Ducovny  
 55 Public Sq., Cleveland 13, O.

Phone: TOWer 1-3911

Vice President, Mgr..... Norbert Stammer  
 75 Bloor St. W., Toronto, Ontario, Can.

Phone: WALnut 1-3135

Vice-President, Mgr..... J. Payne  
 75 Eighth St. N.E., Atlanta 9, Ga.

Phone: TR 5-0611

Vice-President, Mgr..... M. L. Boyd, Jr.  
 3540 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 5-3171

Vice President, Mgr..... Merritt Willey  
 Prudential Plaza, Chicago, Ill.

Phone: MICHigan 2-5332

Vice President, Mgr..... W. C. Edwards  
 Mgr., Radio-TV Dept..... R. Young

Texas Nat'l Bank Bldg., Houston 2, Texas

Phone: CAPitol 4-9751

Vice-President..... J. Bob Wilson  
 2772 4th Ave., San Diego 3, Calif.

V.P. & Mgr..... G. E. Vinson  
 Time Buyer..... Robt. Steres

Estimated Radio Billings: \$9,000,000.

Estimated TV Billings: \$30,000,000.

### DAVIS-HARRISON-SIMMONDS

11032 Magnolia Blvd., No. Hollywood, Calif.

Phone: TRIangle 7-5358

President..... Don L. Davis  
 V.P.'s..... M. S. Davis, R. Vaughn,

S. Sloane, C. A. Clements, R. Uodgson  
 Radio-TV Dir..... Dawnelle M. Davis

### THE IRVING DAVIS ADV. AGENCY

151 West 51st St., New York 19, N. Y.

Phone: CIRCLE 7-1870

APA—ABP

Owner..... Irving Davis

### DEUTSCH & SHEA, INC.

230 West 41st St., New York 18, N. Y.

Phone: LONGacre 4-5900

ABP—AAAA—ANPA

President..... A. R. Deutsch  
 V.P..... V. M. Evans

### DITTMAN & KANE, INC. ADV.

225 S. 15th St., Philadelphia 2, Pa.

Phone: PE 5-1546

Pres. & Treas..... Jessie Kane Gimbel  
 Secretary..... Barbara Kevitch

Radio-TV Dir..... Phoebe J. Dorfman

### DOE-ANDERSON ADV. AGENCY

315 Commonwealth Bldg., Louisville 2, Ky.

Phone: 582-1347

ANPA—ABP

Chairman..... Warwick Anderson

President..... D. Larry Barker

V.P., Treasurer..... Louis E. Schneider

Vice President..... Robert S. Allison

TV-Radio Director..... John L. Shaw

Sec., Media Buyer..... Miss G. P. Wagner

Estimated Radio Billings: \$64,200.

Estimated TV Billings: \$59,450.

### DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

530 Fifth Ave., New York 36, N. Y.

Phone: YUKon 6-6500

AAAA—ABC—ABP—ANPA

Chr. of the Bd..... Donald K. Clifford

Pres..... William E. Steers

Treasurer..... Robert P. Clark

Sr. V.P.'s..... James F. Egan, Harry M. Ireland

V.P., Programming, Opera..... C. A. Winchester

V.P., Comm. Prod..... P. Cooper

V.P., Media Director..... S. B. Vitt

Best. Media Spvsr..... Robert Widholm

Time Buyers and Accounts: S. Tarricone

and R. Silberberg; Bordens, Muellers, Bristol-Myers, Noxema, Quinton Co., Wiedemann

Beer, Jax Beer; J. Giebel, R. Widholm; Air-

wick Grove Labs. Bristol-Myers, Triumph

Cars; R. Olson; Chesebrough-Ponds, Eastman

Chemical, Narragansett Beer, Pet Milk, Shul-

ton, U. S. Tobacco.

Estimated Radio Billings: \$2,500,000.

Estimated TV Billings: \$14,500,000.

### RALPH L. DOMBROWER CO., INC.

Dombrower Bldg., 11 E. Franklin St.

Richmond 19, Va.

Phone: MILton 3-1113

Pres-Treas..... Ralph L. Dombrower, Sr.

V.P..... Ralph L. Dombrower, Jr.

V.P., Sec'y..... Malcolm B. Dombrower

Art Director..... Hobart Britton

Radio, TV Dir., Talent

Buyer..... T. Michaux Moody

Media Dir., Time Buyer..... Janet Hanson

#### Branch Office

Woodward Bldg., 15th & H Sts., N.W.,

Washington, D. C.

Phone: REPUBLIC 7-1420

Manager..... Philip Rosenfeld

### DONAHUE & COE, INC.

1271 Ave. of Amer., New York 20, N. Y.

Phone: CIRCLE 5-1000

ABP—ANPA

Chm. of Board..... Edward J. Churchill

President..... Donald E. West

Ch. Exec. Comm..... Walter Weir

V.P. Chg. Media..... Gerald T. Arthur

V.P. TV-Radio Dept..... Carl Rigrod

Business Manager..... Douglas Burmeister

Director of Media..... John Meskil

Media Supervisors..... Peter Dalton,

Beth Black, Cliff Greenspan

## ADVERTISING AGENCIES

Board Chairman.....James J. Houlahan  
 President .....J. Peace  
 Vice Bd. Chmn.....Dr. Wallace H. Wulfeck  
 Treasurer.....E. H. Cummings  
 V.P., TV Dir.....Mitchell Johnson  
 V.P. Chg. TV, Radio

Commercial .....Joseph Forest  
 V.P., Media Dir.....Mark F. Byrne  
 Time Buyers.....R. Cralh, H. Simpson

### Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.  
 Phone: HOllwood 2-6301  
 V.P., W. Cst. Mgr.....Arnold J. Webster  
*Estimated Radio Billings:* \$6,000,000.  
*Estimated TV Billings:* \$60,000,000.

### FARQUHAR AND COMPANY, INC.

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

President, Radio-TV Dir...John T. Farquhar  
 Vice-President.....Ted R. Darvoe  
 Vice-President.....Robert F. MacFarland  
 Treasurer.....Jay C. Anderson  
 Secretary.....Roger H. Williams  
 Media Director.....Eleanor Crimmins  
 Prod. Mgr.....Kernit LaFave

### LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.  
 Phone: MUrray Hill 9-7100  
 ABP—ANPA—APA—NBP

Chairman-Treasurer .....Lawrence Fertig  
 President .....Philip Lukin  
 V.P.'s.....Henry Bretzfeld, Robert E. Wolfe  
 Media Director.....Miss Selma Grosswirth  
 Art Director.....Fred Widlicka  
 Production Manager.....Geo. Barrett

### FIORE & FIORE

128 Mallory Ave., Jersey City 4, N. J.  
 Phone: HEnderson 2-8200  
 ANPA

Pres., Radio Dir.....Michael A. Fiore  
 V.P., TV Dir.....Albert A. Fiore  
 Secy.-Treas.....B. V. Fiore  
 Media Director.....John Critelli

### RICHARD A. FOLEY ADV. AGENCY

1528 Walnut St., Philadelphia 2, Pa.  
 Phone: PE 5-6302

AAAA—ABC—ABP—ANPA—NOAB  
 President.....Charles H. Eyles  
 Exec. V.P.....A. Edward Morgan  
 V.P.-Media Director.....Wesley Winning  
 V.P., Copy Dir.....Frank J. Corkery  
 Vice Presidents.....Earle Steiert,  
 Russell Gray, Jr., W. B. Pritchard  
 Radio-TV Director.....Alice Mooney  
 Art Director.....William F. Hope

### FOOTE, CONE & BELDING

247 Park Avenue, New York 17, N. Y.  
 Phone: YUkon 6-8000  
 ANPA—AAAA—ABP

Chmn., Bd. of Directors...Robert F. Carney  
 President .....Rolland W. Taylor  
 Ch. Exec. Comm.....Fairfax M. Cone  
 Sr. V.P.'s.....Fred Ludekens,  
 F. E. Delano, Elwood Whitney  
 V.P., Natl. Best. Dir.....John B. Simpson  
 V.P. Natl. Best. Bus. Mgr.....C. B. Oliver  
 V.P., Best. Dir., N. Y.....Roger Pryor  
 V.P., Dir. Media & Time Buyer.....Frank  
 Gromer

### Branch Offices

155 E. Superior Street, Chicago 11, Ill.  
 Phone: SUperior 7-4800

Sr. V.P., Mgr.....Charles S. Winston, Jr.  
 V.P., Dir. Media & Time Buyer..Edward M.  
 Stern

V.P., Dir. Bestg.....Homer Heck  
 Best. Bus. Mgr.....Harry Dieter  
 Mgr. Best. Svcs.....Myron Clark  
 Dir. Best. Prod.....John Libberton  
 Spvsr. Best. Facilities...Robert Daubenspeck  
 900 Wilshire Blvd., Los Angeles 17, Calif.  
 Phone: MAdison 9-3611

V.P., Mgr.....Louis E. Scott  
 V.P., Dir. of Media & Time Buyers....Gene  
 Duckwall

V.P., Dir. of Bestg.....Sherman McQueen  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: SUtter 1-2355

V.P., Gen. Mgr.....W. C. Matthews  
 Time Buyer.....Helen Stenson  
 806 Main St., Houston 2, Texas  
 Phone: CApitol 8-0395

V.P. Mgr.....Ed. H. Badger  
 10 St. Mary St., Toronto 5, Ont., Can.  
 Phone: WALnut 5-5961

Managing Dir.....Richard B. Bradshaw  
 Dir. Radio-TV.....Robert Simpson  
 1255 Phillips Sq., Montreal 2, Can.  
 Phone: VIctor 2-8781

Manager .....M. Chicoine  
 Avenida Insurgentes, Sur 102, Mexico City 6,  
 Mexico

Phone: 11-97-13

Pres., Gen. Mgr., Latin Div...P. Martin Kiek  
 82 Baker St., London W. 1, England  
 Phone: WElbeck 4426

Chmn. & Mng. Dir.....Brian F. MacCabe  
 Mgr., Radio-TV.....Ian Latimer  
 Kleiner Hirschgraben 16, Frankfurt am Main,  
 Germany

Phone: 28-241

Manager .....Don Cunningham  
*Estimated Radio Billings:* \$5,000,000.  
*Estimated TV Billings:* \$51,000,000.

### ALBERT FRANK-GUENTHER LAW INC.

131 Cedar St., New York 6, N. Y.  
 Phone: COrtlandt 7-5060

ABP—ANPA—APA—NOAB—NBP—ABC  
 Bd. Chairman.....Howard W. Calkins  
 Vice Bd. Chmn.....Howard C. Allen  
 President.....John V. McAdams

## ADVERTISING AGENCIES

Sr. Vice-Pres. .... Victor J. Cevasco  
 Vice-Pres. & Treas. .... S. A. Speake  
 Vice-Pres. & Secy. .... E. G. McAdie  
 Vice-President. .... Frank D. Cruikshank  
 V.P., Radio & TV. .... Robert W. Day  
 Manager, Radio-TV. .... Lawrence Butner  
 Radio-TV Prod. .... Brooks Clift  
 Radio-TV Traffic. .... Robert Gordon

### FRANK, CLINTON E., INC.

2400 Merchandise Mart, Chicago 54, Ill.  
 Phone: WHitehall 4-5900

AAAA—ABP—ANPA—NBP—NOAB

President. .... Clinton E. Frank  
 Sr. V.P., Radio-TV Dir. .... Buckingham Gunn  
 Treas. .... Carroll Ceverie  
 Comptroller. .... Walter C. Linden  
 Sr. V.P.'s. .... Philip E. Bash,  
 Hill Blackett, Jr., Wayne Grinstead, Bowman Kreer, Robert J. Reardon  
 V.P.'s. .... Herbert K. Butz,  
 Kenneth B. Karcher, Richard K. Montgomery, Arthur L. Meltzer, Robert J. Wanamaker, Louis E. Schueler, Eugene B. Shields  
 V.P., Media Dir. .... A. S. Trude, Jr.  
 Radio-TV Bus. Mgr. .... Helen Lydon  
 TV Prod. Spvrs. .... Donald H. Wallace,  
 Ransom P. Dunnell, Lee M. Langlois  
 Prod. Mgrs. .... Neil McGreavey,  
 Doris Johnson, Bernard Nagel  
 Time Supervisor. .... Ruth Babick Lewis  
 Time Buyers. .... Paul R. Hansen,  
 Mary Crisafulli, Patricia Burke  
 Director, P. R. & Pub. .... Frazier E. Nounnan  
 Asst. Time Buyer. .... Kaye Krueger

#### Branch Offices

1680 N. Vine St., Hollywood 28, Calif.

Phone: HO 9-0858

Manager. .... R. Davis  
 527 Madison Ave., New York 22, N. Y.  
 Phone: MU 8-1285

Manager. .... Jack Miller  
 1010 N. Thompson St., Richmond 30, Va.  
 Phone: 282-0771

V.P., Manager. .... Kenneth W. Erdman  
 2706 Richmond Ave., Houston 6, Tex.  
 Phone: JACKson 6-3645

President. .... Weldon T. Weekly

### FRANKEL, JONES, CO.

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

Phone: DEArborn 2-5745

ABP—ANPA—APA—AAA

President. .... Jones B. Frankel  
 Prod. Mgr. .... Richard A. Tajbl

### FREDERICK-CLINTON CO., INC.

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

Phone: MUrray Hill 2-7433

ABP—ANPA—APA—PPA

Pres., Treas., Radio-TV Dir.,  
 Time Buyer. .... H. S. Rieff  
 V.P., Art Director. .... Edward Gambole

### CURT FREIBERGER & CO.

1439 Court Place, Denver 2, Colo.

Phone: ALPine 5-2048

AAAA—ANPA—ABP—PPA—NBP—APA

President. .... C. J. Freiburger  
 Vice President. .... Anne Freiburger  
 Robertson  
 Secy & Treas. .... Fern Oakley  
 Prod. Mgr. .... Leon E. Simpson

### FRIEND-REISS ADVERTISING, INC.

167 E. 56th St., New York, N. Y.

Phone: PLaza 2-2600

Chmn., Treasurer. .... B. M. Reiss  
 Vice-Chmn., Secy. .... Harold Reiss  
 Pres., Dir., Radio-TV. .... Lee Friend  
 Sr. Vice Pres. .... Norman Waters

### L. W. FROHLICH & CO., INC.

34 East 51st St., New York 22, N. Y.

Phone: PLaza 9-1900

President. .... L. W. Frohlich  
 Exec. V.P. .... Julian Farren  
 Sr. V.P.'s. .... Charles E. Lewis,  
 V. E. Dent  
 V.P.'s. .... Austin Schoen,  
 Robert Hitchins, William Praetorius  
 Treasurer. .... Elizabeth Frazier  
 Secretary. .... I. L. Burns  
 Radio & TV Film Dir. .... Edwin Rooney, Jr.

### HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.

Phone: LIBerty 2-6140

ANPA—APA—ABP—NBP

President, Treasurer. .... Karl M. Frost  
 Vice Presidents. .... Florence A. Dondero,  
 Raymond E. McLaughlin, H. E. Bessom,  
 H. P. Newcomb  
 Radio-TV Time Buyer. .... V. M. Fairweather

### FULLER & SMITH & ROSS, INC.

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

Phone: JUdson 2-9000

AAAA—ABP—ANPA

President. .... R. E. Allen  
 V.P. & Mgr. .... William Holden  
 Sr. V.P. Radio-TV. .... A. E. Duram  
 Sr. V.P. Admin. .... C. M. Skade  
 V.P., West Coast Network Prog. .... David  
 Mathews  
 V.P., Mgr., Radio-TV Dept. .... E. H. Mahoney

#### Branch Offices

55 Public Square, Cleveland 13, O.

Phone: CHerry 1-6700

V.P., Mgr. .... K. C. Tuttle  
 105 W. Adams St., Chicago 3, Ill.  
 Phone: ANdover 3-5039

V.P. & Mgr. .... D. H. Echols  
 244 Pine St., San Francisco, Calif.  
 Phone: YUkon 6-5955

V.P. & Mgr. .... John Leahy  
 211 Oliver Ave., Pittsburgh 22, Pa.  
 Phone: GRant 1-9565

V.P. & Mgr. .... P. A. Cleland

## ADVERTISING AGENCIES

3325 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUnkirk 5-2211  
 V.P. & Mgr. .... C. N. La Vene  
 909 Dan Waggoner Bldg., Ft. Worth, Tex.  
 Phone: EDison 2-2201  
 V.P. & Mgr. .... S. Schlenther  
 68 Knightsbridge, London S.W. 1, Eng.  
 Phone: Kensington 8111  
 Mgr. .... Sidney Horniblow  
*Estimated Radio Billings: \$1,000,000.*  
*Estimated TV Billings: \$12,500,000.*

### GALLAND ADVERTISING

18 E. 48th St., New York 17, N. Y.  
 Phone: PLaza 5-9141  
 President.....Harry J. Galland  
 V.P., Media Dir.....Marilyn Arko

### GARDNER ADV. CO.

915 Olive St., St. Louis 1, Mo.  
 Phone: CE 1-3200  
 ABP—ANPA—APA  
 Chairman & Pres.....Charles E. Claggett  
 Vice Chairman.....John A. H. Rehm  
 Exec. Vice-Pres.....C. C. Humphrey  
 V.P. Radio-TV Pgm. Dir.....William Fisher  
 Branch Office  
 370 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 9-2424  
 V.P., Chmn. Exec. Comm...William F. James  
 V.P., Exec. Dir., Radio-TV...Roland Martini  
 Chief Time Buyer.....Ruth Clinton  
 1717 N. Highland Ave., Hollywood 28, Calif.  
 Phone: HO 9-2719

### GAYNOR & DUCAS, INC.

850 Third Ave., New York 22, N. Y.  
 Phone: PLaza 5-2200  
 ANPA—ABP—NBP  
 President .....Paul Gaynor  
 Exec. Vice Pres.....John J. Ducas  
 Senior V.P.....R. Wooldridge  
 Production Manager.....R. W. Nelsen  
 Radio-TV Dir.....Robert Neuzer  
 Branch Office  
 291 S. La Cienega, Beverly Hills, Calif.  
 Phone: OLeander 5-8191  
 Senior V.P.....A. V. Cline  
 V.P., Adv.....Norm Church  
 Media Buyer.....J. Giddings

### THE GETSCHAL CO., INC.

342 Madison Ave., New York, N. Y.  
 Phone: MU 7-2200  
 President .....Budd Getschal  
 Production Manager.....Gerry Gilbert  
 Art Director.....Leonard Steinberg

### GEYER, MOREY, BALLARD, INC.

555 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-3300  
 AAAA—ABP—ANPA  
 Board Chairman.....Sylvester M. Morey  
 President.....Sam M. Ballard  
 Chmn. Exec. Comm.....B. B. Geyer  
 Exec. V.P.....Richard J. Farricker  
 Sr. Vice Presidents....Edward A. Gumpert,  
 George C. Oswald

Admin. V.P.....John T. McHugh  
 V.P. & Radio-TV Prod.  
 Mgr. ....LeRoy Emmerich  
 Radio TV Bus. Mgr.....Donald W. McGuinn  
 Secretary.....William G. Carmody  
 Treasurer.....John R. Kunz  
 Assoc. Dir., Bestg.  
 Media.....Roeland J. van Emmerik  
 Time Buyers & Accounts: Werner R. Kutsche (N.Y.): Babbitt, Sinclair, Richfield, Irish Interl. Airlines, Underwood, Kelvina-tor; Jan van Emmerik (N.Y.): American Motors; William Santoni (N.Y.): Max Factor; Jack H. Stilwill (Chicago): Central Nat'l Bank of Chicago, William Cooper & Nephews, Inc., I. J. Grass Noodle Co., Illinois State Toll Highway Comm., John Morrell & Co., New England Fish Co.; Wendell W. Unfer (Chicago): DeKalb Agricultural Assoc., Inc.; Lloyd Ver Steegh (Chicago): Allied Mills, Inc.; Catherine Hamm (Dayton): State Fidelity Federal Savings & Loan Assn., Rambler Dealers Assoc. of Dayton; Neal Nyland (Detroit): Rambler Dealer Assocs.; George Koenig (Los Angeles): Union Pacific Railroad; Robert J. Livingston (Omaha): Union Pacific Railroad; R. H. Galley (Omaha): Nebraska Savings & Loan; John T. Bruce (Portland): Rambler Dealer Assoc.; Allan Halverson (Portland); Pool Line Railroad, Union Pacific Railroad; Tom Kallas (Racine): West Bend Co.; Charles Might (Racine): J. I. Case Co., Badger Northland, Inc.

#### Branch Offices

931 Third Nat'l Bldg., Dayton 2, Ohio  
 Phone: 228-4154  
 Vice Pres.....E. G. Frost  
 14250 Plymouth Rd., Detroit 32, Mich.  
 Phone: WEbster 3-5520  
 V.P.'s. Daniel A. Packard, John F. Henry, Jr.  
 5455 Wilshire Blvd., Los Angeles, Calif.  
 Phone: 937-0510  
 Vice Pres.....M. E. Welborn  
 645 N. Michigan Ave., Chicago 11, Ill.  
 Phone: MO 4-8400  
 Chm. of Exec. Comm.,  
 West Div.....Donald J. Powers  
 2130 S. W. Fifth Ave., Portland 1, Ore.  
 Phone: CAPitol 6-2981  
 Vice Pres.....R. J. Livingston  
 1504 Dodge St., Omaha 2, Neb.  
 Phone: 342-7795  
 Vice Pres.....R. J. Livingston  
 610 Wisconsin Ave., Racine, Wisc.  
 Phone: MELrose 4-6605  
 Vice Pres.....Edward F. Krein  
*Estimated Radio TV Billings: \$12,500,000.*

### GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.  
 Phone: MURray Hill 7-7896  
 President.....Charles J. Basch, III  
 Vice-President .....Leo Berman  
 Treasurer .....Clarence Schmidt

## ADVERTISING AGENCIES

Sec'y., Radio-TV Dir.,  
Time Buyer.....Frances Scott  
Radio-TV Div.....Ronald Dawson

### GILLHAM ADVERTISING AGENCY, INC.

500 Continental Bank Bldg., Salt Lake City  
1, Utah

Phone: DAVis 8-0281  
ABP—ANPA—ANA

President.....M. C. Nelson  
Exec. Vice Pres.....Lon Richardson, Sr.  
Vice-President.....Robert F. Rohlfling  
Vice-President.....Wendell J. Ashton  
Vice President.....J. Y. Tipton  
V.P., Dir. Radio-TV.....Arthur W. Atack  
Secretary.....Richard H. Ogaard  
Radio-TV Acct. Exec.....Lowell Jackson  
Time Buyers & Accounts: Robert F. Rohlfling: Hotel Utah & Utah Motor Lodge, Union Pacific R.R., Lowell Jackson: American Oil Co., Pet Dairy (Sego Milk), Utah Power & Light Co., Glazier Const., West. Colo. Power; Arthur W. Atack: First Security Bank, Ogden First Fed., Petty Ford Co., 1st Federal Savings & Loan, Amer. Dairy Assn., GE, Lucky Lager, Mountain Fuel Supply Co.

### BERT S. GITTINS ADVERTISING, INC.

739 N. Broadway, Milwaukee 2, Wis.  
Phone: BR 6-5934

ABP—ANPA—NOAB—NBP—APA

President.....Bert S. Gittins  
Prod. Dir.....Stewart Carison  
Best. Media.....Esther Block  
Copy Dir.....Harold Nelson

### GLENN ADVERTISING INC.

3410 Republic Bank Bldg., Dallas, Tex.  
Phone: RI 8-9851

ANPA—ABP—AAAA—ABC—AEA—ANA  
Ch. of Board.....Ward M. Wilcox  
President, Treasurer.....John H. Stewart  
V.P., Media Director.....Duke Burgess  
Vice President.....Liemer Temerlin  
Dir., Air Media.....Gene Dennis  
Radio-TV Director.....John Hicks  
Time Buyer.....Mrs. Sue Hooks

#### Branch Offices

Ft. Worth Nat'l Bank Bldg., Fort Worth, Tex.  
Phone: ED 2-4476

Vice President.....Merle Bell  
1101 Majestic Bldg., San Antonio, Tex.

Phone: CApiitol 7-6311

Vice President.....J. Schlichenmaier  
3915 Essex, Houston, Texas  
Phone: MO 6-1855

Manager.....Ed Chalmers  
Suite B, Southwest Natl. Bldg., El Paso, Tex.  
Phone: KE 2-3606

Manager.....I. E. Carson  
651 Skirvin Tower, Okla. City, Okla.  
Phone: CEntal 6-8582

Vice President.....J. S. Bell

### GOODMAN ORGANIZATION

7165 W. Sunset Blvd., Los Angeles 46, Calif.  
Phone: HO 6-5221

President.....Mort Goodman  
Radio-TV Dir.....David Horowitz  
Asst. Media Buyer.....Shirley Ross

### GOTHAM-VLADIMIR ADVERTISING, INC.

342 Madison Ave., New York 17, N. Y.  
Phone: OXFord 7-4300

ABP—AFA—ANPA—AAAA

Vice-Chmn. of Bd.....G. Ellsworth Harris  
President, Dir.....Arthur A. Kron  
Sr. Vice Presidents.....Rufus Choate,  
Richard H. Hobbs, Daniel C. Kaufherr  
Vice Presidents.....Robert F. Kendall,  
C. G. Rourke, Frank Bird-sall, William V.  
Rieglane, A. L. Beyea

Media Dir.....Robert J. Rieglane  
Secretary.....Chester A. Priest  
Dir. Radio & Television.....Sally Allen  
Dir. Pub. Relations.....Kay Long  
Dir. Research.....Margaret E. Stark

#### Branch Offices

1 No. LaSalle St., Chicago 2, Ill.  
Phone: ANdover 3-2890

Sr. Vice President.....Richard H. Hobbs  
2223 Centro East, Tiburon, Calif.

Phone: GE 5-1073

Vice President.....Frank A. Birdsall  
Avenida Munoz Rivera, Esquina Luis  
Gonzales

Hato Rey, Puerto Rico

President.....Thomas Clark

### GRANT ADVERTISING, INC.

919 North Michigan Ave., Chicago 11, Ill.  
Phone: SUperior 7-6500

ANPA—APA—ABP—SNPA—NOB

Board Chairman.....Will C. Grant  
Exec. V.P.....Greg Sherry  
Sr. Admin. V.P.....Christopher Cross  
Secretary.....Mary Waller Grant  
V.P., Research Dir.....George Bauder  
V.P., Comptroller.....R. Runtz  
V.P., Media Dir.....Reginald L. Dellow  
V.P., Creative Dir.....Ernest Allen  
Radio & TV Dir. (Chicago).....Gail Light  
Production Mgr.....Don V. Seyfried

#### Branch Offices

711 Third Ave., New York 17, N. Y.  
Phone: OXFord 7-5800

President.....E. W. Plowe  
V.P. Media.....J. Le Brecht  
1600 Vaughn Bldg., Dallas 2, Tex.

Phone: RI 1-3251

V.P., Gen. Mgr.....Joe K. Hughes  
Media Director.....Mrs. Dean Hulce  
405 Montgomery St., San Francisco 4, Calif.  
Phone: EXbrook 2-6275

V.P., Gen. Manager.....Francis Martin, Jr.  
801 2nd Ave., Seattle, Wash.

Phone: MAIn 1-3232

V.P., Gen. Mgr.....Dan Madden



## ADVERTISING AGENCIES

13th St. at Second Ave., S.W., Miami 36, Fla.  
Phone: FRanklin 3-6611  
Exec. V.P., Gen. Mgr.,  
Caribbean Oper.....John A. Day  
1680 N. Vine, Los Angeles, Calif.  
Phone: HO 1-9231

V.P., Gen. Mgr.....R. L. Dellinger  
*Estimated Radio Billings:* \$3,000,000.  
*Estimated TV Billings:* \$9,000,000.

### GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.  
Phone: WALnut 2-4808  
ANPA—ABP—ABC—AAAA

Partner.....Jerome B. Gray  
Partner-Copy Chief....Robert W. Graham  
Partners.....Sherman G. Landers,  
Russell K. Carter, William B. Edwards,  
Atherton Sceley, Davi B. Arnold, Albert R.  
Bochroch, William Kinney, Henry R.  
Hallowell

Superv. Radio-TV Dept...Edmund H. Rogers  
Program & Mgmt. Dir....Walter M. Erickson  
Production Director.....Chester R. Cooper  
Media Director.....Edward Papazian  
Asst. Media Dir.....Charlotte Baumann  
744 Broad St., Newark, N. J.  
Phone: MARket 3-7345

Manager.....Richard N. Gulick  
*Estimated Radio Billings:* \$900,000.  
*Estimated TV Billings:* \$1,100,000.

### MONROE GREENTHAL CO., INC.

595 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-8640

President.....Monroe W. Greenthal  
V.P., Creative Dir.....David E. Diener  
Radio & TV Dir.....Harry Bargamian  
Media Dir.....Harry Schulman  
Copy Chief.....Dave Dember  
Prod. Mgr.....Joseph Bogiano  
Art Director.....Otto Luther  
Assoc. Art Dir.....Ed Brodtkin,  
Low Clayman, Robert Cohen

### GREGORY-GIEZENDANNER COMPANY

P. O. Box 6278, Houston 6, Texas  
Phone: JACkson 6-1071

Partners.....Lloyd Gregory,  
Chas. J. Giezendanner, Jr.  
Production Manager.....L. Chesnar  
TV Time Buyer.....Annette Kercheval  
Publicity Director.....Maudeen Marks

### GREY ADVERTISING, INC.

430 Park Ave., New York 22, N. Y.  
Phone: PLaza 1-3500  
AAAA—ABC—AFA—NOAB

Ch. of Board.....Arthur C. Fatt  
President.....Herbert D. Strass  
Ch. Exec. Comm.....Lawrence Valenstein  
Exec. V.P., Chg.

Radio-TV Dept.....Alfred L. Hollender  
V.P., Chg. Comm. Prod.....Jack Davis  
V.P., Media Dir.....E. L. Deckinger  
V.P. Assoc. Media Dir.....Harold Miller  
Spot Best. Media Spvsr.....Joan G. Stark  
Network Media Spvsr.....Helen Wilbur

### Branch Offices

25 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 4-8401  
Vice-Pres.....Robert D. Wolfe  
1908 Sherbrooke St., Montreal, P.Q., Can.  
Phone: WELLington 7-9521  
Vice. Pres. ....Peter Golick  
*Estimated Radio Billings:* \$7,700,000  
*Estimated TV Billings:* \$26,200,000

### GRISWOLD-ESHLEMAN CO.

55 Public Sq., Cleveland 14, O.  
Phone: TOWer 1-3232  
AAAA—ABP—ANPA—ABC—AFA

Board Chrm., Treas.....Jonathan F. Davis  
President .....Charles Farran  
V.P.'s.....Robert L. Baumgardner,  
L. R. Canfield, V. C. Kenney, E. M. Marker,  
F. W. Beckinsale, John P. Conde, Harry M.  
Grinton, Jack Higgins, Lowell S. Monroe,  
David Skylar, Heinz A. Stadthagen,  
William A. Weaver  
Dir., Radio-TV Production..Ralph A. Borzi  
Time Buyer, Cleveland.....Helen Lott  
Time Buyer, Chicago.....Ralph Rozema

### Branch Offices

307 N. Michigan Blvd., Chicago 1, Ill.  
Phone: STate 2-8927  
Manager.....H. W. Stoetzel  
Grant Bldg. Penthouse, Pittsburgh 19, Pa.  
Phone: 471-5701  
Manager.....Ronald P. Taylor  
*Estimated Radio & TV Billings:* \$1,100,000.

### JULIAN GROSS & ASSOCIATES, INC.

709 Main St., Hartford 3, Conn.  
Phone: CHapel 9-8491

Pres., Treas.....Julian Gross  
Prod. Mgr.....B. K. Hensey  
Secretary.....G. Ray  
Time Buyers.....J. Gross, J. J. Long,  
B. J. Kreft

### GRUBB ADVERTISING, INC.

111 N. Market St., Champaign, Ill.  
Phone: 356-3766  
ABC—ABP—ANPA—AFA

President.....Robert F. Grubb  
V.P., Best. Aet.....Dale R. Arvidson  
Radio-TV Coord.....Howard F. Babbs  
Secretary.....F. E. Wilder  
Asst. Treasurer.....Virginia P. Weinman  
Media Dir.....J. J. Dombrowske  
Time Buyer.....Mrs. Barbara Fairfield

### Branch Office

3231 N. Meridian, Indianapolis, Ind.  
Phone: WA 3-2385  
Manager.....J. C. Crosbie  
*Estimated Radio Billings:* \$125,000.  
*Estimated TV Billings:* \$800,000.

### GUILD, BASCOM & BONFIGLI, INC.

222 Columbus Ave., San Francisco 11, Calif.  
Phone: YUKon 2-8400  
AAAA—ABP—ANPA

## ADVERTISING AGENCIES

President ..... Walter Guild  
 Bd. Chrmn. .... David Bascom  
 Exec. V.P. .... Dante Bonfigli  
 General Manager. .... Ben Franklin  
 V.P., Best. Prod. Head. Alexander Anderson  
 V.P.'s. .... Maxwell Arnold, Ernest J. Hodges,  
 Rod MacDonald, Walter Lawrence  
 TV Creative Dir. .... David Fulmer  
 TV Opera. & Radio Prod. Dir. Curt Baldwin  
 Sec. Treasurer. .... John H. Rolfs  
 Time Buyers. .... Rod MacDonald,  
 Lyn Gross, Peg Harris, Kathie Dellaven

### Branch Offices

575 Lexington Ave., New York, N. Y.  
 Phone: PLaza 1-3979

V.P., Office Mgr. .... Hank Buccello  
 V.P., Dir. Network Rel. .... Reggie Schuebel  
 1750 N. Vine St., Hollywood 28, Calif.  
 Phone: HO 9-8217

Office Mgr., TV Bus. Mgr. .... George Allen  
 TV Conml. Prod. .... Dan Lindquist  
 Dir. of TV Pgmng. .... Sam Pierce  
 1609 Tower Bldg., Seattle 1, Wash.  
 Phone: MAin 4-8790

Office Mgr. .... Angus Woodbury

### GULF STATE ADVERTISING AGENCY, INC.

2714 S.W. Freeway, Houston 5, Texas  
 Phone: JAcKson 6-2111

AAAA-ABP-ANPA-AFA

President, Time Buyer. .... Adie Marks  
 V.P., Treas. .... Seymour Cohen  
 Prod. Mgr., Time Buyer. .... Mrs. Margaret Denney  
 Radio-TV Dir., Time Buyer. .... Mrs. Paula Reece

### LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

655 Madison Ave., New York 21, N. Y.  
 Phone: TEmpleton 8-1717

ABP-ANPA-ABC

Chairman. .... Lawrence C. Gumbinner  
 President. .... Milton Goodman  
 V.P., Radio-TV Dir. .... Paul G. Gumbinner  
 Exec. V.P. .... Morron Freund  
 VP in Chg Prod. .... Herman Kornblum  
 V.P. in Chg. Art. .... Hershel Bramson  
 Vice President. .... Sumner Wyman  
 TV Prod. .... Edgar Kenner  
 TV Creat. Dir. .... M. Sasanoff  
 Time Buyers. .... Dorothy Barnett,  
 J. Murphy, A. Wasserman, George Blinn,  
 Paul Fitzgerald

### GUTMAN ADVERTISING AGENCY

Peoples Federal Bldg., Wheeling, W. Va.  
 Phone: 233-4700

ANPA-AFA

President. .... D. Milton Gutman  
 Secretary. .... Phyllis Kalany  
 V.P., Radio-TV Prod. .... D. M. Gutman, Jr.

### JOHN L. HALPIN, ADVERTISING

277 State St., Schenectady 5, N. Y.  
 Phone: FRanklin 2-0492

Partners. John L. Halpin, Marion G. Halpin

Copy Chief. .... A. M. Fowler  
 Production. .... Carol Lundie  
 Art Director. .... A. H. Hitchins

### HART-CONWAY ADV. CO., INC.

300 Triangle Bldg., Rochester 4, N. Y.  
 Phone: LOcust 2-3520

ANPA-ABP-AAAA-ABC-AFA

Pres., Treas. .... H. Lyman Hart  
 Sr. Vice-President. .... Harold E. Kennedy  
 Exec. Vice-President. .... John P. Street  
 Vice-Presidents. .... E. Ward Phillips,  
 John M. Nixon

### GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.  
 Phone: ANdover 3-0130

ABP-ANPA

President. .... George H. Hartman  
 Exec. V. P. .... Rowland Laughlin  
 V. P., Gen. Mgr. .... John T. Holloway  
 Vire Pres. .... David R. Coey,  
 William H. Aaron, Robert S. Cole  
 V.P., Art Dir. .... Alfred Festen  
 Secretary. .... George H. Hartman, Jr.  
 V.P., Radio & TV Director. .... John D. Berg  
 Radio & TV Dir.-Prod. .... Jack Leonard  
 Time Buyers. .... Gloria McNamee,  
 Audrey Thorelius

### Branch Office

420 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 9-8637

Branch Office Mgr. .... Jolin Berg

### HEINTZ & COMPANY, INC.

824 Wilshire Blvd., Los Angeles 17, Calif.  
 Phone: MADison 9-3181

AAAA-ANPA-ABP

President. .... Robert P. Heintz  
 Exec. V.P. .... Herbert Dickow  
 Radio-TV Dir. .... Kenneth Higgins

### AL HERR ADV. AGENCY, INC.

225 E. Michigan St., Milwaukee 2, Wis.  
 Phone: Broadway 1-2710

ABP-ANPA-AAAA

President, Chmn. .... Al J. Herr  
 Vice-President. .... John Rock  
 V.P., Radio-TV. .... Pat Kocian

### HICKS & GREIST, INC.

555 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-5600

ABP-ANPA

Ch. of Board. .... E. Harold Greist  
 President. .... Charles V. Skoog, Jr.  
 Ch. Exec. Comm. .... Thomas J. Maloney  
 Exec. Vice Pres. .... Harry L. Hicks, Jr.  
 Sr. V.P. .... Theodore J. Grunewald  
 V.P., Radio-TV Dir. .... Vincent J. Daraio  
 V.P., Treasurer. .... K. A. Hamilton  
 V.P., Media Director. .... Stanley Newman  
 Exec. Producer. .... John Donnelly

### Branch Office

420 Boylston St., Boston 16, Mass.  
 Phone: KEnmore 6-1207

President. .... Robert F. O'Brien  
*Estimated Radio Billings:* \$2,800,000.  
*Estimated TV Billings:* \$3,070,000.

## ADVERTISING AGENCIES

### HILL & KNOWLTON, INC.

150 E. 42nd St., New York 17, N. Y.  
Phone: OXford 7-5600  
ANPA

Chairman.....John W. Hill  
President.....Bert C. Goss  
Vice President.....Harry S. Cooper

#### Branch Office

1000 16th St., N. W., Washington 6, D. C.  
Phone: STerling 3-0270

Vice President.....Robert Gray

### HOAG & PROVANDIE, INC.

137 Newbury St., Boston 16, Mass.  
Phone: COmmonwealth 6-7515  
ABP—ANPA

President.....Paul Provandie  
Treasurer.....Myron L. Eastwood  
Exec. Vice-President.....Langley C. Keyes  
Senior Vice President.....Thomas J. Bowen  
Vice Presidents....W. Quinn, R. F. Barbour  
V.P., Creat. Dir.....Leo A. Harrington  
Production Mgr.....John Patterson  
Comptroller.....Lincoln D. Wright  
Art Dir.....George F. Wilson  
Radio-TV Dir.....Richard Lombardi  
Media Dir.....Rosemary Rohmer

### HONIG-COOPER & HARRINGTON

1275 Columbus Ave., San Francisco 11, Calif.  
Phone: OR 3-4469  
AAAA—ABC—ABP

President.....Louis Honig  
Bd. Chmn.....Eugene I. Harrington  
V.P.'s.....Eric Bellingall,  
Robert Haumesser, Sherman Slade  
Secy.-Treas.....John W. Davis  
Dir., Best. Media.....Clarice McCreary  
Asst. Media Dir.....C. M. Robinson  
Radio-TV Prod. Dir.....George Watson

#### Branch Office

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

Exec. V.P., Mgr.....Sherman R. Slade

### HOUCK & COMPANY, INC.

2013 S. Jefferson St., Roanoke 16, Va.  
Phone: DIamond 5-8115  
ABP—ANPA—APA—SNPA—AFA

President.....C. B. Houck  
Vice President.....William B. Houck  
Vice President.....Edwin R. Deady  
Production Mgr.....Herb Weaver  
Radio-TV Director.....Richard Burton

### CHARLES W. HOYT CO., INC.

380 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-2000  
ANPA—APA—NBP—ABC—NOAB—AAAA

President.....Everett W. Hoyt  
Chairman of Bd.....Winthrop Hoyt  
Vice Presidents.....A. W. Fargo,  
R. H. Dingwall, Raymond Arnig, William  
A. Baumert, H. L. Roth, H. J. Stiefel, T. S.  
Watson, Jr., Jack R. McCormack  
Treasurer.....F. J. Becker  
V.P., Dir. Radio-TV.....Thomas A. Lee, Jr.

Asst. to Bd. Chmn....Charles B. H. Parker  
V.P., Media Rel.....C. B. Donovan  
V.P., Prod. Mgr.....N. S. Lampert  
Radio-TV Time Buyer.....D. H. Humm

### HUMPHREY, WILLIAMSON & GIBSON, INC.

1809 First Natl. Bldg., Oklahoma City, Okla.  
Phone: Central 6-5429

AAAA—APA—ANPA—SNPA

Pres., Treas.....Warren A. Humphrey  
V.P.'s.....Mitchell L. Williamson,  
Ellis G. Gibson

Secretary.....E. A. Hartman  
Production Manager.....Alyce Robnett  
Radio-TV Director.....H. C. Childs  
Art Director.....Don Loewen

### HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.  
Phone: HAmilton 6-1160

President, Treas.....Frank M. Hutchins  
V.P.'s.....William F. Lacey, John P.  
McCarthy, A. R. Tomkinson, B.J. Peters  
Time Buyers & Acct. Execs....Robert Burns,  
Margaret H. Carl, John Doud, James L.  
Gould, Frank M. Hutchins, William F.  
Lacey, Margaret Nugent, Wm. D. O'Toole,  
Wilson Royer, William Batchellor, Ray  
M. Small, A. Russell Tomkinson, Jack  
Rafield, Bob A. Wolf, William Wygant

#### Branch Office

33-35 Hayden St., Toronto, Ont., Canada  
Phone: WA 4-3753

Manager.....William Bounsall

### INTERPUBLIC INCORPORATED

750 Third Ave., New York 17, N. Y.  
Phone: TN 7-1122

AAAA—ABP—APA—ANPA—NPB—NOAB  
SAAA—CAA—CAB—CPAA

Chmn. Bd. & Pres.....Marion Harper, Jr.  
Vice Chmn. Bd.....Robert E. Healy  
Exec. Vice Pres.....Frank A. Sherer  
Treasurer.....William S. Taggart  
Sec. & Gen. Counsel....J. Donald McNamara  
McCANN-ERICKSON, INC.

President.....Emerson Foote  
Admin. Vice Pres.....T. Jack Henry

#### Eastern Region

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

Exec. V.P. Chg. Eastern  
Operations.....Paul E. Foley  
Sr. V.P.'s.....John P. Beresford,  
J. L. Deane, Neal Gilliatt, Farish A. Jen-  
kins, Russ Johnston, Thomas J. King,  
Daniel D. Kinley, Thomas P. Losee, Robert  
P. Mountain, William W. Mulvey, George  
B. Park, Roger A. Purdon  
V.P. & Mgr. Media Svcs.  
Div.....H. Nevin Gehman  
V.P. & Mgr. Media Dept....Kelso M. Taeger  
Eastern Branches  
615 Peachtree St., N.E., Atlanta, Ga.

# ADVERTISING AGENCIES

Phone: 875-0221  
 200 Berkeley St., Boston, Mass.  
 Phone: Liberty 2-7382  
 Manager.....Gerald A. Higgins  
 1060 National Bank Bldg., Detroit, Mich.  
 Phone: Woodward 5-7550  
 Sr. V.P. & Mgr.....T. J. King  
 900 Lovett Blvd., Houston, Tex.  
 Phone: Jackson 9-4994  
 V.P. & Manager.....J. B. Wilkinson

*Western Region*  
 114 Sansome St., San Francisco, Calif.  
 Phone: YUkon 1-2262  
 Exec. V.P. Chg. Western  
 Operations.....Phipps L. Rasmussen  
 Adm. V.P. & Asst. Treas.....Joseph R. Fox  
 V.P. & Mgr.....Frederick H. McCrea

*Western Branches*  
 318 S. Michigan Ave., Chicago, Ill.  
 Phone: WEBster 9-3700  
 Sr. V.P. & Manager.....Chester L. Posey  
 3325 Wilshire Blvd., Los Angeles, Calif.  
 Phone: DUnkirk 5-3302

V.P. & Manager.....David J. Hopkins  
 Public Service Bldg., Portland, Ore.  
 Phone: CApital 6-4844

Manager.....Robert A. Brown  
 1508 Northern Life Tower, Seattle, Wash.  
 Phone: MAin 3-1572

V.P. & Manager.....F. G. Mullins  
 McCANN-MARSHALK CO., INC.  
 Time-Life Bldg., Rockefeller Center,  
 New York, N. Y.  
 Phone: OXFord 7-4250

Pres. & Gen. Mgr.....Stuart D. Watson  
 Vice Chmn. Bd.....Samuel L. Meulendyke  
 Exec. Vice Pres.....Ralph B. Koser  
 Sr. V.P.'s.....Robert Cole,  
 Charles A. Mittelstadt, Harlan C. Parks, G.  
 Lester Williams, Jr.

*Branch Offices*  
 335 Euclid Ave., Cleveland, Ohio  
 Phone: CHerry 1-6850

V.P. & Manager.....Bill M. Sansing  
 795 Peachtree St., N.E., Atlanta, Ga.  
 Phone: TRinity 5-0221

V.P. & Manager.....Charles A. Richardson  
 100 Biscayne Blvd., S., Miami, Fla.  
 Phone: FRanklin 9-2821

V.P. & Manager.....James H. Cobb  
 Sr. Vice Pres.....George H. Giese

**HOLST & MALE, INC.**  
 (Sub. of McCann-Erickson, Inc.)  
 1370 Kapiolani Blvd., Honolulu, Hawaii  
 Phone: 9-5291  
 President.....M. O. Holst  
 Sr. V.P.'s.....J. Carson Magill,  
 Zaida Male

**M-E PRODUCTIONS**  
 (Television & Radio)  
 185 Lexington Ave., New York, N. Y.  
 Phone: OXFord 7-6000

President.....Sylvester L. Weaver, Jr.  
 Exec. Vice Pres.....Harold J. Graham, Jr.  
 Admin. Vice Pres.....Benjamin F. Holme, Jr.  
 3325 Wilshire Blvd., Los Angeles, Calif.

Phone: DUnkirk 5-3301  
 Vice Pres.....Thomas F. Greenhow  
**JACK TINKER & PARTNERS**  
 30 West 54th St., New York, N. Y.  
 Phone: OXFord 7-6000

Managing Partner.....John H. Tinker, Jr.  
 Other Partners.....Donald G. Calhoun,  
 Herta M. Herzog, Myron C. McDonald

**COMMUNICATIONS AFFILIATES INC.**  
 750 Third Ave., New York, N. Y.  
 Phone: OXFord 7-6484

Ch. & Gen. Mgr.....Donald B. Armstrong, Jr.  
 Pres. & Asst. Gen. Mgr.....Frank A. Armstrong  
 Exec. Vice Pres.....Sydney Morrell  
 Pres. Marplan Div.....F. Russell Schneider  
 Pres. CCI Div.....Chester Burger  
 Pres. SCI Div.....James C. Wickersham

**McCANN-ERICKSON CORP.**  
 (INTERNATIONAL)  
 485 Lexington Ave., New York, N. Y.  
 Phone: OXFord 7-6000

Chm. & Gen. Mgr.....Sylvester L. Weaver, Jr.  
 Pres. & Asst. Gen.  
 Mgr.....Armando M. Sarmiento

*Estimated Radio Billings:* \$24,000,000.  
*Estimated TV Billings:* \$68,000,000

**RALPH H. JONES COMPANY**  
 3100 Carew Tower, Cincinnati 2, O.  
 Phone: GARfield 1-2300  
 AAAAA-ABP--ANPA

Ch. of Board.....Stanley A. Willer  
 Pres., Treas.....C. M. Robertson, Jr.  
 Exec. V.P.....Paul D. Myers  
 V.P., Creat. Dir.....Stuart M. Ganon  
 V.P., Art Dir.....Robert T. Hayes  
 Secretary.....Edward C. Eilers  
 Radio TV Head.....Eula Reggin

*Time Buyers & Accounts:* Lyle Allen;  
 Strickmann; Eula Reggin; Miami Margarine  
 Co., Provident Bank, Ashland Oil, Cincinnati  
 Enquirer, Heekin, GE, Pease Woodwork,  
 Hanna Paint, Nationwide Ins.

*Branch Office*  
 1500 W. 3rd St., Suite 31, Columbus 12, O.  
 Phone: 486-0293

Manager.....Robert Schroer

**ROSS JURNEY & ASSOCIATES**  
 178 Social Hall Ave., Salt Lake City, Utah  
 Phone: EM 3-6758

Partner, Gen. Mgr.....Miss Ross Journey  
 Partner, Sr. Acct. Ex.....A. H. Garrigues  
 Account Exec.....William J. Brennan  
 Account Executive.....John A. Garrigues

*Time Buyers & Accounts:* Ross Journey;  
 Meadow Gold Dairies; A. H. Garrigues;  
 Fisher Baking Co., American Savings & Loan,  
 Peoples Finance & Thrift; Wm. J. Brennan;  
 Beehive State Bank, Blue Cross-Blue Shield,  
 Capital Chevrolet, S. East Furniture; John  
 A. Garrigues; Pelton's Spudnuts.

*Estimated Radio Billings:* \$171,000.  
*Estimated TV Billings:* \$121,000.

## ADVERTISING AGENCIES

### **KAL, EHRLICH & MERRICK, INC.**

2141 Wisconsin Ave. N.W. Wash. 7, D. C.  
Phone: FEderal 7-5500

Chrmn. of Board.....Norman C. Kal  
President.....Harry L. Merrick  
Exec. V. P.....Alvin Q. Ehrlich  
Sr. V.P.....William B. Mullett  
V.P., Secretary.....Bernard R. Linkins  
V.P.'s.....Philip Berne, Frederick M. Harris,  
R. Edward Hotze, William G. Roberts  
Radio-TV Dir.....David P. Thomas  
Public Rel. Dir.....Florenz Hinz  
Radio-TV Time Buyer.....Nella Manes

### **KAMENY ASSOCIATES, INC.**

35 West 45th St., New York 36, N. Y.

Phone: CO 5-8060  
APA—ANPA—ABP

Ch., Creative Dir.....Seymour Kameny  
President, Acct. Supvr.....Nat Kameny  
Exec. V.P., Mdse. Dir.....Ray Solomon  
Sales Prom. Dir.....William Ruben  
Research, Media Dir.....Joe Lesly  
Radio-TV Director.....Vernon Delston  
V.P., Art Director.....Gil Laufman  
Production Manager.....William Egan  
Film Prod. Dir.....Allen Schneider

### **LAWRENCE KANE & ARTLEY, INC.**

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

Phone: PLaza 1-4120  
ANPA—ABP

President.....Lawrence Kane  
V.P., Mdsg. Dir.....Eugene J. Cohn  
V.P., Copy Dir.....Marvin D. Richwald  
Art Director.....Murray Stein  
Media Director.....Judith Bausch  
Pub. Rel. Dir.....Herbert Kaufman

### **THE KAPLAN AGENCY, INC.**

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

Phone: MU 5-9210

President.....Alvin Kaplan  
Exec. V.P.....Sidney M. Weiss  
Vice Pres.....Mrs. Betti S. Kaplan

### **KASTOR, HILTON, CHESLEY, CLIFFORD & ATHERTON, INC.**

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

Phone: PLaza 1-1400  
ABP—ANPA

Chairman.....H. Kastor Kahn  
Chmn. Exec. Comm.....W. S. Chesley  
President.....Peter Filton  
Chmn. Plans Bd.....J. William Atherton  
Exec. Vice Pres.....Robert Haag  
V.P., Media Dir.....Jack B. Peters  
Radio-TV Producer.....Richard King  
Radio-TV Time Buyer.....Dorothy Glasser

### **HENRY J. KAUFMAN & ASSOCIATES**

1419 H St., N.W., Washington 5, D. C.

Phone: District 7-7400  
ABP—ANPA

General Manager.....Henry J. Kaufman  
Creative Director.....Wm. F. Sigmund  
Radio-TV Dir.....Jeffrey A. Abel

Media Dir. Research.....Betty Darling Gwyer  
Copy Chief.....T.D. Mandelstam  
Production Mgr.....A. A. Allenback  
Exec. Art Director.....Eugene T. Hoover, Jr.  
Public Rel. Dir.....Robert R. Denny

### **KEELOR & STITES CO.**

318 Broadway, Cincinnati 2, Ohio

Phone: 721-1310

ABP—ANPA—ABC—AFA

Pres., Treas.....J. T. Nolan, Jr.  
V.P.'s.....H. J. Darby, A. A. Radkey  
Secretary.....John R. Helmsderfer  
Radio-TV Dir.....A. A. Radkey  
Asst. Radio-TV Dir.....David J. Clarke

### **DON KEMPER COMPANY, INC.**

608 S. Main St., Dayton 2, Ohio

Phone: Baldwin 3-6216

AAAA—ABP—ANPA—ABC

President.....Don H. Kemper  
Exec. V.P.....Robert A. Hilton  
Vice President.....James D. Parker  
Media Director.....Mary A. Whittington  
Art Director.....John H. Bach  
Production Manager.....Carl Deibel  
Med. Reseach Dir.....Mary Alice Whittington

#### *Branch Offices*

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

Phone: Superior 7-6746

President.....Don H. Kemper  
Exec. V.P.....Robert A. Hilton  
Vice Pres.....Phelps Johnson  
Vice Pres.....A. E. Staley  
Media Director.....Gerald Saperstein  
655 Madison Ave., New York 21, N. Y.

Phone: TEmpleton 2-7755

President.....Don H. Kemper  
Exec. V.P.....Robert A. Hilton  
Vice Pres.....Betty McGonigle  
Media, Radio-TV Dir.....Susan Hallberg

### **KENNEDY-HANNAFORD, INC.**

1706 Broadway, Oakland 12, Calif.

Phone: 835-8300

ABP

Ch. of Board.....Helen A. Kennedy  
President.....Peter D. Hannaford  
V. P., Creative Dir.....Robert C. Dolman  
Media Director.....Harry Derdivanis

#### *Branch Office*

447 Sutter St., San Francisco 8, Calif.

Phone: 835-8300

Manager.....Robert C. Dolman

### **KENYON & ECKHARDT, INC.**

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

Phone: YUkon 6-9000

AAAA—ABP—ANPA—PPA—ABC

NOAB—APA

Chrmn. of Bd.....William B. Lewis  
President.....David C. Stewart  
Sr. V.P.'s.....Victor Armstrong,  
W. Stephens Dietz  
V.P., Dir. Radio-TV.....James S. Bealle  
Administrative V.P.....H. Wasserman

# ADVERTISING AGENCIES

V.P., Treasurer.....F. Hennessy  
 V.P.'s.....Joseph B. Braun,  
 Jerome Cowen, Frederick Hauser, Milton  
 Margolis, Norman H. Bertels, Harry Stod-  
 dart, Leonard Carlton, Frederick Flanagan,  
 Budd Hemmick, Stanley Tannenbaum,  
 Paul Baur, Frank Lionette, Carroll  
 Pfeifer, John Shannon, James A. Dearborn,  
 F. Hennessy, L. Dickson Griffith, John W.  
 Keeshan, Richard M. Kelly, Robert Ellis,  
 E. W. Newsom, Sidney B. Silieck, John  
 Gardner, William Rienecke, Alvin N.  
 Sarasohn, W. Martin, G. Rossini, J. Stone,  
 T. Harder, L. Parker, W. Phillips, R.  
 Martell, Edward Harbert, C. F. Korten,  
 Edward C. Mante, Lee Abbott, Seymour  
 Lieberman  
 Secretary.....A. A. Norcott

## Branch Offices

645 Griswold St., Detroit 26, Mich.  
 Phone: WOODWARD 5-0300  
 Sr. Vice Pres. & Mgr.....Robert Dearth  
 620 Market St., San Francisco  
 Phone: EXbrook 7-0900  
 Mgr. ....Robert Welsh  
 Wash. Bldg., 15th St. & N. Y. Ave.,  
 Washington 5, D. C.  
 Phone: ST 3-1191  
 6253 Hollywood Blvd., Los Angeles 28, Calif.  
 Phone: HO 9-9044  
 334 Boylston St., Boston, Mass.  
 Phone: COpley 7-8550  
 V.P., Mgr.....John Baldwin  
 221 N. LaSalle St., Chicago, Ill.  
 FINancial 6-4020  
 V.P., .....Robert B. Shirey  
 321 Bloor St., E., Toronto, Ont.  
 Phone: WALnut 5-8931  
 V.P.....Edgar B. Ferrec  
 Kenyon & Eckhardt De Mexico, S. A.  
 Avenida Insurgentess Sur  
 102 Mexico, D. F.  
 Phone: 11-81-73  
 V.P. ....William Miller  
 Estimated Radio Billings: \$4,000,000.  
 Estimated TV Billings: \$40,000,000.

## J. M. KESSLINGER & ASSOCIATES

65 E. 35th St., New York 22, N. Y.  
 Phone: PLaza 2-2310  
 ANPA—APA—NBP—PPA  
 Owner, Pres.....J. M. Kesslinger  
 Mgr., New York.....Irving Berk  
 Media Director.....H. C. R. Kesslinger  
 Research Director.....Mitchell Krauss  
 Account Executives.....Morton Howard  
 Roth, Paul Weisman, Joseph Dietz, Ben  
 Becker

## KETCHUM, MacLEOD & GROVE, INC.

Four Gateway Center, Pittsburgh 22, Pa.  
 Phone: COurt 1-5100  
 AAAA—ABP—ANPA  
 President .....George Ketchum  
 Exec. V.P., Administration...W. S. Redpath  
 Exec. V.P., Service.....E. T. Parrack

V.P. ....Emil Hofsoos  
 V.P., P. R. Dir.....Howard B. Anderson  
 V.P.'s.....Robert C. Alberts,  
 Robert M. Brown  
 Vice Pres., Secy.....William R. Parker  
 V.P., Creative Dir.....W. E. Pensyl  
 Treasurer.....B. B. Jones  
 Radio-TV Mgr.....Warren C. Rossell  
 Time Buyer.....Peter Turk

## Branch Offices

733 Third Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-5640  
 V.P., Manager.....James Cochran  
 V.P., Radio-TV Dir.....E. J. Donaldson  
 1000 Conn. Ave. N.W., Washington, D. C.  
 Phone: STerling 3-6554  
 Manager.....G. T. Urquhart  
 1205 Holman Ave., Houston 4, Tex.  
 Phone: JAcKson 6-1834  
 Adv. Spvsr.....Don A. Colvin

## KEYES, MADDEN & JONES, INC.

(Div. of Russel M. Seeds Co., Inc.)  
 919 No. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 3-2133  
 ANPA—APA—NBP  
 Chrmn. of Bd.....Freeman Keyes  
 President.....Howard A. Jones  
 Exec. Vice Pres.....Lee J. Marshall  
 V.P., Gen. Mgr.....Robert W. Allrich  
 Sec.-Treas.....Harry H. Maus  
 Mgr., Radio-TV Dept.....Janct Conger  
 V.P.'s.....Fred Wilson,  
 Charles Chappell, Leslie C. Green, Jay P.  
 Herbert, Dale Mehrhoff  
 Comptroller.....Richard R. Davis  
 Time Buyers...Merle Myers, Virginia Russett

## Branch Offices

1270 Ave. of Americas, New York 20, N. Y.  
 Phone: COlumbus 5-5814  
 V.P., Manager.....Jack Bailhe  
 1680 Vine St., Hollywood 28, Calif.  
 Phone: HOLlywood 9-3974  
 Manager.....Talcott Jones  
 Ainsley Bldg., N.E. 1st Ave., Miami 32, Fla.  
 Phone: FRanklin 1-2507  
 Vice President, Mgr.....Jack Wood

## LEW KING ADVERTISING, INC.

5112-A N. 7th St., Phoenix, Arizona  
 Phone: 264-5896  
 President.....Lew King  
 V.P.....E. G. King  
 Executive Producer.....Bill Reed  
 Assoc. Producer.....Don Mullen  
 Sales Director.....Vince Burger  
 Time Buyer.....Dottie Heinsohn

## KIRCHER, HELTON & COLLETT

2600 Far Hills Ave., Dayton 19, Ohio  
 Phone: 293-3191  
 AAAA—ABP  
 Pres., Creative Dir.....Ralf C. Kircher  
 V.P.'s.....Norman Van Zant,  
 Jack J. Westerman  
 Exec. V.P.....Watson B. Metcalf  
 Secretary.....R. L. Mills  
 Radio & TV Dir.....Donald R. Lyons

## ADVERTISING AGENCIES

### KOEHL, LANDIS & LANDAN, INC.

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

Phone: MURray Hill 2-6600

ABP—ANPA—APA—NOAB—NBP

Pres. & Treas.....Albert E. Koehl  
 Vice-Pres. & Sec.....A. A. Landis  
 Vice-Presidents.....John R. Landan,  
 Russell C. Rowan  
 Prod. Mgr.....Herb Harfenist

### KRUPNICK & ASSOCIATES, INC.

508 North Grand Ave., St. Louis 3, Mo.

Phone: JEFFerson 3-1723

ABP—ANPA—APA

President.....Sam Krupnick  
 Exec. V.P.....Tom Connelly  
 V.P., Creat. & TV Dir.....Raymond Armbruster  
 Vice Pres.....A. Harvey Brown  
 Media Mgr.....Charles W. Haines, Jr.  
 Time Buyers.....Margaret Pautler, Natalie  
 Schneiderman, Jacqueline Wille

### KUDNER AGENCY, INC.

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

Phone: MU 8-6700

ANPA—APA—NBP—AAAA

Bd. Chairman.....C. M. Rohrabough  
 Pres., Ch. Exec. Comm.....Charles R. Hook, Jr.  
 Exec. V.P.....Robert M. Watson  
 Sr. Vice Pres.....Robert B. Betts  
 Vice Presidents.....William A. McDonough,  
 James F. Black, Robert W. Bode, Sr., John  
 H. Sheldon  
 Secy., Treas.....Carl Phares, Jr.  
 Asst. Sec.-Treas.....Emily A. Whitehill  
 Pub. Dir.....J. L. Nanovic  
 Radio-TV Prod.....Edgar C. Kahn  
 Best. Media Spvsr.....John P. Marsich  
 Radio-TV Dept. Mgr.....Charles C. Allen

### LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.

Phone: JACKson 5-1571

ANPA—ABP

President.....Avron Spiro  
 Secy-Treas.....M. M. Shurman  
 Media, Plans.....C. Shurman, A. Spiro, Jr.  
 Account Executive.....Jack C. Legler  
 Publicity Director.....Al R. Capley  
 Dir. Creative Work.....Jane Zussman  
 Radio-TV Time Buyers...Mrs. L. Simmons,  
 Jack Callicott

### LAMBERT & FEASLEY, INC.

850 Third Ave., New York 22, N. Y.

Phone: PLaza 2-7800

President.....Frank W. Mace  
 Exec. V.P.....William R. Hillenbrand  
 V.P., Gen. Mgr.....J. L. Johnston, Jr.  
 Sr. V.P., Acct. Spvsr.....Merrell Boyce  
 V.P., Radio & TV.....William A. Wylie  
 V.P.'s, Account Spvsr....Gerald Blake II,  
 Mark Reardon  
 Treasurer.....A. J. Mahoney  
 V.P., Marketing Dir.....H. A. Vosburg  
 Copy Chiefs, V.P.'s....Richard S. Bridgman,  
 John F. McKay  
 Media Director.....William B. Hinman

Supvr., Traffic Prod.....Edmund A. Zito  
 Time Buyers.....William H. Millar, Jr.,  
 Frank D. Sweeney, James D. Watterson

### LANDI, ERBERTO, ADV. CO.

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

Phone: JUDson 6-0588

ANPA

Owner.....Erberto Landi  
 Media Dir.....Rose Peters Gatto  
 Promotion.....Ellen Perl  
 Italian Accts.....Miryam Camerini

### LANDO ADVERTISING AGENCY, INC.

725 Liberty Ave., Pittsburgh 22, Pa.

Phone: 281-5887

President.....Robert N. Lando  
 Vice President.....Bernice G. Preisser  
 Radio-TV Prod. Mgr.....Ken Peters  
 Radio Time Buyer.....H. L. Rothchild

Branch Office

G. Daniel Baldwin Bldg., Erie, Pa.

Phone: 456-2975

Manager.....T. M. House

### PHILIP J. LANE ADVERTISING

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

Phone: PLaza 3-9327

Owner, Acct. Exec.....Philip J. Lane  
 Acct. Exec.....Walter Kresel

Branch Office

105 S. Western Ave., Los Angeles, Calif.

Phone: DU 8-9666

West Coast Mgr.....H. Shaw

### LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.

Phone: PROspect 1-0300

AAAA—ABC—ABP—ANPA

President.....H. Jack Lang  
 V.P.-Treasurer.....Fred P. Stashower  
 Vice-Pres., Radio-TV Dir....Alvin B. Fisher  
 Vice Pres.....Martin J. Cohn  
 Asst. Mgr., Radio-TV Exec.

Prod.....John L. Rose  
 Creative Director.....Donald A. Bianchi  
 Prod. Mgr., Radio-TV.....Edward T. Noll  
 Business Manager.....Wayne M. Schakel  
 Asst. Prod. Mgrs.....Joe Mills, Jim Reilly  
 Time Buyers & Accounts: G. C. McKelvey;  
 Carling Brewery; Tom Rice; Cleveland  
 Trust, Richman Bros., Stein Stores, Sugardale  
 Provision Co., Union Saving & Loan, Cleve-  
 land Transit System, Ohio Mattress, Fisher  
 Foods, Cedar Point, Super Pool; Charles  
 Knepper & R. King Patterson; Carling Brew-  
 ing Co.

### C. J. LA ROCHE & CO., INC.

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

Phone: PLaza 5-7711

ANPA—AAAA—NBP—APA—NOAB—ABP  
 Chairman.....Chester J. LaRoche  
 President.....William H. Howard  
 V.P., Gen. Mgr.....C. R. La Roche  
 Sr. V.P. Radio-TV.....Tom Lewis  
 V.P., Sta. Rel.....H. Greig  
 V.P., Mgr. TV Prodn.....Jay Bottomley

# ADVERTISING AGENCIES

TV Art Dir.....P. Tomlinson  
*Branch Office*  
 6269 Selma Ave. Hollywood 28 Calif.  
 Phone: HOLLYWOOD 9-3656  
 Vice Pres.....William Zeitung

## AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.  
 Phone: LOcust 8-5600

President.....Al Paul Lefton  
 Exec. V.P.....Paul Brown  
 V.P., Secy.....Al Paul Lefton, Jr.  
 V.P., Radio-TV.....Irwin W. Solomon  
 Mgr., Radio-TV Dept.....J. B. Creamer

### Branch Offices

71 Vanderbilt Ave., New York 17, N. Y.  
 Phone: MU 9-7470

President.....Al Paul Lefton  
 Vice Pres. & Mgr.....Grayson F. Lathrop  
 Hollywood-Taft Bldg., Hollywood 28, Calif.  
 Phone: HO 6-4347  
 V.P., Mgr.....Robert J. Fenton

## LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-5400

ANPA—APA—NBP—AAAA—NOAB  
 ABC—ABP

President.....Adolph J. Toigo  
 Sr. V.P., Secy-Treas.....John D. Speirs  
 Sr. V.P.'s & Mgmt. Acct. Suprvs....Thos. H. Lane, Jackson Taylor, Gordon Cates, John Schneider, Phillip P. Hoffman, Wm. Dash-eff, Elkin Kaufman, F. M. Cambria, H. Tibbetts, Elliott W. Reed, James DeWolfe, Robert C. Kelly, Kevin Kennedy, Philip Lukin, Jas. L. Ferguson, John L. Southard, Leo A. Kelmanson  
 Sr. V.P., Dir. of Art.....Richard Mancini  
 Sr. V.P., Radio-TV Dir.....Nicholas E. Keesely  
 Sr. V.P., Mdse. Dir.....Clifford W. Davis  
 Sr. V.P., Mgr. Prod. Dept.....Michael J. Madar  
 Sr. V.P., Dir. of

Research.....Christopher A. Sante  
 Sr. V.P., Dir. of Copy.....E. L. Frisard  
 Sr. V.P., Creative Dir.....Curtis Berrien  
 V.P., Radio-TV General

Mgr.....Francis C. Barton  
 V.P., TV Comm. Prod. Dir.....George Wolf  
 V.P. Mngmt. Acct. Superv.

Int'l. Div.....Robert A. Grant  
 V.P., Mngmt. Acct.

Superv.....Philip E. Penberthy  
 V.P., Media Dir.....H. Zeltner  
 V.P., Comm'l. Prod.....Edward F. Flynn  
 V.P., Coord., Prod. &

Traffic.....Frank J. O'Hare  
 V.P., Controller.....G. J. Muller

### Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: CR 1-7221

V.P., Mgr.....T. Huston  
 V.P., Mgr. TV.....Elizabeth M. Williams  
 248 Battery St., San Francisco, Calif.  
 Phone: YU 2-8778

Sr. V.P., Mgr. W. Coast  
 Oper.....Marshall J. Weigel  
 Estimated Radio Billings: \$2,500,000.  
 Estimated TV Billings: \$58,000,000.

## LILLER, NEAL, BATTLE & LINDSEY, INC.

1371 Peachtree St., Atlanta 9, Ga.  
 Phone: TR 3-3381

AAAA—ABC—ANPA—ABP—AFA

Chairman.....C K. Liller  
 President.....William W. Neal  
 Sr. Vice Pres.....James L. Battle  
 V.P.'s.....Howard G. Axelberg, John K. Outley Jr., E. Clay Scofield, Baron Roberts  
 V.P., Prod.....Sam W. Longino  
 Secy.-Treas.....Oscar S. Lewis  
 V.P., Public Rel. Dir.....Richard E. Hodges, Jr.

### Branch Office

10 Rockefeller Plaza, New York, N. Y.  
 Phone: CI 5-2380

Manager.....Beverly Jensen

## W. E. LONG COMPANY

188 W. Randolph St., Chicago 1, Ill.  
 Phone: RANDolph 6-4606

ABC—ABP—AFA

Advertising Director.....F. B. Leonard  
 Asst. Advertising Dir.....R. A. Gilbertz  
 Radio-TV Dir.....John Pesick  
 Media Director.....R. Rynerson  
 Time Buyers.....R. A. Gilbertz,  
 R. D. Rynerson, R. T. Williamson

## LOWE & STEVENS

685 W. Peachtree St., N.E., Atlanta 8, Ga.  
 Phone: TRinity 2-9694

AAAA—ABP—ANPA—APA—NBP

Partners.....Robert C. Lowe, Jr., John H. Stevens

Art Director.....J. D. Hawkins  
 Production Mgr.....O. L. Shelley  
 Media Director.....Audrey Jones  
 Copy Chief.....Don McKelvey

## L. H. LUCKOFF & COMPANY, INC.

320 W. Lafayette Blvd., Detroit 26, Mich.  
 Phone: WOODward 2-0707

President.....Louis H. Luckoff  
 V.P., Gen. Mgr.....Robert Goldfarb  
 Secy., Radio-TV Dir.....Alan E. Luckoff

## EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill.  
 Phone: ANdover 3-1888

AAAA—ABP—ANPA—ANA

Bld. Chairman.....Earle Ludgin  
 President.....David G. Watrous  
 Exec. Vice President.....George Rink  
 V.P., Creat. Dir.....V. Hugh Wells, Jr.  
 V.P., Copy Dir.....I. E. Chapman  
 Vice President.....James L. Lucie  
 Secretary.....Edward Erinstein  
 Bdeast. Prod. Mgr.....Don Hockstein  
 Treasur., Media Mgr.....Earl E. Kraft  
 Head Time Buyer.....Esther Andersen



## ADVERTISING AGENCIES

### LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa.  
Phone: 822-7182  
ABP-ANPA

Ch. of Board, Pres.....S. C. B. Lynn  
Vice Presidents.....Matt W. Fields,  
Donald A. Smith  
Secretary.....Sara B. Lynn  
Treasurer.....Frank Vnuk  
Media Dir., Time Buyer...W. P. McLaughlin

### W. D. LYON COMPANY

303 Second Ave. S.E., Cedar Rapids, Iowa  
Phone: EMpire 4-9141  
AAAA-ABP-ANPA

Chairman.....W. D. Lyon  
President.....R. B. Creswell  
Research, Media Dir.....Dr. Robert Ames  
Radio-TV Time Buyer.....Eileen Burns  
Radio-TV Director.....Sue Callaway  
Prod. Mgr.....J. A. Rasley, Jr.  
Creative Dir.....Lester Jacobs

### MCKENZIE, KING & LANSDALE

8330 W. Third St., Los Angeles 48, Calif.  
Phone: 653-2523

President.....Phil Lansdale  
Vice Presidents.....Don McKenzie,  
William King, Jr.  
Time Buyer.....Bev Anthony

### MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: RAndolph 6-9360  
ANPA-ABP-AAAA-NBP

Chairman.....Hays MacFarland  
President.....David Guerrant  
Exec. V.P., Gen. Mgr.....Walter C. Power  
Sr. Vice-President.....David W. Stotter  
V.P.....Norman A. Fox  
V.P., Art Dir.....Walter Solarz  
V.P., Radio-TV Dir.....H. G. Atkinson  
Radio-TV Time Buyer.....Esther Andersen  
V.P., Media Director.....G. H. Hendry  
Treasurer.....J. Terry  
Production Mgr.....Arthur L. Smith

### MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario  
Phone: EMpire 3-2244

President & Dir.....E. V. Rechnitzer  
Exec. V.P., Gen. Mgr.....C. E. Brown  
Treas. & Dir.....M. D. MacMahon  
V.P. & Dir.....G. G. Sinclair  
V.P. & Dir.....W. H. Graham  
V.P. & Dir.....C. J. Chandler  
V.P. & Dir., Radio-TV.....F. H. Horler  
V.P. Creat. Planning.....G. M. Elliott  
Media Dir.....D. C. Linton  
Group Creative Dir's.....D. H. Murray,  
Ross Ballard, A. Ness  
Mgr., Radio-TV Service.....H. E. Hough  
Time Buyer.....F. K. Campbell

#### Branch Offices

550 Sherbrooke St., W. Montreal, Quebec  
Phone: VI 5-1222  
Vice Pres.....H. M. Snell

911 Electric Railway Chambers  
Winnipeg, Manitoba  
Phone: WHitehall 2-6321

Manager.....E. P. Thomson  
1112 West Pender St., Vancouver, B. C.  
Phone: MUtual 2-5651  
Manager.....W. D. M. Patterson  
635 Ouellette Ave., Windsor, Ont.  
Manager.....J. R. Robb

### MacMANUS, JOHN & ADAMS, INC.

Woodward Ave. & Long Lake Rd.,  
Bloomfield Hills, Mich.  
Phone: MIIdwest 6-1000

Pres., Ch. Exec. Comm.....Ernest A. Jones  
Exec. V.P.....Charles F. Adams  
Sr. V.P., Dir., Best.  
Div.....Henry G. Fownes, Jr.  
Sr. V.P.'s.....William B. Bachman,  
Jr., Robert E. Britton, Robert L. Garrison,  
Fred J. Hatch, John R. MacManus, Robert  
S. Marker  
Sec.-Treas.....Leo A. Hillebrand  
Best. Media Spvsr.....Richard Sheppard  
Best. Prod. & Traffic Mgr...R. A. Forsyth, Sr.  
*Time Buyers & Accounts:* Richard Shep-  
pard: American Oil, Dow Chemical, MMM,  
Ex-Cell-O; David Balnaves: Cadillac Motor  
Car Div., Dow Chemical, S. S. Kresge, Mich.  
Consolidated Gas, Packer Pontiac, Wolverine  
Shoe.

#### Branch Offices

444 Madison Ave., New York, N. Y.  
Phone: PLaza 9-5600

Sr. V.P., Mgr.....Robert L. Garrison  
5455 Wilshire Blvd., Los Angeles 36, Calif.  
Phone: WE 7-1000  
V.P., Manager.....D. E. Jones  
1750 Hennepin Ave., Minneapolis, Minn.  
Phone: FEderal 9-0441  
V.P. Acct. Svcs.....Wm. B. Everson  
V.P. Admin.....John T. Foley  
600 University Ave., Toronto 2, Ont., Can.  
Phone: EM 4-0204  
V.P., General Mgr.....Les McMahon

### MALCOLM-HOWARD

203 N. Wabash Ave., Chicago, Ill.  
Phone: ANdover 3-0022

ABP-ANPA

Owner.....Arthur M. Holland  
Radio-TV Dept.....Edward Drucker,  
Bernard Berman, Fran Weiss  
Art Director.....Arthur Anderle  
Radio Time Buyer.....Maxine Ziv

### MANCHESTER ORGANIZATIONS, INC.

1000 Connecticut Ave., N.W.,  
Washington 6, D. C.  
Phone: ME 8-0060

President.....J. Gordon Manchester  
Exec. Vice President.....Richard P. Ebst  
V.P., Radio-TV Dir.....Joseph W. Browne  
V.P., Time Buyer.....Theodore P. Noyes, Jr.

# ADVERTISING AGENCIES

## ROBERT M. MARKS & CO., INC.

32 East 57th St., New York 22, N. Y.

Phone: PLaza 3-5924

ABP—ANPA—NBP

Pres. & Secy.....Robert M. Mark  
Media Dir.....T. H. Parker  
Art Dir.....Don Bearard  
Radio-TV Dir.....Walter McGraw  
Pub. Dir.....Vic Dallaire

## HAROLD MARSHALL ADVERTISING INC.

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

Phone: MUrray Hill 6-5652

ABP—ANPA

President .....Harold Marshall

## MARWEL ADVERTISING, INC.

34 W. 46th St., New York 36, N. Y.

Phone: JUdson 6-4270

ABP—ANPA—NBP—PPA

President.....William W. Weltman  
Exec. V.P.....Bruce Marchin  
V.P., Art Dir.....Charles Jefferson  
Media Dir.....Geri Propeack

## J. M. MATHES, INC.

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

Phone: LEXington 2-7450

ABP—ANPA—ABC

President.....W. T. Okie  
Exec. V.P. & Dir.....Wilfred S. King  
V.P., Director.....J. H. Meyer  
V.P., Dir. Radio-TV.....Roy Passman  
V.P., Treas. & Dir.....A. E. Cox  
V.P., Secretary.....Donald Halstead  
V.P.'s.....Leonard Marshall,  
R. Peterson, J. McClure, Miss Eve Thiel,  
C. D. Clarke, R. R. French, G. I. Hipwell,  
E. C. Hoffman, A. R. Kracht, A. F. Monroe,  
R. L. Passman, Wm. Ryder  
V.P., Radio-TV Media Dir...Edna S. Cathcart  
Prod. Spvsr.....Frank Huber  
Time Buyers.....Pat Hartnett,  
Olga Hoffman

### Branch Office

186 S.W. 13th St., Miami, Fla.

Phone: FR 3-6449

Vice President.....William Ryder

## MATHISSON & ASSOCIATES, INC.

411 E. Mason St., Milwaukee 2, Wis.

Phone: BRoadway 6-7181

ABP—ANPA

President.....C. A. Mathisson  
Exec. Vice President.....Joe Mauning  
V.P., Treas.....Ralph W. Henkel  
Radio-TV Dir.....Robert Geary  
Time Buyers.....Louis K. Fuller, R. Geary

## MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.

Phone: LOrain 7-5710

ANPA—ABC

President.....Lou R. Maxon  
Sr. Vice President.....Stanley Keyes  
V.P., Treasurer.....John W. Bray

Secretary.....Ralph Dennis  
V.P., Radio-TV.....V. Kenyon  
V.P.'s.....Hunter Hendee,  
Arthur Wible, W. D. Laurie, Sr., W. C.  
Eversman, Alfred A. Anthony, Thomas A.  
Gullette

### Branch Offices

12 E. 53rd St., New York 22, N. Y.

Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahony  
V.P., Dir. Radio-TV.....Al Hodshire  
919 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitelall 4-1676

Vice President.....Raymond C. Stricker  
83 S. Seventh St., Minneapolis, Minn.  
Phone: FEderal 9-8859

Mgr.....Charles C. Hawkins  
Estimated Radio Billings: \$5,500,000.  
Estimated TV Billings: \$17,500,000.

## McCANN-ERICKSON, INC.

(See Interpublic, Inc.)

## McCANN-MARSCHALK CO.

(See Interpublic, Inc.)

## THE McCARTY COMPANY

3600 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUckirk 5-4011

AAAA—ABP—ANPA—APA—NBP—NOAB  
President.....H. E. Cassidy  
Exec. Vice President.....C. G. Davenport  
V.P., Dir. Client Rel.....Walker Y. Brooks  
V.P., Dir. Radio-TV.....Herbert C. Brown  
V.P., Dir. Acct. Plng.....Arnold D. Duncan  
Media Dir.....C. W. Fisher  
Art Director.....Harry Franz  
Time Buyer.....Mrs. Sharon West

### Branch Offices

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

Phone: MUrray Hill 8-7165

Exec. V.P.....Robert Holley  
V.P.....Gene Thomas  
116 New Montgomery St., San Francisco 5  
Sr. V.P.....W. H. Wilde  
520 N. Michigan Ave., Chicago 11, Ill.  
V.P., Gen. Mgr.....Harry L. Bauer  
1500 Jackson St., Dallas 1, Texas  
V.P.....Russell Jurgens  
531 Medical Arts Bldg., Seattle, Wash.  
V.P., Gen. Mgr.....Harry S. Pearson

## McCUTCHEON ADV.

918 N. Second St., Phoenix, Ariz.

Phone: AL 8-8374

AAAA—ABP—ANPA—APA—NBP

Pres., Treas.....David McCutcheon  
Prod. Mgr.....Peggy Melton  
Creative Dir.....Hal Ackerman  
Media Dir.....Adelle Davis  
Copy.....Helen Grant  
Acct. Exec's.....David McCutcheon,  
Ed Lane

## M-E PRODUCTIONS

(See Interpublic, Inc.)

## ADVERTISING AGENCIES

### MELDRUM & FEWSMITH, INC.

Carnegie Hall, 1220 Huron Rd.  
Cleveland 15, Ohio

Phone: CHerry 1-2141

ABP—ANPA—APA—NBP—AAAA—NAOB  
President.....H. W. Cooper  
Sr. Vice-Pres.....A. B. Meldrum  
V.P., Radio-TV, Film.....B.F. Stauderman  
V.P., Media.....H. G. Selby  
Radio-TV Time Buyer..Carol Ann Brosmer

### RICHARD N. MELTZER ADV., INC.

165 Post St., San Francisco 8, Calif.

Phone: YUkon 2-5877

AAAA—ABC—ABP

President.....Richard N. Meltzer  
Exec. V.P.....Wallace X. Aron  
Vice Pres., Art Dir.....Richard Lemen  
Media Dir.....Barbara Cochran  
Sec. ....Bertram S. Silver  
Treas. ....Harold Shein

#### Branch Offices

7461 Beverly Blvd., Los Angeles, Calif.

Phone: WEbster 8-2993

Mgr. ....R. Berggren  
230 Park Ave., New York 17, N. Y.  
Phone: MU 9-3474

Acct. Exec.....Jeremy Barkann  
2372 First National Bldg., Detroit 26, Mich.  
Phone: WOODward 1-4810

President .....Richard Meltzer

### THE METLIS & LEBOW CORP.

200 West 57th St., N. Y. C. 19

Phone: JUdson 2-3474

President .....Stanley E. Lebow  
Exec. V.P., Radio Dir.....Sanford H. Metlis  
Sr. V.P., TV Dir.....Stevens P. Jackson  
General Manager.....Walter Blum  
Radio-TV Prod. Dir.....Jack Kurs  
Publicity Director.....Rita West

### ARTHUR MEYERHOFF ASSOC.

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

Phone: DELaware 7-7860

ANPA—AAAA

President.....Arthur E. Meyerhoff  
V.P.'s .....George Taylor,  
Myron E. Chon, Roger J. Mohr, Stuart L.  
Novy, Thomas S. Magsino

Secretary.....George A. Taylor  
Treasurer.....John A. Johnston  
Business Manager.....Ann Cates  
Mgr., Radio-TV

Time Buying.....Francine Goldfine  
Time Buyers..Evelyn Adell, Roseanna Gray,  
Ed. Kasser, Thos. Spasari, Carol Spring,  
Rose J. Paras

#### Branch Offices

550 Sherbrooke W., Montreal, Canada

Phone: VICTor 9-9141

Mgr. ....Roger Lack  
100 University Ave., Toronto Ont., Can.  
Phone: EMPIre 3-3128

Manager .....John Ketter

### BEN MOCHAN ASSOCIATES

665 Orange Center Rd., Orange, Conn.

President .....B. Mochan

### MOGUL, WILLIAMS & SAYLOR, INC.

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

Phone: TEMpleton 8-7100

AAAA—ABC—ABP—ANPA

Ch. of Bd., President.....Emil Mogul  
Exec. V.P.....Sidney M. Weiss  
V.P., Radio-TV Dir.....Leslie L. Dunier  
V.P.'s.....Seth D. Tobias,

Milton Guttenplan, William Jacoby, Jules  
Lennard, Nat C. Wildman, Alan Green,  
Lawrence V. Stapleton, Edward Klein,  
Alfred P. Berger, Gerald Gould, Wray  
Kennedy, Bernard Kramer, Arthur Poretz,  
Robert Blend, Michael Reise, Leona  
Bowman

Secretary .....Norman Cohen  
Treasurer .....H. Mogul

Time Buyers and Accounts: Joyce Peters:  
Breakstone Foods, Transogram, Howard  
Clothes, Pacific Mills, Adam Hats, Rootes  
Motors; David Rapaport; Barney's, Rayco,  
Rite Diet, Ronzoni, National Shoes, Chad-  
bourn-Gotham, Gem Oil.

#### Branch Office

2301 West 3rd St., Los Angeles 57, Calif.

President .....Robert M. Davis

Estimated Radio Billings: \$2,100,000.

Estimated TV Billings: \$6,800,000.

### MORSE INTERNATIONAL, INC.

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

Phone: OXFord 7-2100

APA

Chairman .....J. Patterson  
Exec. Vice Pres.....Paul Elliott-Smith  
V.P., Art.....J. Skolnik  
Media Dir.....O. E. Christy, Jr.  
Dir. of Radio-TV Prod.....C. Buffington  
Prod. Mgr.....Don Wheatley

### MOSS, GRAFF ASSOCIATES, INC.

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

Phone: MURray Hill 7-7377

APA—NBP—ABP—ANPA—PPA

President.....Joseph H. Moss  
Exec. V.P.....Richard Behrman  
Exec. V.P.....E. Jonny Graff  
TV Director.....B. Math  
Art Director.....Sidney Fischer  
Prod. Mgr.....Carl Radom  
Copy Chief.....Raphael Malagold  
Media Director.....Frances Marotta

### NAHAS-BLUMBERG CORP.

605 McGowen St., Houston 6, Tex.

Phone: JACKson 6-1181

ANPA—NBP

President .....Fred Nahas  
Vice Pres., Media Dir.....B. L. Blumberg  
V.P. Radio-TV Time Buyer..N. A. Zelikov  
TV Director.....Diana Muth  
Radio Director.....Jean Arnold

# ADVERTISING AGENCIES

## NATIONAL EXPORT ADVERTISING SERVICE, INC.

405 Lexington Ave., New York 17, N. Y.  
Phone: OXford 7-9292

President.....Thomas W. Hughes  
Vice-Presidents.....Joseph W. Madden,  
Walter Kelly, Gerard Viola  
Secy., Treas.....John D. Barone  
Art Director.....William Murphy  
Radio & TV Director.....Klaus Werner  
Media Director.....Ronald Corcillo  
Copy Chief.....Manuel De J. Sainz

## NEEDHAM & GROHMANN, INC.

30 Rockefeller Plaza, New York 20, N. Y.  
Phone Circle 5-6200

ANPA—AAAA—NOAB—APA—NBP

Pres., Treas.....H. Victor Grohmann  
V.P. & Sec'y.....Howard A. Heinsius  
V.P. & Art Dir.....H. Nelson Kent  
Vice Pres.....John M. Keil  
Exec. Sec'y.....Kathryn Intemann  
Prod. Mgr.....Samuel Boyd  
Media Dir.....Harry C. Ledingham

## NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.  
Phone: 527-3400

AAAA—ANPA—ABP

Chairman.....Maurice H. Needham  
President.....Paul C. Harper, Jr.  
Exec. V.P.'s.....James L. Isham,  
Richard H. Needham  
Sr. V.P., Chg. Radio-TV  
Programs.....James G. Cominos  
Sr. V.P., Dir. Radio-TV  
Creative Proj.....Kenneth C. Snyder  
Senior Vice Presidents.....Melvin Brorby,  
Paul E. Belknap, Vinton H. Hall  
V.P., Dir. of Radio-TV  
Programs.....John S. Keck  
V.P., Mgr. Radio-TV  
Promotion.....Harold A. Smith  
V.P., Dir. Best.

Facilities.....Arnold E. Johnson  
Secretary, Treas.....John F. Whalley  
Radio-TV Program Mgr.,

Hollywood.....Frederick H. Brogger  
*Time Buyers and Accounts:* Marianne  
Monahan; Campbell Soup Co., International  
Minerals & Chemical Corp., S. C. Johnson &  
Son, Morton Salt Co., Mark S. Oken; Hum-  
ble Oil & Refining Co., Kraft Foods, Mars,  
Inc., State Farm Insurance Co., Wieboldt  
Stores, Inc.; John B. Stetson; General Mills,  
Household Finance Corp., Massey-Ferguson,  
Inc.

Media Spvsrs.....Peter Triolo, Clifford Botway,  
Ann Janowicz, Gordon Link, Richard  
Simon

### Branch Offices

9130 Sunset Blvd., Hollywood 46, Calif.  
Phone: CRestview 3-2330

Sr. V.P., Mgr.....K. C. T. Snyder  
730 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-0333

V.P. & Mgr.....R. F. Steinhoff

121 Richmond St., W., Toronto 1, Ont., Can.  
Phone: EMpire 4-1492  
V.P., Mng. Dir.....John A. Willoughby  
615 Dorchester Bldg., W., Montreal 2,  
Quebec, Canada  
Phone: 866-9382

Manager.....Gerard W. Normandin  
*Estimated Radio Billings:* \$5,859,975.  
*Estimated TV Billings:* \$18,118,100.

## GEORGE R. NELSON, INC.

208 State St., Schenectady 5, N. Y.  
Phone: FRanklin 4-4135

Pres., TV Dir.,  
Time Buyer.....Robert S. Cragin

## NEWMAN, LYNDE & ASSOCIATES, INC.

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

ABP—ANPA—APA—PPA

Bd. Chmn.....Hunter Lynde  
President.....W. E. Scheu  
V.P., Gen. Mgr.....Ned Hubbard  
V.P.'s.....David E. Robeson, John A. Bunker  
Radio-TV Dir., Time Buyer, John Hopkins

## NORMAN, CRAIG & KUMMEL, INC.

488 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-0900

AAAA—ANPA

President.....Norman B. Norman  
Exec. V.P., Secretary.....Eugene Kummel  
Exec. V.P., Treasurer.....B. David Kaplan  
Vice Presidents.....Rose-lou Planagan,  
Marvin Antonowsky, Samuel Bernstein,  
Kitty D'Alessio

V.P., Media Director.....Murray Roffis  
V.P., Media Relations.....Eugenie C. Stangler  
V.P., Best. Media.....Fredric Horton  
V.P., Best. Opera.....Walter Tibbals  
V.P., TV Production.....William Moseley  
Asst. V.P., Mgr., Bestg.

Bus. Affairs.....L. V. Koch  
TV Art Director.....Raymond Krivaesy  
TV Traffic Coordinator.....J. Robert Pigott  
V. P.'s Account Supervisors.....Frederick M.  
Mitchell, Gerald Shapiro, Herbert Arnold,  
Warren Falos, Ronald Mullins

V.P., Creat. Plans Dir., Richard W. Bowman  
V.P., Creative Plans  
Superv.....Helen Van Slyke

### Branch Office

8701 Wilshire Blvd., Beverly Hills, Calif.  
Phone: OL 7-4530

Asst. V.P., W. Coast Pgm.  
Coord.....John M. White  
Bd. of Trade Bldg., Chicago 4, Ill.  
Phone: WAbash 2-8701

Manager.....C. Paneff  
159 Bay St., Toronto 1, Canada  
Exec. V.P. Gen. Mr.....William M. Chantler  
Adam House, 1 Fitzroy Sq., London W.1,  
England  
Phone: EUston 8071

Chm., Joint Mng. Dir.....C. Austen Barnes  
*Estimated Radio Billings:* \$3,100,000.  
*Estimated TV Billings:* \$31,100,000.

## ADVERTISING AGENCIES

### NORTH ADVERTISING, INC.

2100 Merchandise Mart, Chicago 54, Ill.

Phone: WHitehall 4-5030

ANPA—ABC—AAAA—ABP

President.....Donald P. Nathanson  
 Ch. of Board.....Bert Goldsmith  
 Exec. Vice Pres.....Bruce M. Dodge  
 V.P.'s.....Fred Klein, Lester A. Delano,  
 Richard F. Fehleiner, George H. Gruen-  
 wald, James W. Green, N. T. Garrabrant,  
 Alice M. Westbrook  
 V.P., Sec. & Treas.....Harold Rosenzweig  
 Radio-TV Prod. Mgr.....Len Levy  
 Time Buyers.....Betty Lavaty,  
 Barbara Swedeen, Marge Flotron, Sarah  
 Hoyer, Marianne Lixie

#### Branch Offices

770 Lexington Ave., New York 21, N. Y.

Phone: TEmpleton 8-8700

Exec. V.P.....Bruce Dodge  
 Radio-TV Prod. Mgr.....Herb Straus  
 846 N. Cahuenga Blvd., Hollywood, Calif.  
 Phone: HO 7-2151

Exec. in Charge.....Edward Feldman  
*Estimated Radio Billings:* \$500,000.  
*Estimated TV Billings:* \$9,000,000.

### NOYES & COMPANY

1800 Industrial Bank Bldg.

Providence 3, R. I.

Phone: GASpee 1-2087

AAAA—ABP—ANPA

President, Treas.....Frederick C. Noyes  
 Sr. Vice Pres., Secy.....Carroll H. Rickard  
 V.P.'s.....E. George Cloutier, A. E. Van  
 Wagner, Richard M. Compton  
 Spvsr., Radio-TV, Time  
 Buyer.....Henry C. Hart, Jr.

### Ogilvy, Benson & Mather Inc.

2 East 48th St., New York 17, N. Y.

Phone: MU 8-6100

AAAA—ABP—ANPA—AFA—ABC

Chmn. of the Board.....David Ogilvy  
 President.....E. Esty Stowell  
 Sr. V.P.'s.....David P. Crane,  
 John Elliott, James Heekin, Reva Korda,  
 Rollin C. Smith, Clifford Field  
 Sr. V.P., Secy-Treas.....Shelby H. Page  
 V.P., Bcst. Dir.....John Hoagland  
 V.P., Dir. Comm. Prod.....Newt Mitzman  
 V.P., Media Dir.....Sam Frey  
 Bus. Mgr., Bcst. Dept.....Phillip L. Tomalin  
 Mgr. Program & Prod.

Development.....Engue S. Schiess  
 Bcst. Spvsrs.....Gordon Link,  
 Richard Simon, Radford Stone

#### Branch Offices

9033 Wilshire Blvd., Beverly Hills, Calif.

Phone: CR 5-6165

Vice President.....Oliver Barbour  
 624 S. Michigan Ave., Chicago, Ill.  
 Phone: 922-9935

Account Exec.....Robert Powell  
 235 Montgomery St., San Francisco, Calif.  
 Phone: YU 2-9598

Account Executive.....William Wright  
 88 University Ave., Toronto 1, Ont., Can.  
 Phone: 362-7711

Mng. Dir.....Andrew Kershaw  
*Estimated Radio Billings:* \$1,048,000.  
*Estimated TV Billings:* \$22,615,000.

### JEROME O'LEARY ADV. AGENCY

9 Newbury St., Boston 16, Mass.

Phone: COpley 7-7430

President.....Jerome M. O'Leary  
 Vice President.....William I. Oranburg  
 Media Director.....Louise Doherty  
 Radio & TV Director.....H. W. Cowling  
 Production Manager.....Edward J. Stoner  
 Radio & TV Traffic Mgr.....Nancy J. Young

### W. WALLACE ORR, INC.

1518 Walnut St., Philadelphia 2, Pa.

Phone: KINGSley 6-4140

Ch. of Board, President...Norman T. Hayes  
 Vice Presidents.....Daniel M. Wise,  
 Bosh Pritchard  
 Secretary-Treas.....Williard W. Hughes  
 Time Buyer.....Robert Dunkel

### PACE ADVERTISING AGENCY, INC.

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

Phone: MURray Hill 7-4090

ABP

President.....Elias Schonberger  
 V.P.'s.....Peter Frenkel, Milton Bagley,  
 S. I. Altman  
 Radio-TV Dir.....Sidney Kallner  
 Sec'y & Treas.....Max Weintraub

### PACIFIC NATIONAL ADVERTISING AGENCY

2124 4th Ave., Seattle 1, Wash.

Phone: MAIn 3-1401

AAAA—ANPA—APA—NBP—NOAB

Chrm. of Board.....Wm. H. Horsley  
 President.....Trevor Evans  
 V.P., Secretary.....Frank Horsley  
 Prod. Co-ord.....Monte Solkover  
 Vice President.....Frederick D. Sprague  
 Treasurer.....Calvin W. Franklin  
 Media Dir., Time Buyer, Gertrude M. Nyman

#### Branch Offices

1115 West Broadway, Spokane, Wash.

Phone: FAIRfax 7-9585

Manager.....Ken Degerness  
 829 N.W. 19th Ave., Portland 9, Ore.  
 Phone: CApitol 2-1021

V.P., Manager.....G. P. Griffis

### PAPERT, KOENIG, LOIS, INC.

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

Phone: JUdson 6-7300

Board Chairman.....Frederic S. Papert  
 President.....Julian Koenig  
 1st V.P., Creative Dir.....George Lois  
 Exec. V.P., Treasurer.....Norman Grulich  
 V.P., Media & Rsch. Dir. William A. Murphy  
 Media Supervisors...Tim McClintock, John  
 Collins

# ADVERTISING AGENCIES

Media Buyers...Carole Lewis, Elaine Art, Joseph McCarthy, Ruben Preerdi, Sandra Goldstein  
*Estimated Radio & TV Billings:* \$9,000,000.

## PARKSON ADVERTISING AGENCY, INC.

400 Park Ave., New York 22, N. Y.  
 Phone: PLaza 1-6400

Ch. Bd., President.....Edward Kletter  
 V.P., Dir. Radio-TV.....Don Blauhut  
 V.P.'s.....Philip Agisim, Alfred Eichler  
 Radio-TV Media Dir.....Herbert Gruber  
 TV Supervisor.....Joan McCormack  
 West Coast TV Superv.....Irv Ross  
 TV Opera. Mgr.....Helen Lawin  
 TV Art Director.....Rodlow Willard  
 1616 N. Vine St., Hollywood 28, Calif.  
 Phone: HO 5-0066

TV Supervisor.....Irv Ross  
*Time Buyers & Accounts:* Herbert Gruber: J. B. Williams Co.; Ruth Bayer: J. B. Williams Co.; Pearl Sheridan: Liggett-Rex-all Drug Stores  
*Estimated TV Billings:* \$14,000,000.

## PEARSON ADV. AGENCY, INC.

250 Park Ave., New York 17, N. Y.  
 Phone: YUkon 6-7795

ANPA

Pres., Radio Time Buyer....C. H. Pearson  
 V.P. ....Byrnes Pearson  
 V.P., Secy.....Cecilia H. Pearson

## PHILLIPS-RAMSEY INC.

304 Ivy, San Diego 1, Calif.  
 Phone: BElmont 4-6401

President.....Charles C. Ramsey  
 V.P.'s.....T. E. Ables,  
 R. F. Lewis, R. L. Phillips, R. Page Jones  
 Radio-TV Dir.....  
 Sec.-Treas. ....Mrs. Orva W. Huff  
 Art Dir.....L. T. Shaekelford  
 Media Director.....Rod Willeford

## PITLUK ADVERTISING COMPANY

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

APA--NOAB--SNPA--ABP--ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr  
 V.P., Acct. Exec.....Jack N. Pitluk, Jr.  
 Vice Pres.....Louis H. Pitluck  
 P. R. Dir.....J. M. Battersby  
 Copy Chief.....Harvey Christiansen  
 Radio Director.....Margaret Morrison  
 TV Director.....Don Zimmer

## POST, MORR & GARDNER, INC.

919 No. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 3-2880

ABP--ANPA--APA--NBP--NOAB

President.....Carl M. Post  
 Exec. V.P., Sec'y.....Frank E. Morr

V.P., Chron. Plans

Board .....Donald S. Manchester  
 V.P., Media Director.....Edwin A. Trizil  
 Treasurer.....Alan W. Bergstedt  
 Radio-TV Media Mgr.....Helen Wood  
 Radio-TV Prod. Mgr.....John C. Clark

## POTTS-WOODBURY, INC. ADV.

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

ANPA--NOAB--PPA--ABP

President.....J. B. Woodbury  
 Vice Pres.....E. A. Warner, C. C. Tucker,  
 C. L. Robinson, Al Coleman, C. F. McGill,  
 C. Lahey, R. R. Sanford, R. M. Robinson,  
 J. M. Gaughan, Clarence H. Russell, Jack  
 Macdonald  
 Radio-TV Dir.....A. Christy  
 Admin. V.P., Sec.-Treas.....C. C. McMillan  
 Prod. Mgr.....Charles W. Wilson  
 Radio-TV Prod.....William J. Brewer  
 Research Director.....Willard Young  
 Chief Time Buyer.....Bill Smith  
 Asst. Time Buyers.....F. Calandro,  
 L. Carhart

*Branch Offices*

1700 Broadway, Denver 2, Colo.  
 1270 Ave. of the Americas, New York, N. Y.  
 Phone: JUdson 6-8370

## PRITCHARD, WOOD, INC.

6 Astor 45th St., New York 17, N. Y.  
 Phone: MUrray Hill 7-2186

Ch. of Board.....Victor A. Bennett  
 President.....Walter H. Johnson  
 Vice Presidents.....Edward D. Kahn,  
 J. Desmond Slattery  
 Time Buyers.....John Lucinatelli,  
 Robert Geller

*Branch Office*

Russ Building, Montgomery St.,  
 San Francisco, Calif.  
 Manager.....M. M. Craig Spitz

## J. G. PROCTOR COMPANY, INC.

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

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

## PRODUCT SERVICES

17 E. 45th St., New York City  
 Phone: MUrray Hill 7-0204

President.....Les L. Persky  
 V.P.....Harold L. Tuers  
 TV Dir.....Richard DeMaio  
 Art. Dir.....Milt Kimmel  
 Copy Dir.....D. Young  
 Time Buyer.....B. P. Pettick

## L. W. RAMSEY COMPANY

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

ANPA--APA--NBP--NOAB

President.....A. C. Naeckel  
 Vice President.....Richmond M. Lloyd

## ADVERTISING AGENCIES

Secy.....G. E. Bischoff  
 Vice-President.....N. B. Langworthy  
 Treasurer.....W. J. Henderson  
 Art Director.....E. J. McCabe

### Branch Office

111 East 3rd St., Davenport, Iowa  
 Phone: 326-0157

Media Director.....Glenn Mayo

### THE RANDALL COMPANY

75 Pearl St., Hartford 3, Conn.  
 Phone: 527-1179

President.....Wilbur W. Randall  
 Art Director.....Robert N. Berger  
 Radio & TV Director.....Jack Reynolds  
 Secretary.....E. Alexandria Dakpo

### REACH, McCLINTON & CO., INC.

505 Park Ave., New York, N. Y.  
 Phone: PLaza 1-7300

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

ANPA—APA—NBP—AAAA—NOAB

Chrmn. of Board.....Chas. Dallas Reach  
 President.....Harold L. McClinton  
 Exec. V.P., Gen. Mgr.....Robert W. Robb  
 Sr. V.P., Art Dir.....Everett W. Sahrbeck  
 Sr. V.P., Treas.....D. M. Bernheim  
 V.P., Copy Dir.....Herman Raucher  
 V.P., Mgr. Newark.....Donald Mayer  
 V.P., Radio-TV Dir.....Werner Michel  
 V.P., Assoc., Art Dir.....Marce Mayhew  
 V.P. & Research Dir.....Paul Keller  
 V.P., Media Dir.....Philip C. Kenney  
 N. Y. Prodn. Mgr.....S. A. Holdampf, Jr.  
 Pub. Dir.....Phil Wasserman  
 Assoc. Dir., Radio-TV.....James K. Graham  
 Radio-TV Prod.....Merl Bloom  
 Time Buyers.....Herb Stone,

Rene Rcyes, Irene Bourgozin  
*Estimated Radio Billings:* \$500,000.  
*Estimated TV Billings:* \$9,100,000.

### Branch Offices

Prudential Bldg., Chicago 1, Ill.  
 Phone: SUPERior 7-9722

6434 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: OLive 3-9610

V.P., Manager.....Harry W. Witt  
 706 Second Ave., Minneapolis 2, Minn.  
 Phone: FEderal 9-8041

V.P., Manager.....George O. Ludke, Jr.  
 1235 Statler Bldg., Boston, Mass.  
 Phone: LIBerty 2-6100

Pres. ....John M. McCullough

### JAMES R. REESE ADVERTISING CO.

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

Owner.....James R. Reese

### KNOX REEVES ADVERTISING, INC.

400 Second Ave. S., Minneapolis 1, Minn.  
 Phone: FEderal 9-0071  
 AAAA—ABP—ANPA—AFA  
 NOAB—PPA—ABC

Ch. of Bd., President....Robert W. Stafford

Ch. Exec. Comm., V.P. Oper....P. R. Phillips  
 V.P., Radio-TV Dir.....Russ Neff  
 Asst. Radio-TV Dir.....Glen Banmann  
 V.P., Creative Dir.....Dwight Bohmbach  
 V.P., Mktg. Res. Dir.....G. B. Brown  
 V.P., Exec. Art Dir.....Loren Herder  
 Account Managers.....Ralph Klapperich,  
 Thomas Kilbride, James Rahders, Howard  
 W. Jones

Secretary .....Kenneth Anderson  
 Administrative Dir.....Vincent R. Else  
 Media Director.....Wendell Eastling  
 Media Manager.....John Hackett  
 Time Buyers.....Phillip Archer,  
 Abbot Davis, Paul Ewing, Lois Lindenberg

### Branch Office

John Hancock Bldg., New Orleans 13, La.  
 Phone: 529-3161

V.P., Office Mgr.....Roy Schwarz

### REGAL ADVERTISING ASSOCIATES CORP.

850 Third Ave., New York 22, N. Y.  
 Phone: PLaza 2-6300

Chairman of Board.....Garson Reiner  
 President .....Harvey Siegel  
 Exec. V.P., Gen. Mgr.....Stanley Grayson  
 V.P., Programming.....Arnold Fetbrod  
 Dir., Station Rela. &

Legal Dept.....Sidney B. Hoenig  
 Account Execs.....Margaret McDonald,  
 Arnold Fetbrod  
 Time Buyers.....Sandra Aronwitz,  
 Laura K. Fliashnick

### REINCKE, MEYER & FINN, INC.

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

ABP—ABC—ANPA—APA—NBP

Bd. Chmn.....Wallace Meyer  
 President.....Charles A. Reincke  
 V.P.'s .....Joseph J. Finn, Charles Fleming,  
 S. W. Jewell, George E. Taylor  
 Sec.-Treas.....Arthur L. Reincke  
 Radio-TV Director.....Lew Green  
 Media Director.....John Priebe

### REINHARDT ADVERTISING INC.

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

ABP—ANPA

President .....Emil Reinhardt  
 Time Buyer.....A. Leo Bowman  
 TV & Radio Dir.....Fred Ittner

### RICH-LEE ADVERTISING INC.

110 W. 40th St., New York 18, N. Y.  
 Phone: LAckawanna 4-3895

President.....Sigmond C. Aiken

### Branch Office

700 Equitable Bldg., Baltimore, Md.  
 Phone: LE 9-0136

Exec-in-Chg. ....Ramon P. Steinberg  
 Media Dir., Time Buyer....Jo Anne Kaplan

# ADVERTISING AGENCIES

## FLETCHER RICHARDS, CALKINS & HOLDEN, INC.

730 Fifth Ave., New York 19, N. Y.  
Phone: JU 6-5400

AAAA-ABC ANPA-AFA-ANA

Board Chairman.....Bradley A. Walker  
President.....Bryan Houston  
Chmn. Exec. Comm.....Fletcher D. Richards  
V.P., Dir. Radio-TV.....Seymour J. Frolick  
Treasurer.....Dorothy Steitz  
Secretary.....Evelyn King  
V.P.'s.....Robert Boulware,  
Richard A. Stevens, Sanford C. Smith,  
Alexander Coan, Sylvia Harris, Raymond  
P. Durrell, Warren Rebel, E. A. Gray,  
Norton Leo, Laurel Cutler, Bernard Eck-  
stein, Sanders Maxwell, John M. Van Hor-  
son, John Devine, Robert Evans  
V.P., Dir. of Media.....William Dekker  
Dir., Pub. Rel.....Frank Hefter  
Assoc. Dir., Radio-TV.....Robert Nugent  
TV Art Director.....Victor Miranda  
TV-Radio Traffic.....Ruth Jaffe,  
Georgette McCarthy

Time Buyers & Accounts.....James Kelly;  
U. S. Rubber; Elizabeth Griffiths; J. P.  
Stevens & Co.; John Van Horson; Heu-  
blein, Inc.; Patricia McGuinn; Eastern Air  
Lines

### Branch Offices

400 N. Michigan Ave., Chicago 1, Ill.  
Phone: 467-5970

Vice President.....George Jahnke  
58 Sutter St., San Francisco 4, Calif.  
Phone: YUkon 1-2250

Exec. V.P. Western Div.....King Harris  
3200 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: 384-1161

Vice President.....Nelson Carter  
Joseph Vance Bldg., Seattle 1, Wash.  
Phone: MAin 2-1555

Vice Pres.....Frank Caspers  
1776 Peachtree Rd., N.W., Atlanta, Ga.  
Phone: 381-1161

Vice President.....Dick Stern  
20 Carlton St., Toronto 2, Ont., Can.  
Phone: EMpire 3-6361

Pres.....Warren H. Wilkes  
550 Sherbrooke St., W., Montreal 2, Can.  
Phone: Victor 4-8821

Gen. Mgr.....Hal Tingle  
Estimated Radio Billings: \$3,819,334.  
Estimated TV Billings: \$3,387,239.

## ROBERTS & ASSOCIATES

1901 Broadway, Santa Monica, Calif.  
Phone: 477-4191

President.....Martin Roberts  
Copy Director.....M. Zarcoff

## ROBERTS & REIMERS, INC.

551 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-3175

ANPA-APA

President.....Robert Power Reimers  
Exec. Vice Pres.....M. W. Nichols

V.P., Media Dir.....John K. Lucken  
Creative Director.....John W. Dav  
Prod. Mgr.....James West  
V.P., Art Director.....Hugh Ryan  
Vice President.....Casper Pinsker, Sr.

## ROBERTSON ADV., INC.

108 North State St., Chicago 2, Ill.  
Phone: STate 2-0268

ABC ABP-ANPA-AFA

Pres., Treas.....Scott Robertson  
V.P., Secy.....John H. Swan  
Time Buyer.....Shirley Waterloo

## ROBINSON & HAYNES, INC.

1111 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: HUntley 2-2050

ABP ANPA-APA-PPA

President.....Elwood J. Robinson  
Secretary.....Eola E. Cass  
Exec. V.P.....John W. Haynes  
V.P., Merchandising.....Charles P. Culbert  
V.P., Radio-TV Dir.....Lee Laufer  
V.P., Media Dir., Treas.....Robert C. Neuman  
Prod. Mgr.....James Kroll

## ROCHE, RICKERD, HENRI, HURST, INC.

520 N. Michigan Ave., Chicago, Ill.  
Phone: RAndolph 6-9760

ABP-ANPA-APA-NBP-NOAB

Chmn. of the Bd.....J. L. Probsting  
President.....C. E. Rickerd  
Exec. V.P.....K. C. August  
Sr. V.P.....J. E. Schwenck  
V.P., Asst. to Pres.....Al Bonk  
V.P. Chg. of Media.....Frank Hakewill  
V.P. Chg. of Copy.....R. A. L. Herweg  
V.P., Creative Dir.....J. W. Harpham  
Vice Presidents.....A. J. Cason,  
William H. Savin, Stewart Weston, M. F.  
Williamson, J. Walker, Frank Duggan,  
W. P. McWilliams, Frank O'Beirne, J. J.  
Odell, M. T. Singer

Sec.-Treas.....C. W. Anderson  
Dir., Radio-TV.....K. Knight  
Dir., Pub. Rel.....H. Burnett

## ROCKLIN IRVING & ASSOCIATES

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

President.....Irving Rocklin  
Secy-Treas.....Leah Rocklin  
Talent Dir.....Trine Shuchat  
Account Exec.....Edward Lovinger  
Research Dir.....Geraldine Zwerling  
Time Buyers.....Irving Rocklin,  
Edward Lovinger, Jerrold Rocklin

## ROGERS & SMITH ADVERTISING AGENTS, INC.

505 North Ervay, Dallas 1, Tex.  
Phone: RI 6044

ABP-ANPA

President.....Percy C. Fewell  
Vice President.....Randall E. Brooks  
Secy-Treas.....Geo. C. Huppertz  
Radio-TV Dir.....Sheldon L. Kaplan



## ADVERTISING AGENCIES

### RONALDS-REYNOLDS & CO.

154 University Ave., Toronto 1, Ont.

Phone: EM 2-2381

CAAA—CAB—ABP—ANPA

President .....C. W. Reynolds  
 Exec. V.P. ....Frank deB. Walker  
 Sec.-Treas. ....F. J. Banks  
 V.P., Radio-TV Dir. ....H. E. Karpus  
 Time Buyer .....Vera Hopkins

#### Branch Office

2055 Peel St., Montreal, Que.

Phone: 849-9401

Manager .....F. De B. Walker

### ROSE-MARTIN, INC.

3 West 57th St., New York 19, N. Y.

Phone: PLaza 2-4040

ABP—ANPA—AAAA

President .....Irl W. Rose, II  
 Exec. V.P. ....John A. Boulle  
 V.P., Media Director .....G. M. Rundbaken  
 Direc., Media Planning ....George F. Haller  
 Art Director .....Anthony M. Alonso  
 Prod. & Traffic Mgr. ....Ethel J. Whelan  
 Account Executive .....Sid Rendely  
 Account Executive .....Marjorie Dorrance

### IRVING ROSEN ADVERTISING

84-49 168th St., Jamaica, N. Y.

Phone: AXtel 7-7741

Owner, Time Buyer .....Irving Rosen

### ROSS ROY, INC.

2751 East Jefferson Ave., Detroit 7, Mich.

Phone: LOrain 7-3900

ABP—ANPA—PPA—NOAB—NPB

Bd. Chmn. ....Ross Roy  
 President .....Walter Ayers  
 Sr. V.P. ....Robert R. Roy  
 Exec. V.P. ....J. S. Pingel  
 Sr. V.P., Creative Dir. ....W. W. Shaul  
 V.P. Pub. Rel. ....Hubert F. Roy  
 V.P.'s .....L. C. Barlow,  
 O. A. Brady, R. Lyon, R. D. Gaul, C.  
 Hicks, F. H. Larson, D. R. Lena, D. C.  
 Longyear, L. P. Morse, J. R. Neall, R. E.  
 Reins

Media Dir. ....Ronald A. Post  
 V.P., Controller .....Harry W. Mellen  
 V.P., Media .....H. E. Rumble  
 V.P., Dir. Prod. Analysis ..Kenneth S. Loring

#### Branch Offices

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

Phone: MU 6-1800

President .....W. C. Ayers  
 Ross Roy of Canada, Ltd.  
 Canada Trust Bldg., Windsor, Ont.  
 Phone: Clearwater 6-2371

### RUDER & FINN, INC.

130 E. 59th St., New York 22, N. Y.

Phone: PLaza 9-1800

ABP—ANPA

Bd. Chmn., President .....David Finn  
 Chmn., Exec. Comm. ....Paul Zucker

Sr. V.P.'s...Charles Lipton, Richard Weiner,

Norman Weissman, Stanley Thea

V.P.'s.....Joseph Field, Robert Fleisher,  
 Alfred G. Paulson, Frank Saunders, Harold  
 Wolfson

Time Buyer.....Seymour Thompson

#### Branch Office

438 S. Vicente Blvd., Los Angeles, Calif.

Dir. West Coast Opera.....J. S. Nathanson

### THE RUMRILL COMPANY, INC.

1895 Mt. Hope Ave., Rochester 20, N. Y.

Phone: BRowning 1-2150

AAAA—ANPA—ABP

President .....C. L. Rumrill  
 Senior V.P. ....N. A. Gallagher  
 V.P.'s.....C. N. Gleason, J. S. Warren, J. E.  
 Troskosky, F. F. Harned, F. B. Lynch,  
 J. L. Heffron, J. R. Van Arsdale, D. B.  
 Miller, R. D. Dunning, Lois McLaughlin,  
 E. F. Novak  
 Secy., Treas. ....H. R. Hanson  
 Prod. Mgr. ....R. H. Peters

#### Branch Offices

10 Lafayette Sq., Buffalo, N. Y.

Phone: TL 3-6020

V.P., Manager .....D. J. Atkinson

Vice Pres. ....H. R. Keating

1512 Genesee St., Utica, N. Y.

Phone: SWift 7-2850

V.P. & Manager .....L. B. Riegler

V.P. ....H. T. Duffy

1 Rockefeller Plaza, New York, N. Y.

Phone: PLaza 7-8022

V.P., Gen. Mgr. ....B. Jones

### LOWE RUNKLE CO.

1313 Liberty Bank Bldg., Okla. City 2, Okla.

Phone: Central 6-3521

ABC—AAAA—ABP

President .....Lowe Runkle  
 Exec. V.P. ....Howard Neumann  
 Vice-Presidents .....Roger Pishny,  
 Vernon Morelock, Monty Mann, Oscar  
 Heuser  
 Treasurer .....George A. Mitten  
 Radio, TV Director .....Mack Fuller

### BEN SACKHEIM, INC.

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

Phone: PLaza 1-2200

AAAA—ABC—ABP—ANPA

President .....Ben Sackheim  
 Exec. Vice-Pres. ....George B. Pampel  
 V.P., Radio-TV .....William Pitts  
 Radio-TV Dir. ....Joseph Battaglia, Jr.  
 Radio-TV Coord. ....Virginia Shields  
 Time Buyer .....Richard Goldsmith  
 Copy Chief .....Margot Mallary  
 Media Director .....William Galker  
 Acct. Execs. ....Glenda Sullivan, Theodore  
 Herrmann, George Miller, Austin P. Kel-  
 ley, Milton Mensch, Lewis Nemerson,  
 William Pitts, Donald Temple, Milton  
 Greenwald, Dewaine Wall, Edward L.  
 Breining, Morton P. Trachtenberg

# ADVERTISING AGENCIES

## WALKER SAUSSY ADVERTISING, INC.

1820 St. Charles Ave., New Orleans, La.  
Phone: 524-3282  
ANPA-ABP-ABC

President ..... Boatner Reily  
V.P., Gen. Mgr. .... P. J. Stakelum, Jr.  
Vice Presidents ..... D. W. Ziegelasch,  
Edward Curtis  
Acct. Execs. .... Boatner Reily, P. J. Stakelum,  
Jr., J. H. Epstein, Dwight W. Ziegelasch,  
Harold R. Huffman, Dorothea Schlesinger,  
John Brown, Peter A. Mayer, Donald H. Halsey  
Secretary ..... Dorothea Schlesinger  
Treasurer ..... Alvin C. Camus  
Radio-TV Dir. .... Peter A. Mayer  
Time Buyers & Accounts: Mrs. Marie B. O'Meara; American Brewing Co.; Elmer Candy Co.; Henderson Sugar Refinery; Hibernia Homestead & Svgs. Ass'n; Wm. B. Reily Co.

## ALLEN SAVAGE AGENCY

30 East 54th St., New York, N. Y.  
Phone: EL 5-1434

Owner ..... Allen Savage

## FRANK B. SAWDON, INC.

595 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-6660

Pres., Treas. .... Frank B. Sawdon  
Exec. V.P., Media Dir. .... Ardien B. Rodner  
V.P.'s ..... Allan Moll, Edward Tabibian  
Secretary ..... Dorothy Prentice  
Radio-TV Dir.-Prod. .... John Paul Jones  
Time Buyer ..... Jean Hickson

### Branch Office

6115 Selma Ave., Hollywood, Calif.  
Phone: HOLLYwood 4-7579

W. C. Mgr. .... Allan Moll

## A. A. SCHECHTER ASSOC., INC.

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

President ..... A. A. Schechter  
V.P., Radio-TV ..... Michael Roslkind  
Secretary ..... M. M. Goddard

### Branch Offices

333 No. Michigan Ave., Chicago 3, Ill.  
Phone: FIancial 6-9511

Manager ..... Ross Delue  
1540 N. Highland Ave., Hollywood 28, Calif.  
Manager ..... Dorothy Furman

## SCHECK ADV. AGENCY, INC.

(Affil. with Lewis Adv. Agency)

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  
Secy. & Treas. .... Morris Scheck  
Prod. Mgr., Art Dir. .... Marc Santiago  
Copy Chief ..... E. Bimberg

## SCHNEIDER-ALLEN-WALSH, INC.

180 Madison Ave., New York 16, N. Y.  
Phone: LEExington 2-4914

President ..... Joseph P. Schneider  
V.P., Treasurer ..... M. Barry Schneider  
Vice President ..... Jeff Allen  
Vice President ..... Alfreda Walsh  
Secretary ..... Ellen Schneider

## SCHWAB, BEATTY, & PORTER, INC.

660 Madison Ave., New York 21, N. Y.  
Phone: TEmpleton 8-5911  
ABP-ANPA-NBP

President ..... Victor O. Schwab  
Exec. V.P. .... Richard Porter  
Dir. Radio-TV, Time  
Buyer ..... George F. Perkins

## SCOPE ADVERTISING, INC.

12 East 41st St., New York 17, N. Y.  
Phone: MUrray Hill 4-0615

President ..... Herman Zuckerman  
Vice President ..... Frederick L. Hyman  
Account Executive ..... William P. Brown

## ED SHAPIRO INC.

1831 Chestnut St., Philadelphia 3, Pa.  
Phone: LO 4-2877  
ANPA-ABP-NBP

President ..... H. Hyman Shapiro  
Vice President ..... Elinor L. Brown

## JOHN W. SHAW ADVERTISING, INC.

200 E. Ohio St., Chicago 11, Ill.  
Phone: MO 4-3300

Bd. Chairman, Pres. .... John W. Shaw  
Exec. V.P.'s ..... H. L. Brand, Charles Allen  
V.P.'s ..... Norman Anderson,  
E. L. Renno, G. A. Wilcox, Joyce Turovlin,  
Ralph Stewart, William Ries, William Pullman

V.P., Sec. .... Sigmund Seaman  
V.P., Creative Dir. .... George E. Filipetti  
Radio-TV Prod. Mgr. .... Stuart Berg  
Time Buyers ..... Marie Lehan, June Kemper,  
Isabell McCaulay

### Branch Office

5225 Wilshire Blvd., Los Angeles 36, Calif.  
Phone: WE 8-2675

Mgr. .... Jack R. Schuller

## SILTON BROS., CALLAWAY & HOFFMAN, INC.

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

President ..... Myron L. Silton  
Exec. V.P. .... Jason N. Silton  
Senior V.P. .... Earle W. Hoffman  
Treasurer ..... Ramon N. Silton  
Media Director ..... Marie Kachinski

## SIMONS-MICHELSON CO.

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

AAAA-ANPA-ABP-APA-NBP

## ADVERTISING AGENCIES

Partners.....Leonard N. Simons,  
Lawrence J. Michelson  
Prod. Mgr.....Arthur H. Copland  
Radio-TV Dir.....Morton Zieve

### SMITH/GREENLAND COMPANY

655 Madison Ave., New York 21, N. Y.  
Phone: PLaza 2-5500

President.....Leo Greenland  
V.P.'s.....Peter G. Weinberg, Murray Platte  
Sec.-Treas.....Martin L. Smith  
Media Director.....Beryl Seidenberg  
Time Buyers.....William Graham,  
Sharon Tillman

### RAYMOND SPECTOR CO., INC.

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

President, Treas.....Raymond Spector  
Art Director.....Irving Trabich

### SPITZ ADVERTISING AGENCY, INC.

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

Owner, Acct. Exec.....William Spitz  
Art Director.....Alex Benthin  
Copy Chief.....P. Pehizotto  
Radio-TV Dir.....Gay Praml

### STEBBINS, BARTON ADVTG.

3142 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: Dunkirk 8-8131  
ABP—ANPA—AAAA

President.....Barton A. Stebbins  
Secy., Treas.....Dorothy M. Elliott  
Copy Chief.....S. Elstad  
Art Dir.....F. C. Williams  
Media Dir.....A. W. Gudelman

### HAL STEBBINS, INC.

9229 Sunset Blvd., Los Angeles, Calif.  
Phone: CR 3-0750  
ANPA—AAAA—ABC—ABP

President.....Hal Stebbins  
Exec. Vice Pres.....K. J. Mau  
Vice President.....Rudy Perkal  
Secretary-Treasurer.....Ruth Winberg  
Time Buyer.....Jane Darden

#### Branch Office

599 N. Mathilda, Sunnyvale, Calif.  
Phone: REgent 9-4160

V.P., Mgr.....R. Citron

### STOCKTON, WEST, BURKHART, INC.

1300 First Natl. Bank Bldg., Cincinnati 2, O.  
Phone: 381-5600  
AAAA—ABP—ANPA

Chmn. of Bd.....Ranald S. West  
Pres., Treas.....C. Thomas Martin  
Exec. Vice Pres.....B. A. Schloemer  
Sr. Vice President.....R. A. McDowell  
V.P. Media & Res.....Leo F. McMullin  
V.P., Art Director.....Robert Helmich  
Mgr., Radio & TV Dept.....Syd Cornell

### STORM ADVERTISING CO., INC.

72 East Ave., Rochester 4, N. Y.  
Phone: BAKER 5-9140

Bd. Chmn., President.....Morry Storm  
V.P., Sec.....Barbara B. Herman  
V.P.'s.....Gerald P. Deppe,  
Vincent Marcone, Glen S. Jennings  
Time Buyers & Accounts: Barbara B. Her-  
man; Puchinello 7-Fruit Drink, Tobin Pack-  
ing Co.

#### Branch Offices

71 Maryland Plaza, St. Louis 8, Mo.  
Phone: FOrest 1-8750

Exec. V.P., Gen. Mgr.....G. P. Deppe  
Professional Bldg., 180 Old Loudon Rd.,  
Latham, N. Y.  
Phone: ST 5-5888

Gen. Mgr.....Thomas J. Morton

### SUDLER & HENNESSEY, INC.

130 East 59th St., New York 22, N. Y.  
Phone: PLaza 1-1250

President, Chmn.....A. E. Sudler  
Exec. Vice President.....M. J. Hennessey  
Radio-TV Director.....Hal Davis

### DANIEL F. SULLIVAN CO., INC.

216 Tremont St., Boston 16, Mass.  
Phone: HANcock 6-7643

AAAA—ABP—ANPA—AFA—ANA

President.....Daniel F. Sullivan  
Vice Pres.....Robert N. Sullivan  
Treasurer.....William H. Sullivan  
Operations Mgr.....James G. Hajjar  
Prod. Mgr.....Herman Piquette

### SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

575 Lexington Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-1600  
ANPA—AAAA

Ch. of Board.....S. Heagan Bayles  
President.....Alfred J. Seaman  
Ch. Exec. Comm.....Raymond F. Sullivan  
Vice Ch. of Bd.....Brown Bolte,  
Clifford Spiller  
Sr. V.P.'s.....J. W. Cantwell,  
Douglas J. Coyle, Herbert A. Vitriol, Bar-  
rett Welch, Mary Ayres  
Sr. V.P., TV Pgmng.....Harry Ommerle  
Sr. V.P. & Creative Dir.....Richard W. Wylly  
V.P., Dir. Radio-TV Dept.....Philip H. Cohen  
V.P., Dir. of Sta. Rel.....Frank J. Reed  
V.P., Radio-TV.....Rodney Albright,  
James Hayes  
V.P., Media Dir.....Lloyd Harris  
V.P., Admin.....Francis Minehan  
Treasurer.....Nelson Argueso  
Assoc. Media Dirs.....Edward Fonte,  
Ira Gonsier, Bertrand Wagner, Paul Ben-  
son, William D. Birkbeck  
Broadcast Spvsr.....Vera Brennan  
Time Buyers.....Nicholas Imbornone,  
Donald Ross, Wayne Silhersack, Jeanne  
Sullivan, Charles Woodruff, Bob Bridge,  
Jim McCollum

# ADVERTISING AGENCIES

## Branch Offices

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 4-2119  
Vice Pres. .... Robert W. Ballin  
605 Avenida Condado, Santruece, P. R.  
Phone: 724-2706  
Manager ..... Francisco Alvarez  
*Estimated Radio Billings: \$6,000,000.*  
*Estimated TV Billings: \$12,000,000.*

## SWAN & MASON ADVERTISING, INC.

509 Madison Ave., New York 22, N. Y.  
Phone: ELdorado 5-3263  
ANPA

Pres., Treas. .... Willard W. Mason  
Exec. V.P. .... George Crandall  
Vice Pres. .... Anthony Azzato  
Secretary .... Marguerite Cunningham

## TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.  
Phone: HARRISON 7-3700  
AAAA—ABP—ANPA

Bd. Chairman ..... Arthur E. Tatham  
President ..... J. Kenneth Laird  
Treasurer, Admin. Dir. .... Fred Winter  
Secretary ..... Mary Kyak  
V.P., Market Res. Dir. .... Arthur A. Simon  
V.P., Dir., Radio-TV Prod. .... Thomas Cadden  
Vice Presidents ..... George A. Bolas, Bernard Anastasis, George Bamberger, Jack J. Bard, Harry Barnhart, Robert Bassindale, William Bienemann, Jerome Birn, Herbert Daniels, Dr. Donald Kanter, Edwin Kuhn, Lester Lilliston, John Luick, Eldon Rohrsen, John Singleton, Charles R. Standen, Roy A. Boyer, Dan McGrath  
Broadcast Media Mgrs. .... Joan Dressel, George Stanton, A. Malpede, M. Rodger.

## Branch Offices

114 Madison Ave., New York 22, N. Y.  
Phone: PLaza 2-1111

V.P., Managing Dir. .... Robert Hayes  
V.P., Dir., Radio-TV Prod. .... Chester Kulesza  
1600 Vine, Hollywood 38, Calif.  
Phone: HOLLYWOOD 1-9228  
V.P., Manager ..... Vic Hunter  
*Estimated Radio-TV Billings: \$14,000,000.*

## TERRY, GRAY-SCHWARTZ & HARRIS, INC.

5860 N. Lincoln Ave., Chicago, Ill.  
Phone: SUmnyside 4-3800

Pres., Exec. Prod., Radio-TV .... Ron Terry  
V.P., Radio & Elec. Trans. Dir. .... Al Richman  
V.P.'s ..... Peter Fleishmann, Filmore E. Mandl  
TV Dir., Secretary-Treas. .... Gloria Lynn  
Production Mgr. .... Sanford Sorokin  
Press Dept. Mgr. .... Ben W. Glassman  
Time Buyers ..... Ron Terry, Gloria Lynn, Ben W. Glassman, Peter Fleishmann, Filmore E. Mandl

## J. WALTER THOMPSON COMPANY

420 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 6-7000  
AAAA—ABC—AFA—ANA

President ..... Norman H. Strouse  
Exec. Vice Pres., Dir. .... Wallace Elton  
Exec. V.P., Sec. .... Howard Kohl  
Exec. V.P., Dir. .... William D. Laurie, Jr.  
Exec. V.P., Dir. .... George Reeves  
Exec. V.P. .... Edward G. Wilson  
Sr. V.P., Dir. .... Arthur C. Farlow  
Directors ..... Samuel W. Meek, Theodore P. Jardine, Garrit A. Lydecker, Charles A. Rheinstrom, Edward N. Robinson, O'Neill Ryan, James W. Young  
Sr. V.P.'s ..... Kennett W. Hinks, Dan Seymour

V.P.'s ..... P. R. Albright, S. Aubrey, R. C. Barker, W. F. Benoit, A. T. Blomquist, J. E. Boyle, R. E. Buchanan, R. C. Carman, A. J. Cole, R. T. Colwell, L. D'Aloise, R. E. Dennison, R. D. Karp, E. Gordon, H. R. Herrmann, R. F. Hurd, A. H. Johnson, H. Klintrop, G. A. Lydecker, R. C. McKee, R. E. Meade, S. A. Olyson, C. A. Rheinstrom, W. A. Seibert, Jr., W. W. Bianchi, D. E. Charnas, J. H. Cobb, John F. Devine, M. K. Eddy, N. Findlow, W. H. Gibbs, C. Hathaway, R. W. Hawes, S. Haynes, E. W. Hicks, C. M. Holland, H. M. Jackson, R. P. Jones, D. R. Longman, R. E. McDonald, W. D. McNeill, J. L. McQuigg, J. Monsarrat, W. G. Moore, G. Mooser, P. F. Mygatt, A. K. Nelson, T. F. O'Grady, H. F. Parker, W. F. Parker, A. A. Porter, P. Proctor, S. C. Ralis, H. Rex, E. N. Robinson, J. R. Roller, O'Neill Ryan, T. R. Santacroce, E. J. Smith, E. B. Stephenson, N. F. Stephenson, D. R. Thornburn, H. W. Treleven, G. Tripp, E. H. Walker, S. P. Walker, R. R. Weikart, E. B. Wilson, H. S. W. Wolf

V.P., Radio-TV Pgmng. .... Thomas McAvity  
V. P., Treasurer ..... Howard Brundage  
Media Director ..... Richard P. Jones  
Media Manager ..... Robert D. Lilien  
Media Research Dir. .... Jack Green  
Associate Media Directors ..... James English, Thomas Glynn, Ruth Jones, Robert Welty, Harold Wilt, Anne Wright

Time Buyers ..... Joan Ashley, Polly Allen, Madeline Blount, Allan Barrows, Jack Bissell, Doris Corrigan, Helen Davis, Ernest Emerling, Roy Glah, Florence Gulla, Jerry Golden, Norman Goluskin, Ron Grathwohl, John Gray, George Heffernan, Eugene Hobicorn, William Hinman, Gordon Johns, Edmund Judy, Mario Kircher, Marge Lewin, Denis Lee, Ed Lockwood, Bill Landgraf, Thom Leidner, Sam Luddy, Jack McDougal, Don Miller, Dick Macaluso, Bill Millar, Roger Morrison, Peter McLean, Seymour Parker, Lawrence Reynolds, Walter Sullivan, Nancy Smith, Charles Spencer, Jayne Shannon, John Sisk, Carrie Senatorc, Frank

## ADVERTISING AGENCIES

Sweeney, Melita Skalbergs, Martha Thoman, Dorothy Thornton, Jeanne Tregre, Dominic Venturella, Harold Veltman, Louis West, Sara Wind.

### Branch Offices

410 No. Mich. Ave., Chicago, Ill.  
Phone: MOhawk 4-6700

Exec. Vice Pres., Mgr. . . . . George C. Reeves  
535 Griswold St., Detroit, Mich.  
Phone: WO 2-8890

Exec. V.P., Mgr. . . . . W. D. Laurie, Jr.  
6505 Wilshire Blvd., Los Angeles, Calif.  
Phone: OL 3-0300

V.P.'s, Mgrs. . . . . M. C. Borland, W. Wilgus  
2 Gateway Center, Pittsburgh 22, Pa.  
Phone: AT 1-8616

Manager . . . . . Walter Prior  
299 Alhambra Circle, Coral Gables, Fla.  
Phone: Highland 5-1391

Manager . . . . . Joseph J. Kelleher, Jr.  
320 California St., San Francisco, Calif.  
Phone: GA 1-3510

V.P., Mgr. . . . . Harry A. Lee  
700 Hartford Bldg., Dallas, Tex.  
Phone: RIVERSIDE 1-4584

Manager . . . . . J. William Brauer  
621 17th St., Denver 2, Colo.  
Phone: AMherst 6-3861

Mgr. . . . . Stephen Hull  
3376 Peachtree Rd., N.E. Atlanta 5, Ga.  
Phone: 231-3547

Manager . . . . . Jack Moore  
234 Loyola Ave., New Orleans 12, La.  
Phone: 524-7654

Manager . . . . . Robert P. Stevens  
3620 Carew Tower Bldg., Cincinnati, O.  
Phone: Du 1-1325

Manager . . . . . William J. Downes  
424 Nicobolas Rd., Kansas City, Mo.  
Phone: WE 1-4452

Manager . . . . . Ben Blausler  
1737 De Salles St. N.W., Washington, D. C.  
Phone: NAtional 8-6140

Mgr. . . . . John J. Barnhill  
913 Capitol Club Bldg., Raleigh, N. C.  
Phone: TEmpLe 3-7295

Manager . . . . . John D. Minter  
*Estimated Radio Billings:* \$10,000,000.  
*Estimated TV Billings:* \$123,000,000.

### TRACY, KENT & CO., INC.

147 E. 50th St., N. Y. 22  
Phone: ELdorado 5-4404  
ABP—ANPA—APA—NBP

Chairman of Board . . . . . Wm. Irwin Tracy  
Pres. . . . . Frank S. Kent  
Treas., Secy. . . . . George M. Pease  
Prod. Mgr. . . . . H. V. Kelly

### TRACY-LOCKE CO., INC.

2501 Cedar Springs Road, Dallas 1, Texas  
Phone: RI 8-4741

AAAA—ABP—ANPA—ABC—AFA

President . . . . . Morris Hite  
V.P., Treas. . . . . John H. Wellenkamp  
V.P.'s . . . . . F. E. Rowe, G. G. Addington  
V.P., Radio TV . . . . . Lawrence E. DuPont

Media Dir. . . . . Ernestine Parker  
Radio-TV Director . . . . . Howard Fisher  
Time Buyers . . . . . Paul Girard,  
Glenna Tinkler

### Branch Office

900 N. E. Military Dr., San Antonio 9, Tex.  
Phone: TA 6-3251

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

### VAN BRUNT & COMPANY ADVERTISING-MARKETING, INC.

355 Lexington Ave., New York 18, N. Y.  
Phone: MU 7-0770

AAAA-AFA-ABC-ANPA-ABP

President . . . . . Albert D. Van Brunt  
Exec. V.P., Treas. . . . . Edwin Van Brunt  
V.P., Marketing . . . . . Marvin Newman  
Production Manager . . . . . William I. Sanders  
Public Relations Dir. . . . . Peter L. Rothholz  
Account Executive . . . . . Oscar Harris

### JAY VICTOR & ASSOC., INC.

1225 Raymond Blvd., Newark, N. J.  
Phone: MARKET 3-8487  
N. Y. Phone: BA 7-6474

ABP—ANPA

President . . . . . Jay Victor  
Ch. Exec. Comm. . . . . Harold Markowitz  
V.P., Radio-TV . . . . . Krine Laffler  
Vice Pres. . . . . Harvey Victor  
V.P., Public Rel. . . . . Hal Gold  
Secretary . . . . . Eli Scolnick  
Treasurer . . . . . Henry L. Metger  
Prod. Mgr. . . . . Donald Martinetti  
Traffic Mgr. . . . . Frederica Weigner

### WABE, INCORPORATED

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

President . . . . . Charles Bernard  
Asst. to Pres. . . . . Bryna Milberg  
Art Dir. . . . . Leonard Kessler

### WADE ADVERTISING INC.

20 N. Wacker Drive, Chicago 6, Ill.  
Phone: FInancial 6-2100

ANPA—ABP—AAAA

Bd. Chmn. . . . . Albert G. Wade II  
President . . . . . H. Thurher  
Exec. V.P. . . . . F. F. Owen, Jr.  
Sr. V.P.'s . . . . . M. Harms, L. J. Nelson  
Exec. Art Director . . . . . Bruce Collins  
Prod. Mgr. . . . . E. Beane, Jr.  
Dir. Best. . . . . Richard Dunn  
Bus. Mgr., Broadcasting . . . . . Edward Carey  
Producers . . . . . G. Allen, R. Alcott, J. West

### Branch Offices

10 Rockefeller Plaza, New York 20, N. Y.  
Phone: Circle 5-1990

Mgr. . . . . Henry J. Opperman  
1717 N. Highland Ave., Los Angeles, Calif.  
Phone: HOLlywood 6-1631

V.P., Manager . . . . . Snowden Hunt  
Radio-TV Dir. . . . . E. Pierce  
*Estimated TV Billings:* \$22,000,000.

# ADVERTISING AGENCIES

## WARWICK & LEGLER, INC.

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

President.....H. Paul Warwick  
Exec. Vice Pres.....John P. Warwick  
V.P., Exec. TV Prod.....Andrew V. Christian  
Director, Programming.....Frank Fitzgerald  
TV Producer.....Walter Sachs  
V.P., Media.....R. S. Bean  
V.P., Charge of Copy.....Howard Connell  
V.P., Dir. of Art.....N. Leslie Silvas

## WATTS, PAYNE—ADV., INC.

311 West 7th-Denver Bldg., Tulsa 19, Okla.  
Phone: LU 3-7571

### AAAA—ABP—ANPA—AFA

Pres., Treas.....Oscar E. Payne  
Vice Presidents.....Leslie S. Hauger,  
Donald S. Mitchell  
Production Mgr.....Steve Snyder  
Radio-TV Dir.....Don S. Mitchell  
Secretary.....Jack W. Tubb  
*Estimated Radio Billings:* \$250,000.  
*Estimated TV Billings:* \$200,000.

## WEBB ASSOCIATES, INC.

8 West 40th St., New York 18, N. Y.  
Phone: LO 5-6462

President.....Bernard Schiff  
TV Dir.....Elaine B. Hudson  
Production Mgr.....Lee Kris  
Controller.....Lillian Habib  
*Estimated TV Billings:* \$2750,000.

## EDWARD H. WEISS & CO.

360 N. Michigan Ave., Chicago, Ill.  
Phone: Central 6-7252

President.....Edward H. Weiss  
Exec. V.P.....Bernard Gross  
Vice Chmn.....Irving D. Auspitz  
V.P., Creat. Dir.....N. Lee King  
V.P., Dir. Mkt. Svc.....Jack Bard  
V.P., Research Dir.....John Tarini  
V.P., Copy Chief.....Robert Wanamaker  
V.P., Radio-TV Dir.....Rolf Brandis  
V.P., Media Dir.....Nathan Pinsof

### Branch Offices

730 Fifth Ave., N. Y. 19, N. Y.  
Phone: JUdson 6-8313

V.P., Manager.....Peggy Schilling  
6363 Wilshire Blvd., Los Angeles, Calif.  
Phone: OLive 3-8360

Vice Pres.....David R. Fenwick  
Radio Director.....Les Goldsmith

## WEISS & GELLER

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-4070

President.....Max A. Geller  
Exec. V.P., Media Dir.....Max Tendrich  
Sr. V.P., Creative Dir.....Lawrence Wisser  
Time Buyer.....Jack Geller

## WERMEN & SCHORR, INC.

1616 Walnut St., Philadelphia 3, Pa.  
Phone: Pennypacker 5-1688

### APB—APA—NOAB—ANPA

President.....Davi Wermen  
Exec. V.P.....J. Leonard Schorr

Vice President.....Jay Beneman  
Vice President.....Lester J. Harmon  
Dir., Radio-TV.....Jerome Samuelsohn  
Production Supervisor.....Richard Standridge  
Time Buyers.....Terry Falgiatore,  
Mary Gillespie

Estimators.....Nancy Pilla, Helen McIton  
Broadcast Talent.....Maryanne Keeler  
Broadcast Traffic.....Jean Borrelli, Judy Fallon

## WEXTON COMPANY, INC.

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

Chairman.....Larry Schwartz  
President.....Martin Solow  
Exec. Vice Pres.....Adrian Price  
Vice Pres.....George Gilbert  
V.P., Radio-TV Dir.....John Eckstein  
Secy.-Treas.....Howard Wechsler  
Time Buyer.....Jeff Fine

## WILLIS/CASE/HARWOOD, INC.

Talbot Bldg., Dayton 2, Ohio  
Phone: 222-5542

APA—ANPA—AAAA—ABP—CAAN—AFA  
President.....Paul B. Willis  
V.P., Creative Director.....Harley Case  
V.P., Radio-TV.....F. R. Harwood  
Radio-TV Director.....Bil Hilz  
Time Buyer.....Donna Shultz

## WINFIELD ADV. AGENCY, INC.

8012 Bonhomme, St. Louis 5, Mo.  
Phone: VO 3-4524

### ABC—ABP—ANPA

President, Treas.....Robert O. Scott  
V.P., Radio-TV Dir.....Barbara Block  
Vice President.....Lynden E. Anderson  
Secretary.....Dorothy Frese  
Time Buyer.....Frances Calandro

## WINN-McLANE ASSOCIATES

1004 International Life Bldg., Austiu 1, Texas  
Phone: GR 6-3061

President.....J. Bonner McLane  
Vice President.....Windy Winn  
TV Director.....Bob Peck  
Radio Director.....Joe Roddy

## DEL WOOD ASSOCIATES

1271 Ave. of the Americas, N.Y. 20, N.Y.  
Phone: PLaza 7-9292

President.....Peter Frank  
Exec. V.P.....Charles J. Weigert  
Vice President.....Sidney J. Barbet

### Branch Office

5420 Melrose Ave., Hollywood 38, Calif.  
Phone: HOLlywood 2-6027

## MARVIN YOUNG ASSOCIATES

4432 Farndale Ave., No. Hollywood, Calif.  
Phone: POplar 3-5347

Head Associate.....Marvin Young  
Associates.....Joel Corbett, Neil Petry,  
Maruska Petrusek, Lee Hanson

## YOUNG & RUBICAM, INC.

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

AAAA—APA—NOAB—ABC—ABP—ANPA

## ADVERTISING AGENCIES

Board Chairman.....George H. Gribbin  
 President.....Edward L. Bond, Jr.  
 Exec. V.P.....Frank Fagan  
 Exec. V.P.....Harry Harding  
 Sr. V.P.'s, Div. Mgrs.....Earle Augstadt, Jr.  
 George P. Dippy, Alexander Kroll, Randolph McKelvey, William D. Thompson, Walter H. Smith  
 Sr. V.P., Chrmn. Plans Board...William J. Colihan, Jr.  
 Sr. V.P., Client Services..James P. Wilkerson  
 Sr. V.P., Chrmn., Creative Review Bd.  
 Charles Feldman  
 V.P., Dir. Business Devel.....Oscar Labow  
 Assistant to President.....Sylvia Simmons  
 V.P., Dir., TV Art & Prod..John Sidebotham  
 V.P., Dir., Pub. and Pub. Rel.  
 Henry F. Woods, Jr.  
 Vice Presidents..Harry B. Carpenter, David Miller, Dermott F. McCarthy, Steve Frankfurt, Jack M. Anthony, William Brownell, Thomas W. Lapham, Mary E. O'Meara, Pete Peabody, Schuyler Van Vechten, Frank Harrel, Frederick W. Frost, Warren A. Bahr, Joseph F. St. Georges, Henry L. Sparks, Hadley P. Atlass, Gilbert J. Headley, George D. Roberts, Peter Langhoff, William T. Moran.  
 V.P., Account Supervisors..H. Edward Alleman, Jr., Robert Belden, James Cameron, Walter C. Chamberlain, Dave Cleary, Kent Dennon, Jerome Entis, Allan R. Gardner, H. Brereton Hall, John H. Hatheway, Kosciuski Kemper III, John Lamb, Edwin F. Lewis, Ollie M. Lyon, Gilbert McDonald, J. Layng Martine, Arthur M. Menardier, James Mortensen, Douglas J. Murphy, Robert B. Osburn, Bernard Pagenstecher, William M. Richardson, Dave Salembier, Eldon E. Smith, Mark Stroock, Edgar B. Van Winkle, H. James Watt, Jr., Luis G. Weil, Frank Yahner, Charles C. Young, III.  
 Sr. V.P., Dir., TV-Radio Dept....Chas. Barry  
 V.P., Assoc. Dir., TV, Radio..William Craig  
 V.P. TV-Radio.....Wickliffe Crider  
 V.P., Dir., Radio-TV Publicity..Harry Rauch  
 Manager, TV-Radio....David Y. Bradshaw  
 TV-Radio Supervisors...Thomas J. Adams, Richard J. Cox, Richard Dana, Marvin H. Koslow, Colgan Schlank, Martin G. Waldman, Kenneth A. Wood, Jr.  
 Treasurer.....George Farrand  
 Asst. Treas....Paul J. Muller, Dwight F. Smith  
 Controller.....Wray Witten

### Branch Offices

1 East Wacker Dr., Chicago 1, Ill.  
 Phone: 329-0750

Vice Pres. in Charge.....Carl F. Vollmer  
 645 Griswold St., Detroit 26, Mich.  
 Phone: Woodward 1-7050

V.P., Mgr.....Joseph Standart  
 Hlywd. & Hyland Ave., Hollywood 28, Calif.  
 Phone: HO 2-7181

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

Phone: EXbrook 7-1838  
 V.P.-in-Chg.....William P. Reilly  
 615 So. Flower St., Los Angeles 17, Calif.  
 Phone: MADison 6-7641

V.P.-in-Chg.....James C. Armstrong  
*Young & Rubicam, International Division*  
 Sr. V.P., Director.....Francis E. Gearon  
 Mgr., N. Y. Int'l Services.....Marc DeVos  
 250 University Ave., Toronto 1, Ont., Canada  
 Phone: EMpire 2-3921

V.P., Managing Dir.....Trevor G. Goodman  
 1155 Dorchester Blvd. West, Montreal 2,  
 Que., Canada  
 Phone: UNiversity 6-8941

V.P. Manager.....Gabriel Lalonde  
 Plaza de la Republica 26, Mexico 1, D. F.  
 Phone: Mexico City 46-48-60

President, General Mgr...Edward J. Noble  
 1508 Avenida Ponce de Leon, San Juan,  
 Puerto Rico  
 Phone: SAnturce 3-2080

V.P., General Mgr.....J. L. Brandi  
 Edificio Luz Electrica de Venezuela, Avenida  
 Urdaneta, Caracas, Venezuela  
 Phone: CAracas 54-65-51

V.P., General Mgr.....Ben J. Mione  
 1A Calle Poniente 1104, San Salvador,  
 El Salvador

V.P., General Mgr.....Ruben Rossell  
 Edificio Panamerica, Apartado Postal #3278,  
 Panama  
 Phone: #2-47-51

Manager.....Donald Reynolds  
 8 Baker St., W.I., London, England  
 Phone: Hunter 5511

Managing Director.....Wilson H. Kierstead  
 Grosse Gallusstrasse 16, Frankfurt/Main,  
 Germany  
 Phone: FRankfurt 2-88-81

Managing Director.....Kenneth B. Loftus  
 Via Speronari 8, Milan, Italy  
 Phone: Milan, 866-335

Managing Director.....Smner J. Winebaum  
*Estimated Radio Billings: \$9,100,000.*  
*Estimated TV Billings: \$88,100,000.*

### THE ZAKIN COMPANY

27 East 37th St., New York 16, N.Y.  
 Phone: MU 4-0830

ABP-ANPA

Partners.....Alvin Zakin, Theo. Eiser  
 Admin. Dir.....Jeanne Kur  
 Treasurer.....Sa  
 Production Manager.....P  
 Copy Chief.....  
 Art Director.....Wi  
 Public Relations Dir.....

### PETER ZANPHIR AD

633 5th Ave., New Y  
 Phone: PLa  
 AP

President.....

# Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Ardiel Advertising Agency, Ltd.	4 Lawton Ave.	Toronto	HUnter 5-6541-5	B. Glen Gill	B. Glen Gill
Ardiel Advertising Agency, Ltd.	180 Parkdale Ave. N	Hamilton	LI 9-2419	B. R. Martinson	J. N. Elliott
Backman Advertising Ltd.	Lord Nelson Bldg.	Halifax, N.S.	423-8164	Ann Archibald	
Baker Advertising Agency Ltd.	1670 Bayview Ave.	Toronto	487-1511	N. Pahlen	D. O. Kimball
Baker Advertising Agency Ltd.	1420 Sherbrooke St. W.	Montreal	Victor 5-2191	G. St. Denis	
Batten, Barton & Durstine & Osborne Inc.	2 Carlton St.	Toronto	EM 3-9461	Frederick Thorne	Colin Campbell
Batten, Barton & Durstine & Osborne Inc.	1010 St. Catherine St. W.	Montreal	UNiversity 8-2655	Philippe Garcia Pierre Pelletier (French)	Mrs. Mildred MacLeod
Beedham & Beecroft Adv. Ltd.	217 St. Clair Ave., W.	Toronto	924-8431	Miss R. Shaw	
Bleasdale Advertising Ltd.	608 Fort St.	Victoria, B.C.	EV 2-6741	Harry S. Bleasdale	Violet Perry
Breithaupt, Milson, & Benson	120 Eglinton Ave. E.	Toronto	483-3531	F. J. Dearden	J. E. Palmer
Brown, Mitchell & Wright, Ltd.	Davie St. 1033	Vancouver	MU 4-7277		John G. Service
Brown, Mitchell & Wright, Ltd.	537 8th Ave., SW.	Calgary	AM 2-4767	Alex D. Wood	Flora Sayer
Burnett Leo Co. of Canada, Ltd.	133 Richmond St., W.	Toronto	EM 6-5801	James B. McRae	Miss Colleen Burke
Burnett Leo Co. of Canada, Ltd.	550 Sherbrooke St., W.	Montreal	VI 4-3939	Aliette Dufour	
Burns Advertising Agency, Ltd.	1980 Sherbrooke St., W.	Montreal	WE 5-5257	L. St. Amand	
Canadian Advertising Agency	1454 Mountain St.	Montreal	VI 2-8061	M. Fontaine	Claude G. Jarry
Canadian Advertising Agency	790 Bay St.	Toronto	368-7646	Irwin Teitel	
Canadian Advertising Agency	1131 Richards St.	Vancouver	MU 4-4151	K. L. Johnson	Lee Harrison
Cardon, Rose, Ltd.	1411 Crescent St., W.	Montreal	VI 2-9581	Norman Cardon	
Carter, Garry J. of Canada, Ltd.	59 Avenue Road	Toronto	924-2505	Garry J. Carter	



Cockfield, Brown & Co., Ltd.....	Canada Cement Bldg.	Montreal	UN 1-1771	R. W. Harwood	E. W. Box
Cockfield, Brown & Co., Ltd.....	185 Bloor St., E.	Toronto	924-5492	P. C. Logan	
Cockfield, Brown & Co., Ltd.....	804 Electric Railway Chambers	Winnipeg	WH 2-0811	J. E. Holmes	J. R. Cameron
Cockfield, Brown & Co., Ltd.....	1200 Burrard Bldg.	Vancouver	MU 1-1111	Miss Madigan	
Collyer Advertising, Ltd.....	2100 Drummond St.	Montreal	VI 2-8672	K. Chase	Nan Freser
Collyer Advertising, Ltd.....	20 Carlton St.	Toronto	EM 3-2647	M. L. Graves	
Cooper Advertising Co., Ltd.....	105-7 Marigold Bldg.	Saskatoon, Sask.	CH 4-4696	Mrs. Grace Atkinson	
Cooper Advertising Co., Ltd.....		Regina, Sask.	LA 7-3855	William Frederick	
Copeland, Don., H., Advertising Ltd.....	2510 Yonge St.	Toronto	488-6151	Mrs. V. M. Copeland	
Grombie Advertising Co., Ltd.....	391 St. James St., West	Montreal	VI 9-5246	V. P. Gray	
Grombie Advertising Co., Ltd.....	100 Adelaide St., W.	Toronto	924-7204	Mrs. J. Watson	
Dancer-Fitzgerald-Sample Adv. Can. Ltd..	200 St. Clair Ave., W.	Toronto	924-8425	Mrs. Ruth Pedley	
Desbarats Raymond Advertising Ltd. ....	485 McGill St.	Montreal	UN 6-4835	D. Tasker	
Dominion Advertising Inc.....	1395 Fleury St.	Montreal	381-6033	A. Desautels	
Donahue & Coe (Canada) Ltd.....	1010 St. Catherine St. W.	Montreal	UN 6-8851	Mrs. P. Charlebois	
Dreher Monroe F., Ltd.....	1155 Dorchester St. W.	Montreal	881-8341	Mrs. W. F. Byrd	
Erwin Wasey, Ruthrauff & Ryan, Ltd.....	610 Church St.	Toronto	WA 1-5187	Edward W. Karthaus	
Ferres Advertising, Ltd.....	63 Duke St.	Hamilton, Ont.	JA 9-1116	C. T. Dickson	R. L. Simpson
Foote, Cone & Belding, Canada, Ltd.....	10 St. Mary St.	Toronto	WA 5-5961	Mona Harper	
Foster Advertising, Ltd.....	149 Alcorn Ave.	Toronto	924-4681	Miss M. Newton	
Foster Advertising, Ltd.....	550 Sherbrooke St., West	Montreal	VI 9-5343	Miss C. Toupin	Pierre Petel
Foster Advertising, Ltd.....	140 St. Portage Ave.	Winnipeg	WH 2-0776	Laurie A. Mainster	
Foster Advertising, Ltd.....	63 Sparks St.	Ottawa	CE 6-5909	J. R. Foster	
Goodis, Goldberg Soren, Ltd.....	288 Lawrence Ave., W.	Toronto	RU 9-1101	Mrs. C. Kireluk	R. Blazer
Goodis, Goldberg Soren, Ltd.....	Birks Bldg.	Montreal	UN 6-6181		
Goodis, Goldberg Soren, Ltd.....	818 8th Ave., S.W.	Calgary	AM 2-7474	Jay L. Joffe	
Goodwin, Ellis Advertising, Ltd.....	1161 Melville St.	Vancouver	MU 1-3474	W. E. Ellis	
Goodwin, Ellis Advertising, Ltd.....	1239 8th Ave., S.W.	Calgary	AM 2-4262	G. Stewart Menzies	
Grant Advertising of Canada, Ltd.....	170 University Ave.	Toronto	EM 3-2144	K. R. MacDougall	

# Key Canadian Advertising Agencies

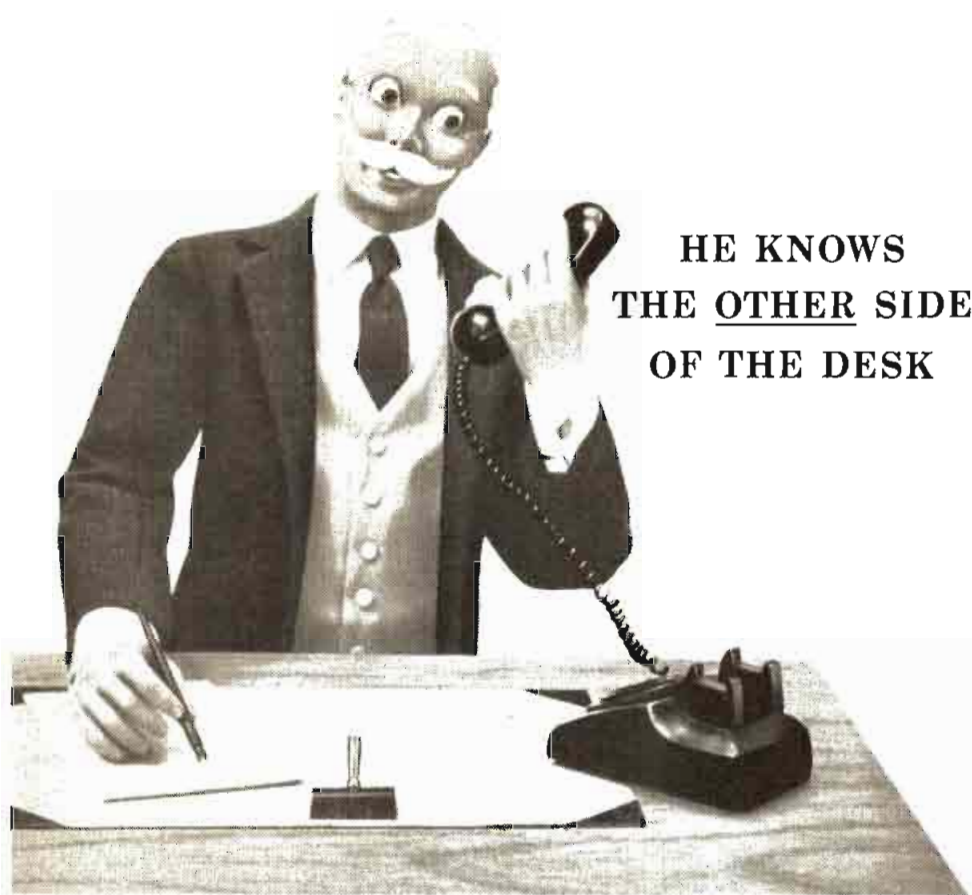
AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Grant Advertising of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-7828	W. B. Wilbraham	
Grey Advertising Ltd.	2005 Peel St.	Montreal	VI 4-1766	E. Abrahamson	
Grosberg, Pollock & Gwartzman, Ltd.	234 Eglinton	Toronto	487-4717	Chas. A. Grosberg	
Hallmark V. Ltd.	99 Avenue Rd.	Toronto	823-7341	T. R. Hansen	William Stinson
Hayhurst, F. H. Co. Ltd.	55 Eglinton Ave., E.	Toronto	HU 7-4371	R. D. Amos	J. Gibson
Hayhurst, F. H. Co. Ltd.	1420 Sherbrooke St., W.	Montreal	VI 5-0251	G. Gendron	Mrs. U. McLean
Heggie Advertising Co., Ltd.	97 Eglinton Ave., E.	Toronto	HU 1-5125	Miss Phyllis Sivell	
Huot, Publicitee, Ltee	353 St. Nicholas St.	Montreal	VI 2-9011	Jean C. Fournier	
Hutchins Advertising of Canada, Ltd.	35 Hayden St.	Toronto	924-3753	P. J. Bounsaal	
Imperial Advertising, Ltd.	38 Blower St.	Halifax, N.S.		G. E. MacDonald	
Industrial Advertising Agency, Ltd.	385 Madison Ave.	Toronto	924-6671	Mrs. V. Percival	
Industrial Advertising Agency, Ltd.	1500 Stanley St.	Montreal	VI 2-5281	A. G. Temple	
Industrial Advertising Agency, Ltd.	177 Russell Ave.	St. Catharines, Ont.	MU 2-9443	D. C. Williamson	
Jan Advertising Agency Ltd.	207 Greenwich	Brantford	6-6116	James Morris	
Jarvis, Albert, Ltd.	1466 Crescent St.		AV 8-9234	George Turner	
Kelley, Russell T. Co., Ltd.	627 Main St., E.	Hamilton, Ont.	JA 2-1155	J. D. McNie	
Kenyon, & Eckhardt, Ltd.	321 Bloor St., E.	Toronto	WA 5-8931	J. A. Winter	Mrs. Dorothy Iler
Lovick, James & Co., Ltd.	1178 W. Pender St.	Vancouver	MU 4-6221	Mrs. A. Bothamley	
Lovick, James & Co., Ltd.	800 Bay St.	Toronto	WA 1-1121	R. Freiman	Olive Jennings
Lovick, James & Co., Ltd.	200 Queens Ave.	London, Ont.	GE 8-6141	J. M. Hunter	
Lovick, James & Co., Ltd.	428 Portage Ave.	Winnipeg	WH 3-0623	A. B. Jenkins	

Lovick, James & Co., Ltd.....	629 7th Ave., S.W.	Calgary	AM 2-6161	C. N. York
Lovick, James & Co., Ltd.....	401 Kerr Block	Regina, Sask.	LA 3-7570	Geo. R. Bothwell
Lovick, James & Co., Ltd.....	10830 Jasper Ave.	Edmonton, Alta.	GA 4-2181	J. M. Younie
Lovick, James & Co., Ltd.....	623 Dominion Square Bldg.	Montreal	UN 6-8391	Mrs. Stella Slattery
Maclaren Advertising Co., Ltd.....	111 Richmond St., W.	Toronto	EM 3-2244	H. E. Hough
Maclaren Advertising Co., Ltd.....	550 Sherbrooke St., W.	Montreal	VI 5-1222	Miss L. Henuset
Maclaren Advertising Co., Ltd.....	635 Ouellette Ave.	Windsor, Ont.	CL 3-1414	Jas. A. Robb
Maclaren Advertising Co., Ltd.....	911 Electric Ry. Chambers	Winnipeg	WH 2-6321	E. P. Thompson
Maclaren Advertising Co., Ltd.....	1240 W. Pender St.	Vancouver	MU 5-6268	J. A. Ferry
McCann-Erickson (Canada) Ltd.....	200 Bloor St., E.	Toronto	WA 5-3231	Miss M. Tiemann
McCann-Erickson (Canada) Ltd.....	2055 Peel St.	Montreal	VI 9-8341	Yves Bourassa
McCann-Erickson (Canada) Ltd.....	1030 W. Georgia St.	Vancouver	MU 3-5608	Miss F. Asson
McConnell, Eastman & Co., Ltd.....	291 Dundas St.	London, Ont.	GE 4-4528	R. A. McCall
McConnell, Eastman & Co., Ltd.....	234 Eglinton Ave., E.	Toronto	HU 7-4601	D. J. MacMillan
McConnell, Eastman & Co., Ltd.....	Dominion Square Bldg.	Montreal	UN 6-6771	Miss J. Johnston
McConnell, Eastman & Co., Ltd.....	379 Broadway Ave.	Winnipeg	WH 2-3491	R. I. Morton
McConnell, Eastman & Co., Ltd.....	512 6th Ave. S.W.	Calgary	AM 3-7040	Mrs. J. Loetscher
McConnell, Eastman & Co., Ltd.....	10020 109th St.	Edmonton, Alta.	GA 2-5107	Clarke Wallace
McCracken, W. A., Ltd.....	1198 W. Pender St.	Vancouver	MU 3-2161	W. A. McCracken
McGregor Deaville Advertising.....	153 St. Clair Ave., W.	Toronto	924-0721	Arthur E. McGregor
McKim Advertising, Ltd.....	1175 Bay St.	Toronto	WA 2-4864	Peel Stevan
McKim Advertising, Ltd.....	1155 Dorchester Blvd. W.	Montreal	861-8422	Jean Monte
McKim Advertising, Ltd.....	1407 Yonge St.	Toronto	924-0981	G. W. Leech
McKim Advertising, Ltd.....	379 Broadway Ave.	Winnipeg	WH 2-3491	R. I. Morton
McKim Advertising, Ltd.....	1030 West Georgia St.	Vancouver	MU 3-8121	Miss E. Fox
Muter, Culiner, Frankfurter & Gould, Ltd.....	89 Avenue Rd.	Toronto	924-5738	E. Gould
Nattall & Maoney, Ltd.....	108 12th Ave., S.W.	Calgary, Alta.	AM 9-3054	Mrs. P. McVean
Nattall & Maoney, Ltd.....	10666 103rd St.	Edmonton, Alta.	GA 4-4910	D. A. Williams
				J. N. Milne
				P. Distasid
				S. D. Bennett
				Mary McGowan
				Austin Moran
				J. McCallum
				Mrs. Rotha Webb
				J. R. Matheson
				G. Rafelman
				Miss J. A. Brown

# Key Canadian Advertising Agencies

AGENCY	ADDRESS	CITY	PHONE	RADIO-TV TIME BUYER	BROADCAST DEPT. DIRECTOR
Needham, Louis & Brorby of Canada, Ltd.	121 Richmond St., W.	Toronto	EM 4-1492	D. C. McLean	Denise Curran
O'Brien Advertising, Ltd.	1030 W. Georgia St.	Vancouver	MU 1-9174	A. J. Collins	
O'Brien Advertising, Ltd.	117 LaFleche Bldg.	Edmonton	GA 2-5450	A. E. Nightingale	
O'Brien Advertising, Ltd.	1278 La Fleche Bldg.	Ottawa	TA 8-5554	Major W. L. Jewel	
Ogilvy, Benson & Mather (Canada) Ltd.	88 University Ave.	Toronto	362-7711	J. M. Brown	
Orr, William R., Ltd.	240 Eglinton Ave., E.	Toronto	HU 5-9367	Ann Chalcraft	
Otto, Robt. & Co. (Canada) Ltd.	1670 Bayview	Toronto	487-1511	W. R. Baker	
Paul, Phelan & Perry, Ltd.	6 Crescent Rd.	Toronto	WA 5-3436	G. P. Vale	
Paul, Phelan & Perry, Ltd.	1500 Stanley	Montreal	VI 9-8061	M. Gauthier	
Payeur Publicite, Inc.	639 8th Ave.	Quebec City	529-3322	J. P. Vogel	
Pemberton, Freeman, Mathes & Milne	42 Charles East	Toronto	924-6243	Peter F. W. Percival	
Pemberton, Freeman, Mathes & Milne	1980 Sherbrooke St. W.	Montreal	WE 5-5287	Miss M. Henault	
Pennell Advertising	145 Yonge St.	Toronto	EM 4-2079	Miss M. Barrer	
Plant, Elton M., Advertising, Ltd.	586 Ouellette Ave.	Windsor, Ont.	CL 4-1159	Elton M. Plant	
Purkis, Thornton Ltd.	330 Bay St.	Toronto	EM 4-3762	Miss G. Race	
Reimer C., Advertising, Ltd.	407 Graham Ave.	Winnipeg	WH 2-1868	C. L. Reimer	M. D. Reimer
Ronalds-Reynolds & Co.	154 University Ave.	Toronto	EM 2-2381	Vera Hopkins	Miss E. Y. Leslie
Ronalds-Reynolds & Co.	2055 Peel	Montreal	849-9401	M. Provost	M. Laphkas
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor, Ont.	CL 6-2371	R. A. Post	
Sauviat, G. R. & Associates	1500 Stanley	Montreal	AV 8-4171	G. R. Sauviat	J. P. Champagne
Schneider Cardon, Ltd.	1224 St. Catherine St., W.	Montreal	UN 1-4764	H. M. Schneider	
Smith, R. C. & Son, Ltd.	140 Merton St.	Toronto	HU 1-2253		G. Alex Phare

Spitzer & Mills & Bates, Ltd.....	790 Bay St.	Toronto	EM 6-2811	R. A. Stevenson
Spitzer & Mills & Bates, Ltd.....	1155 Dorchester	Montreal	861-9721	D. McCrimmon
Stanfield, Johnson & Hill, Ltd.....	1200 Dominion Sq., Bldg.	Montreal	UN 6-8741	R. H. Geary
Stanfield, Johnson & Hill, Ltd.....	255 Davenport Rd.	Toronto	924-8481	W. C. Bopp
Stevenson & Scott, Ltd.....	1260 University St.	Montreal	UN 6-9361	Miss Jean Sweeny
Stevenson & Scott, Ltd.....	100 Adelaide St. W.	Toronto	EM 3-5773	S. C. Young
Stevenson & Scott, Ltd.....	402 Pender St., W.	Vancouver	MU 3-5696	Miss Sherill Adair
Stevenson & Scott, Ltd.....	95 Dresden Row	Halifax, N.S.		R. H. Kitley
Tames Advertising Agency, Ltd.....	1395 Bayview	Toronto	HU 1-2291	John G. Tames
Tandy Richards Advertising, Ltd.....	20 Carlton St.	Toronto	EM 2-6362	A. C. Haight
Tandy Richards Advertising, Ltd.....	550 Sherbrooke St., W.	Toronto	VI 4-8821	H. A. Tingle
Thompson Co., Ltd., J. Walter.....	1600 Dorchester Blvd., W.	Montreal	WE 4-1331	R. Humphries
Thompson Co., Ltd., J. Walter.....	600 University Ave.	Toronto	362-3471	E. Hay
Thompson-Petersen Adv. Agency, Ltd.....	215 Victoria St.	Toronto	368-8091	J. MacCrimmon
Thompson-Petersen Adv. Agency, Ltd.....	1121 St. Catherine St., W.	Montreal	VI 2-1881	Wm. Wheatstone
Torobin Advertising, Ltd.....	4823 Sherbrooke W.	Montreal	WE 7-3501	H. V. Petersen
Vamplew Colby Advertising, Ltd.....	57 Bloor W.	Toronto	923-8491	P. Fiset
Vickers & Benson, Ltd.....	Keefe Bldg.	Montreal	UN 6-7701	J. MacCrimmon
Vickers & Benson, Ltd.....	980 Yonge St.	Toronto	925-9393	Gerard Delage
Wallace Advertising Ltd.....	132-6 Roy Bldg.	Halifax, N. S.	423-7142	Mrs. J. Guerin
Walsh Advertising Co., Ltd.....	1980 Sherbrooke W.	Windsor, Ont.	CL 6-2671	D. T. Hardman
Walsh Advertising Co., Ltd.....	2 Carlton St.	Toronto	EM 3-3053	C. E. Howard
Walsh Advertising Co., Ltd.....	1980 Sherbrooke St. W.	Montreal	WE 3-6756	T. S. Lawton
Willis Advertising, Ltd.....	165 Bloor St. W.	Toronto	WA 5-3804	R. A. Norman
Yanef, Chris, Ltd.....	119 Isabella	Toronto	924-6678	H. Dumont
Young & Rubicam.....	1255 University St.	Montreal	UN 6-8941	W. A. Willis
Young & Rubicam.....	250 University Ave.	Toronto	EM 2-3921	Chris Yanef
				G. Lalonde
				D. C. Dunlop
				P. N. MacKenzie
				M. Fogel
				J. D. Pare



**HE KNOWS  
THE OTHER SIDE  
OF THE DESK**

PGW Television Colonels worked for advertising agencies for 70 years before they joined us. Our Radio Colonels put in nearly half a century with companies that market goods and services. Altogether, we have been on the other side of the advertising desk for 173 years.

They were very productive years for many of us. Because of them, the PGW Colonel is very much at home with advertisers . . . and advertisers are at home to the Colonel.

*That's why the Colonel is always on the go!*

**PETERS, GRIFFIN, WOODWARD, INC.**

***Pioneer Station Representatives Since 1932***

**TELEVISION DAILY**

INTERNATIONAL  
NEWSPAPER  
OF  
RADIO & TELEVISION



presents

**STATION  
REPRESENTATIVES**



EXECUTIVE PERSONNEL

BRANCH OFFICES

**1963**

# Radio & TV Station Representatives

## ABC TELEVISION SPOT SALES, INC.

663 Fifth Ave., New York 22, N. Y.  
Phone: SU 7-5000

Exec. V.P., Gen. Mgr. .... James Conley  
V.P., Central Division. .... D. Thomas Miller  
Eastern Sales Mgr. .... Fred Netter  
Business Manager. .... Mark S. Elleutuck

### Branch Offices

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: AN 3-0800

Sales Manager. .... John McElfresh  
1539 N. Vine St., Los Angeles 29, Calif.

Phone: NO 3-3311

Sales Manager. .... Richard Beesmyer  
915 Olive St., St. Louis 1, Mo.

Phone: CH 1-4647

Sales Manager. .... Robert Sullivan  
41 Sutter St., San Francisco 4, Calif.

Phone: YU 2-4155

Sales Manager. .... James Osborn

## AM RADIO SALES COMPANY

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

President. .... W. H. Losce  
*Branch Offices*

400 N. Michigan Ave., Chicago 11, Ill.  
Phone: MOhawk 4-6555

V.P., Midwest Mgr. .... Jerry Glynn  
5939 Sunset Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 5-0695

Manager. .... Ray L. Taylor  
950 California St., San Francisco 9, Calif.

Phone: GA 1-0716

Manager. .... Frank A. Tessin, Jr.  
2768 Penobscot Bldg., Detroit 2, Mich.

Phone: WOODward 5-2420

Manager. .... Glenn Gilbert

## ADVERTISING TIME SALES, INC.

247 Park Ave., New York 17, N. Y.  
Phone: MU 7-5040

President. .... Thomas B. Campbell

Vice Presidents. .... William N. Davidson,  
John A. Thompson, James A. McManus,  
Geo. Harding (Dallas)

Secy.-Treasurer. .... Monroe H. Long, Jr.  
*Branch Offices*

360 N. Michigan Ave., Chicago 1, Ill.  
Phone: 782-0313

Executive-in-Charge. .... John Murphy  
2332 Fidelity Union Tower Bldg.,  
1507 Pacific Ave., Dallas 1, Tex.

Phone: RIVERSide 2-2388

Vice President. .... George Harding  
1015 Locust St., St. Louis 1, Mo.

Phone: CHEstnut 1-1914

Executive-in-Charge. .... Robert Hetherington  
615 Fisher Bldg., Detroit 2, Mich.

Phone: TR 1-4120

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

15 Peachtree Bldg., Rm. 934, Atlanta 3, Ga.  
Phone: 524-5486

Executive-in-Charge. .... William T. White  
703 Market St., San Francisco 3, Calif.

Phone: DOUGlas 2-4560

Executive-in-Charge. .... Charles Rembert  
6399 Wilshire Blvd., Los Angeles 48, Calif.

Phone: OLIVE 1-4720

Executive-in-Charge. .... Robert Maggioro  
1028 Northwestern Bank Bldg.,  
Minneapolis 2, Minn.

Phone: FEderal 2-2476

Executive-in-Charge. .... Robert L. Brockman

## AIRSPOT SALES

64 East Lake St., Chicago, Ill.

Phone: 275-3199

Vice President. .... Joseph Kapps  
**AIR-TIME SALES LTD.**

2149 Yonge St., Toronto, Ont., Can.

Phone: 485-0746

General Manager. .... Michael J. Callahan  
Sales Manager. .... Adrian C. Egan

Office Manager. .... Lynn Sorbie

## ALASKA RADIO & TV SALES

c/o Weed Television

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

Phone: TN 7-2600

Manager. .... J. J. Weed

## ALL-CANADA RADIO & TELEVISION, LTD.

1000 Yonge St., Toronto, Ontario, Can.

Phone: WAlnut 5-9361

President. .... J. S. MacKay

General Manager. .... Reo C. Thompson

Promotion Manager. .... Fred H. McCurdy

Mgr., Radio Div. .... R. F. Tait

Mgr., Program Division. .... D. C. Murray

Mgr., TV Div. .... Ross McCreath

### Branch Offices

New Western Hotel, New York, N. Y.

Phone: CI 6-1425

TV Sales. .... Bill Townsend

Radio Sales. .... Lloyd Johnston

922 Dominion Square Bldg., Montreal, Que.

Phone: UNiversity 1-5656

Manager. .... K. A. Baker

706 Electric Railway, Chamber Bldg.

Winnipeg, Manitoba

Phone: WHitehall 2-6861

Manager. .... G. Jones

1230 17th Ave., S. W.

Calgary, Alberta

Phone: 244-2455

Manager. .... J. E. Cavanaugh

1161 Melville St., Vancouver, B. C.

Phone: MUTual 4-7461

Manager. .... J. E. Baldwin

## AVERY-KNODEL INC.

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

Phone: PLaza 7-1800

President. .... J. W. Knodel



## STATION REPRESENTATIVES

Senior Vice President.....Roger O'Sullivan  
Vice President.....Charles C. Coleman, Jr.  
V.P., TV Sales Mgr., N. Y.....R. J. Kizer  
Treasurer .....Jaquelin Gullatt  
Secretary .....Emily Jordan

### Branch Offices

2206 Prudential Plaza, Chicago 1, Ill.  
Phone: 467-6111

Senior V.P.....Roger O'Sullivan  
Mgr., TV Sales.....F. Robert Kalthoff  
369 Pine St., San Francisco 4, Calif.  
Phone: YUkon 1-2345

Pacific Coast Mgr., TV.....David B. Meblin  
3325 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUmkirk 5-6394

Pacific Coast Mgr., Radio.....W. E. Moore  
120 Marietta St., N.W., Atlanta 3, Ga.  
Phone: JAcKson 3-2545

Vice President.....Charles C. Coleman  
3010 Fidelity Union Tower, Dallas 1, Texas  
Phone: RIverside 7-7761

Exec. in Charge.....Wallis Ivy  
2226 Guardian Bldg., Detroit 26, Mich.  
Phone: WOODward 1-9607

Exec. in Charge.....Arthur O'Connor  
915 Olive St., St. Louis, Mo.  
Phone: CHEstnut 1-5051

Exec. in Charge.....William McKinstry

### JAMES S. AYERS CO.

702 Glenn Bldg., Atlanta, Ga.  
Phone: JAcKson 5-0459

President & Treas.....James S. Ayers  
Branch Office

711 Liberty Life Bldg., Charlotte, N. C.  
Phone: FRanklin 5-6146

Vice President.....Guy Vaughan, Jr.

### MORT BASSETT & CO.

743 Fifth Ave., New York 22, N. Y.  
Phone: MU 8-5490

President .....Mort Bassett  
Account Executive.....Serge T. Popper  
Branch Offices

400 N. Michigan Ave., Chicago 11, Ill.  
Phone: 467-6106

Managers.....John Erickson, John Shelton  
1713 Spruce St., Philadelphia, Pa.

Phone: KI 5-4334

Manager .....Paul S. O'Brien

### C. K. BEAVER & ASSOCIATES

2158 Union Ave. Bldg., Memphis, Tenn.  
Phone: BR 2-7503

President .....C. K. Beaver  
Vice President.....Harry M. Harkins

Branch Office

1375 Peachtree St., Atlanta, Ga.



## AM RADIO SALES CO.

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

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

**WBZ**—Boston

**WIND**—Chicago

**KYW**—Cleveland

**WCAR**—Detroit

**WOWO**—Fort Wayne

**KMPC**—Los Angeles

**WLOL**—Minneapolis

**WINS**—New York

**KDKA**—Pittsburgh

**WPEN**—Philadelphia

**KEX**—Portland

**KSFO**—San Francisco

**KVI**—Seattle

## STATION REPRESENTATIVES

Phone: TR 4-2736

Vice President.....Harry M. Harkins

**ELISABETH M. BECKJORDEN**

235 East 46th St., New York 17, N. Y.

Phone: PLaza 5-4262

**CHARLES BERNARD CO., INC.**

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

Phone: CI 6-7242

President.....Charles Bernard

Ass't to Pres.....Bryna Milberg

(Branch offices same as Country Music

Network under Regional Networks.)

**WALTER BIDDICK COMPANY**

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

Phone: RIchmond 9-8800

Manager.....Guy Biddick

**JOHN BLAIR & COMPANY**

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

Phone: PLaza 2-0400

President.....John P. Blair

**BLAIR TELEVISION**

President.....David Lundy

**BLAIR-TV**

Exec. V.P., Sales Mgr.....Frank Martin

V.P., Research Director....W. Ward Dorrell

*Branch Offices*

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

Phone: SUperior 7-2300

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

155 Sansome St., San Francisco 4, Calif.

Phone: YUkon 2-7068

Manager.....Edward Smith

3460 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 1-3811

Manager.....Robert Klein

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

Phone: GARfield 1-5262

V.P., Sales Manager....Richard Quigley, Jr.

617 Book Bldg., Detroit 26, Mich.

Phone: WOOdward 1-6030

Manager.....Gabe Dype

1617 Pennsylvania Blvd., Philadelphia, Pa.

Phone: LO 8-0290

Manager.....Gordon Walls

3028 Southland Center, Dallas, Texas

Phone: RIVERSide 1-4228

Manager.....Steve Beard

1375 Peachtree St., N.E., Atlanta 9, Ga.

Phone: 875-7567

Manager.....H. W. Maier

118 Newbury St., Boston, Mass.

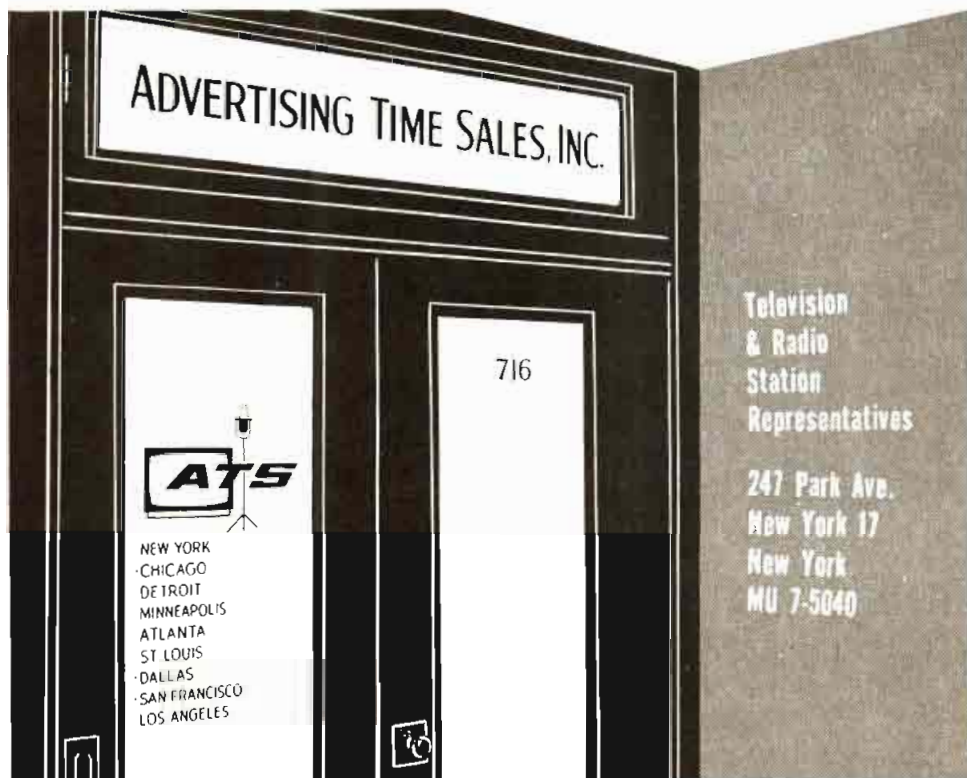
Phone: KENmore 6-1472

Manager.....Bruce Pattyson

BTA

V.P., Sales Manager.....James Theiss

(Same branch offices as above)



## STATION REPRESENTATIVES

### BOGNER & MARTIN

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

Phone: MU 9-2586

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

Sales Manager.....P. J. Bogner, Jr.

#### Branch Offices

411 Glenn Bldg., Atlanta, Ga.

Phone: MU 8-3988

Exec. in Charge.....R. 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

Bedford, N. Y.

Phone: 4-7280

President.....Guy Bolam

Vice President.....I. O'C. Bolam

#### Branch Office

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

Phone: MU 2-4500

### GENE BOLLES COMPANY

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

Phone: ORegon 5-5058

President.....Gene Bolles

#### Branch Offices

222 N. Wells St., Chicago, Ill.

Phone: STate 2-5097

Execs. in Charge.....Laurie Thompson,

Hooper Jones

111 N. La Cienega Blvd., Beverly Hills, Calif.

Phone: OLympia 2-1313

Exec. in Charge.....Lee O'Connell

681 Market St., San Francisco, Calif.

Phone: EX 2-1507

Exec. in Charge.....Ted Hall

### THE BOLLING COMPANY, INC.

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

Phone: YUkon 6-4545

President.....George W. Bolling

Exec. Vice President.....Robert A. Schmid

Treasurer.....Robert H. Bolling

President (TV Div.).....G. Richard Swift

Pres. (Radio Div.).....G. William Bolling III

Research Manager.....Mel Turner

#### Branch Offices

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

Phone: WH 3-2040

## TELEVISION ADVERTISING REPRESENTATIVES, INC.

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

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

**Gives you  
more when  
you go to  
market**

Representing

**WBZ-TV—Boston**

**WJZ-TV—Baltimore**

**WTOP-TV—Washington**

**WBTV—Charlotte**

**WJXT—Jacksonville**

**KDKA-TV—Pittsburgh**

**KYW-TV—Cleveland**

**KPIX—San Francisco**

TVAR

## STATION REPRESENTATIVES

Manager ..... Ralph Kelley  
 1680 N. Vine St., Hollywood 28, Calif.  
*Phone: HOLlywood 2-6471*

Manager ..... William Reitman  
 5 Third St., San Francisco, Calif.  
*Phone: GA 1-6740*

Mgr..... John T. Coy  
 251 Mill St., Newtonville, Mass.  
*Phone: 332-0661*

Manager ..... Robert Foster  
 Vaughn Bldg., Dallas 1, Tex.  
*Phone: RI 8-2172*

Manager..... Thomas R. Murphy  
 2158 Union Ave. Bldg., Memphis 4, Tenn.  
*Phone: BRoadway 2-7503*

Manager..... Cecil K. Beaver  
 KMBC Building, 11th & Central Aves.,  
 Kansas City, Mo.  
*Phone: GRand 1-7822*

Manager..... Eugene F. Gray  
 1375 Peachtree St., Atlanta, Ga.  
*Phone: TR 4-2736*

Manager ..... Harold Walker  
 915 Olive St., St. Louis 1, Mo.  
*Phone: CEntal 1-9151*

Manager..... Eugene F. Gray  
 209 16th St., Denver 2, Colo.  
*Phone: AC 2-5465*

Manager..... Robert S. Hix  
 1761 1st Natl. Bank Bldg., Detroit, Mich.  
*Phone: WOODward 2-6265*

Manager..... Larry Gentile  
 977 Northwestern Bank Bldg.,  
 Minneapolis 2, Minn.  
*Phone: FEderal 3-1496*

Manager ..... James Bowden  
 National Bank Bldg., Philadelphia 7, Pa.  
*Phone: LO 4-6927*

Manager ..... Robert Dome

### BREEN & WARD

400 Madison Avenue, New York 17, N. Y.  
*Phone: PLaza 1-3075*

Manager... Ed Breen, George McCrystal  
*Branch Offices*  
 2449 Larkin St., San Francisco, Cal.  
*Phone: PRospect 5-2725*

Manager ..... Frank Grennan  
 354 E. Wesley Rd., N.E., Atlanta 5, Ga.  
*Phone: 233-2887*

Manager ..... Joseph Murphy

### BROADCAST SERVICES, INC.

Mart Bldg., Suite 318, 206 San Francisco St.,  
 El Paso, Texas  
*Phone: KEystone 2-6978*

President..... Jack R. McVeigh  
 V.P., Secy.-Treas..... Mrs. Billie McVeigh  
 Directors..... Robert F. Cummins,  
 Jack R. McVeigh, Angel Rojas

### BROADCAST TIME SALES

509 Madison Ave., New York 22, N. Y.  
*Phone: MU 8-1910*

President..... Carl L. Schuele  
*Branch Offices*  
 333 N. Michigan Ave., Chicago 1, Ill.  
*Phone: AN 3-1913*

Manager ..... Ron Durham  
 681 Market St., San Francisco 11, Calif.  
*Phone: SUtter 1-8656*

Manager ..... Ward Glenn  
 296 Penobscot Bldg., Detroit, Mich.  
*Phone: WOODward 5-7618*

Manager ..... Wendell Parmelee  
 1540 N. Highland, Los Angeles 28, Cal.  
*Phone: HO 5-3884*

Manager ..... James Lucas  
 1713 Spruce St., Philadelphia, Pa.  
*Phone: PE 5-3132*

Manager ..... Norm K. Hoover

### CLARKE BROWN COMPANY

2533 McKinney St., Dallas, Tex.  
*Phone: RIVERSide 2-5418*

President..... Clarke R. Brown  
*Branch Offices*  
 1182 West Peachtree N.W., Atlanta, Ga.  
*Phone: TRinity 5-9539*

Manager ..... Grady Berry  
 1150 Delaware St., Denver, Colo.  
*Phone: TABor 5-7585*

Manager ..... John McGuire

*Broadcast Time Sales*  
 THE BEST IN RADIO

509 MADISON AVE. N. Y. 22 / MU 8-1910

Chicago  
 Los Angeles  
 San Francisco  
 Detroit  
 Philadelphia  
 Houston  
 Milwaukee

## STATION REPRESENTATIVES

### 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 4-437

Pres.-Treasurer.....John A. Toothill

304 Taft Bldg., Hollywood 28, Calif.

Phone: HOLLYWOOD 4-7395

Mgr. ....Harlan G. Oakes

166 Geary St., San Francisco 8, Calif.

Phone: EX 7-4827

Manager .....Don Pickens

### CANADIAN BCSTG. CORP.- NATIONAL SELECTIVE SALES

French Stations: Box 6000, Montreal, Que.

Phone: UNiversity 6-2571

English Stations:

354 Jarvis St., Toronto 5, Ont.

Phone: WALnut 5-3311

French Network Sales:

Sales Director.....M. Valiquette

TV Sales Manager.....W. E. Chevrier

Radio Sales Manager.....Jean Desmarais

English Network Sales:

Sales Director.....John R. Malloy

TV Sales Manager.....W. F. Cooke

TV Sales Superv.....A. A. Stone

Radio Sales Mgr.....R. S. Joynt

Export Sales Mgr.....H. P. Salmon

Sales Prom. Spvsr.....H. F. Chevrier

Branch Offices:

701 Hornby St., Vancouver, B. C.

Phone: MUtual 4-0246

Box 555, Edmonton, Alberta

Phone: 469-2321

541 Portage Ave., W., Winnipeg, Man.

Phone: SPruce 4-2541

Box 3220, Ottawa, Ontario

Phone: PArkway 8-1771

232 St. George St., Moncton, N. B.

Phone: FVergreen 4-3366

100 Sackville St., Halifax, N. S.

Phone: 422-8311

Box 5490, St. John's, Nfld.

Phone: NE 8-7181

### CARIBBEAN NETWORKS, INC.

20 West 43rd St., New York 36, N. Y.

Phone: LOnacre 5-7840

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

V.P., Gen. Mgr.....Maurie E. Webster

N. Y. Sales Mgr.....Ronald M. Gilbert

Dir. of Marketing.....George Arnold

Dir. of Sales Promo.....Norman S. Ginsburg

Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.

Phone: Whitehall 4-6000

Sales Manager.....Charles E. Burge

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.....Joseph K. Marshall

6121 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 9-1212

Sales Manager.....Roland McClure

15 Peachtree St. Bldg., Atlanta 3, Ga.

Phone: 525-4953

Sales Manager.....George Swearingen

1144 Hampton Ave., St. Louis 10, Mo.

Phone: STerling 1-2345

Sales Manager.....William O'Donnell

City & Monument Aves., Philadelphia 31, Pa.

Phone: TEnnyson 9-7000

Sales Manager.....Gene Myers

### CBS TELEVISION STATIONS NATIONAL SALES

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

Phone: PLaza 1-2345

V.P. & Gen. Mgr.....Bruce R. Bryant

Eastern Sales Mgr.. Theodore W. O'Connell

Business Manager.....Gerald E. Marenoff

Dir., Sales Prom. & Res... William Hohmann

Mgr., Sales Prom. & Res.....Daniel R. Kelly

Branch Offices

630 N. McClurg Crt., Chicago 11, Ill.

Phone: Whitehall 4-6000



THE DEVNEY ORGANIZATION, INC.

AND

D-O SALES SERVICE

STATION REPRESENTATIVES

## STATION REPRESENTATIVES

Midwestern Sales Mgr. . . . Richard R. Loftus  
932 Fisher Bldg., Detroit 28, Mich.  
Phone: Trinity 2-5500

Manager . . . . . John S. Logan  
Sheraton-Palace Hotel, San Francisco, Calif.  
Phone: YUkon 2-7000

Manager . . . . . Robert H. Perez  
6121 Sunset Blvd., Los Angeles 28, Calif.  
Phone: HOLlywood 9-1212

Manager . . . . . Samuel F. Hill, Jr.  
12th and Cole Sts., St. Louis 6, Mo.  
Phone: MAIn 1-9100

Sales Manager . . . . . William F. Miller

### HENRY I. CRISTAL CO., INC.

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

Phone: MUrray Hill 8-4414

President . . . . . Henry I. Cristal

Vice-President & Gen. Mgr. . . . . Irvin Gross

Sales Manager . . . . . Philbin S. Flanagan

#### Branch Offices

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

Phone: CE 6-6357

Manager . . . . . Richard Charlton  
1646 Russ Bldg., San Francisco 4, Calif.

Phone: YU 2-1204

Manager . . . . . Richard E. Green  
3440 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DU 8-1271

Manager . . . . . Kirk Munroe  
1907 Book Building, Detroit 26, Mich.

Phone: WOODward 3-2365

Manager . . . . . Joseph R. Spadea

581 Boylston St., Boston 16, Mass.

Phone: Copley 7-1180

Manager . . . . . David M. Guinee  
972 Peachtree St. N.E., Atlanta, Ga.

Phone: TR 5-9311

Manager . . . . . Neal W. Robbins

### THOMAS F. CLARK COMPANY, INC.

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

Phone: OREGon 9-5866

Manager . . . . . John H. Boyd

Assistant Manager . . . . . Madeleine E. Miklos

#### Branch Offices

35 E. Wacker Drive, Chicago, Ill.

Phone: STate 2-8196

Manager . . . . . Paul Elsberry  
658 Book Bldg., Detroit, Mich.

Phone: WOODward 1-6036

Manager . . . . . Paul Pequino

501 William-Oliver Bldg., Atlanta, Ga.

Phone: JACkson 4-0454

Manager . . . . . Harry Cannon

166 Geary St., San Francisco, Cal.

Phone: YUkon 6-1621

Manager . . . . . Don Pickens

### COLLEGE RADIO CORPORATION

20 West 43rd St., New York 17, N. Y.

Phone: LO 4-6760

General Manager . . . . . Robert R. Vance, Jr.

#### Branch Office

57 Post St., San Francisco 4, Calif.

Phone: SUTter 1-5568

Manager . . . . . Allen S. Young

### CONTINENTAL RADIO SALES

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

Phone: MUrray Hill 7-6865

Manager . . . . . R. Butche

#### Branch Offices

21st & Panama St., Philadelphia 3, Pa.

Phone: LOeust 3-8139

Manager . . . . . S. Marshall

228 No. La Salle St., Chicago, Ill.

Phone: FRanklin 2-2095

Manager . . . . . R. Olson

### DONALD COOKE INC.

145 East 52nd St., New York 22, N. Y.

Phone: MU 8-2190

President . . . . . Donald Cooke

Asst. to Pres. . . . . Dorothy McLaughlin

#### Branch Offices

360 N. Michigan Ave., Chicago, Ill.

Phone: ANdover 3-5771

Manager . . . . . Lionel Colton

111 N. La Cienega Blvd., Beverly Hills, Cal.

Phone: OLYmpia 2-1313

Manager . . . . . Lee F. O'Connell

249 Pine St., San Francisco, Calif.

Phone: EX 7-6187

Manager . . . . . Allan Torbet

### BILL CREED ASSOCIATES, INC.

808 Stabler Bldg., Boston 16, Mass.

Phone: HUbbard 2-4845

President & Treas. . . . . William A. Creed

## HOWARD E. STARK

BROKERS • FINANCIAL CONSULTANTS

RADIO STATIONS

TELEVISION STATIONS

*More than a decade  
of Constructive Service  
to Broadcasters and  
the Broadcasting Industry*

50 EAST 58 STREET  
NEW YORK 22, N. Y.

ELdorado 5-0405

## STATION REPRESENTATIVES

### F. T. CRENNAN & ASSOCIATES

2537 Larkin St., San Francisco 9, Calif.

Phone: PRospect 5-2725

Owner, Mgr. .... F. T. Crennan

### DAY-WELLINGTON, INC.

904 Vance Bldg., Seattle 1, Wash.

Phone: MUtual 2-6535

President ..... Del Day

Sec.-Treas. .... Gil Wellington

### THE DEVNEY ORGANIZATION, INC.

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

Phone: MUrray Hill 3-5830

President ..... E. J. Devney

#### Branch Offices

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

Phone: STate 2-5282

Mid-West Manager ..... John K. Markey

Guarantee Bldg., Suite 809,

Hollywood 28, Calif.

Phone: HOllywood 2-6678

General Manager ..... Hank Stanley

681 Market St., San Francisco 3, Calif.

Phone: EXbrook 2-1507

General Manager ..... Ted Hall

100 Boylston St., Boston 16, Mass.

Manager ..... George Bingham

### 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

11 West 42nd St., New York 36, N. Y.

Phone: OX 5-8545

President ..... Robert M. Dore

#### Branch Offices

360 N. Michigan Ave., Chicago, Ill.

Phone: DEarhorn 2-3414

Manager ..... Ed Sherinian

6331 Hollywood Blvd., Hollywood, Calif.

Phone: HOllywood 2-6676

Managers ..... James Gates, Hank Stanley

681 Market St., San Francisco, Calif.

Phone: EX 2-8038

Manager ..... Ward Glenn

4026 Bowser Ave., Dallas, Tex.

Phone: LA 8-4491

Manager ..... Wells Bruen

### ROBERT E. EASTMAN & CO., INC.

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

Phone: LT 1-0800

President ..... Robert E. Eastman

Exec. V.P. .... Richard C. Arbuckle

V.P., Sales ..... Joseph P. Cuff

Vice President ..... Frank L. Boyle

Secretary ..... Lee A. Lahey

Treasurer ..... Jacob J. Heilpern

#### Branch Offices

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

Phone: FIancial 6-7640

Manager ..... George G. Dubinetz

105 Montgomery St., San Francisco 4, Calif.

Phone: YUkon 2-9760

Manager ..... Robert W. Brokaw

211 N. Ervay Bldg., Dallas, Tex.

Phone: RIverside 7-0095

Manager ..... Al Carrell

915 Olive St., St. Louis, Missouri

Phone: CEntral 1-6055

Manager ..... Robert R. Maier

1680 N. Vine St., Los Angeles 28, Calif.

Phone: HOllywood 4-7276

Manager ..... John A. Thackaberry

1430 W. Peachtree St., N.W., Atlanta, Ga.

Phone: 875-7418

Manager ..... Richard M. Walker

933 Book Bldg., Detroit 26, Mich.

Phone: WOodward 5-5457

Manager ..... William K. Burton

1601 Walnut St., Philadelphia, Pa.

Phone: LO 7-7270

Manager ..... Derrick Dyatt

20 Providence St., Boston 16, Mass.

Phone: LI 2-1790

Manager ..... Raymond A. Gardella

### ECKELS & COMPANY

80 Boylston St., Boston, Mass.

Phone: LIberty 2-6481

Owner ..... George R. Eckels

Vice President ..... Irvin E. Dierdorff, Jr.

### FELTIS/DOVE/CANNON, INC.

Tower Bldg., Seattle 1, Wash.

Phone: MAIn 3-1868

President ..... Hugh Feltis

Vice President ..... Doug Dove

Vice President ..... Wynn Cannon

#### Branch Office

Morgan Bldg., Portland 5, Ore.

Phone: CA 7-5754

Manager ..... Cliff Engel

### FINE MUSIC HI-FI BROADCASTERS

8 West 40th St., New York 18, N. Y.

Phone: BRyant 9-3576

President, Treas. .... Kenneth C. Schwartz

Vice President ..... Joel B. Fairfax

#### Branch Offices

3650 W. 115 Place, Chicago, Ill.

Phone: 388-6533

Manager ..... R. Lovingfoss

41 Sutter St., San Francisco 4, Calif.

Phone: YUkon 1-1199

Exec. in Charge ..... Alhert Chance

### FM BROADCASTING SYSTEM, INC.

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

Phone: STate 2-8900

President ..... Sidney J. Wolf

Vice President ..... E. R. Peterson, Jr.

Sec., Nat'l Sales Mgr. .... E. R. Peterson, Sr.

#### Branch Offices

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

Phone: ELdorado 5-3720

Manager ..... Noel A. Rhys

612 Penobscot Bldg., Detroit, Mich.

Phone: WOodward 2-4504

Manager ..... E. R. Peterson, Jr.

3142 Wilshire Blvd., Los Angeles 5, Calif.

## STATION REPRESENTATIVES

Phone: DUnkirk 3-2910  
Manager ..... William Bayer  
75 Post St., San Francisco, Calif.  
Phone: SUtter 1-7410  
Manager ..... Roger Coombe

### FM UNLIMITED

5449 Augusta Blvd., Chicago 51, Ill.  
Phone: 379-7557  
President ..... Charles Kline

### FORJOE & COMPANY, INC.

230 Park Ave., New York 17, N. Y.  
Phone: ORegon 9-6820  
President ..... Joseph Bloom  
Branch Offices

35 E. Wacker Dr., Chicago 1, Ill.  
Phone: CEntal 6-7858  
Manager ..... Paul Elsberry  
72 Eleventh St., N.E., Atlanta 11, Ga.  
Phone: TRinity 5-0404

Manager ..... Robert W. Jensen.  
659 Book Bldg., Detroit 2, Mich.  
Phone: WOODward 1-6036  
Manager ..... Paul Pequinot  
681 Market St., San Francisco 5, Calif.  
Phone: SUtter 1-7569

Manager ..... Ted Hall  
1540 N. Highland Ave., Los Angeles 28, Calif.  
Phone: HOllywood 6-7279  
Managers ..... Sandy Kahn, Jim Lucas

### GATES-HALL INC.

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: 462-6676  
Manager ..... James Gates  
681 Market St., San Francisco 5, Calif.  
Phone: EX 2-1507  
Manager ..... Ted Hall

#### Branch Offices

535 Fifth Ave., New York 17, New York  
Phone: EX 2-1507  
435 N. Michigan, Chicago 11, Ill.  
Phone: 467-7070  
1610 Book Bldg., Detroit, Mich.  
Phone: WO 1-2685

### 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: FInancial 6-9393  
Midwest Sales Mgr. .... Walter Beadell  
2915 Book Bldg., Detroit 26, Mich.  
Phone: WO 2-7022  
Manager ..... Daniel W. Bowen  
2252 W. Beverly Rd., Los Angeles 57, Calif.  
Phone: DUnkirk 8-7115  
Manager ..... Bambie C. Herrington  
57 Post St., San Francisco, Calif.  
Phone: Sutter 1-5568  
Manager ..... Joe Keller  
William-Oliver Bldg., Atlanta, Ga.  
Phone: IAcckson 4-0451  
Manager ..... Harry J. Cannon

## GOOD MUSIC BROADCASTERS, INC.

355 Lexington Ave., New York, N. Y.  
Phone: YUkon 6-2680  
Nat. Sales Mgr. .... Jack Fenster  
Manor Road, Philadelphia 28, Pa.  
Phone: IVyridge 2-6000  
President ..... Raymond S. Green

## H-R TELEVISION, INC.

### H-R REPRESENTATIVES, INC.

375 Park Ave., New York 22, N. Y.  
Phone: PLaza 9-6800  
Pres. & Treas. .... Frank M. Headley  
Exec. Vice Pres. & Secy. .... Frank E. Pelleguin  
Exec. Vice Pres. .... Dwight S. Reed  
Vice Pres., Radio. .... James M. Alspaugh  
V.P., Sales Devel. .... Miss Avery Gibson  
V.P., Creative Sales. .... Max M. Everett  
V.P., National Sales Mgr. .... John H. White

#### Branch Offices

1100 Statler Office Bldg., Boston, Mass.  
Phone: LIberty 2-0178  
Manager ..... Santo Crupi  
35 East Wacker Drive, Chicago 1, Ill.  
Phone: FInancial 6-6440  
Exec. Vice President. .... Dwight S. Reed  
1065 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 1-1148  
Manager ..... Gene Gioe  
1004 Paramount Bldg., Des Moines, Ia.  
Phone: ATlantic 2-0201  
Manager ..... Donald G. Peterson  
1182 W. Peachtree St., N.W., Atlanta, Ga.  
Phone: 872-7701  
Manager ..... Cal Cass  
211 N. Ervay Bldg., Dallas, Tex.  
Phone: RIverside 8-6035  
Manager ..... Robert Dalchau  
321 Bush St., San Francisco 4, Calif.  
Phone: YUkon 2-5837  
Manager ..... Joe Friedman  
Equitable Bldg., Hollywood 28, Calif.  
Phone: HOllywood 2-6453  
Manager ..... William F. MacCrystall  
1137 Northwestern Bank Bldg.,  
Minneapolis, Minn.  
Phone: FEderal 8-7017  
Manager ..... Terrence Hughes  
One E. Penn Sq., Philadelphia 7, Pa.  
Phone: LOcust 3-1296  
Manager ..... Thomas Wood  
915 Olive St., St. Louis, Mo.  
Phone: CH 1-4193  
Manager ..... Arthur D. Kelley

## ARTHUR H. HAGG & ASSOCIATES

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: CEntal 6-7553  
President ..... K. W. Hagg  
Vice President. .... R. D. Hagg  
Branch Offices

205 East 42nd St., New York 17, N. Y.  
Phone: MU 4-4250  
Exec. in Charge. .... Ed Volckmann  
2201 Grand Ave., Kansas City, Mo.



## STATION REPRESENTATIVES

Phone: HA 1-7155  
Exec. in Charge.....R. J. Anderson  
3222 Center St., Omaha 5, Neb.  
Phone: 342-7620  
Exec. in Charge.....Howard W. Harvey

### HARDY RADIO & TELEVISION, LTD.

2 Carlton St., Toronto, Ont., Can.  
Phone: EM 3-9433  
General Manager.....A. C. Harrison  
Branch Office  
1500 Stanley St., Montreal, Que.  
Phone: VI 2-1101  
Manager .....M. Legault

### HARRINGTON, RIGHTER & PARSONS, INC.

415 Madison Ave., New York 17, N. Y.  
Phone: MU 8-7050  
President & Treas.....Volney Righter  
Vice Pres. & Secy....John E. Harrington, Jr.  
Vice President.....James O. Parsons, Jr.  
V.P., Research, Prom.....M. Rashbaum, Jr.  
V.P., Bd. Member.....John F. Dickinson  
V.P., Eastern Sales Mgr....Arthur C. Elliot

#### Branch Offices

Tribune Tower, Chicago, Ill.  
Phone: WIlitehall 4-0310  
Vice President.....Robert L. Gilbertson, Jr.  
235 Montgomery St., San Francisco, Calif.  
Phone: Sutter 1-4125  
Manager .....Franklin Dougherty  
1430 W. Peachtree St., Atlanta 9, Ga.  
Phone: TRinity 5-8458  
Manager .....Frank B. Rice  
80 Boylston St., Boston 16, Mass.  
Phone: LIberty 2-7537  
Manager .....Carter S. Knight  
1717 N. Highland, Hollywood 28, Calif.  
Phone: HO 6-4129  
Manager .....Byington F. Colvig  
915 Olive St., St. Louis, Mo.  
Phone: MAIn 1-7475  
Manager .....Richard M. Gardner

### GEORGE P. HOLLINGBERY CO.

307 North Michigan Ave., Chicago 1, Ill.  
Phone: DEarborn 2-6060  
Chairman of the Bd...George P. Hollingbery  
Vice-chairman.....F. E. Spencer, Jr.  
President (Radio).....Fred Hague  
President (TV).....Harry Wise, Jr.  
Sales Manager, Radio.....Robert Pierce  
Vice Pres., TV.....Warren Nelson

#### Branch Offices

500 Fifth Ave., New York 36, N. Y.  
Phone: OXFord 5-5560  
Executive-in-Charge.....F. E. Spencer, Jr.  
President, Radio .....Fred F. Hague  
President, TV .....Harry H. Wise, Jr.  
Director Sales Develop.....Philip Corper  
1776 Peachtree St., N.W., Atlanta 9, Ga.  
Phone: 875-9629  
V.P., Exec-in-Chg.....Richard N. Hunter

2214 Guardian Bldg., Detroit, Mich.  
Phone: WOODward 1-3555  
Executive-in-Charge.....Harry Betteridge  
3325 Wilshire Blvd., Los Angeles, Calif.  
Phone: DUNkirk 5-2071  
V.P., Exec-in-Charge.....Roy S. Edwards  
155 Montgomery, San Francisco 4, Calif.  
Phone: YUKon 1-2110  
Exec-in-Charge .....George Hemmerle  
211 N. Ervay, Dallas, Tex.  
Phone: RIVerside 8-0057  
Executive-in-Charge.....George L. Pettett

### HAL HOLMAN COMPANY

307 N. Michigan Ave., Chicago 1, Ill.  
Phone: FRanklin 2-0016  
Owner .....Hal Holman  
Branch Offices  
535 Fifth Ave., New York 17, N. Y.  
Phone: YUKon 6-4390  
Manager .....Ed Devney  
6381 Hollywood Blvd., Los Angeles 28, Calif.  
Phone: HOLlywood 2-2351  
Manager .....Tracy Moore  
703 Market St., San Francisco 3, Calif.  
Phone: EXbrook 2-6444  
Manager .....Charles Morin

### 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 1-3822  
Exec-in-Charge .....Tom Corlett  
205 W. Wacker Dr., Chicago 6, Ill.  
Phone: STate 2-5096  
Execs-in-Charge.....Hooper Joues,  
Laurie Thompson  
111 N. LaCienega Blvd., Beverly Hills, Cal.  
Phone: OL 5-8326  
Exec-in-Charge .....Jim Walsh  
501-2 William Oliver Bldg., Atlanta, Ga.  
Phone: JACkson 4-0454  
Exec-in-Charge .....Harry Cannon

### BERNARD HOWARD & CO., INC.

20 E. 46th St., New York 17, N. Y.  
Phone: OXFord 7-3750  
President .....Bernard Howard  
Exec. Vice Pres.....Jack Davis  
Branch Offices  
35 E. Wacker Dr., Chicago, Ill.  
Phone: FI 6-9227  
Vice Pres.....Robert Bell  
8430 Santa Monica Blvd., Los Angeles 69, Cal.  
Phone: OLFfield 6-7200  
Manager .....Norman Berk  
58 Sutter St., San Francisco 4, Calif.  
Phone: YUKon 1-3676  
Vice Pres.....Leslie Ray Rhodes  
1401 Peachtree St., N.E., Atlanta, Ga.  
Phone: TR 5-9403  
Manager .....Bernard Ochs

## STATION REPRESENTATIVES

### HARRY S. HYETT CO.

630 Baker Bldg., Minneapolis 2, Minn.  
Phone: FEderal 9-7179  
Owner & President.....Harry S. Hyett

### INDIE SALES, INC.

15 East 40th St., New York 16, N. Y.  
Phone: LExington 2-5055  
General Manager.....Hal Walton  
Controller.....Jim Popper  
Dir., Station Relations.....Leonard Baker

#### Branch Offices

658 Book Bldg., Detroit 16, Mich.  
Phone: WOODward 1-6036  
Manager.....Paul Pequinot  
35 E. Wacker Drive, Chicago 1, Ill.  
Phone: Sate 2-8196  
Manager.....Paul Elsberry

### INTER-AMERICAN PUBLICATIONS, INC.

41 East 42nd St., New York 17, N. Y.  
Phone: MUrray Hill 2-0884  
President.....Argentina Ramos  
Treasurer.....Jose Oviedo

### INTERCONTINENTAL SERVICES, LTD.

20 East 46th St., New York 17, N. Y.  
Phone: YU 6-0320  
President.....Harry M. Engel  
V.P., Sales Mgr.....John P. Barton  
V.P., Treas.....Jeanette F. Sytsma

#### Branch Offices

6331 Hollywood Blvd., Los Angeles, Calif.  
Phone: HO 2-2289  
Manager.....William L. Wallace  
155 Montgomery St., San Francisco, Calif.  
Phone: YU 6-5366  
Manager.....Frank Waters

### INTERPROVINCIAL BROADCAST SALES LTD.

76 St. Clair Ave., W., Toronto, Ont.  
Phone: 925-2291  
Exec. Vice Pres.....John R. Markey  
Branch Office  
1117 St. Catherine St., W., Montreal, Que.  
Phone: VIctor 9-5221  
V.P., Manager.....Lionel Morin

### THE KATZ AGENCY, INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 2-9200  
Chr. of Board.....G. R. Katz  
President.....Eugene Katz  
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  
Treasurer.....H. J. Grenthot  
TV Sales Mgr., West.....Walter Nilson  
TV Sales Mgr., East.....Michael T. Membrado  
Branch Offices  
Prudential Plaza, Chicago 1, Ill.  
Phone: MOhawk 4-7150

Manager.....Alan T. Axtell  
TV Sales Mgr., East.....Joseph Hogan  
TV Sales Mgr., West.....Robert Rohde  
Radio Sales Mgr.....William Lec  
Penobscot Bldg., Detroit 26, Mich.  
Phone: 963-8420

V.P., Manager.....William W. Joyce  
1393 Peachtree St., N.E., Atlanta 9, Ga.  
Phone: TRinity 5-1627  
Manager.....John G. Bolton, Jr.  
3505 Turtle Creek Blvd., Dallas 19, Texas  
Phone: LAKeside 6-7941

Manager.....D. Rutledge  
Russ Bldg., San Francisco 4, Calif.  
Phone: DOUGlas 2-7628  
Manager.....Franklin C. Wheeler  
5455 Wilshire Blvd., Los Angeles, Calif.  
Phone: WEbster 3-8171

Manager.....Gerald J. Jones  
915 Olive St., St. Louis 1, Mo.  
Phone: CEntal 1-1868  
Manager.....James Muse  
1905 First Natl. Bank Bldg.,  
Minneapolis, Minn.  
Phone: FEderal 3-6201

Manager.....John Brennan  
20 Providence St., Boston 16, Mass.  
Phone: LIberty 2-5458  
Manager.....John King  
1192 Land Title Bldg., Philadelphia 10, Pa.  
Phone: LOcust 3-4543

Manager.....Arne N. Ramberg

### KENTUCKY RADIO SALES

1420 Eastern Parkway, Louisville, Ky.  
Phone: GLendale 1-5045  
President.....Harry McTigue

### KETTELL-CARTER, INC.

118 Newbury St., Boston 16, Mass.  
Phone: KENmore 6-1966  
President.....Elmer Kettell  
Secy.-Treas.....Marjorie Carter

### A. LEWIS KING

500 Fifth Ave., New York 36, N. Y.  
Phone: CH 4-0119  
President.....A. Lewis King

### NONA KIRBY CO.

518 Statler Bldg., Boston 16, Mass.  
Phone: HUbbard 2-6117  
President.....Nona Kirby  
Vice President.....Kay Chille

### BOMAR LOWRANCE & ASSOC., INC.

710 Peachtree St., Atlanta 8, Ga.  
Phone: TRinity 6-6776  
President.....Bomar A. Lowrance  
Vice President.....Clyde L. Clem  
Branch Offices  
Fidelity Union Life Bldg., Dallas, Tex.  
Phone: RIVERSide 2-8206  
Vice President.....Robert F. Keefe

### J. A. LUCAS CO.

1540 N. Highland Ave., Los Angeles 28, Calif.

## STATION REPRESENTATIVES

Phone: Hollywood 6-7279

President .....James A. Lucas

### Branch Offices

681 Market St., San Francisco, Calif.

Phone: EXbrook 2-8038

40 East 49th St., New York 17, N. Y.

Phone: PLaza 3-3337

400 N. Michigan Ave., Chicago, Ill.

Phone: 467-6106

### LUSTER ASSOCIATES

150 West 55th St., New York, N. Y.

Phone: CIRCLE 6-1952

President .....Betty Luster

### JACK MASLA & COMPANY, INC.

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

Phone: PLaza 2-6450

President .....Jack Masla

Vice President.....Allan S. Klamer

### Branch Offices

75 E. Wacker Dr., Chicago, Ill.

Phone: CEntRAL 6-7974

Manager .....Robert Wencel

1610 Book Bldg., Detroit, Mich.

Phone: 961-2685

Manager .....Bernard Pearce

111 N. La Cienega Blvd., Beverly Hills, Calif.

Phone: OL 2-1313

Manager .....Lee O'Connell

681 Market St., San Francisco, Calif.

Phone: EX 2-8038

Manager .....Ward Glenn

1012 Baltimore Bldg., Kansas City, Mo.

Phone: GGrand 1-7822

Manager.....Eugene F. Gray

915 Olive St., St. Louis, Mo.

Phone: CE 1-9151

Manager.....Eugene F. Gray

### McGAVREN/GUILD CO., INC.

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

Phone: PLaza 1-4650

President .....Daren F. McGavren

Exec. V.P., Gen. Sales Mgr.....Ralph Guild

N. Y. Sales Mgr.....Ed Argow

### Branch Offices

110 Sutter St., San Francisco, Cal.

Phone: YUKON 6-4112

Manager .....Alexander McKay

35 E. Wacker Dr., Chicago, Ill.

Phone: FRanklin 2-1370

Manager.....Mike McNally

1216 Dime Bldg., Detroit, Mich.

Phone: WO 2-5777

Manager .....Robert Mahlman

1741 Ivar Ave., Los Angeles, Cal.

Phone: HOLLYWOOD 4-7331

V.P., Manager.....Walter Lake

915 Olive St., St. Louis 1, Mo.

Phone: CH 1-5201

Manager .....Tom Sullivan

805 Peachtree St., N.E., Atlanta 9, Ga.

Phone: 876-2589

Manager .....Chuck Hedstrom

### JOHN L. McGUIRE & CO.

1150 Delaware St., Denver 4, Colo.

Phone: TABOR 5-7585

Owner.....John L. McGuire

### MEDIA REPRESENTATIVES, INC.

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

Phone: CI 6-1320

Manager .....Edwin Seymour

### THE MEEKER COMPANY, INC.

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

Phone: MURRAY Hill 2-2170

President.....Robert D. C. Meeker

V.P., Chg. of Sales.....Charles E. Standard

V.P., Station Relations....Robert L. Dndley

Acct. Executives.....John B. Dalton,

Herb Hahn, John C. Kriete, Lynn Hall,

Eugene MacLean

Research & Prom. Dir.....Martin Mills

Sales Development.....Jack Hardingham

Office Manager.....Vivian Dagasso

### Branch Offices

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

Phone: CE 6-1742

Vice-president .....Carl Jewett

Acct. Execs....Chas. Compton, F. E. Bauman

Office Manager.....Barbara Engelhardt

55 New Montgomery, San Francisco 5, Calif.

Phone: YU 6-4940

Vice President.....Edgar B. Filion

Manager .....Don Pontius

Office Manager.....Joan Marie Comerford

6362 Hollywood Blvd., Los Angeles 28, Cal.

Phone: HOLLYWOOD 2-6501

Manager .....Don Palmer

Office Manager.....Stephanie Stratton

### CLYDE MELVILLE CO.

1300 Tower Petroleum Bldg., Dallas 1, Tex.

Phone: RIVERSIDE 8-5239

Pres. ....Clyde Melville

### METRO RADIO SALES

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

Phone: PLaza 2-8228

V.P., Director.....H. D. Neuwirth

N. Y. Sales Mgr.....Robert Coppinger

### Branch Offices

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

Phone: 467-6340

Midwest Sales Mgr.....Richard Kelliher

19th & Walnut Sts., Philadelphia, Pa.

Phone: LOcust 8-2900

Manager .....William S. Dallmann

1410 Fisher Bldg., Detroit 2, Mich.

Phone: 873-8600

Manager .....William Lauer

915 Olive St., St. Louis 1, Mo.

Phone: MAIn 1-4800

Manager .....LeRoy Rizer

3600 Wilshire Blvd., Los Angeles 5, Calif.

Phone: 385-1424

Manager.....Robert Jones

155 Montgomery St., San Francisco 4, Calif.

Phone: DOUGLAS 2-1945

Manager .....Richard Schutte

## STATION REPRESENTATIVES

### METRO TV SALES

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

Phone: PLaza 2-8228

V.P., Director.....John B. Sias  
East. TV Sales Mgr.....John W. Doscher

#### Branch Offices

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

Phone: 467-6340

Midwest Sales Mgr.....Thomas Tilson

19th & Walnut Sts., Philadelphia, Pa.

Phone: LOcust 8-2900

Manager.....William S. Dallmann

1410 Fisher Bldg., Detroit 2, Mich.

Phone: 873-8600

Manager.....William L. Lauer

915 Olive St., St. Louis 1, Mo.

Phone: MAin 1-4800

Manager.....George Diederich

3600 Wilshire Blvd., Los Angeles 5, Calif.

Phone: 385-1424

Manager.....Richard E. Drummy, Jr.

155 Montgomery St., San Francisco 4, Calif.

Phone: DOuglas 2-1945

Manager.....Graham Moore

### MICHIGAN SPOT SALES, INC.

Sheridan Cadillac Hotel, Detroit, Mich.

Phone: WO 1-3353

President.....Charles J. Sitta

### MID-AMERICA SPOT SALES

P. O. Box 4833, Kansas City 9, Mo.

Phone: RA 2-3886

Owner.....Ralph Meador

#### Branch Office

P. O. Box 358, Lexington, Mo.

Phone: ALpine 9-3232

Sales.....Jock Beretta

### MID-WEST TIME SALES

1012 Baltimore, Kansas City, Mo.

Phone: BA 1-0077

President.....Irv Schwartz

### ART MOORE & ASSOC., INC.

Jones Bldg., Seattle, Wash.

Phone: MU 2-3377

President.....Art Moore

#### Branch Office

520 S. W. 6th Ave., Portland 4, Ore.

Phone: 228-7284

Manager.....Ed Henry

### TRACY MOORE & ASSOC.

6381 Hollywood Blvd., Hollywood 28, Cal.

Phone: HOLlywood 2-2351

Owner.....Tracy Moore

Sales Manager.....Jerome A. Moore

#### Branch Office

703 Market St., San Francisco, Calif.

Phone: EXbrook 2-6444

Manager.....Charles E. Morin

### PAUL MULVIHILL & COMPANY, LTD.

77 York St., Toronto, Ont., Can.

Phone: EMpire 3-8814

President.....Paul Mulvihill

Manager, TV.....N. C. Bonnell

Manager, Radio.....W. H. Wallace

### NATIONAL SALES DIVISION,

#### RKO GENERAL, INC.

Time & Life Bldg., 1271 Ave. of Americas,  
New York 20, N. Y.

Phone: LOngacre 4-8000

Director of Nat'l Sales.....Donald J. Quinn

Dir. of Agency/Client Rel.....Sidney P. Allen

Dir., Research & Promotion.....Frank C. Boehm

Controller.....Kenneth Lyons

TV Sales Executives.....Richard B. Colburn,

John J. Fernandez, James A. Gaes, Gordon

Lawhead, James V. Marino, Gerald N.

Molfese, Morton Zimmerman

Radio Sales Executives.....Victor E. Forker,

James H. Fuller, Thomas J. Green, Frank

McNally, Henry W. Simmon, John Tormey

#### Branch Offices

Tribune Tower, Chicago, Ill.

Phone: 644-270

V.P., Midwestern Mgr.....George R. Jeneson

5515 Melrose Ave., Los Angeles, Calif.

Phone: HOllywood 2-2133

TV Sales Exec.....Edwin C. Metcalf

Radio Sales Exec.....Robert L. Fox

415 Bush St., San Francisco, Calif.

Phone: YUKon 2-9200

TV Sales Exec.....George Whitney

Radio Sales Exec.....Dennis Holt

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

Phone: TR 5-9539

Executive-in-Charge.....Grady Berry

2533 McKinney St., Dallas, Tex.

Phone: RI 2-5148

Executive-in-Charge.....Clarke R. Brown

3300 Guardian Bldg., Detroit, Mich.

Phone: WO 1-7200

Executive-in-Charge.....Joseph Campeau

### NATIONAL TIME SALES

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

Phone: MUrray Hill 2-4500

V.P., Gen. Sales Mgr.....Arthur Gordon

Sales Promotion Dir.....Al Alperton

#### Branch Offices

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

Phone: 346-7421

Manager.....Buck Harris

1680 N. Vine St., Hollywood 28, Calif.

Phone: HO 4-7395

Manager.....Harlan Oakes

166 Geary St., San Francisco 8, Calif.

Phone: EXbrook 7-4827

Manager.....Don Pickens

1401 Peachtree St. N.W., Atlanta, Ga.

Phone: TRinity 5-9403

Manager.....Barney Ochs

### NBC SPOT SALES

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

Phone: CIrcle 7-8300

## STATION REPRESENTATIVES

V.P., Spot Sales.....Richard H. Close  
 Director, Radio Sales.....Fred Lyons  
 Director, TV Sales.....Byron Goodell  
 Dir., New Bus. & Promo....Wilbur Fromm

### Branch Offices

Merchandise Mart, Chicago 54, Ill.  
*Phone: Superior 7-8300*  
 Central Radio Sales Mgr.....Frank DeRosa  
 Central TV Sales Mgr.....Richard Bergh  
 Sunset & Vine, Hollywood 28, Calif.  
*Phone: THornwall 5-7000*

W. Div. Mgr. Radio.....Doty Edouarde  
 Mgr., L.A. TV Spot Sls.....William Loudan  
 Salesman .....Jack Jennings  
 Taylor & O'Farrell Sts., San Francisco 2, Cal.  
*Phone: GRaystone 4-8700*

W. Div. Mgr. Radio.....Ed Macaulay  
 Mgr., S.F. TV Spot Sls.....R. Anderson  
 710 Peachtree St. N.E., Atlanta, Ga.  
*Phone: TRinity 6-3726*

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: ADams 2-9188*

New Eng. Sls. Rep.....David Scott

### NEW ENGLAND SPOT SALES, INC.

100 Boylston St., Boston 16, Mass.  
*Phone: HUBbard 2-4370*

President.....George C. Bingham  
 Vice President.....Charles Bell, Jr.  
 Account Exec.....John R. Lavallee

### HARLAN G. OAKES & ASSOCIATES

Rm. 304, Taft Bldg., Hollywood & Vine,  
 Hollywood 28, Cal.  
*Phone: HO 4-7395*

Managers.....Harlan Oakes, Hugh Wallace  
*Branch Offices*  
 166 Geary St., San Francisco 8, Cal.  
*Phone: EX 7-4827*

Manager .....Don Pickens  
 122 E. 42nd St., New York, N. Y.  
*Phone: MURray Hill 2-4500*

Manager .....Arthur Gordon

### THE BERNARD I. OCHS CO.

1401 Peachtree St., N.E., Atlanta 9, Ga.  
*Phone: TRinity 5-9403*

President.....Bernard I. Ochs

### LEE F. O'CONNELL CO.

111 N. La Cienega Blvd., Beverly Hills, Calif.  
*Phone: OLYMPIA 2-1313*

President.....Lee F. O'Connell  
*Branch Office*

690 Market St., San Francisco 5, Calif.  
*Phone: EX 7-0536*

Manager.....Dave Sandeberg

### OHIO STATIONS REPRESENTATIVES, INC.

203 Fidelity Bldg., Cleveland 14, O.  
*Phone: 781-0036*

Pres., Gen. Mgr.....Leonard F. Auerbach  
 Account Exec.....Geren W. Mortensen

### PACIFIC BROADCAST SALES

249 Pine St., San Francisco 4, Calif.  
*Phone: EX 7-6286*

Manager.....Robert R. Allen  
*Branch Office*

1258 N. Highland Ave., Hollywood 38, Calif.  
*Phone: HOLLYWOOD 6-4251*

Manager.....N. Arthur Astor

### PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.  
*Phone: MURray Hill 2-4500*

Excc. Vice Pres.....Eugene Bernald  
 Sales Prom.....Al Alperton

#### Branch Offices

1680 N. Vinc St., Hollywood 28, Calif.  
*Phone: HO 4-7395*

Manager .....Harlan Oakes  
 166 Geary St., Francisco 8, Calif.  
*Phone: EXbrook 7-4827*

Manager.....Don Pickens

### PEARSON NATIONAL REPRESENTATIVES, INC.

405 Park Ave., New York 22, N. Y.  
*Phone: PLaza 1-3366*

President .....Joseph Savalli  
 Sales Execs...Samuel F. Jackson, A. Russel  
 Walker, William M. Wilson, F. A. Wurster

#### Branch Offices

333 No. Michigan Ave., Chicago 1, Ill.  
*Phone: State 2-7494*

Manager .....Robert Flanigan  
 1901 W. 8th St., Los Angeles 5, Calif.  
*Phone: HUBbard 3-9671*

Manager .....Clark Barnes  
 58 Sutter St., San Francisco 4, Calif.  
*Phone: DOuglas 2-7159*

Manager .....Sue Masterson  
 511 N. Akard Bldg., Dallas, Texas  
*Phone: RIVERSIDE 7-3723*

Manager .....Allen Hundley  
 1371 Peachtree St., Atlanta, Ga.  
*Phone: TRinity 5-6644*

Manager .....Jon Farmer

### PETERS, GRIFFIN, WOODWARD, INC.

250 Park Ave., New York 17, N. Y.  
*Phone: YUKon 6-7900*

President.....H. Preston Peters  
 Exec. Vice Pres.....Russel Woodward  
 V.P., Treas.....Jones Scovern  
 President-TV .....Lloyd Griffin  
 V.P., Dir. TV Sls. Dev...George C. Castleman  
 V.P., TV Prom. Mgr.....Lon A. King  
 V.P., Television.....Charles R. Kinney  
 V.P., Radio.....Ray M. Stanfield  
 V.P., East. TV Sales Mgrs.....William G.  
 Walters, Arthur E. Muth

#### Branch Offices

Prudential Plaza, Chicago 1, Illinois  
*Phone: FRanklin 2-6373*

## STATION REPRESENTATIVES

V.P., Midwest Sales Mgr. (Radio)... **A. Bagge**  
V.P., Midwest Sales Mgr. (TV)... **W. Tynan**  
Vice Pres..... **John A. Cory**  
Chicago Sales Mgrs. (TV)..... **W. Donald**  
**Roberts, Jr., Louis J. Hummel, Jr.**  
1371 Peachtree St., N.E. Atlanta, Ga.

Phone: 875-7763

Asst. V.P. TV Sales Mgr... **William J. Stubbs**  
Radio Sales..... **William O. Jones**  
Penobscot Bldg., Detroit 26, Mich.

Phone: WOODWARD 1-4255

Vice Pres., Radio..... **William W. Bryan**  
TV Sales..... **James R. Sefert**  
818 Olive St., St. Louis 1, Mo.

Phone: CHESTNUT 1-3171

TV Sales ..... **Arnold K. Knippenberg**  
Fidelity Union Life Bldg., Dallas, Tex.

Phone: RIVERSIDE 7-9921

TV Sales..... **W. Hal Thompson**  
Radio Sales..... **John G. Butler**  
5455 Wilshire Blvd., Los Angeles 36, Calif.

Phone: WEBSTER 8-3585

TV Sales Mr..... **John P. Haskell**  
Radio Sales..... **Robert G. Hinds**  
1375 Russ Bldg., San Francisco 4, Cal.

Phone: YUKON 2-9188

TV Sales Mgr..... **John M. Brigham**  
Radio Sales..... **G. E. Hurst**  
12 South 12th St., Philadelphia 7, Pa.

Phone: WALNUT 3-0455

TV Sales..... **Donald K. Heller**  
First Nat'l Bank Bldg., Minneapolis 2, Minn.

Phone: 333-2425

TV Sales..... **John J. Cameron**

### EDWARD PETRY & CO., INC.

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

Phone: MURRAY HILL 8-0200

#### Radio Division

Board Chairman..... **Edward Petry**  
President..... **Edward E. Voynow**  
Exec. Vice-Pres..... **Martin L. Nieman**  
Vice President in Chg..... **Ben H. Holmes**  
V.P., Eastern Sales Mgr..... **Martin Percival**  
Sales Prom. Mgr..... **William Steese**

#### TV Division

Exec. Vice President.... **Martin L. Nieman**  
V.P., Sales Prom. Mgr... **Robert L. Hutton, Jr.**  
V.P., Eastern Sales Mgr... **Edward C. Page**  
Marketing Mgr..... **William B. Rohm**

#### Branch Offices

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

Phone: WHITEHALL 4-0011

President..... **Edward E. Voynow**  
V.P., Sales Mgr. (TV).... **Louis A. Smith**  
Sales Mgr. (Radio)..... **William P. Pipher**  
645 Griswold St., Detroit 26, Mich.

Phone: WOODWARD 3-0125

Sales Managers.. **William Cartwright (AM)**  
**Bruce Mayer (TV)**  
1375 Peachtree St., N.E., Atlanta 9, Ga.

Phone: 875-8547

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)**

3424 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNKIRK 8-1143

Sales Mgrs..... **Garry Hollihan (AM)**  
**L. D. Larimer (TV)**  
915 Olive St., St. Louis 1, Mo.

Phone: CHESTNUT 1-7191

Sales Mgrs..... **Sam Hall (AM)**  
**Junius Zolp (TV)**

801 Statler Bldg., Boston 16, Mass.

Phone: HUBBARD 2-6440

Sales Mgr..... **Frank Howard (AM & TV)**  
211 N. Ervay Bldg., Dallas 1, Tex.

Phone: RIVERSIDE 1-9454

Sales Mgrs..... **Barney Broiles (AM)**  
**David C. Milam (TV)**

### PHILADELPHIA SPOT SALES

310 Glen Echo Road, Phila., Pa.

Phone: CH 7-4510

President ..... **Morton Lowenstein**

### VIC PIANO ASSOCIATES, INC.

211 East 53rd St., New York, N. Y.

Phone: PL 9-1044

President ..... **Vic Piano**

Exec. Vice Pres..... **Claude Piano**

### PRESTIGE REPRESENTATION

#### ORGANIZATION

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

Phone: MU 7-3380

Pres., Gen. Mgr..... **Sam Brownstein**

Eastern Sales Mgr..... **John Cook**

Midwest Sales Mgr..... **Harley L. Ward**

Western Sales Mgr..... **Jim Lucas**

#### Branch Offices

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

Phone: CE 6-6269

Manager..... **Harley L. Ward**

1713 Spruce St., Philadelphia, Pa.

Phone: KI 5-4334

Manager ..... **Paul S. O'Brien**

1540 N. Highland, Hollywood 28, Calif.

Phone: HO 6-7272

Manager ..... **Jim Lucas**

681 Market St., San Francisco, Calif.

Phone: EX 2-8038

### RADIO REPRESENTATIVES, LTD.

76 St. Clair Ave. W., Toronto 7, Ont., Can.

Phone: 924-0727

President, Gen. Mgr..... **T. G. Ferris**

Radio Sales Manager..... **H. E. Pepler**

#### Branch Offices

1411 Crescent St., Montreal, Que., Canada

Phone: AV 8-4257

Manager..... **S. A. Green**

171 McDermod Ave., Winnipeg, Man., Canada

Phone: WH 3-9574

Manager..... **A. J. Messner**

1131 Richards St., Vancouver, B. C., Canada

Phone: MU 5-0288

Manager..... **W. E. J. Hall**

#### RADIO T. V.

### REPRESENTATIVES, INC.

7 East 47th St., New York 17, N. Y.

Phone: MU 8-4340

## STATION REPRESENTATIVES

President .....Peggy Stone  
 V.P., Eastern Sales Spvsr. ...George Schmidt  
 Treasurer .....Saul Frischling  
 Vice President.....Seymour Thomas

### Branch Offices

75 East Wacker Dr., Chicago 1, Ill.

Phone: 372-0910

V.P., Gen. Mgr.....Sy Thomas  
 72 Eleventh St., N.E., Atlanta 9, Ga.

Phone: 876-6464

Manager .....Bob Jensen  
 100 Boylston St., Boston 16, Mass.

Phone: HU 2-4370

Manager .....George Bingham  
 111 N. LaCienega Blvd., Los Angeles, Calif.

Phone: OL 5-7597

Manager .....Lee O'Connell  
 Morgan Bldg., Portland 4, Ore.

Phone: CA 7-5754

Manager .....Cliff Engel  
 690 Market St., San Francisco 5, Calif.

Phone: EX 7-0536

Manager .....Dave Sandeberg  
 Tower Bldg., Seattle 1, Wash.

Phone: MA 3-1868

Manager .....Hugh Feltis

### PAUL H. RAYMER COMPANY, INC.

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

Phone: Plaza 9-5570

President.....Paul H. Raymer  
 Exec. V.P., Natl. TV Sls. Mgr... F. C. Brokaw

V.P., TV Sls. Mgr.....Stnart M. Kelly

### Branch Offices

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

Phone: 644-4473

Manager.....John H. Wrath  
 2949 Penobscot Bldg., Detroit 26, Mich.

Phone: 963-0764

Manager.....Robert B. Rains  
 1680 Vine St., Hollywood 28, Calif.

Phone: 462-2376

Manager .....John D. Gale  
 1504 Russ Bldg., San Francisco 4, Calif.

Phone: YUkon 1-1833

Manager .....J. Milton Seropan  
 1627 Peachtree St., N.E., Atlanta, Ga.

Phone: 873-3519

Manager.....Edward D. Brandt  
 306 Mercantile Securities Bldg., Dallas, Tex.

Phone: Rlverside 1-5663

Manager .....Ralph Widman

### ROBERT RICHER REPRESENTATIVES, INC.

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

Phone: PLaza 2-6462

President.....Robert E. Richer  
 V.P., Director.....Sam Brownstein

### RKO GENERAL, INC.

(See National Sales Div., RKO General, Inc.)

### SCHARF BROADCAST SALES LTD.

305-1030 West Georgia St., Vancouver 5, B. C.

Phone: MU 4-6277

President.....C. A. Brian Scharf

### SELECT STATION REPRESENTATIVES, INC.

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

Phone: PLaza 8-1850

Exec. Vice President.....Albert B. Shepard

### Branch Offices

333 N. Michigan Ave., Chicago, Ill.

Phone: 332-0946

Manager.....Irwin W. Unger  
 1610 Book Bldg., Detroit 26, Mich.

Phone: 961-2685

Manager .....Bernard P. Pearse  
 249 Pine St., San Francisco, Calif.

Phone: EXbrook 7-6187

Manager .....Bob Allen  
 1258 N. Highland Ave., Los Angeles 38, Calif.

Phone: HOLlywood 6-5427

Manager .....Art Astor

### SKYLINE ADVERTISERS' SALES, INC.

Box 2191, Idaho Falls, Idaho

Phone: 523-4567

President, Gen. Mgr.....Melvin B. Wright

Vice Pres.....Joseph S. Sample

Office Manager.....Melva Searle

### SPOT TIME SALES INC.

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

Phone: PL 3-3337

President.....John E. Erickson

### Branch Offices

400 N. Michigan, Chicago 11, Ill.

Phone: 467-6106

V.P., Manager.....Carleton F. Loucks  
 681 Market St., San Francisco 5, Calif.

Phone: EX 2-8038

Manager .....Ward Glenn  
 1540 N. Highland Blvd., Los Angeles 28, Cal.

Phone: HO 6-7279

Manager .....Jim Lucas  
 1401 Peachtree Bldg., N.E., Atlanta, Ga.

Phone: 875-7144

Manager .....Ken Willson  
 544 Okeechobee Rd., Miami, Fla.

Phone: 887-4242

Manager .....Guy Zwahlen

### STORER TELEVISION SALES INC.

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

Phone: PLaza 2-7600

President.....Peter Storer

V.P. & Gen. Mgr.....Francis P. Barron

Promotion Mgr.....Joseph Dowling

### Branch Office

333 North Michigan Avenue, Chicago, Ill.

Phone: CEntral 6-9550

Midwest Sales Mgr.....Julian Kanter  
 New Center Bldg., Suite 521, Detroit 2, Mich.

Phone: 873-2383

Manager.....James E. Goldsmith  
 338 So. Western Ave., Los Angeles 5, Calif.

Phone: DU 9-3138

West Coast Manager.....Henry R. Flynn  
 235 Montgomery, 939 Russ Bldg.,  
 San Francisco, Calif.

Manager .....William Exline

## STATION REPRESENTATIVES

1018 W. Peachtree St., N.W., Atlanta, Ga.  
Phone: 875-8576  
Southern Sales Mgr. .... Buzz Hassett

### E. S. SUMNER CORPORATION

1250 Ave. of the Americas, New York 20, N. Y.  
Phone: LT 1-8330

President.....Eugene S. Sumner  
Vice President.....Todd R. Gaulocher  
Branch Office  
307 N. Michigan Ave., Chicago, Ill.  
Phone: STate 2-0650

Manager.....E. H. Alnwick

### TELE-RADIO & TV SALES, INC.

733 Third Ave., New York 17, N. Y.  
Phone: JU 6-9717

President, Treasurer.....H. Scott Killgore  
Secretary.....Marie DeMott  
General Mgr.....Warren A. Shunan  
Branch Offices

1540 N. Highland Ave., Los Angeles 28, Calif.  
Phone: HO 6-7279

Manager.....Jim Lucas  
100 California St., San Francisco 11, Calif.  
Phone: YU 2-9933

Manager.....Frank T. Crennan

### TELEVISION ADVERTISING REPRESENTATIVES, INC.

666 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 2-3456

President.....LARRY Israel  
Exec. V.P.....Robert McGredy  
V.P., Mkt. & Research.....Robert Hoffman  
Eastern Sales Mgr.....Marvin L. Shapiro  
V.P., Asst. to Pres.....B. Margolis  
Business Mgr.....R. Arcua

#### Branch Offices

100 N. Michigan Ave., Chicago 11, Ill.  
Phone: WH 4-4567

Manager.....William Condon  
2768 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 5-6454

Manager.....R. Newsham  
155 Montgomery St., San Francisco 4, Calif.  
Phone: PR 6-9494

Manager.....Harry Diner  
1717 Highland Ave., Los Angeles 28, Calif.  
Phone: HOLLYwood 6-1144

Manager.....Dick Loughrin  
1776 Peachtree Rd., N.W., Atlanta, Ga.  
Phone: 876-8843

Manager.....J. Thrash

### TELEVISION REPRESENTATIVES LTD.

76 St. Clair Ave., W., Toronto, Ont.  
Phone: 924-0727

President, Gen. Mgr.....T. G. Ferris  
Sales Manager.....R. H. Quinn  
Account Executives.....E. Vicary,  
W. Davidson, B. Young  
Branch Offices

1111 Crescent St., Montreal, Que., Canada  
Phone: AV 8-4257

Manager.....Stewart Green

171 McDermot Ave., Winnipeg, Man., Canada  
Phone: WH 3-9574

Manager.....A. J. Messner  
1131 Richards St., Vancouver, B. C., Canada  
Phone: MU 5-0288

Manager.....W. E. J. Hall

### UBC SALES, INC.

420 Madison Ave., New York 17, N. Y.  
Phone: PLaza 5-9145

Sales Mgr.....Robert L. Wittig  
Branch Office  
410 N. Michigan, Chicago, Ill.  
Phone: 367-1632

Manager.....Warren Daniels

### VENARD, TORBET & McCONNELL, INC.

579 Fifth Ave., New York, N. Y.  
Phone: MU 8-1088

President.....Lloyd George Venard  
Exec. Vice President.....Alan L. Torbet  
Vice Pres., Treas.....James V. McConuell  
Vice President, Sec.....Stephen R. Rintoul

#### Branch Offices

35 E. Wacker Dr., Chicago, Ill.  
Phone: ST 2-5260

Vice President.....Howard B. Meyers  
808 Penobscot Bldg., Detroit 26, Mich.  
Phone: WOODward 3-1075

Manager.....James A. Brown  
1258 N. Highland Ave., Los Angeles, Calif.  
Phone: HOLLYwood 6-5427

Manager.....Arthur Astor  
249 Pine St., San Francisco 4, Calif.  
Phone: EXbrook 7-6187

Vice President.....Robert Allen  
1505 Elm St., Dallas, Tex.  
Phone: RIVERSide 2-5101

Manager.....Al Hazelwood

### WM. J. WAGNER & ASSOC.

1001 Tower Bldg., 7th & Olive,  
Seattle 1, Wash.  
Phone: MAIn 4-6333

President.....Wm. J. Wagner

### WALKER-RAWALT COMPANY, INC.

347 Madison Ave., New York 17, N. Y.  
Phone: MURray Hill 3-5830

President.....J. Wylie Walker  
Vice President.....C. Otis Rawalt  
Branch Offices

360 N. Michigan Ave., Chicago, Ill.  
Phone: ANdover 3-5771

Manager.....Lionel Colton  
100 Boylston St., Boston, Mass.  
Phone: HUBbard 2-4370

Manager.....George C. Bingham  
Taft Bldg., Los Angeles, Calif.  
Phone: HO 4-7395

Manager.....Harlan Oakes  
166 Geary St., San Francisco, Calif.  
Phone: EXbrook 7-4827

Manager.....Don Pickens  
11th & Central, Kansas City, Mo.  
Phone: GRand 1-7822

Manager.....Eugene F. Gray



## STATION REPRESENTATIVES

### HAL WALTON & CO., INC.

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

Phone: LExington 2-5055

President ..... Hal Walton  
Comptroller ..... Jim Popper  
Dir., Station Relations..... Leonard Baker

#### Branch Offices

35 E. Wacker Drive, Chicago 1, Ill.

Phone: STate 2-8196

Manager ..... Paul Elsherry  
658 Book Bldg., Detroit 2, Mich.

Phone: WOODward 1-6036

Manager ..... Paul Pequinot

### WAYNE-EVANS & ASSOCIATES

1138 Northwestern Bank Bldg.,  
Minneapolis 2, Minn.

Phone: FEderal 8-7017

Exec. V.P., Gen. Mgr..... Calden P. Stitt

### GRANT WEBB & CO.

509 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-7550

President ..... Grant Webb

Manager ..... William Cummings

#### Branch Offices

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

Phone: 236-5818

Manager ..... Kenneth Schaefer  
681 Market St., San Francisco 4, Calif.

Phone: EXbrook 7-4512

Manager ..... Gregor Macafec  
111 N. LaCienega Blvd., Beverly Hills, Calif.

Phone: OLYmpia 2-1313

Manager ..... Lec O'Connell

### WEED RADIO CORP.

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

Phone: TN 7-2600

President..... C. C. Weed

Vice President..... Joseph J. Weed

V.P., Sales..... E. J. Fitzsimmons

Salesmen (Radio) ..... Bob Guthrie,

Bob Aissa, Dave Simmons

Sales Prom. Mgr..... Winifred Schaefer

#### Branch Offices

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

Phone: 467-7070

Executive-in-Charge..... C. C. Weed  
1610 Book Bldg., Detroit 26, Mich.

Phone: WOODward 1-2685

Executive-in-Charge..... Bernard P. Pearse  
Henry Grady Bldg., Atlanta, Ga.

Phone: 524-3516

Executive-in-Charge ..... George Swearingen  
6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 2-6676

Executive-in-Charge..... J. C. Gates  
681 Market St., San Francisco 5, Calif.

Phone: EXbrook 2-1507

Executive-in-Charge..... Boyd Rippey  
Statler Bldg., Boston, Mass.

Phone: HUBbard 2-6117

Executive-in-Charge ..... Nona Kirby  
Tower Bldg., Seattle, Wash.

Phone: MAIn 4-6333

Exec-in-Charge..... William J. Wagner

7603 Forsythe Blvd., St. Louis 5, Mo.

Phone: PArkview 7-7375

Exec-in-Charge ..... Jack Hetherington  
233 Guaranty Bank Bldg., Denver, Colo.

Phone: TABor 5-7585

Exec-in-Charge..... John L. McGuire  
807 Wilcox Blvd., Portland, Ore.

Phone: CApiTal 6-3973

Exec-in-Charge..... H. S. Jacobson

### WEED TELEVISION CORP.

535 Fifth Avenue, New York, N. Y.

Phone: TN 7-2600

President..... Joseph J. Weed

V.P.'s..... Neal Weed, E. Fitzsimmons

Sales Staff..... Bob Guthrie,

Bob Aissa, Dave Simmons

Traffic ..... Florence Eimer

Sales Promotion..... Winifred Schaefer

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

Vice President..... C. C. Weed

Staff..... Dan Ruffo, C. C. Weed, Jr.

(Other Branches same as Weed Radio Corp.)

### ADAM YOUNG, INC.

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

Phone: PLaza 1-4848

President ..... Adam Young

Executive V.P..... James F. O'Grady, Jr.

V.P. TV Sales.... Stephen A. Machcinski, Jr.

V.P. Radio Sales.... Clifford J. Barborka, Jr.

#### Branch Offices

Prudential Plaza, Chicago 1, Ill.

Phone: MIchigan 2-6190

Manager ..... R. John Stella

6331 Hollywood Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 2-2289

Exec-in-Charge..... William L. Wallace

915 Olive St., St. Louis, Mo.

Phone: MAIn 1-5020

Manager..... Roger H. Sheldon

105 Montgomery St., San Francisco, Calif.

Phone: YUKon 6-5366

Manager TV..... William R. Peavey

Manager Radio..... Robert J. Somerville

1182 W. Peachtree St., Atlanta, Ga.

Phone: TRinity 3-2564

Manager..... Harold M. Parks

2940 Book Bldg., Detroit 26, Mich.

Phone: WOODward 3-6919

Manager..... Richard L. Freeman

1300 Tower Petroleum Bldg., Dallas, Tex.

Phone: RI 8-5239

Manager ..... Clyde Melville

129 Newberry St., Boston, Mass.

Phone: CO 2-1145

Manager..... William A. Queen

### YOUNG CANADIAN, LTD.

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

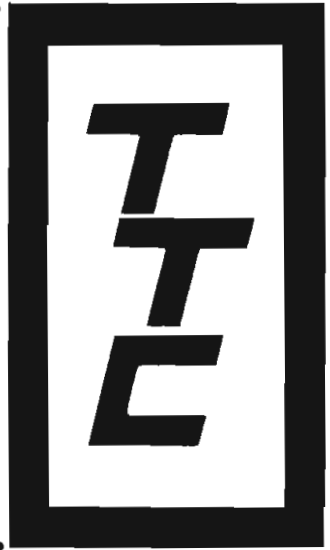
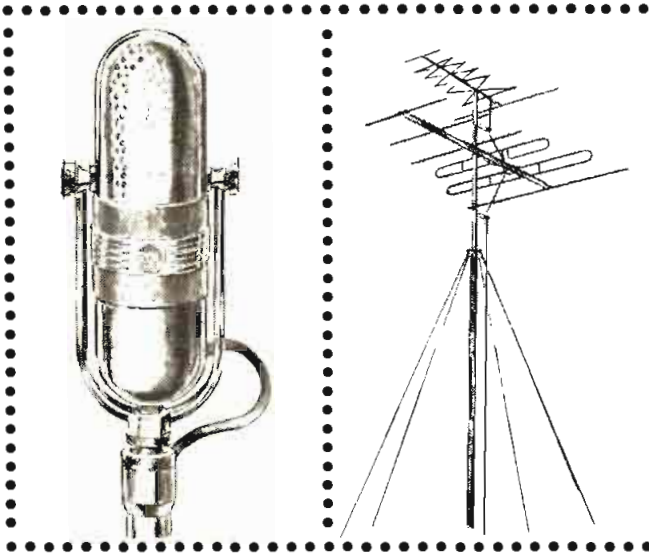
Phone: PLaza 1-4848

President ..... Adam Young

Vice-President..... Thomas F. Malone

Branch Offices & Personnel

(Same as Adam Young, Inc.)



Symbol of  
Radio

Symbol of  
Television

Symbol of  
Service

...in  
both  
mediums

This is the symbol for eight radio and five television stations in six important U.S. markets. What they share in common is a belief in quality programming and high standards of operation. What they deliver is an indispensable service to viewers and listeners in their markets.

TELEVISION: WGR-TV Buffalo • WDAF-TV Kansas City • KFMB-TV San Diego  
• KERO-TV Bakersfield • WNEP-TV Scranton-Wilkes Barre

RADIO: KFMB and KFMB-FM San Diego • WDAF and WDAF-FM Kansas City  
• WDOK-AM and WDOK-FM Cleveland • WGR and WGR-FM Buffalo

## **TRANSCONTINENT TELEVISION CORPORATION**

380 MADISON AVENUE, NEW YORK 17, N. Y.





presents

**RADIO  
NETWORKS**



EXECUTIVE PERSONNEL  
OWNED & OPERATED STATIONS  
NETWORK MAPS  
BYLINE ARTICLES

**1963**

## Sales Honesty Reaps Rewards As Ballyhoo Boys Bow Out



By  
ROBERT R. PAULEY  
President  
ABC Radio Network  
our network.

WHO knows more about the broadcasting industry than the broadcasters themselves? Nobody. But when it comes to buying time on radio, several advertising agencies hire young and—in many cases—inexperienced men as “experts” on the subject.

These are the men who make the decisions about media buying.

The blame for this situation does not rest with the agencies. It rests with the broadcasters. WE are the ones who forced the agencies to do so. WE are the ones who only a few short years ago hired as salesmen con-men and charlatans who went out to “get that sale at any cost.”

To the credit of most broadcasters, the past few years have brought about marked improvement in the quality of radio salesmen. But there are still a few ballyhoo people left in responsible sales positions.

The men I’m talking about are the glib, fast-talking boys who think only on terms of that fast buck. In the end, they finally overreach themselves; their reputations become known, and they are inevitably put aside.

ABC Radio has always prided itself in its sales force. We hire pitchmen, yes. Successful radio salesmen must be good pitchmen. But they must pitch their product with honesty and integrity. There is no need for radio to use ballyhoo and fast talk as sales weapons.

If proof is required that advertisers know the strength of radio, let’s examine our own books.

Who is buying network radio today? The major companies—the Bristol Myers, the Liggett & Myers, the Mennens, the R. J. Reynolds, the Rexalls, the General Motors. These are just a few of the top advertisers on

Why are they buying network radio? First, because they are fully aware of this medium’s reach. Radio buying has undergone a vast and important change during the past year-and-a-half. Courageous advertisers have stopped buying according to outmoded ratings systems and have taken an educated second look at radio — its specific audience, its potential reach and its cost. Their success stories have paved the way for other advertisers to follow in their footsteps.

Second, for the first time in the history of network radio, a new and more realistic ratings service has come along to challenge what up ’till now has been network radio’s only continuing measurement service. Those advertisers, then, that still buy for the numbers can — for the first time on a regular basis — learn exactly where their money will be going, where their messages are being heard and the buying plans of this audience.

And third, radio is being bought because today’s radio salesmen are presenting themselves — and, therefore, all of the radio industry — in a new and more respected light. Our policy here has been — and is — to hire experienced, down-to-earth media men as salesmen.

If radio is to maintain the high esteem broadcasters wish it to, then the broadcasters must wash their hands of the few remaining charlatans. This policy has worked for us. It can for any network — for any station — that has an honest product to sell.

# American Broadcasting Co. Radio Network

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

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

Telephone Number: SUsquehanna 7-5000

## Board of Directors

A. H. Blank	Robert H. Hinckley
Alger B. Chapman	Robert L. Huffines, Jr.
John A. Coleman	Sidney M. Markley
Everett H. Erlick	Walter P. Marshall
E. Chester Gersten	Joseph A. Martino
Leonard H. Goldenson	James G. Riddell
Jack Hausman	Simon B. Siegel

David M. Sacks	V.P. & Gen. Mgr. KGO-TV, S.F.
Edgar J. Scherick	V.P. Chg. TV Net. Sales
Alfred R. Schneider	V.P. Chg. Admin., TV Net.
Selig J. Seligman	Vice President
Joseph Stampler	V.P. Chg. WABC-TV, N. Y.
Thomas Velotta	V.P. Sp. Proj. News & Sp. Events
Mortimer Weinbach	V.P. & Asst. Gen. Counsel

AB-PT

## American Broadcasting Company (A Div. of AB-Paramount Theat., Inc.)

### Officers

Leonard H. Goldenson . . . . . President of American Broadcasting-Paramount Theatres, Inc. and President of American Broadcasting Co.

Simon B. Siegel . . . . . Exec. V.P., AB-PT & ABC

Charles T. Ayres . . . . . V.P. Chg. East. Sales, TV Net.

Julius Barnathan V.P. & TV Net V.P. & Gen. Mgr.

Alfred R. Beckman . . . . . V.P., Chg. of Wash. Office

Edward Bleier . . . . . V.P., Chg. Daytime Sales, TV Net.

Michael P. Boland . . . . . V.P. Ch. Fin. Controls

Bert R. Briller . . . . . V.P. Chg. TV Sales Devel.

Martin Brown . . . . . V.P. & Treas. ABC, Treas. AB-PT

Slocum Chapin . . . . . V.P. West. Div., TV Net. Sales

Giraud Chester . . . . . V.P. Chg. TV Day. Pgmng.

Robert L. Coe . . . . . V.P. Chg. TV Sta. Rel.

Donald W. Coyle . . . . . V.P. & Pres. ABC Int'l. TV

Sanford Cummings . . . . . V.P. Chg. TV Net. Pgmng. West. Div.

James E. Duffy . . . . . V.P. & Natl. Dir. Sales, Radio

Omar F. Elder, Jr. . . . . V.P. & General Attorney

Theodore H. Fetter . . . . . V.P. & Pgm. Dir., TV Net.

Michael J. Foster . . . . . V.P. Chg. of Press Info.

Richard L. Freund . . . . . V.P. Chg. Labor Rel.

Wm. C. Gillogly . . . . . V.P. Chg. TV Net. Sales Chicago

James C. Hagerty . . . . . V.P. Chg. News, Sp. Events & Pub. Affairs

Ben Hoberman . . . . . V.P. & Gen. Mgr. KABC, Hlywd.

Henry T. Hede . . . . . V.P., Admin. Mgr. TV Net. Sls.

Frank L. Marx . . . . . V.P., Chg. Engineering

Daniel Melnick . . . . . V.P. Chg. Pgm. Devel. TV Net.

Thomas W. Moore . . . . . President, TV Network

William P. Mullen . . . . . Vice President

Harold Neal . . . . . V.P. Chg. WABC, New York

Robert P. Pauley . . . . . V.P. & Pres. Radio Net. Dept.

Sterling C. Quinlan . . . . . V.P. Chg. WBKB, Chicago

Wm. T. Rafael . . . . . V.P. & Natl. Pgm. Dir. Radio Net.

James G. Riddell . . . . . V.P. Chg. Western Div.

Stephen C. Riddleberger . . . . . V.P. & Pres. AM O & O Stas.

Elton H. Rule . . . . . V.P. & Gen. Mgr. KABC-TV Hlywd.

## NEW YORK

### ABC Radio Network

Robert R. Pauley	President
James E. Duffy	Executive Vice President

### Engineering

Frank Marx	President, ABC Engineers
John Bourcier	Operations Supervisor
	Engineering, Radio
Frederick Zellner	Dir. of Tech. Oprs.-AM
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
Joseph Sauer	Traffic Manager
Lowell Clark	Mgr. of Teletype Services

### Finance, Personnel & Gen. Svcs.

Simon B. Siegel	Exec. V.P. of AB-PT and ABC
Martin Brown	Treas. of AB-PT & Treas. ABC V.P. & Treas. ABC
Michael P. Boland	V.P. Charge of Fin. Controls
George Ast	Purchasing Agent
John Brennan	Dir. of Internal Audit & Systems
Edward Graessle	Manager of Treasury Affairs
Marie McWilliams	Director of Personnel
Joseph Spagnola	Dir. of Office & Studio Services
Charles Smith	Chief Accountant
Sam Barr	Mgr. of Data Processing
Grace Johnson	Dir. of Continuity Acceptance
Henry Epstein	Art Director

### Legal & Labor Relations

Everett H. Erlick	V.P. & Gen. Counsel AB-PT
Mortimer Weinbach	V.P. & Asst. Gen. Counsel of AB-PT
Omar Elder	V.P. & General Attorney
Richard L. Freund	V.P. in Chg. Labor Relations
Edward Masket	Dir. of Pgm. Bus. Affairs
Robert Kaufman	Gen. Attorney for Sales & Pgm. Contracts
Charles DeBare	Gen'l Attorney for AM Network & Owned & Operated Stations

(Continued on Page 190)



# WHO GREW THE MOST?



**Q** These are only three reasons why the *facts about network radio have changed importantly* during the last twelve months.

At that time, for example, *SIX 50-THOUSAND WATT STATIONS* found it made the best broadcasting and business sense to join the ABC Radio Network:

WCTA, Corpus Christi

WHAS, Louisville

WHAM, Rochester

WRSA, Sacramento

KWKH, Shreveport

WWVA, Wheeling

Three of these stations came to us directly from other network affiliations. Three more had dropped other network affiliations to become independent and then joined ABC Radio. Their reasons?

“... we have been impressed by the aggressive fashion in which ABC administers its network. This coincides with our strong convictions about Radio as an important medium to the people.”

That statement by WHAS Management is typical.

## **ABC RADIO GREW THE MOST IN NEW STATIONS, NEW PROGRAMMING and NEW ADVERTISERS!**

Our other affiliates haven't stood still either. Forty-three percent of them effected power increases during 1962, furthering their coverage and competitive effectiveness. That's why advertisers on the ABC Radio Network were able to conclude a 26 or 52-week campaign with considerably more than they started! Six months from now these facts, as the facts about network radio, will have changed because our

stations will have grown still more. And that's a promise!

But there's more to the story, such as our unmatched news coverage (we can document it), our new programming (Tom Harmon and Bob Considine, for example) and the many new advertisers who have found they can buy both quality *and* service economically on the ABC Radio Network—and there more than anywhere else.

Sindlinger Research and Audience Measurement is another example of our growth. We inaugurated the service to measure *all* radio so that realistic figures might be available for out-of-home listening to *specific* programming. Knowing that people were there—in total—didn't seem quite satisfactory by itself.

What it all means is simply: if you have not re-evaluated radio networks within the last twelve months, you will find that *the facts about network radio have changed considerably!*



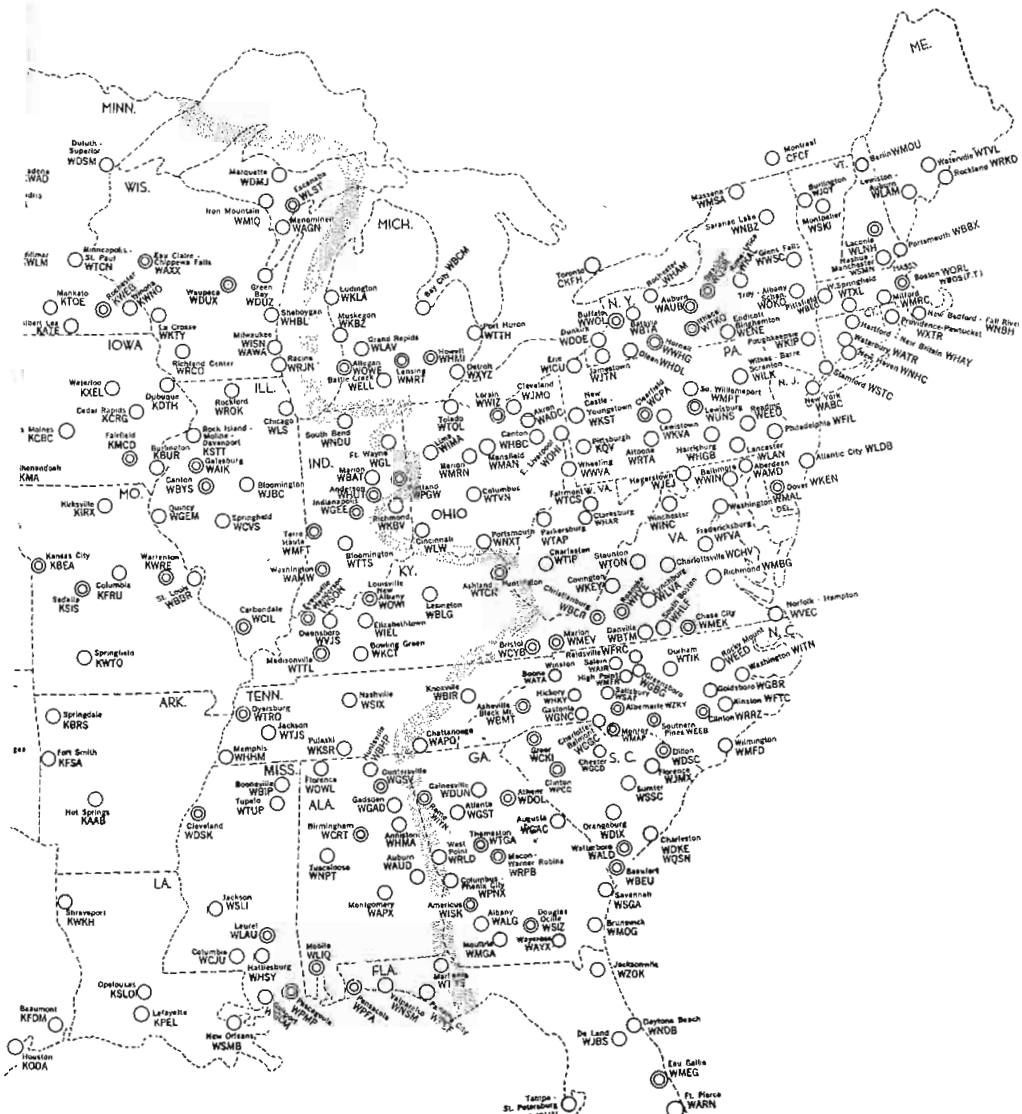
**ABC RADIO**

Where growth and progress  
are a matter of record.





# Company Radio Network



- FULL TIME AM STATION
- ⊙ DAYTIME ONLY AM STATION
- \* INTERMOUNTAIN GROUP
- NEW MEXICO GROUP

(Continued from Page 185)

## News, Sp. Events & Pub. Affairs

James C. Hagerty ..... V.P. in Charge  
 Thomas Velotta ..... V.P. in Chg. of Admin.  
 Robert E. Lang ..... V.P. in Chg. of Oper. & Sales  
 John Madigan ..... Dir. of News & Pub. Affairs  
 Darryl Griffin ..... Asst. to Dir. of News & Pub. Aff.  
 Donald Coe ..... Dir. of Sp. Events and Opera.  
 Cecelia Fiore ..... Asst. to Dir. of Sp. Events & Oper.  
 Thomas O'Brien ..... National Radio News Editor  
 Walter Porges ..... Asst. Nat. Radio News Editor  
 Wiley Hance ..... Manager of Public Affairs

## Program

William Rafael ..... V.P. & Nat'l Pgm. Dir.  
 Maurice Benkoil ..... Asst. to V.P. & Nat'l Pgm. Dir.  
 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

Elizabeth Harris ..... Research Mgr.

## Sales

James E. Duffy ..... Exec. V.P. and National  
 Director of Sales  
 Theodore Douglas ..... Eastern Sales Mgr.  
 Robert Holmgren ..... Dir. of Sales Svc. &  
 Bus. Admin.  
 Robert Chambers ..... Manager, Station Clearance  
 Edna M. Ellwell ..... Manager, Order Processing  
 Donald Schlosser ..... Mgr. of Sls. Dev. & Adv.

## Stations

Earl Mullin ..... Nat'l Dir. of Stations  
 Frank G. Atkinson ..... Mgr. of Stations

## ABC RADIO WEST

1539 N. Vine St., Hollywood 28, Calif.  
 Jack Mann ..... V.P. in Chg. of Western Div.  
 William H. Cochran ..... Western Rep., Stations Dept.  
 Richard Rader ..... Western Sales Svc. Mgr.  
 Elizabeth Myburgh ..... Western Prog. Opera. Mgr.  
 James Withrow ..... Western Account Svc. Rep.,  
 Station Clearance

## ABC Radio Network

### Central Division

#### 190 North State Street, Chicago

Edward Bischoff ..... Dir. of AM Network Sales,  
 Cent. Div.  
 William MacCallum ..... Cent. Div. Program Dir.

## CHICAGO (WLS)

1230 Washington Blvd., Chicago, Ill.  
 Ralph Beaudin ..... President & Gen. Mgr.  
 John Allen ..... Contoller  
 Armand Belli ..... Sales Mgr.  
 Eugene Tong ..... Program Director

## DETROIT (WXYZ)

#### 20777 W. 10 Mile Rd. Detroit 41, Mich.

John Gilbert ..... General Manager  
 Robert Baker ..... Radio Pgm. Manager  
 John Reynolds ..... Contoller  
 Harold Christian ..... V.P. in Charge of  
 Merchandising  
 Allen Franco ..... Prom. & Pub. Mgr.  
 Charles Kocher ..... Chief Engineer  
 Robert Baldrica ..... Radio Sales Mgr.  
 David Davenport ..... Prod. Manager

## HOLLYWOOD (KABC)

#### 1539 N. Vine St., Hollywood 28, Calif.

James G. Riddell ..... V.P. in charge W.D.  
 Ben Hoberman ..... V.P. & Gen. Mgr.  
 J. Clifford Anderson ..... Dir. of Spec. Service  
 Dorothy L. Brown ..... Continuity Accept. Mgr., W. D.  
 Philip Brestoff ..... Sls. Mgr.  
 Ralph C. Denechand ..... Mgr. of Traffic & Comm.  
 Arthur Harvey ..... Dir. Labor Rel. & Bus. Affairs  
 Milt Fishman ..... Dir. Radio-TV News, W. D.  
 Theodore Grenier ..... Chief Engineer, W. D.  
 Jon Meyers ..... Prog. Mgr. KABC Radio  
 Robert P. Myers ..... Pacific Coast Counsel—ABC  
 Florence T. Schiro ..... Personnel Director  
 John C. Wagner ..... Contoller, Western Division

## PITTSBURGH (KQV)

#### 411 Seventh Ave., Pittsburgh 19, Pa.

John Gibbs ..... Gen. Mgr., KQV  
 Edward Smith ..... Sls. Mgr.  
 Edward Tracy ..... Contoller  
 Richard Drury ..... Operations & Community Svc. Dir.  
 George Kleeb ..... Chief Engineer

## SAN FRANCISCO (KGO)

#### 277 Golden Gate Ave.

#### San Francisco 2, California

Elmer Wayne ..... General Manager  
 Harry Jacobs ..... Chief Engineer & Building  
 Maintenance Manager  
 George Rodman ..... Dir. of Publ. Adv.  
 Delbert Gore ..... Sales Manager  
 Edith Kirby ..... Traffic Manager  
 Lorraine Pederson ..... Continuity Acceptance Editor  
 Henry Saroyan ..... Comptroller & Purchasing Agent  
 Edward Smith ..... Program Manager  
 Ronald Wren ..... Mgr. Adv. Prom. & Pub.

## WASHINGTON

#### 1735 DeSales St., N.W., Wash., D. C.

Alfred Beckman ..... V.P. in Chg. Washington Office  
 Robert Fleming ..... Mgr. of News, Washington Off.  
 Lew Shollenberger ..... Dir. of Sp. Events & Oper.,  
 Washington Office

## NEW YORK (WABC)

#### 7 West 66th Street

#### New York 23, New York

Hal Neal ..... General Manager  
 Margaret Michaud ..... Bus. Mgr.  
 Herbert Mendelsohn ..... Sales Manager  
 John Owen ..... Dir. of Adv. & Promotion  
 Sam Holman ..... Program Supervisor

## 3 Big A's for Network Radio: Affiliates; Audiences; Advertisers



By  
ARTHUR HULL  
HAYES  
President  
CBS Radio

**E**VEN the most objective observer of network radio today must conclude that a distinct change in its fortunes is under way. One has only to look at three key areas: Affiliates; Audiences; and Advertisers.

In each of these "A's," network radio clearly is on the rise, after a period of doldrums.

Let's take them in order. Affiliates come first because a network cannot exist without them. While I cannot speak for other networks, we at CBS Radio have noticed a good deal of new interest among stations across the country in a network affiliation. The number of station inquiries crossing my desk keeps increasing. Another evidence: CBS Radio affiliated station clearances for network programs are at an all-time high.

What accounts for all this? We believe the answer is to be found in the second "A"—the audience. The U.S. radio audience has changed, or evolved, in its radio tastes and needs over the last years. And a radio network, such as ours, is uniquely able to satisfy those needs.

The appetite for radio news and information of all kinds is very great. This coincides with a similar change in reading habits as well. The American Library Association recently reported that Americans are "reading more seriously and are more concerned with domestic politics and the role of the United States in World affairs." Non-fiction book sales have never been higher.

In light of this, it's not surprising that radio stations which emphasize news, information, local politics and related subjects are rapidly increasing in audience. (Increases like 50% at some of our owned stations.)

And so this program approach is

on the upswing, as a survey of U.S. radio programming, 1960-1961, has revealed. More than one quarter of the 712 stations surveyed said that they had changed program policy. And the most statistically significant changes involved those stations previously classified as "Top Tune" and "Adult."

Over 80% of the Top Tune stations said that they had changed FROM this category. Only 20.8% changed TO it. And in Adult radio, while 18.0% of the stations changed away from it, 32.8% changed TO it. Moreover, 42.4% of the stations already carrying news and talk increased this programming, while .4% decreased it.

I think the picture is plain. Audiences want "reality programming" from radio—an increased understanding of the world around us. Our network, for one, and radio in general, as indicated above, have been responsive to this public interest. And when both radio and its audiences are moving in the same direction, the third "A," advertisers, cannot afford to be far behind! So, speaking again for the network I'm familiar with, our sales picture has seldom been brighter in recent years than in the first quarter of 1963. This quarter was not only well ahead of the comparable 1962 quarter, it also topped the last quarter of '62. In other words, the trend is up.

The three "A's" — Affiliates, Audiences, Advertisers—are the cornerstones on which network radio must stand or fall. On the basis of the response from all three today, I would say our report card needs straight A's!

# CBS Radio Division Columbia Broadcasting System, Inc.

## 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
J. A. W. Iglehart . . . . .	Millicent C. McIntosh
Ralph F. Colin . . . . .	Goddard Lieberson
Frank Stanton . . . . .	Merle S. Jones
Robert A. Lovett . . . . .	James T. Aubrey, Jr
Richard S. Salant . . . . .	

### OFFICERS

William S. Paley . . . . .	Chairman of the Board
Frank Stanton . . . . .	President
James T. Aubrey, Jr. . . . .	Vice President
Michael Burke . . . . .	Vice President
Thomas K. Fisher . . . . .	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
Theodore F. Koop . . . . .	Vice President
Goddard Lieberson . . . . .	Vice President
Lawrence W. Lowman . . . . .	Vice President
E. K. Meade, Jr. . . . .	Vice President
Edmund W. Pugh, Jr. . . . .	Vice President
Richard S. Salant . . . . .	Vice President
Julius F. Brauner . . . . .	Secretary
Samuel R. Dean . . . . .	Treasurer
Kenneth W. Hoehn . . . . .	Director of Taxes
Ralph O. Briscoe . . . . .	Controller
Peter Mead Abel . . . . .	Assistant Secretary
Clive J. Davis . . . . .	Assistant Secretary
Richard A. Forsling . . . . .	Assistant Secretary
Jack B. Purcell . . . . .	Assistant Secretary
Geraldine B. Zorbaugh . . . . .	Assistant Secretary
Walter P. Rozett . . . . .	Assistant Treasurer
John C. Reddy, Jr. . . . .	Assistant Controller

### CBS RADIO DIVISION

#### Officers

Arthur Hull Hayes . . . . .	President
James M. Seward . . . . .	Executive Vice President
George J. Arkedis . . . . .	V.P., Network Sales
W. Thomas Dawson . . . . .	V.P., Information Services
John O. Downey . . . . .	V.P., Gen. Mgr., Station WCAU
Jules Dundes . . . . .	V.P., Gen. Mgr., Station KCBS
Thomas Y. Gorman . . . . .	V.P., Gen. Mgr., Station WEEI
Robert F. Hyland . . . . .	V.P., Gen. Mgr., Station KMOX
George M. Perkins . . . . .	V.P., Network Programs
Fred Ruegg . . . . .	V.P., Station Administration
William A. Schudt, Jr. . . . .	V.P., Affiliate Relations
E. H. Shomo . . . . .	V.P., Gen. Mgr., Station WBBM
Sam J. Slate . . . . .	V.P., Gen. Mgr., Station WCBS
Robert P. Sutton . . . . .	V.P., Gen. Mgr., Station KNX & CRPN
Davidson M. Vorhes . . . . .	V.P., Operations
Maurie Webster . . . . .	V.P., Gen. Mgr., Radio Spot Sales
William J. Fennessy . . . . .	Controller

#### Administrative Operations

Andrew Subbiondo . . . . . Director

#### Affiliate Relations

William A. Schudt, Jr. . . . .	Vice President
Eric H. Salline . . . . .	National Manager
Gerald F. Maulsby . . . . .	Admin. Manager
Alfred N. Greenberg . . . . .	Field Manager

#### Business Affairs

Preston H. Pumphrey . . . . . Director

#### Editing

Donald I. Ball . . . . . Director

**Financial Operations**

William J. Fennessy.....Controller  
Edward Dropkin.....Dir. of Budgets

**Information Services**

W. Thomas Dawson.....Vice President  
Naomi Andrews.....Dir. of Advertising  
Sid Garfield.....Dir. of Press Information  
Leon Luxenberg.....Director of Sales Promotion  
& Merchandising  
Sally Miller.....Art Supervisor  
Norman Ober.....Dir. of Audience Promotion  
John Tittmann.....Production Manager

**Legal**

Geraldine B. Zorbaugh.....General Attorney  
William D. Greene.....Asst. General Attorney

**Network Sales**

George J. Arkedis.....Vice President  
Benjamin S. Lochridge...General Sales Manager  
William W. Firman.....Asst. Gen. Sales Manager  
Cornelius V. S. Knox, Jr.....Eastern Sales Mgr.  
Louis J. Riggio.....Dir., Sales Development  
Jack Stuppler.....Business Mgr.

**Los Angeles Office, 6121 Sunset Blvd.**  
Craig Rogers.....Sales Manager

**Chicago Office, 630 N. McClurg Court**  
Roger K. Huston.....Sales Manager

**Detroit Office, Fisher Bldg.**

Wayne Wilcox.....Sales Manager

**News**

Richard S. Salant...V.P. of CBS, Inc., and Pres.  
of CBS News Division  
Blair Clark.....General Manager & V.P.

Robert A. Skedgell.....Asst. Gen. Mgr. Radio  
Josef C. Dine.....Director, Information Services,  
& Special Services  
John W. Kiermaier.....V.P., Public Affairs  
Pamela Hott.....Dir., Religious Broadcasts  
Joel Heller.....Mgr., Public Affairs, Radio  
May Dowell.....Director, Special Projects

**Operations**

Davidson M. Vorhes.....Vice President  
Arthur G. Peck.....Dir., Broadcast Operations  
Ogden Prestholdt.....Director, Engineering  
Mason R. Escher.....Mgr., Technical Services  
Harry F. Glaeser.....Mgr., Broadcast Oprns.  
Kenneth F. Davis.....Mgr., Traffic Operations  
George McCaughna...Dir., Network Operations,  
Hollywood

**Program**

George M. Perkins.....Vice President  
James M. Dolan.....Director, Sports  
Norman Ober.....Director, Program Writing  
James H. Fassett.....Supervisor of Music

**Research**

Harper E. Carraine.....Director of Research  
Edward G. Reeve...Sales Prom. & Research Mgr.  
Howard F. Miller...Mgr., Coverage & Marketing  
Research  
Patricia C. Kenety...Supervisor, Rating Services

**Station Administration**

Fred Ruegg.....Vice President  
Richard F. Hess.....Asst. to Vice Pres.

**CBS-OWNED RADIO STATIONS**

**WEEI and WEEI-FM**  
**182 Tremont St., Boston 11**  
**Massachusetts**

Thomas Y. Gorman.....V.P. & General Manager  
Robert Sinnett.....Sales Manager  
Richard Covington.....Program Director  
Joseph Cullinane.....Sales Promotion &  
Advertising Manager  
Vincent Maloney.....Director of News

(Continued on Page 198)

# Think of CBS

## ***The listeners do:***

Again in 1962, the CBS Radio Network led the other nationwide networks measured by Nielsen with the largest average audience for sponsored programs (25% ahead of Network B and 83% ahead of Network C).

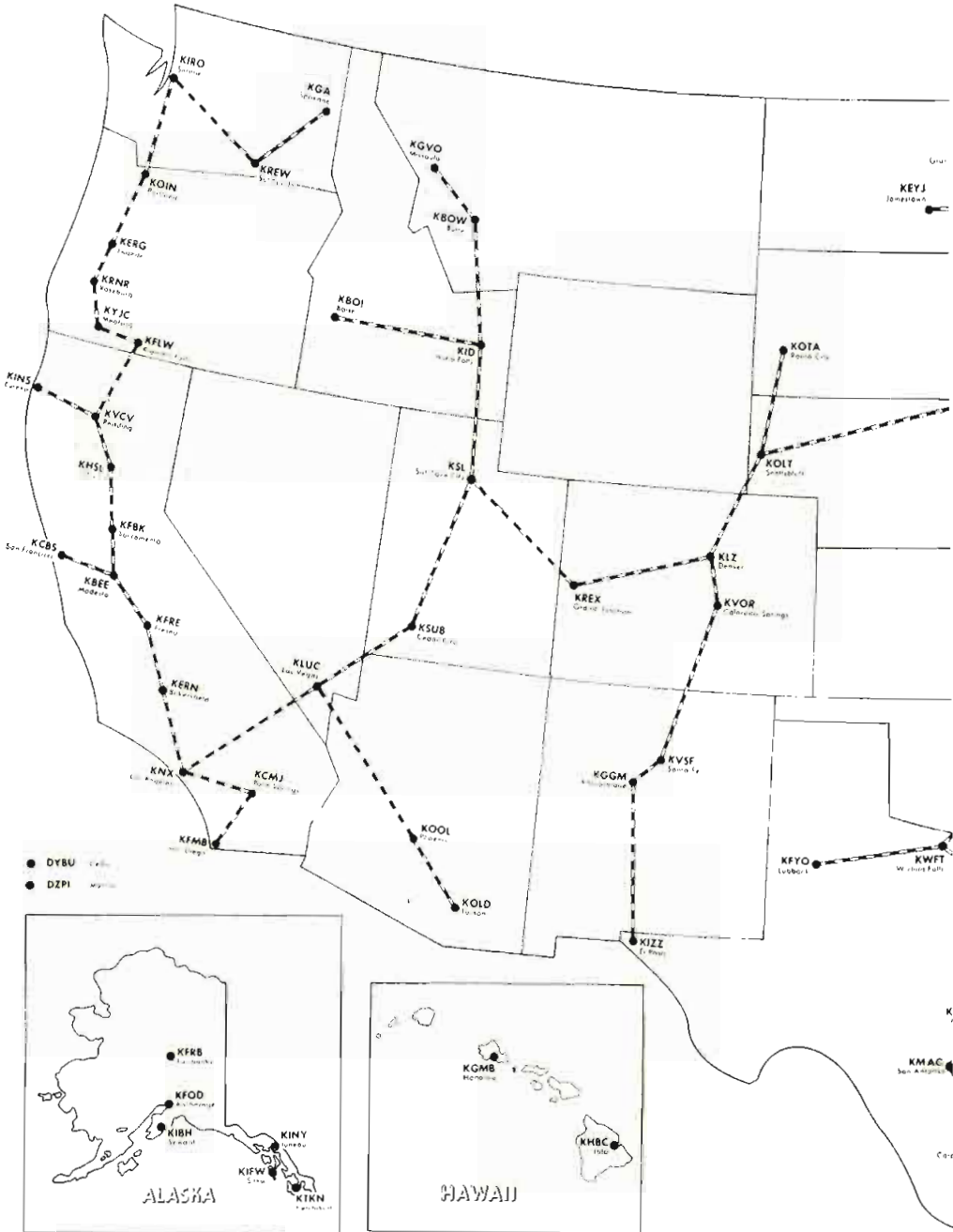
*Source: NRI, January-December 1962 Reports*

# first Radio

## ***The advertisers do:***

Again in 1962, the CBS Radio Network attracted the greatest number of advertisers who use one radio network exclusively. When you make a move into this medium (and you should) here's the first place to be!

# Columbia Broadcasting





# System Radio Network



# COLUMBIA BROADCASTING SYSTEM

(Continued from Page 193)  
**WBBM and WBBM-FM**  
630 N. McClurg Court, Chicago 11  
Illinois

E. H. Shomo..... V.P. & General Manager  
John J. Burke..... Sales Manager  
Len Schlosser..... Program Director  
Arthur Barnes..... Sales Promotion Manager  
Ben Larson..... News Director

**KNX and KNX-FM and**  
**Columbia Radio Pacific Network**  
6121 Sunset Blvd., Los Angeles 28  
California

Robert P. Sutton..... V.P. & General Manager  
James Ingraham..... Sales Manager  
Arthur Wittum..... Dir. of Information Services  
Barney Miller..... News Director  
Harfield Weedon..... Program Director

**WCBS and WCBS-FM**  
485 Madison Ave., New York 22  
New York

Sam J. Slate..... V.P. & General Manager  
Ralph Goshen..... Sales Manager  
Joseph Dembo..... Dir. of News & Pub. Affairs  
James F. X. Mullen..... Advertising & Sales  
Promotion Manager  
Joseph Cook..... Dir. of Public Information  
Gene King..... Program Director

**WCAU and WCAU-FM**  
City & Monument Aves., Phila. 31  
Pennsylvania

John O. Downey..... V.P. & General Manager  
Eugene Litt..... Sales Manager  
Fred Birnbaum..... Promotion Director  
Al Ringle..... News Director  
Mike Grant..... Program Director

**KMOX and KMOX-FM**  
1144 Hampton Ave., St. Louis 10  
Missouri

Robert F. Hyland..... V.P. & General Manager  
Alice Koch..... Asst. to General Manager  
William T. Dean..... Sales Manager  
Aline Daly..... Advertising & Sales Prom. Dir.  
Rev. Davis..... Dir. of News & Public Affairs

**KCBS and KCBS-FM**  
Sheraton-Palace Hotel,  
San Francisco 5  
California

Jules Dundes..... V.P. & General Manager  
Seymour Whitelaw..... Sales Manager  
Robert E. Harris..... Advertising & Sales Prom. Dir.  
Hank Basayne..... Program Director  
Don Mozley..... Director of News  
and Public Affairs

## CBS RADIO SPOT SALES

Maurie Webster..... V.P. & General Manager  
Ronald M. Gilbert..... New York Sales Manager  
George Arnold..... Dir. of Marketing  
Robert DiMattina..... Director of Operations  
Frank Quillinan..... Research Manager  
Norman S. Ginsburg..... Sales Promotion Director  
Neil Harold..... Sales Research Manager  
Peggy Vorhis..... Contract Mgr.  
Mary John..... Sales Service Manager  
Allan J. Hughes, Jr..... Client Rel. Mgr.

**Chicago Office, 630 N. McClurg Ct.**

Charles E. Burge..... Sales Manager

**Atlanta Office, 15 Peachtree St. Bldg.**

George R. Swearingen..... Sales Manager

**Detroit Office, Fisher Bldg.**

Ralph H. Patt, Jr..... Sales Manager

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

Roland H. McClure..... Sales Manager

**San Francisco Office,**  
**Sheraton-Palace Hotel**

Joseph K. Marshall..... Sales Mgr.

**St. Louis Office, 1144 Hampton Ave.**

William O'Donnell..... Sales Manager

## Personnel Relations

Robert E. Kalaidjian..... Director  
Dr. Jack Nelson..... Director of Medical Office  
Drew Q. Brinckerhoff..... Director, Salary Admin.  
Charles J. Burt..... Manager, Salary Practices  
John G. Anderson..... Manager of Personnel  
Benefits & Services  
Richard C. Stanley, Jr..... Personnel Placement Mgr.  
C. Donald McCullen..... Personal Records &  
Research Mgr.  
Donald A. Panzer..... Personnel Policy Admin. Mgr.

## Small-Market Radio Areas Hold Big National Advertising \$



By  
SIDNEY J. WOLF  
President  
Keystone  
Broadcasting System

**R**ADIO'S successes and its impact continue to be dramatic . . . yet it still is a medium that is taken for granted by many of its own devotees, stations and advertisers alike. Almost 95 million people tune to radio at least once a day. Probably 60 million of these individuals are tuned daily to one of our station affiliates in the national link of 1,130 facilities affiliated with us.

A. C. Nielsen projections estimate that Keystone affiliates reach 23 million homes every day, and it's reasonable to assume there are three persons for every home, particularly in the small-town and rural markets.

These areas are the prime C and D counties—the counties which account for about 30% of the entire national population and of the dollars spent. We have an imposing national reach of 83%, going into more than eight in every 10 of the 3,000-plus U.S. counties. In the smaller counties—the C counties with from 30,000 to 100,000 people and the D counties with fewer than 30,000—we cover, respectively, 80% and 88% of the homes.

C and D counties and markets, unfortunately, constitute one of the most neglected areas of advertising activity by the national advertiser. Yet the sales appeal of the small-town and rural station is well-known to local businessmen and community advertisers. About eight in every 10 dollars spent on these stations is invested by businessmen who know exactly what they're getting. They live in the community, know the pull-in power of the individual station, set a sales pace that their big-brother advertisers in major market centers should follow. These local advertisers get day-to-day, measurable response from their radio advertising.

Many national advertisers use this small-market tactic of penetration and selling. They have benefited greatly, and have gotten tangible evidence of radio's sales impact. A number of national campaigns on Keystone have tied-in with local retailers or distributors or dealers in gaining further local-level sales proof of radio's results. In many instances, a local retailer will match the dollar amount invested by the national advertiser. In still other cases, the local advertiser will out-spend the national advertiser in pushing the same effort.

In one of our campaigns, which was also carried by the four wired networks, the KBS affiliates contributed more tie-in spots than did the affiliates of ALL the other four networks, this despite the fact that our stations in the schedule were restricted to the 200 markets beyond the influence of the 1,200 radio stations comprising the four wired networks.

Radio is on the rise despite an industry year in which many spokesmen talked only of gloom and doom. In the last six months of 1962, our key executives have seen a terrific resurgence in interest as well as in action.

This interest, of course, is reflected in buying patterns sanctioned by the management of advertiser companies. Most of the interest generated is directed to our total network, but many new advertisers are indicating buying intention for our sub-networks as well—our Farm Network of 865 radio stations, the Negro Network of 360 affiliates and the College Network of 355 stations.

