

Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Murray Hill	8-6700
Al Paul Lefton Co., Inc.	Murray Hill	9-7470
Lennen & Newell, Inc.	Murray Hill	2-5400
MacManus, John & Adams	Plaza	9-3221
Marschalk & Pratt Co.	Vanderbilt	6-2022
J. M. Mathes, Inc.	Lexington	2-7450
Maxon, Inc.	Plaza	9-7676
McCann-Erickson, Inc.	Judson	6-3400
Emil Mogul Co., Inc.	Judson	2-5200
Morey, Humm & Johnstone, Inc.	Longacre	4-2240
Morse International, Inc.	Oxford	7-2100
Needham, Louis & Brorby	Plaza	7-0333
Norman Craig & Kummel	Plaza	1-0900
Peck Adv. Agency, Inc.	Plaza	3-0900
Fletcher D Richards, Inc.	Judson	6-5400
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
St. George & Keyes	Plaza	5-1180
Sullivan, Stauffer, Colwell & Bayles	Murray Hill	8-1600
Tatham-Laird	Plaza	3-7057
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	Chickering	4-3254
Geoffrey Wade	Plaza	5-4156
Warwick & Legler, Inc.	Murray Hill	4-5800
Weiss & Geller, Inc.	Plaza	3-4070
Young & Rubicam, Inc.	Murray Hill	9-5000

Publications

Advertising Age	Plaza	5-0404
Advertising Agency	Longacre	5-3320
Billboard, The	Plaza	7-2800
Broadcasting-Telecasting	Plaza	5-8354
Editor & Publisher	Bryant	9-3052
Film Daily	Bryant	9-7117
Printers' Ink	Murray Hill	3-6500

RADIO-TV DAILY Wisconsin 7-6336

Radio & Television Weekly	Walker	5-2576
Sales Management	Lexington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	Murray Hill	9-6620
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	Judson	2-2700

News Associations

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

Talent Agencies

Affiliated Artists	Circle	5-8410
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Concerts Corp.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	El Dorado	5-1076
Music Corp. of America	Plaza	9-7500
Marjorie Morrow	Chickering	4-0644
William Morris Agency, Inc.	Judson	6-5100
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033
Shaw Artists Corp.	Murray Hill	8-2230

Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	Circle	6-2431
AAAA	Lexington	2-7980

American Communications Assn.	Cortland	7-1374
American Federation of Musicians	Plaza	8-0600
AFTRA	Vanderbilt	6-1810
ASCAP	Murray Hill	8-8800
AMP	Plaza	9-8470
Broadcast Music, Inc.	Plaza	9-1500
Federal Communications Comm.	Watkins	4-1000
Federal Trade Commission	Cortland	7-7100
Institute of Radio Engineers	LE	5-5100
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
Professional Music Men, Inc.	Columbus	5-7362
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Circle	6-7536
Station Representatives Assn.	Murray Hill	5-4141
Writer's Guild of America	Plaza	7-3317

Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	Judson	6-8500
Alton Alexander Productions	Plaza	9-3277
American Institute Food Products	Judson	6-7600
Audio-Video Recording Co.	Plaza	7-3091
Barry & Enright	Templeton	2-8600
Basch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	Murray Hill	2-0777
The Bruce Chapman Co.	Wisconsin	7-9244
Cineffects, Inc.	Circle	6-0951
Coastal Recording Co.	Circle	6-3900
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	Oregon	9-3595
Decca Records, Inc.	Columbus	5-2300
Roy DeGroot, Consultants, Inc.	Murray Hill	7-6865
Empire Broadcasting Corp.	Plaza	9-4500
Allen A. Funt Radio Productions	Judson	6-5227
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Plaza	7-5959
Harry S. Goodman Radio Productions	Plaza	5-6131
Arthur Henley Productions	Plaza	5-7145
Hummert Radio Features	Judson	6-8500
International 16mm Corp.	Plaza	7-2265
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	Judson	6-5700
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Judson	6-5100
Motian Picture Stages, Inc.	Plaza	3-4840
Music Corp. of America	Plaza	9-7500
Muzak Corp.	Orchard	4-7400
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Prockter Productions, Inc.	Plaza	1-0430
Radio Artists Corp.	Murray Hill	8-0940
Radio Features of America	Judson	2-5130
Reemack Enterprises, Inc.	Circle	6-7300
Reeves Sound Studios, Inc.	Oregon	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	Murray Hill	8-0940
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	Rye, N. Y.	7-1322
Henry Souvaine, Inc.	TRafalgar	3-1158
Richard Stark & Co.	Regent	7-9608
Television Screen Productions, Inc.	Murray Hill	2-8877
Transfilm, Inc.	Judson	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	El Dorado	5-0734
Roger White Productions	Plaza	5-3560
Wolf Associates	Plaza	5-2050
World Broadcasting System, Inc.	Murray Hill	8-4700
Wright, Wynn Associates	Plaza	3-4417
Fraeair W. Ziv Co., Inc.	Murray Hill	8-4700
Ziv TV Programs	Murray Hill	8-4700

Radio and Television

TELEPHONE NUMBERS

in Chicago



AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WBZC	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EASgate	7-6860
WEAW	AMBassador	2-1128
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	MIchigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STATE	2-5466
WLS	MONroe	6-9700
WMAQ	SUPERior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

FM Radio Stations

WEAW	UN	4-4606
WFBM	STATE	2-1357
WFMT	STATE	2-5668
WXRT	MONroe	6-9060
WSEL	ANdover	3-6767

Television Stations

WBBM-TV	WHitehall	4-6000
WBKB	ANdover	3-0800
WGN-TV	MIchigan	2-7600
WNBQ	SUPERior	7-8300

National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
DuMont Television Network	SUPERior	7-0100
Keystone Broadcasting System	STATE	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUPERior	7-8300

Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUPERior	7-8659
The Bolling Co.	WHitehall	3-2040
The Branham Co.	CENtral	6-5726
Burn-Smith Co.	CENtral	6-4437
Copper Publications	CENtral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STATE	2-1663
Crosley Broadcasting Corp.	STATE	2-6693
Everett-McKinney, Inc.	SUPERior	7-9052
Forjee & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingsbery	DEarborn	2-6060
H-R Representatives	RAndolph	6-6431
The Katz Agency	CENtral	6-7343
Joseph Hershey McGillvra, Inc.	STATE	2-5282
Everett McKinney	SU	7-9052
Robert Meeker Associates, Inc.	CENtral	6-1742
National Broadcasting Co.	SUPERior	7-8300
John E. Pearson Co.	STATE	2-7494

John H. Perry Associates	HARRison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUPERior	7-4473
Sears & Ayer, Inc.	SUPERior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	FINancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDO	SUPERior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Blackett Hill	SUPERior	7-6500
Bozell & Jacobs, Inc.	CENtral	6-0870
Leo Burnett Co., Inc.	CENtral	6-5959
Campbell-Ewald Co.	CENtral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FINancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CENtral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Foote, Cone & Belding	SUPERior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Goodkind, Jaice & Morgan, Inc.	SUPERior	7-6747
Gordon, Best, Co., Inc.	STATE	2-5060
Grant Advertising, Inc.	SUPERior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CENtral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CENtral	6-1640
Needham, Louis Brorby, Inc.	STATE	2-5151
Olian Advertising Co.	STATE	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CENtral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FINancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	WHitehall	3-2133
Tatham-Laird, Inc.	HARRison	7-3700
J. Walter Thompson Co.	SUPERior	7-0303
Wade Advertising Agency	STATE	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	FINancial	6-0750

Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUPERior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Green Associates	WHitehall	4-7440
L. S. Taogood Recording Co.	CENtral	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio Productions	FINancial	6-4474
Herbert S. Laufman	RAndolph	6-4086

Radio and Television

TELEPHONE NUMBERS

in Chicago



Jules Power Prod.	DElaware	7-7422
Les Lear Productions Corp.	FRanklin	2-7840
Modern Recording Studio	FIancial	6-4183
Monogram — Chicago	ANdover	3-7169
Morton Radio Productions, Inc.	CEntral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
RCA Manufacturing Co.	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	FIancial	6-5450
Ziv Television Programs, Inc.	WH	4-1030

News Agencies and Ass'ns.

Associated Press	STate	2-7700
International News Service	DE	2-0427
Press Associates, Inc.	SUperior	7-0907

RADIO-TV DAILY DEarborn 2-6757

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

Radio, Television and Government

TELEPHONE NUMBERS

in Washington



Federal Departments and Agencies

American National Red Cross	REpublic	7-8300
Archives, National	REpublic	7-7500
Business and Defense Services Administration	STERling	3-9200
Capital, U. S. (Senate, House)	NATIONAL	8-3120
Census, Bureau of The	LUdlow	4-3000
Commerce, Department of	STERling	3-9200
Copyright Office, Library of Congress	STERling	3-0400
Court of Customs and Patent Appeals	NATIONAL	8-4696
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
Defense Mobilization, Office of	EXecutive	3-3300
Executive Mansion (White House)	NATIONAL	8-1414
Federal Communications Commission	EXecutive	3-3620
Federal Trade Commission	EXecutive	3-6800
Government Printing Office	STERling	3-6840
Interior, Department of The	REpublic	7-1820
Justice, Department of	REpublic	7-8200
Labor, Department of	EXecutive	3-2420
National Labor Relations Board	STERling	3-7373
National Research Council	EXecutive	3-8100
Patent Office	STERling	3-9200
Post Office Department	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	NATIONAL	8-3120
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
U.S.M.C., AM-TV, Info. Div.	LIBerty	5-6700, Ext. 41056
White House	NATIONAL	8-1414

Non-Governmental

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

RADIO-TV DAILY EXecutive 3-4808

Radio, Electronics-Television Manufacturers Association	NATIONAL	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	DIstrict	7-1260
Westinghouse Radio Stations	STERling	3-0903

AM Radio Stations

WARL	JACKson	7-7800
WEAM	JACKson	7-7100
WFAN	REpublic	7-8000
WFAX	JEfferson	2-0900
WGAY	JUNIper	9-1050
WGMS	EXecutive	3-8676
WINX	POplar	2-4357
WMAL	KEllagg	7-1100
WOL	HObart	2-9300
WOOK	REpublic	7-8000
WPIK	OVERlook	3-3000
WRC	ADams	4-5400
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUckerman	2-7600

FM Radio Stations

WASH-FM	DIstrict	7-1356
WBUZ	REdwood	6-8000
WGAY-FM	JUNIper	9-1050
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllagg	7-1100
WOOK-FM	STERling	3-7265
WRC-FM	ADams	4-5400
WTOP-FM	EMerson	2-9300
WWDC-FM	TUckerman	2-7600

Television Stations

WMAL-TV	KEllagg	7-1100
WRC-TV	ADams	4-5400
WTOP-TV	EMerson	2-9300
WTTG	STERling	3-5300

News Services

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

Networks

ABC	REpublic	7-6013
CBS	EMerson	2-9300
MBS	STERling	3-3500
NBC	ADams	4-5400

Radio and Television

TELEPHONE NUMBERS

in Los Angeles



AM Radio Stations

KALI (Pasadena)	RYan	1-7149
KBIG	HOLlywood	3-3205
KBLA	STate	7-3619
KABC	HOLlywood	2-3141
KFAC	Webster	8-0161
KFI	DUnkirk	2-2121
KFOX	NEvada	6-7868
KPOP	DUnkirk	8-2345
KFWB	HOLlywood	3-5151
KGER	BRadshaw	2-3429
KGFJ	HOLlywood	4-0201
KGIL (Sherman Oaks)	STanley	7-3467
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	HOLlywood	2-7271
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KOWL (Santa Monica)	EXBrook	4-6761
KPOL	Webster	8-2345
KRKD	MADison	5-2121
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

FM Radio Stations

KUTE (Glendale)	CItrus	4-1414
KFWB-FM	HOLlywood	3-5151
KHJ-FM	HOLlywood	2-2133
KNX-FM	HOLlywood	9-1212
KFOX (Long Beach)	NEvada	6-7868
KNOB (Long Beach)	Long Beach	8-5519
KABC	HOLlywood	2-3141
KFAC-FM	Webster	8-0161
KNX-FM	HOLlywood	9-1212
KRKD-FM	MADison	5-2121
KWKW-FM (Pasadena)	RYan	1-6744
KCBW	BR	2-7105

Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHU-TV	HOLlywood	2-2133
KRCA	HOLlywood	9-6161
KNXT	Webster	8-3011
KTLA	HOLlywood	9-3181
KTTV	HOLlywood	2-7111

Networks

American Broadcasting System (Television Center)	NOrmandy	3-3311
American Broadcasting System (Radio Center)	HOLlywood	2-3141
Columbia Broadcasting System	HOLlywood	9-1212
CBS-Radio	HOLlywood	9-1212
CBS Television—Television City	Webster	8-3011
Mutual-Don Lee Broadcasting System	HOLlywood	2-2133
National Broadcasting Company	HOLlywood	9-6161

Station Representatives

American Jewish Broadcasting	OLive	4-3088
AM Radio Sales Co.	HOLlywood	5-0695
Atkinson Co.	CRestview	6-5032
Avery-Knodell, Inc.	Webster	3-9583
Walter Biddick Co.	Richmond	9-6184
John Blair & Co.	DUnkirk	7-1333
Blair-TV, Inc.	DUnkirk	1-3811

Bolling Company, Inc.	BRadshaw	2-0544
The Branham Co.	Webster	1-1551
Burn-Smith Co., Inc.	DUnkirk	2-3200
CBS-Radio Spot Sales	HOLlywood	9-1212
Forjoe & Co.	MADison	6-8329
Free & Peters	HOLlywood	9-2151
W. S. Grant Co.	MADison	9-2653
Headley-Reed Co.	HOLlywood	4-7738
H-R Representatives, Inc.	HOLlywood	2-6453
The Katz Agency	TUcker	8167
Kimball, Maurice A., Co., Inc.	DUnkirk	8-6178
Tracy Moore	HOLlywood	2-2351
NBC-KRCA Spot Sales	HOLlywood	9-6161
Oakes, Harlan G., Associates	DUnkirk	2-3200
Lee F. O'Connell Co.	OLympia	2-1313
Paschall, Berton, Co.	HOLlywood	9-3946
John Pearson Co.	DUnkirk	7-4388
Edward Pety Co.	TUcker	3171
Radio TV Representatives, Inc.	OLympia	5-8582
Wm. G. Rambaou Co.	HOLlywood	4-0388
Paul H. Raymer	HOLlywood	2-2376
Walker Co.	DUnkirk	2-3200
Weed & Company	HOLlywood	2-6676
Western Radio Sales	HOLlywood	5-1755
Young, Adam J., Jr.	HOLlywood	2-2289

Advertising Agencies

Abbott Kimball Co. of Calif.	DUnkirk	7-7305
Action in Advertising	DUnkirk	3-3115
Ad Associates	Webster	3-7501
ADCOA	BRadshaw	2-0241
Advertising Engineers Corp.	MUtual	5039
Advertisers Production Agency	PRospect	7761
Alber, R. H., Co.	HOLlywood	9-8273
Allen & Marshall Adv. Agency	DUnkirk	7-5163
Allen, Martin, Co.	Webster	3-0734
Allied Advertising Agency	DUnkirk	7-7331
Anderson-McConnell Adv. Agency	Webster	1-1761
Associated Advertising Agency	CRestview	1-7227
Atchison, R. B., Adv. Agency	PRospect	2404
Atherton Advertising Agency	OLive	3-2246
Ayer, N. W., & Son, Inc.	HOLlywood	3-4871
Baldwin, Ben, Adv. Agency	CRestview	5-5146
Banning Co.	DUnkirk	8-3456
Barnes Chase Co.	DUnkirk	4-1193
Barnes, John, & Assoc.	HOLlywood	3-0387
Baron, Richard, Co.	HOLlywood	2-5657
Bates, Ted., & Co.	HOLlywood	9-2161
Baus & Ross Co.	DUnkirk	8-1107
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood	9-7337
(Los Angeles)	Webster	1-1234
Beaumont & Hohman, Inc.	MADison	9-2676
Backman, Hamilton & Associates	OLive	3-0910
Bejach, Leo Adv.	CRestview	4-4555
Belford, Ed, Agency	STate	7-1729
Bell, Howard, Advertising	PLeaston	3-2339
Bennett, Harry, Adv. Agency	DUnkirk	7-8371
Benton & Bowles, Inc.	HOLlywood	4-9151
Berghoff Associates, Inc.	CRestview	5-6151
Besel Advertising	AN	3-5121
Biow Co.	CRestview	4-7641
Bishop & Assoc. Inc.	NOrmandy	2-1158
Bloch Advertising Agency	HOLlywood	2-5668
Bogerts, The	HOLlywood	3-6871
Boyd, John R., Co.	LOGan	1644
Bowes, Chas. Adv. Co.	DUnkirk	1-3881
Bozell & Jacobs, Inc.	BRadshaw	2-2081
Brand, Michael, Assoc.	CRestview	6-2991
Brisacher, Wheeler & Staff	HOLlywood	9-2197
Broadcasting Advertising	BRadshaw	2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	MUtual	8154
Brooks Advertising Agency	HOLlywood	4-1158

RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES

Brown, Byron H., & Assoc. Olympia 3-2320
 Buchanan & Co., Inc. Olive 2-0810
 Bull, Frank & Co. HOLLYWOOD 5-4195
 Burnett, Leo, Co., Inc. HOLLYWOOD 4-7347
 Buxton, Erwin RYAN 1-5541
 California Adv., Agency HOLLYWOOD 3-3189
 Calkins, Holden, Inc. WEbster 6-5145
 Calvert & Perry GRANite 2-9544
 Campbell-Ewald Co. DUNkirk 9-1334
 Caples Co., The DUNkirk 7-4255
 Carlson, Milton, Co. DUNkirk 8-9464
 Carson-Roberts Inc. BRAdshaw 2-8366
 Case, Jack, Adv. Counselor. NORmandy 1-1820
 Case, Roger T., Assoc. LOng Beach 7-4474
 Castor & Assoc. OLEader 2-1315
 Cinema Advertising Agency. HOLLYWOOD 4-6146
 Citizen Advertising Agency, Inc. VANDyke 2463
 Clark, Darwin H., Co. MADison 5-2441
 Cloward, Velma, Advertising DUNkirk 4-2558
 Collard, Clark, Adv. Agency DUNkirk 7-3388
 Cole, Fischer & Rogow CRestview 6-3195
 Cole, Val Advertising Agency CRestview 5-8462
 Compton Advertising, Inc. HOLLYWOOD 9-8107
 Consolidated Adv. Directors CRestview 6-4012
 Comried, Ray, Adv. HOLLYWOOD 2-1217
 Craig & Reed Agency. HOLLYWOOD 4-8218
 Crank Chat, Co. HOLLYWOOD 3-5128
 Culbertson, Robert C. Adv. BRAdshaw 2-2344
 Culp, Earl R., Co. DUNkirk 2-8406
 Cunningham & Walsh, Inc. HOLLYWOOD 7-6131
 Dancer-Fitzgerald-Sample, Inc. HUDson 2-3256
 D'Arcy Adv. Co. DUNkirk 5-3171
 Davis, Charlie, Advertising AXMinster 3-5508
 Davis-Harrison-Simmons, Inc. HOLLYWOOD 3-7101
 Dennis, Robt., Adv. CLevland 5-6367
 Donald, Dick, Adv. DUNkirk 8-2371
 Doyle, Dare & Bernbach DUNkirk 8-2233
 Dazier & Eastman Adv. RIchmond 9-7091
 Durstine, Roy S., Inc. DUNkirk 8-3411
 Dreyfus Co. Adv. WEbster 1-1831
 Ebberts, Dan, Adv. Serv. LUDlo 7-9161
 Edwards, Adv. Agency, The BRAdshaw 2-5616
 Ehler, Grace MADison 6-2227
 Eisenberg, Ralph, Advertising CRestview 1-5196
 Eisaman-Johns, Advertising CRestview 1-5196
 Enterprise Adv. Agency MADison 9-1477
 Empire Adv. Corp. OLive 3-2764
 Erwin, Wassey, & Co., Ltd. WEbster 1-1211
 Fagan, O. K. Advertising Agcy. VANDyke 2192
 Fairfax, Inc. OXNrd 4-5270
 Fehlman, Warren P. Adv. Co. OXNrd 4-5270
 Foote, Cone & Belding (Hollywood) HOLLYWOOD 9-6265
 Foote, Cone & Belding (Los Angeles) MADison 9-3611
 Gardner, H. M., & Assoc. DUNkirk 5-1474
 Geissinger, W. B., & Co. WEbster 3-7178
 General Advertising Agency, Inc. HOLLYWOOD 3-5128
 Gerstenkorn, Henry Co. DUNkirk 7-4285
 Gill Clifford Agency CRestview 6-1606
 Glasser-Gailey, Inc. DUNkirk 4-2141
 Glenn Advertising, Inc. WEbster 3-9369
 Goldstone, Nat. C. Agency. CRestview 6-1071
 Gonda, Francis D., Adv. Agency DUNkirk 7-6126
 Goodman, Anderson Advertising WEbster 8-3993
 Grant Advertising, Inc. HOLLYWOOD 1-9231
 Grant, Gene, Adv. Agency DUNkirk 7-3361
 Gregory-House, Inc. HOLLYWOOD 4-7511
 Gregory, Willard G., & Co. TRInity 0531
 Guerin-Johnstone Advertising DUNkirk 5-1788
 Guild, Boscom & Bonfigli HOLLYWOOD 3-3229
 Hadlock & Associates. HOLLYWOOD 2-6731
 Harrington-Richards WEbster 3-5577
 Harvey, William W., Inc. HOLLYWOOD 2-0874
 Heintz & Co., Inc. MADison 9-3181
 Hicks & Griest DUNkirk 5-1721
 Hill, Don MI 5149
 Hixson & Jorgensen, Inc. DUNkirk 8-3121
 Hoel, John D., Adv. Agency RYAN 1-7131
 Houston Adv. Services Co. DUNkirk 9-4171
 Howard, Bob Advertising Agcy. WEbster 3-5701
 Hubley Adv. Agency DUNkirk 2-2366
 Hunt, W. H. & Associates. BRAdshaw 2-8293
 Hunter & Wilhite Advertising HOLLYWOOD 4-4191
 Irwin Co., Inc. BRAdshaw 2-5455

Irwin, Howard & Associates. DUNkirk 8-1219
 Jaffe & Jaffe Adv. Agency. CRestview 1-6211
 Jimmy Fritz & Assoc. HOLLYWOOD 3-3251
 Johnson, J. Howard MADison 5-8044
 Jordan Co., The DUNkirk 2-2248
 Juneau, C. B., Inc. OLive 3-1770
 Kaufmann, Hans E., & Co. HOLLYWOOD 3-3800
 Keane, Raymond, Adv. Agcy., Inc. WEbster 3-9221
 Kefer, Ray & Assoc. ANgelus 1-6141
 Kellogg, Edward S., Co. DUNkirk 7-5213
 Kelso, M. H., & Co. DUNkirk 2-2072
 Kenyon & Eckhardt, Inc. HOLLYWOOD 3-2101
 Killingsworth Co., Inc. BRAdshaw 2-7909
 Klitten, Martin R., Co., Inc. DUNkirk 7-8396
 Lonsdale, The Company. DUNkirk 5-2007
 Lawrence Co., The BRAdshaw 2-5820
 Lennen & Newell, Inc. CRestview 1-7221
 Lenz, J. M., Advertising WEbster 6-1682
 Little & Co. DUNkirk 9-1267
 Logan, Dudley L., Adv. DUNkirk 2-8471
 Mack-Wharton, Advertising WEbster 8-5187
 MacManus, John & Adams, Inc. WEbster 3-9569
 Mann Advertising Co., Inc. DUNkirk 2-1179
 Martha's Adv. Service MADison 6-4897
 Marto, Walter, Adv. Agcy. SYcamore 6-2239
 Matthews, Anne D., Adv. Agency SYcamore 2-3816
 Mayers Co., Inc., The DUNkirk 8-2111
 Mayne Charles H., Co. OLive 3-0990
 Mays & Co., Advertising TRInity 8534
 McCann-Erickson, Inc. (Los Angeles) DUNkirk 5-3301
 McCarthy Co., The RIchmond 9-7011
 McCreery, Walter, Inc. BR 2-2168
 McElroy Advertising Agency RIchmond 9-2047
 McHugh-Cather Co. BRAdshaw 2-0233
 McKee, Burns Advertising HOLLYWOOD 7-4218
 McLain, W. R. & Associates NORmandy 3-8209
 McNeill & McCleery HOLLYWOOD 4-7252
 Meany, Phillip J., Co., Adv. MIchigan 3601
 Meehl, Michael, Adv. RYAN 1-8017
 Meltzler, Richard, Adv. WEbster 8-2993
 Mercury Adv. Agency, Inc. CRestview 5-8502
 Meyerhoff, Arthur A., Agency CRestview 4-6863
 Miner, Dan B., Co. DUNkirk 8-3301
 Moeller & Somermeir, Inc. HOLLYWOOD 2-7451
 Moody, Thomas, & Associates DUNkirk 2-0544
 Mooge-Privett, Inc. WEbster 6-7243
 Morgan, Raymond R., Co. HOLLYWOOD 3-4194
 Mottl & Siteman Adv. Agcy. WEbster 8-6288
 Mullens, Earl HOLLYWOOD 7-6318
 Neale Advertising Association HOLLYWOOD 1-9955
 Needham, Louis & Brorby, Inc. HOLLYWOOD 2-2931
 Nelson Advertising Service DUNkirk 7-8368
 Newman, Mike, & Assoc. RERpublic 2-6211
 Olen, David, Advertising OLive 5-7290
 Poige, Erik, Adv. HOLLYWOOD 5-6342
 Pardee Co., The HOLLYWOOD 2-7306
 Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.) LB 6-1259
 Patrick, Roger, Adv. DUNkirk 5-2007
 Patton, George Advertising HOLLYWOOD 2-0841
 Perrett Co., The MUTual 2388
 Porter, Wesley H., Adv. AXMinster 3-0400
 Productive Advertising AXMinster 1-1322
 Raymond, J. W. Adv. Agcy. RIchmond 7-5391
 Raymond, Larry Co. WEbster 6-8125
 Rhodes & Davis MIchigan 2396
 Ringer, Lee, Advertising WEbster 3-8131
 Robin, Lee & Arnold CRestview 4-5853
 Robinson, Elwood J., Adv. MUTual 6293
 Roche-Eckhoff & Lee OLive 5-7670
 Rockett-Lauritzen RERpublic 4-2106
 Ross, Charles, Adv. Agency HOLLYWOOD 2-1184
 Ross, Ellsworth, Inc. DUNkirk 8-3608
 Ross, Roy, Inc. HOLLYWOOD 9-6263
 Ross, W. B., Assoc., Adv. DUNkirk 8-1107
 Ruthrauff & Ryan, Inc. DUNkirk 8-0571
 Scholtz Advertising Service MIchigan 2396
 Schurrer, Lou, Adv. HOLLYWOOD 3-3800
 Scott, M. B. Inc., Advertising CRestview 4-5301
 Sebrell, J. B. Adv. Agcy. MADison 6-9397
 Seeds, Russell M., Co., Inc. CRestview 4-7613
 Seidel Advertising Agency HOLLYWOOD 4-0255
 Shane, Leonord, Agency, The CRestview 1-5683
 Shedd, Vaughn, Adv. CRestview 1-3342
 Sheldon, Lisle Adv. HOLLYWOOD 3-2366

Shelley, James P.	Webster	8-2077
Sieck, H. Charles, Inc., Ltd.	BRadshaw	2-6403
Simmons, Dean	Webster	1-1311
Smalley, Levitt & Smith	MUtual	5336
Smith, T. Tyler, Adv. Agcy.	HOLlywood	3-9239
Smith & Ganz, Inc. Adv.	HOLlywood	9-8234
Speer Advertising Agency	Richmond	7-9626
Stahl, Charles N. Adv. Agency	HOLlywood	2-7344
Stebbins, Barton A., Adv.	DUnkirk	8-8131
Stebbins, Hal, Inc.	Richmond	9-5317
Steller, Millar & Lester, Inc.	DUnkirk	7-5377
Stiller-Rouse Adv.	OLive	5-8550
Stodel Adv.	HOLlywood	9-7163
Straus, J. M. & Co.	DUnkirk	3-5072
Stromberger, LaVane & McKenzie	DUnkirk	5-2211
Sudler Co.	REpublic	4-2117
Sullivan Stauffer Colwell & Bayles, Inc.	HOLlywood	4-2119
Swafford & Co.	BRadshaw	2-2781
Taggart & Young	Webster	3-8108
Thompson, J. Walter, Co.	Webster	3-7201
Tilds & Cantz Advertising	HOLlywood	2-1157
Tullis Co., Inc., The	HOLlywood	2-6333
Universal Advertising Agency, Inc.	HOLlywood	4-8218
Van der Boom, Hunt, McNaughton, Inc.	DUnkirk	2-6203
Van-Scott, Inc.	DUnkirk	9-2300
Victor, A. J. Company	AXminster	4-7555
Wade, Geoffrey Adv. Agency	HOLlywood	4-7457
Waldman, Harvey & Associates	Richmond	7-5241
Warwick & Legler, Inc.	DUnkirk	3-1141
Webster, R. W., Adv.	MADison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser & Thomas	CRestview	5-4535
Welsh, Hollander & Coleman	DUnkirk	9-1171
Wenland, Adolphe & Associates	CRestview	4-5241
Wessels, George M., Company	Webster	6-7668
West-Marquis Inc.	MADison	9-2214
Western Advertising Agency	Webster	8-2681
Westwood, Tom Adv. Agcy.	CH	5-5051
Whyte, Evers, Agency	DUnkirk	2-2188
Wildor, Aivin	Webster	8-2781
Williams, Dallas & Sons	HOLlywood	2-6396
Willis, Harry G., & Assoc.	CHapman	5-3325
Woolf, Len	DUnkirk	8-2361
Wynne-Alexander Advertising Agency	PY	1-2319
Young, M. M. Adv.	HOLlywood	2-2684
Young, Pubicam, Inc.	HOLlywood	9-2731

Radio-TV Programs and Transcription Cos.

Alexander Film Co.	HOLlywood	9-7396
American Broadcasting Co.	HOLlywood	2-3141
Bates, Bill	HOLlywood	3-6436
B & B Recording Studios	PLasant	6-0949
Bob White Productions	Webster	5-5398
bonded TV Film Service, Inc.	CRestview	4-5847
Cascade Pictures of Calif., Inc.	TEXas	0-4520
Cheshire & Associates	HOLlywood	9-4580
Columbia Records, Inc.	BRadshaw	2-5411
Commodore Productions	BRadshaw	2-4701
Cooly Spade Enterprises	STanley	7-7970
Crosby, Bing, Enterprises	BRadshaw	2-2771
Custom Recorders	STanley	7-2557
Dudley, Television Corp.	CRestview	1-7258
Eccles Recordings, Inc.	HOLlywood	4-8351
Electro-Vox Recording Studios	HOLlywood	5-2189
Fairbanks, Jerry, Inc.	HOLlywood	2-1101
Five-Star Productions	HOLlywood	3-4807
General Artists Corp.	CRestview	1-8101
General Television Enterprises Inc.	HOLlywood	5-4146
Gibson, Grace, Radio Prods.	HOLlywood	9-4580
Gray, Jeanne, TV & Radio Prods.	CRestview	4-5720
Guedel, John, Radio Productions	Webster	6-6291
Hollywood Central Recording Studios Inc.	HOLlywood	3-2131
Johnson, Ed Film Co.	HOLlywood	2-5566
MarGregor, C. P., Sound Studios	DUnkirk	4-4191
Marquis, Arnold, Productions, Inc.	CRestview	6-8796
MCA-TV	SUnset	3-8894
M-G-M Radio Attractions	TEXas	0-3311

Music City	HOLlywood	9-8211
Patin, Ray, Productions	HOLlywood	2-1147
RCA, Victor Division	HOLlywood	4-5171
Radio Recorders, Inc.	HOLlywood	3-3282
Reynolds, Stuart Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	HOLlywood	4-3183
Rocket Pictures, Inc.	HOLlywood	7-7131
Ross, Jack	HOLlywood	9-4019
Rourke, Jack, Productions	HOLlywood	3-7178
Sande, Robert	STanley	7-2382
Screen Gems, Inc.	HOLlywood	2-3111
Snader Telescriptions Corp.	CRestview	4-6651
Song Ads	HOLlywood	5-6181
Steffner, Wayne, Prods.	HOLlywood	3-4173
Stevens, J. G., Inc.	HOLlywood	4-8361
Stokey, Mike, Productions	HOLlywood	2-1241
Studio & Artists Recorders	HOLlywood	4-8241
Sutherland, John, Prods., Inc.	DUnkirk	8-5121
Teletim, Inc.	HOLlywood	9-7205
Telepix Corp.	HOLlywood	4-7391
TV Spots	HOLlywood	5-5171
TecVee Co., The	BRadshaw	2-1376
Television Guild Productions	HOLlywood	9-2895
Thomas Co., The	HOLlywood	4-6564
Tuchman, Harris, Productions	Webster	6-7189
Universal Recorders	HOLlywood	9-8282
Vitapix Corporation	CRestview	1-7191
WRS Recording Lab.	HOLlywood	5-1454
Wendelken, Dick Productions	HOLlywood	5-9207
Western Recorders	HOLlywood	3-6811
Wilding Picture Prods. of California	Webster	8-0183
Wiley, Fletcher, Prods.	HOLlywood	9-1212
World Broadcasting System	OLdfield	4-2800
Wright, Carter, Enterprises, Inc.	HOLlywood	9-0944
Ziv, Frederic W., Co.	OLdfield	4-2800
Ziv Television Programs, Inc.	OLdfield	4-2800

Radio and TV Artists Agencies

Affiliated Artists' Agency	CRestview	4-2697
Ainsworth, Helen	CRestview	62062
Allied Casting	HOLlywood	3-7124
Alvarado, Carlos	CRestview	57203
American Federation of Radio and Television Artists	HOLlywood	4-5125
Artigue, Louis	CRestview	6-4652
Artists Management Co.	CRestview	4-4963
Artists, Ltd.	or BRadshaw	2-4531
Auer, Miles, Bohm	CRestview	67015
Bender-Ward	HOLlywood	9-1691
Bergman, Stanley, & Co.	OLYMPIA	2-1465
Bernie, Herman	CRestview	6-9667
Bloom, Phil, Agency	CRestview	50117
Brandies, Bob, Agency	CRestview	6-1339
Business Administration Co.	HOLlywood	5-6978
Candelario's, (Sante Fe., N. Mex.)	CRestview	67071
Charney, William B.	CRestview	2-1391
Columbia Artists Management	HOLlywood	9-1131
Cooper, Ray	MADison	62327
Stanley Cowan, Inc., 9163 Sunset—B.	CRestview	69769
Darrow, Agency	CRestview	6-3103
Demling, Gus	GRanite	2-9514
Deuser, Lewis J.	CRestview	12161
Doaks, Virginia	CRestview	19134
Douglas, Donald	BRadshaw	2-6211
Draesemer, Isabelle, Agency	HOLlywood	4-8106
Edington-Cloutman Agency	HOLlywood	4-1782
Fame Agency, 8208 Sunset—L. A. 46	CRestview	4-5141
Famous Artists	CRestview	5-2254
Feins, Bernard	CRestview	15222
Fings, Kurt	CRestview	51155
Fry, Clinton L.	CRestview	1-6115
Garfield, Milton, Agency	HOLlywood	9-4567
General Artists	CRestview	5-5074
Gertz, Mitchell	BRadshaw	2-4259
Gold, Sid	CRestview	45491
Goldstone, Jules	CRestview	4-7247
Goldstone Tobias	CRestview	51191
Gordon-Molson	CRestview	61071
	CRestview	16111

Gregory Assts.	OLeander 5-7538	Salkow, Lester	CRestview 54505
Green, Ivan	CRestview 45129	Schwartz Agency	CRestview 55132
Greshler, Abner	CRestview 45339	Seaman, Geo.	HOLLYWOOD 21161
Grossman, Milton M., Agency	CRestview 6-6163	Sannes, Frank	CRestview 46975
Halliburton, Jeanne	CRestview 5-5575	Shauer, M. A.	CRestview 11103
Hamilburg, Mitchell	CRestview 54171	Shaw-Wiley Agency	CRestview 5-4179
Hardan-Sherrell	CRestview 15236	Sherman, Edward	CRestview 50186
Hershon, Red, Agency	CRestview 46381	Shiffrin, William	CRestview 17261
Herzbrun, Walt	CRestview 64157	Short, Antrim	CRestview 54137
H.I.T. Agency	CRestview 1-3132	Shurr, Louis	CRestview 11116
Howard, Sam, Agency	CRestview 68370	Small, Paul	CRestview 15246
Hyde Agency	HOLLYWOOD 22301	Snitzer, Lou-Fritschi, Al, Inc.	HOLLYWOOD 9-6271
Ingersoll, George Agency	HOLLYWOOD 7-0862	Somlyo, E. T.	CRestview 6-2041
Irwin, Lou	CRestview 1-7131	Stempel, Frank	OLive 21404
ITA	HOLLYWOOD 26416	Stewart, Rosalie	CRestview 46123
Jackson, Edith	HOLLYWOOD 7-0155	Swanson, H. N.	CRestview 15115
Jacobson, Vernon	CRestview 52545	Swaverland, Harold	HOLLYWOOD 4-7265
Jaffe Agency	CRestview 66121	Thompson, D. H.	CRestview 12188
Katz, Fred, Agency	CRestview 6-3189	Ullman, George	CRestview 45238
Kohner, Paul	CRestview 15165	Vitt, Angie	CRestview 64484
Lance, Leon O.	CRestview 66014	Wadsworth, J. B.	CRestview 60698
Lauren, J. W. Agency	HOLLYWOOD 7-5087	Hilan Wargin Agency	HOLLYWOOD 30604
Lazar, Irving	CRestview 56153	Weiner, Jack	CRestview 67081
Leonetti, Caroline, Ltd.	HOLLYWOOD 2-2345	Weintraub, Murry	CRestview 1-1137
Leonard, Fred	HOLLYWOOD 4-7546	Welch, Suey, Agency	HOLLYWOOD 4-2461
Lesser, Ted	MUTual 7356	Wendling, Chas.	CRestview 62348
Levee, M. C.	CRestview 6-6285	White, Wm. B.	CRestview 46301
Lovee, Sid	CRestview 66285	Wiloy, Richard	CRestview 54179
Lewis, Henry	CRestview 55129	Wilkins, Paul	CRestview 16188
Jack Linder	CRestview 44034	Willson, Henry	CRestview 6-3201
Long-necker, Robt.	OLive 33770	Winkler, Daniel M.	CRestview 17244
McConkey Artists Corp.	HOLLYWOOD 3-7141	Woliver-Burr Agency	HOLLYWOOD 40031
McMillan, Hazel, Agency	CRestview 1-7781	Wooley, Betty, Agency	HOLLYWOOD 2-2301
MacQuarrie Agency	OLive 21180		
MCA Artists	CRestview 62001		
Manuel-Baird	CRestview 45288		
Marx, Burt	CRestview 17171		
Medford, Ben	CRestview 17021		
Messinger, Lili	CRestview 5-8541		
Meyers, Walter	CRestview 18161		
Mishkin Agency	OLive 20944		
Moore, Lola	CRestview 65401		
Morris, William	CRestview 47451		
Ochs, Al	HOLLYWOOD 96470		
Oliver, Maurine	CRestview 1-6382		
Oriental Casting	CRestview 6-8475		
Orsatti & Co.	CRestview 66241		
Pearson, Ben	CRestview 4-5488		
Pomeroy Jack	HOLLYWOOD 9-6366		
Powers-Stanley Agency	HOLLYWOOD 20791		
Preminger, Ingo, Agency	HOLLYWOOD 27396		
Rocamora, Wynn	CRestview 45431		
Rosenberg & Coryell	CRestview 18121		
Milt Rosner	CRestview 67023		
Rush, Art	HOLLYWOOD 4-5161		
Ryan, Frank	CRestview 14627		

Publications

Billboard Publishing Co.	HOLLYWOOD 9-5831
Broadcasting-Telecasting	HOLLYWOOD 3-8181
Hollywood Reporter	HOLLYWOOD 4-7411
Radio & TV Exchange	HOLLYWOOD 4-0101
RADIO-TV DAILY	HOLLYWOOD 9-3951
Radio-Television Mirror	CRestview 6-6293
Sponsor	HOLLYWOOD 4-8089
TV Guide Publication	NORMANDY 2-3101
TV-Radia Life	HOLLYWOOD 4-9275
Variety	HOLLYWOOD 9-1141

Radio-TV Audience Surveys

American Research Bureau	CUMBERLIN 3-3149
Facts Consolidated	OLive 3-3114
Moffett Research Co.	HOLLYWOOD 3-5653

Leading Advertisers of 1955 See Page 37

Radio-TV Set Production, 1955 See Page 39

All-American Favorites of 1955 See Page 43

Ten Top Radio-TV News Events, 1955 See Page 47

Estimated 1955 Automotive Advertising See Page 53

Keep this list of 138 Pulse TV Markets handy

*Industry's largest, most accurate sample —
1,800,000 different families
interviewed, 1955*

Albany-Troy-Schenectady
Albuquerque
Ames-Des Moines Area
Atlanta
Augusta, Ga.

Baltimore
Bangor, Me.
Birmingham
Boise-Meridian
Boston
Buffalo

Cedar Rapids
Charlotte, N. C.
Charleston, S. C.
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia, S. C.
Columbus, Ohio

Dallas
Davenport-Rock Island
Dayton
Denver
Detroit
Duluth-Superior
El Paso
Erie

Fresno
Fort Worth

Grand Rapids
Green Bay
Greensboro

Harrisburg, Pa.
Honolulu-Oahu Island
Houston
Houston-Galveston

Indianapolis

Jackson, Miss.
Jacksonville, Fla.
Johnstown, Pa.

Kansas City, Mo.

Lansing
Little Rock, Ark.
Los Angeles
Louisville
Lubbock

Macon
Marietta-Parkersburg
Mason City-Albert Lea-Austin
Memphis
Miami

Milwaukee
Minneapolis-St. Paul
Montgomery, Ala.
Nashville

New Haven
New Orleans
New York
Norfolk

Oklahoma City
Omaha

Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, Maine
Portland, Ore.
Providence
Pueblo

Quincy-Hannibal-Keokuk

Richmond
Roanoke
Rochester, N. Y.
Rockford, Ill.

Sacramento, Calif.
Saginaw-Bay City-Midland
St. Louis
Salt Lake City
San Antonio
San Diego
San Francisco-Oakland
Santa Barbara-San Luis Obispo
Scranton-Wilkes Barre
Seattle
Seattle-Tacoma
Sioux City, Ia.
South Bend-Elkhart
Spokane
Springfield, Mass.
Springfield, Mo.
Syracuse

Tacoma
Tampa-St. Petersburg
Toledo
Tucson
Tulsa

Washington, D. C.
Waterloo
Wheeling-Steubenville
Wichita
Wichita Falls, Texas
Wilmington
Winston-Salem, N. C.

York, Pa.
Youngstown, Ohio

As the service with the most subscribers, Pulse calls your attention to the huge backlog of data available for the 107 markets listed to the left; the other 31 are new markets added this year.

Let us explain the many reasons why Pulse, with the largest sampling outside U. S. Census, is winning ever-widening preference. Now well over 500 subscribers, 1955 was the biggest year in Pulse's experience, dating back to 1941. Wire or phone for details.

PULSE, Inc.

*15 West 46th Street
New York 36*

Telephone: Judson 6-3316

IN LOS ANGELES

6399 Wilshire Boulevard
Webster 1-2412

Allentown
Amarillo
Anchorage, Alaska
Baton Rouge
Bellingham, Washington
Broward & Palm Beach
Counties, Fla.
Columbia, Mo.
Columbus, Ga.
Des Moines
Dubuque County, Ia.
Fint
Florence, S. C.
Fort Wayne
Green Bay-Marquette
Greenville, S. C.
Jefferson County, Texas
Joplin, Mo.
Knoxville, Tenn.
La Crosse County, Wisc.
Las Vegas
Madison
Pittsburg, Kan.
Raleigh
Saginaw County, Mich.
Shreveport
Sioux Falls, Texas
Springfield, Ill.
Terre Haute
Texarkana
Waco
Zanesville

RESEARCH ORGANIZATIONS



ADVERTEST RESEARCH

90 Bayard St., New Brunswick, N. J.
Phone: CHarter 7-1564

AMERICAN RESEARCH BUREAU, INC.

National Press Bldg., Washington, D. C.
Phone: National 8-0822
551 5th Ave., New York City
Phone: MUrray Hill 7-3787
234 S. Garfield, Los Angeles, Calif.
Phone: CUmberland 3-3149

A. S. BENNETT—CY CHAIKIN, INC.

333 Madison Ave., New York, N. Y.
Phone: MUrray Hill 9-0734

CROSSLEY, S-D SURVEYS, INC.

642 5th Ave., New York, N. Y.
Phone: PL 7-5560

ELLIOTT-HAYNES LTD. (Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GERard 1144

C. E. HOOPER, INC.

(Executive Office)
579 Fifth Ave., New York 17, N. Y.
Phone: MUrray Hill 3-2290
Dry Hill, Norwalk, Conn.
Phone: VICTor 7-2461

RICHARD MANVILLE RESEARCH

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

MARKET RESEARCH CORP. OF AMERICA

122 East 42nd St., New York 17, N. Y.
Phone: OXFord 7-3540
425 N. Michigan Ave., Chicago 11, Ill.
Phone: MOhawk 4-4600

A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.
Phone: HOLlycourt 5-4400
500 Fifth Ave., New York 36, N. Y.
Phone: PENnsylvania 6-2848

OFFICE OF RESEARCH, INC.

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

ALFRED POLITZ RESEARCH, INC.

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

THE PULSE, INC.

15 W. 46th St., New York 36, N. Y.
Phone: JUdson 6-3316

RADIO REPORTS, INC.

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

RESEARCH SERVICES, INC.

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

ELMO ROPER & ASSOCIATES

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

N. C. RORABAUGH CO.

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

ROSS FEDERAL RESEARCH CORP.

2 W. 45th St., New York 36, N. Y.
Phone: MUrray Hill 7-3194

DANIEL STARCH AND STAFF

Boston Post Rd. & Beach Ave.
Mamaroneck, N. Y.
Phone: MAMaroneck 9-5400
101 E. Ontario St., Chicago, Ill.
Phone: DELaware 7-2888

TRENDEX, INC.

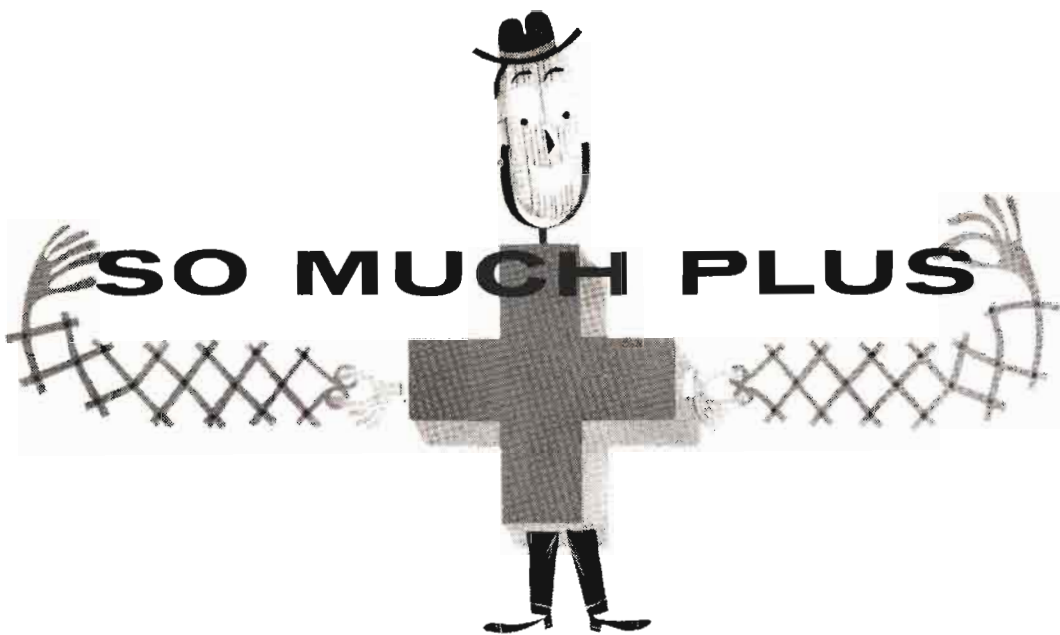
347 Madison Avenue, New York 17, N. Y.
Phone: MU 4-4328-9

VIDEODEX, INC.

342 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-8837

J. A. WARD, INC.

8 W. 40th St., New York, N. Y.
Phone: BRyant 9-3845



*The world's largest network – with 560 stations –
is also the most economical buy in all advertising.*

MUTUAL BROADCASTING SYSTEM

The Plus Network

110

Advertising Agency Competition Is Keen



By
BILL NUGENT
Staff Writer
Radio-Television Daily

COMPETITIVE belt surrounding advertising agencies stretched to new lengths in 1955. America's consumer goods makers, riding the crest of the healthiest economy in history, shuffled advertising accounts at the rate of better-than two a day.

The "big switch" left few agencies untouched. For some, it meant new life, new power and a record-breaking share of the nation's advertising dollar. For others, the reverse was true.



Agency zig-zagging by blue-chip giants comes as no accident. It's the direct result of new concepts in today's selling. Marketing and merchandising pressures, more violent than ever because of television, enveloped practically every shop along the Madison Avenue circuit uprooting accounts that had been resting leisurely for years.

Time was when the only function of an agency was to prepare ads. This is no longer true. Today's sponsor expects a complete merchandising and marketing service. If he doesn't get it, he goes a-hunting.



A record number of agencies felt the pinch last year. Before the smoke clears from this season's hop-scotching, over \$150,000,000 in major client billings will have changed hands.

The migrants came from virtually all product fields. Two top soft-drink firms, Coca-Cola and Pepsi-Cola, diverted allegiance from agencies which had directed their spending for decades. Breweries, with combined billings of over \$25,000,000, left several of the better-known ad-sleuths crying in their beer.

Automobile and cigarette makers did their share of transplanting in the past year, too.

Studebaker named Benton & Bowles while Packard tapped D'Arcy over Ruthrauff & Ryan. In one of the biggest stories of the year, Philip Morris switched \$8,000,000 in business from The Bicw Company to N. W. Ayer. L&M Filters, which grew up in Cunningham & Walsh, decided Dancer-Fitzgerald-Sample could do a better job.

Soap, drug and toothpaste companies provided plenty of ad alley gossip as did watch-makers, cosmetic firms, appliance makers, food packers and airlines.



Some of the big changes included Whitehall Pharmacal from Biow to Ted Bates; Westinghouse from Fuller & Smith & Ross to McCann-Erickson; Bulova from Biow to McCann-Erickson; Swift from J. Walter Thompson to McCann-Erickson; Frigidaire from Foote, Cone & Belding to Kudner; American Airlines from Ruthrauff & Ryan to Lennen & Newell; Toni from Weiss & Geller and Leo Burnett to North; Revlon from Norman, Craig & Kummel to BBD&O and a host of others.

Hardest-hit agency was the Biow Company. That firm had over \$30,000,000 in billings lopped off within two months. Among the winners were McCann-Erickson (upped over \$50-million in billings), BBD&O, J. Walter Thompson, Kenyon & Eckhardt, Benton & Bowles, Ted Bates and Young & Rubicam.



Estimates for the total 1955 advertising expenditure by American business have been placed at \$9-billion—a gain of almost 10 per cent over the previous year. A higher figure for 1956 is freely predicted.

Radio and television garnered a sizeable portion of that amount. The video medium accounted for over \$1-billion in advertising dollars representing a 25 per cent gain over 1954. With Young & Rubicam leading the pack, the top 35 agencies billed over \$800-million in both radio and television.

No knowledgeable adman would dare predict the life-expectancy of an account within his own organization. Last year's wholesale head-rolling makes that pretty clear. But one thing is certain.

Agencies can look forward to bigger billings in 1956. Just where those plums land depends on the agency itself. Ability to keep pace with today's rapidly-changing selling trends is a necessary factor for survival on Madison Avenue.

More top performers
in entertainment and
business stand behind
our microphone than
anywhere else in radio.
And as a logical result,
the biggest audiences
are tuned to the CBS



Radio Network

"Direct From Paris"

RDF

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

MUSICAL PROGRAMS

Symphonic
Folklore
Popular



ENTERTAINMENT

Theatre
Arts
Books

WOMEN'S PROGRAMS

Fashion
Cuisine
Home Life



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

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

THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

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

NEWS SERVICES



Associated Press

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

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

International News Service

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

General Manager.....J. Kingsbury Smith
Associate General Manager.....Barry Faris
Assistant General Manager.....Philip G. Reed
King Features Sales.....Frank J. Nicht
Business Manager.....Robert W. Brown
Managing Editor.....Paul R. Allerup

Press Association, Inc. (Associated Press)

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

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

Reuters

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

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

Telenews Productions, Inc.

Production Offices

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

4 West 58th St.....PLaza 9-2929
President.....Herbert Scheffel
Exec. Vice-President.....Alfred G. Burger
General Manager.....Norman Livingston
Comptroller.....A. Douglas Comeaux

United Press Associations

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

President & General Manager.....Frank H. Bartholomew
V.P. & Ass't General Manager.....Thomas Curran
Vice-President & General Business Manager.....Mims Thomason
V.P. and General News Manager.....Earl J. Johnson
V.P., General Foreign Manager.....Joseph L. Jones
Radio News Manager.....John J. Madigan
Ass't General News Mgr.....William C. Payette
V.P. & General Sales Manager.....Leroy Keller



RICHARD BOONE

The Position of Closed Circuit Television



By
JOE MORRIS
Managing Editor
Radio-Television Daily

MOST critics of TV have a very bright future but the current candidate for the title of "Most Likely to Succeed" is the closed circuit application of the medium. There are those who predict that closed circuit TV in all its phases and fringe features will, within 10 years, be an industry with a larger annual dollar volume than TV broadcasting. This of course would include equipment manufacturing, industrial application, use in the home, in buildings, as a communication medium in education and other phases as yet undeveloped and undiscovered.



Prevailing opinion is that its role as a communication and entertainment medium will eventually be taken over by networks. This holds true both among networks and to a great extent among executives of independent companies engaged in producing closed circuit telecasts.

During 1955, new exploration in use of closed circuits brought astounding results. As a medium of entertainment, it garnered heavy financial returns; as a medium of communication, it found wide use in industry for trans-continental business conferences; as a sales tool, it was put to use selling broadcast TV to potential sponsors and was offered to advertisers as a merchandising adjunct to sponsored programs.



Currently, networks which use it, apply it as an adjunct to the TV sales department. However, the natural outgrowth of this is eventual domination of the medium's application on a commercial basis, both as a communication tool for industry and as an entertainment vehicle. First steps have been taken in this direction. Production of several telecasts sold by closed circuit firms has been network handled. The resources available to networks—for this role make it inevitable that they will dominate the field since no closed

circuit company would be able to muster equivalent staff and equipment to furnish competition.

New developments in the medium currently being rushed are large screen color and merchandising in department stores. There are five large screen color projectors available at present. The use of large screen color at first will be backed up with a safety factor of 21-inch screen color receivers spotted throughout reception locations to safe-guard against breakdowns in the large screen apparatus.

Consensus of opinion is that there will never be a sufficient number of events of national interest to support a closed circuit TV firm. However, many new theories of programming are being put into effect.



in an overlap into the educational TV area, a series of lectures will be presented this year on a commercial basis. These lectures will not be of general interest but will be aimed at specific professional groups throughout the country, presenting experts in each field in teaching roles.

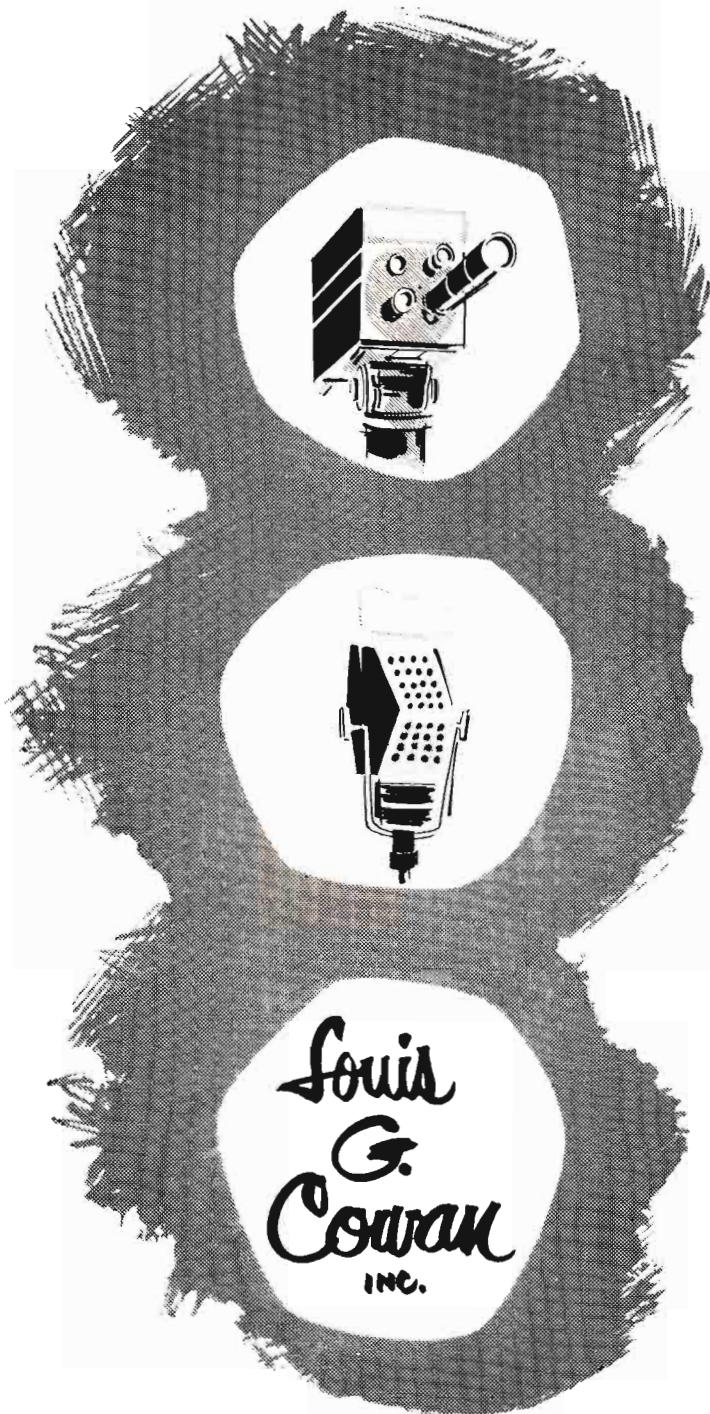
As a merchandising tool in department stores, the closed circuit TV set uses 21-inch color receivers placed throughout the store to bring customers an electronic merchandising display at one location without requiring them to make a tour of the entire building. Use of the medium in a monitoring role in factories and buildings is becoming widespread since a simple set-up using a portable-size camera and a receiver can be installed for as little as \$1,000.



Color makes the medium particularly appetizing to a client as a sales or merchandising tool since color is still enough of a novelty to guarantee him an audience motivated by curiosity about color TV if not about his product.

Currently, closed circuit TV is in a big boom as a medium of communication for large firms. One company holds a closed circuit conference each week of the year, utilizing it to approve TV commercials prepared by its various agencies. Two large advertising agencies are planning to install permanent closed circuit links between branch offices in key metropolitan centers.

In the educational field widespread experimentation with closed circuit TV is in progress on all academic levels, from kindergarten to university graduate instruction, and indications are that it may be the final answer to alleviation of the crucial teacher shortage existing throughout the nation.



NEW YORK 575 Madison Avenue, New York 22, N. Y. PLaza 9-3700

Glowing Future Predicted for RTES



By
**CLAUDE
BARRERE**

Secretary
Radio and Television
Executives Society

ABOUT a thousand hard-headed men and women in the broadcasting business ranging from Chairmen of Boards of some of America's major enterprises down to junior Time Buyers and Salesmen belong to the Radio and Television Executives Society. Why?

We could say it's because of the inborn industry slogan of "Service." We could equally well recall the statement of an old Greek philosopher that "All of our acts are motivated by selfishness."



The growing recognition that the RTES, through its various activities, is increasingly serving the industry and the individual therein is the true answer to why so many are members and are supporting it with time, money and energy.

It is recalled that the RTES was formed in 1952 by bringing together the Radio Executives Club of New York, which was founded in 1939, and the American Television Society, junior by a matter of a few months. These two organizations resembled each other in many phases and were quite different in others. The teaming of their various qualities brought about the stronger, sturdier, organization now in its fourth year. The present membership shows a well-balanced representation amongst the networks, stations, station reps., advertising agencies, film organizations and the many other services allied to broadcasting.



How, then, is the RTES serving the industry and its members? The showiest aspect is, no doubt, its monthly luncheons, a forum attended by consistently large numbers of members and friends. It is pleasant to point to such speakers this current season as Vice-President Richard M. Nixon and George C. McConaughy, Chairman of the FCC, Bishop Fulton J. Sheen, Sir Ian Jacobs, of the BBC, Louis A. Cowan, Irving R. Levine, and special events with the American Women in Radio and Television, the Peabody Awards luncheon and the huge Christmas party. Yet these "showcases" have perhaps less weight than such things as the

Listening Post, the Time Buying and Selling Course and the Workshops.

The Listening Post is something of which the RTES and its members are particularly proud. Its intriguing name originated before the RTES was formed when a group of well-known people in the industry, on a very informal basis, endeavored to help their friends and acquaintances who suddenly found themselves in the unaccustomed predicament of being unemployed. As one of its founders put it: "We lend a sympathetic ear to our friends and keep the other to the ground to hear of openings, hence the name." Frequently, he it said, they didn't wait for openings but energetically sought out possible spots for which their friends were qualified.



With the monies collected through the Christmas parties the RTES was in a position to help the Listening Post, all of whose members also belonged to the Society. They gave it a headquarters with the necessary administrative personnel and wider publicity, promotion, etc.

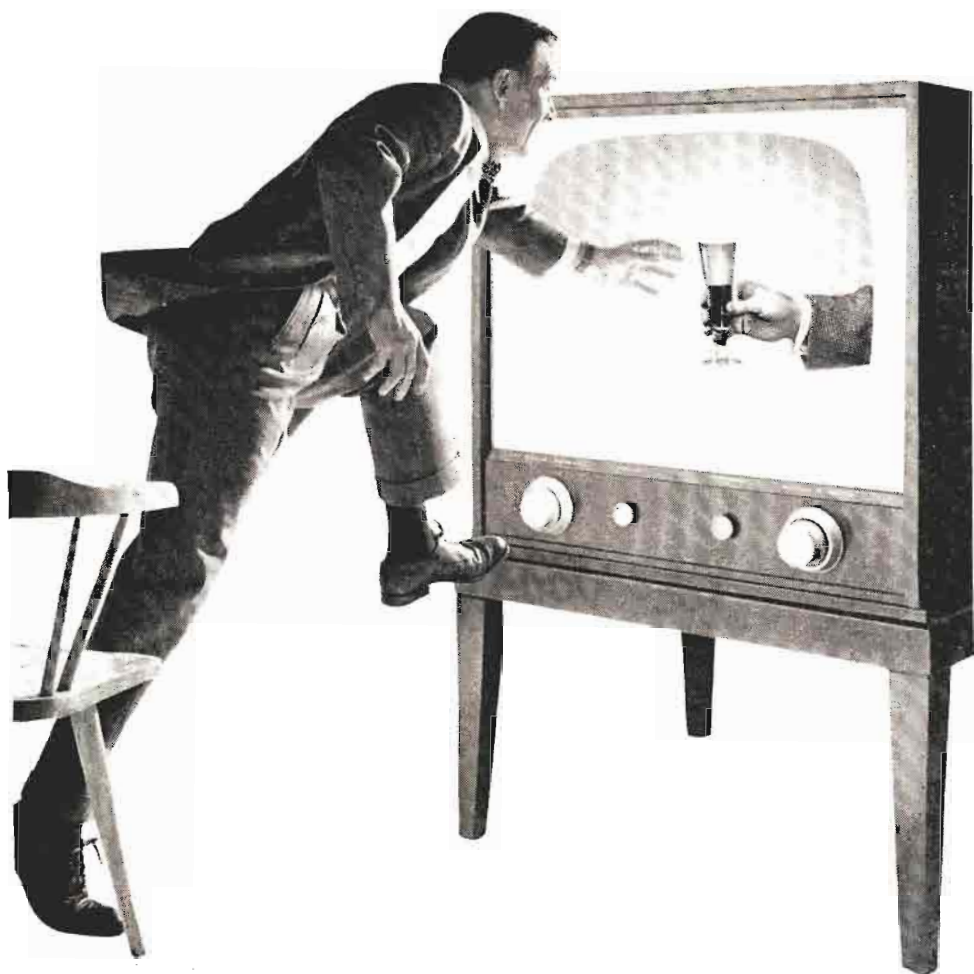
It is significant that the Listening Post is not a placement service. It will not accept applications from persons who are in jobs, but insists that they must be, or officially are about to be, unemployed. Furthermore, it will not accept, as applicants, persons who are trying to get into the broadcasting field, nor those, who through other affiliation, might better be helped to locate jobs.

Each week applicants have the opportunity of sitting around the table with members of the Listening Post. This helps them to orientate themselves as well as to acquaint the Committee with their qualifications. Call it an informal screening and counseling session. The applicants are then given leads to likely openings for which they are qualified.



As can well be expected the applicants outnumber job referrals. Perhaps as much as ten to one. However, as people in key positions in the industry become acquainted with the Listening Post's services they are more and more inclined to tap this pool of available talent. The files are thick with commendatory letters from employers who found the man or woman they needed through the Listening Post. There is also quite a collection of notes of gratitude from ex-applicants.

Strict statistics of the Listening Post activities are not available. While applicants far exceed placements, it is estimated that an average of something better than four jobs a week are filled through employers and prospective employees being brought together through the Listening Post.



When a commercial draws the viewer into the picture to such an extent that he sees himself enjoying the benefits of the product . . . *you can be sure that commercial is drawing a lot of sales, too.*

Young & Rubicam, Inc.

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

Random Information Bits On Buying Habits



By
RALPH H. WEIL
Executive
Vice President. WOV

A THOROUGH follow-up on several random bits of evidence (a costly wedding dress, a pack of cigarettes, a new automobile and a tin of olive oil) will help clear up the remaining mysteries surrounding the character and activities of the Italian-language market in the U. S.



Purchase of the Wedding Dress: The wedding dress alluded to, questioning shows, cost approximately as much as a standard fur coat, which puts it into the "considered purchase" class. Obviously the family's income was such that the price was not an obstacle. As is usual, such an important purchase was carefully considered by the bride-elect and her family. With such a sum involved it was naturally selected from a shop which measured up to the entire family's prestige ideals. Their choice of a shop was directly influenced by the family's Italian language listening habits and the gown was sold either by a Fifth Avenue shop—or perhaps one in the Bronx— which has used Italian language broadcast schedules regularly for years, with intensified schedules preceding the wedding boom seasons. The family listening habits tell us something about the family tastes . . . including second and third generations (since the American-born, American-schooled bride herself is either second or third generation). With better than 95% of Italian-American New Yorkers understanding English, only a scant 5% listens because of language limitation. The others listen by choice . . . because it is a beloved part of their heritage. They want to retain it and why not? People who have never yet even visited Italy are imbued with bantering pride about the district from which their forebears originated. Programs from these "home towns" once or twice removed, fascinate the entire family. Many of WOV's produced-in-Italy features are daily broadcast fare for stations in other cities. (These are all flourishing, with the tabs picked on a multi-city basis by a single sponsor).

But The Brand Of Cigarettes Is American:

Naturally it is. One of the big standard brands too. National advertisers have found they can garner a bigger share of sales for their brand by using, instead of ignoring, the Italian language broadcast way to influence the Italian Market in their favor. Automobile manufacturers and dealers have caught on to the same fact. They are frank and grateful in their acknowledgement that Italian broadcasting produces a welcome volume of inquiries leading to actual sales.



But Olive Oil Is An Italian Staple.

Right again. The taste for nationally advertised American merchandise and services coexists with the taste for Italian cuisine. Nor should one overlook the fact that grocery stores featuring full lines of Italian type food products magnetize the third generation Italian-American as well as the first. They enjoy roughly the same forum type popularity as the legendary country store of earlier rural America. And incidentally, the majority of these store keepers keep radios tuned steadily to Italian language broadcasting. In New York the number of such stores is 2,700.

Therefore Sherlock Concludes: That there is no end in sight for the influence of Italian language broadcasting on that portion of the American public which is of Italian descent. Today's bride gowned in the expensive finery she acquired as the result of Italian language advertising impact is tomorrow's Italian grocery store customer. Since Italian listening is a happy part of her heritage it is also one of the best ways of influencing her choice of furniture retailer, electrical appliance shop, real estate dealer, etc. (A large summer colony in Long Island has grown up as the result of several years of Italian language broadcast advertising with the young married and middle age groups naturally accounting for the major portion of purchasers).



That if Americans of non-Italian origin are being swept up in the current fashion for things Italian (clothes and hair styles to name but two) it is clear that with Italian-Americans this taste has been fostered from infancy on and can be considered a lifetime preference.

That Italian language broadcasters, in the WOV tradition, can be counted on to keep the ear-appeal and heart-appeal of programs in prime condition, and of prime influence. They've had long experience with audiences that listen, not from language limitation but from choice.

Year-round enjoyment from **Lever Brothers Company** in 1956

★ ★ ★ ★ ★ ★ ★ ★
★ **LUX** ★
★ **VIDEO** ★
★ **THEATRE** ★
★ ★ ★ ★ ★ ★ ★ ★

Top stars in "live" performances
of outstanding movie successes,
direct from Hollywood.
Thursdays on NBC-Television.

★ ★ ★ ★ ★ ★ ★ ★
★ **BIG** ★
★ **TOWN** ★
★ ★ ★ ★ ★ ★ ★ ★

Hard-hitting, realistic news stories
starring Mark Stevens. Tuesdays
in most areas, on NBC-Television.

★ ★ ★ ★ ★ ★ ★ ★
★ **GORDON** ★
★ **MacRAE** ★
★ **SHOW** ★
★ ★ ★ ★ ★ ★ ★ ★

Famous singing star in his new
TV program. Mondays on NBC
Television.

*And don't forget —
for leisurely daytime enjoyment*

- **ART LINKLETTER'S HOUSE PARTY**
Mondays-Wednesdays-Fridays, CBS Radio-Television
- **ARTHUR GODFREY TIME**
Mondays-Wednesdays-Fridays, CBS Radio-Television
- **GARRY MOORE**
Wednesdays and Fridays on CBS Television
- **AUNT JENNY**
Real life stories, Mondays through Fridays, CBS Radio

Business

NETWORK BILLINGS

ADVERTISING AGENCIES

**AGENCY PRESIDENTIAL
BIOGRAPHIES**

AGENCY EXECUTIVES

**STATION
REPRESENTATIVES**

going
places...

HOLLYWOOD

"THE LAST NOTCH"

Televised 3/30/54

HOLLYWOOD

"FREIGHTER"

Televised 2/15/55

TO BROADWAY AND HOLLYWOOD

**"No Time for
Sergeants"**

Televised 3/15/55

HOLLYWOOD

"THE RACK"

Televised 4/12/55

HOLLYWOOD

"Fearful Decision"

Televised 5-10-55

HOLLYWOOD

**"INCIDENT IN
AN ALLEY"**

Televised 11/23/55

U. S. STEEL HOUR
produced by THE THEATRE GUILD

NETWORK RADIO BILLINGS

Estimates For Years 1955 & 1954



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1954 figures are given at the bottom of the page as a basis with which to compare network revenues in 1955.

January-July 1955

	ABC	CBS	MBS	NBC	Total
Jan. ...	\$ 2,487,140	\$ 4,181,787	\$ 1,372,532	\$ 2,744,204	\$ 10,785,663
Feb. ...	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
Mar. ...	2,445,765	4,393,441	1,446,535	2,953,486	11,239,227
Apr. ...	2,096,355	3,837,124	1,365,658	2,624,671	9,923,808
May ...	2,080,272	3,921,807	1,450,889	2,652,560	10,105,528
June ..	1,817,967	3,656,201	1,255,424	2,703,981	9,433,573
July ...	1,676,650	3,122,096	1,022,255	2,452,364	8,273,365
‡Total	\$14,992,049	\$27,063,223	\$ 9,205,231	\$18,715,886	\$ 69,976,389

† Network radio billings figures were discontinued by PIB as of Aug. 1955 because "recent changes in the rate and discount structures of the various networks have seriously affected the comparability of the gross billing figures, one network with another, and also the comparability of current figures with those of the past."

January-December 1954

	ABC	CBS	MBS	NBC	Total
Jan. ...	\$ 2,830,654	\$ 5,166,174	\$ 1,896,925	\$ 3,391,873	\$ 13,285,626
Feb. ...	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar. ..	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr. ...	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May ...	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June ..	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July ...	2,098,823	3,821,234	1,481,767	2,127,192	9,529,016
Aug. ..	2,160,025	3,844,135	1,491,503	2,075,531	9,571,194
Sept. ..	2,267,810	4,055,869	1,523,161	2,598,635	10,445,475
Oct. ...	2,506,929*	4,138,633*	1,572,042*	2,738,231*	10,955,835*
Nov. ..	2,484,201	4,397,245	1,540,523	2,926,816	11,348,785
Dec. ...	2,365,762	4,273,131	1,570,561	2,977,773	11,244,857
Total	\$29,054,147	\$54,245,056	\$20,345,032	\$34,014,356	\$137,641,169

* Revised as of Dec. 30, 1954.

ETHEL BARRYMORE • JAMES CAGNEY • ART CARNEY • ETHEL MERMAN
 BRIAN DONLEVY • ZACHARY SCOT • SHELLEY WINTERS • WARD BOND
 PAUL DOUGLAS • CLAUDE RAINS • JACK O'NEIL • JOANNE DRU
 EDMOND O'BRIEN • BARRY BURTON • RIVA • BARRAGE BRITTON
 PETER LORRE • ETHEL WATSON • ROBINSON • TOM BRAKE
 DICK POWELL • MARY MCGRAW • HENRY HOLT • GUY MARISSON
 MARGUERITE PIAZZA • JAMES EARL RAY • DIANA LYNN • RORY
 CALHOUN • RED SUELL • GENE TIERNEY • GENE
 NELSON • JEFF HUNTER • BETTY GRABLE • ROBERT
 PRESTON • PAUL HENREID • ARNOLD • TONY MARTIN
 MARGARET O'BRIEN • A. J. LEE • EDWARD DUFF • SIR CEDRIC
 HARDWICKE • MAUREEN O'NEILL • WENDELL COREY • SYLVIA
 SIDNEY • TERESA WRIGHT • JOAN MARCUS • VANESSA BROWN
 PAT O'BRIEN • LLOYD BRUCE • ELYN MAXWELL • JOHNNIE
 RAY • DAN DAILEY • JAMES • DENNIS O'KEEFE



“CLIMAX!” AND “SHOWER OF STARS”

TOPS IN TV DRAMA AND VARIETY

Now in its second year of “Climax!” and “Shower of Stars” with top caliber stories and star casts, Chrysler Corporation is proud to present this outstanding television

entertainment. Your host, **Bill Lundigan**, welcomes you to each of these thrilling dramatic or musical productions, telecast live every week from Television City, Hollywood.

Thursday nights 8:30 to 9:30 EST—CBS-TV.

CHRYSLER CORPORATION



THE FORWARD LOOK

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

NETWORK TELEVISION BILLINGS

Estimates For Years 1955 & 1954



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1954 figures are given at the bottom of the page as a basis with which to compare network revenues in 1955.

January-December 1955

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan. . . . \$	3,718,195	\$ 15,831,141	\$ 723,960	\$ 13,172,695	\$ 33,445,991
Feb. . . .	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar. . . .	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr. . . .	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug. . . .	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept. . . .	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct. . . .	5,876,756	16,590,891*	—	15,618,704	38,086,351*
Nov. . . .	6,496,236	16,866,314*	—	15,489,279	38,851,829*
Dec. . . .	6,301,578	17,086,161	—	16,010,878	39,398,617
Total	\$51,393,434	\$189,018,121	\$3,102,708	\$163,384,796	\$406,899,059

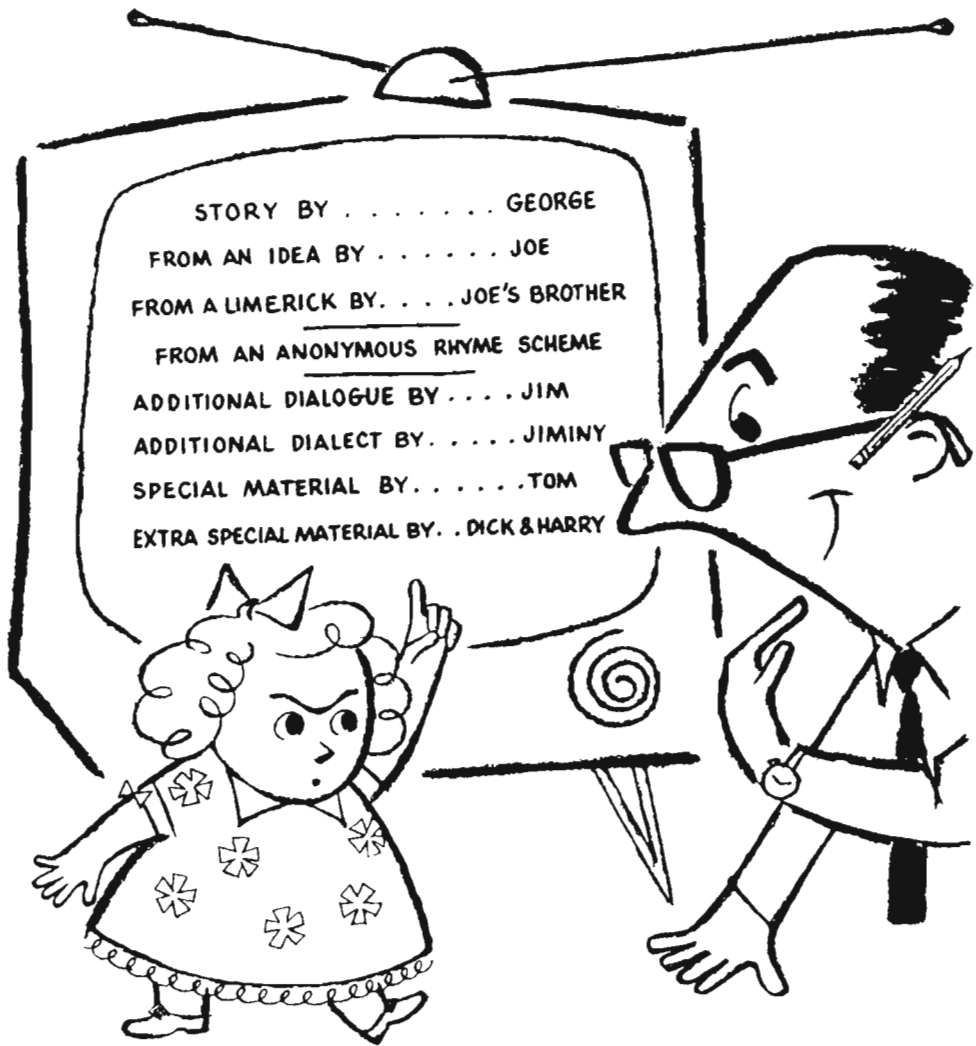
* Revised as of 2/8/56.

** Effective Sept. 15, DuMont Television network changed from a national network to a local operation.

January-December 1954

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan. . . . \$	2,780,574	\$ 10,713,329	\$ 1,445,608	\$ 10,116,937	\$ 25,056,448
Feb. . . .	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar. . . .	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr. . . .	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug. . . .	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept. . . .	2,660,601	12,936,020*	802,721	9,780,712*	26,180,054*
Oct. . . .	3,890,802	14,009,286*	1,447,411*	12,352,091*	31,699,590*
Nov. . . .	4,134,103	14,218,622	1,397,328	12,391,828	32,141,881
Dec. . . .	3,994,832	15,060,653	1,457,436	13,047,419	33,560,340
Total	\$34,713,098	\$146,278,452	\$13,143,919	\$126,073,093	\$320,208,562

* Revised as of Dec. 30, 1954.



STORY BY GEORGE
FROM AN IDEA BY JOE
FROM A LIMERICK BY. . . . JOE'S BROTHER
FROM AN ANONYMOUS RHYME SCHEME
ADDITIONAL DIALOGUE BY JIM
ADDITIONAL DIALECT BY. JIMINY
SPECIAL MATERIAL BY. TOM
EXTRA SPECIAL MATERIAL BY. . DICK & HARRY

"BUT, DADDY, DIDN'T YOU WRITE THE COMMERCIAL?"

Yes, Virginia, there are people who write BBDO television commercials. But they don't get a credit line. Not because we aren't proud of our work. And not only because a long list of our TV writers, artists and technicians would eat up high-priced time. But mainly because BBDO wants to leave the viewer with a stirring memory of just one name—the client's.

Batten, Barton, Durstine & Osborn, Inc. **BBDO**

Advertising

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

Federal Communications Commission Report on Broadcast Revenues, Expenses, and Income of Radio Broadcast Services 1953-1954



	1954	1953	<i>Percent Increase or (Decrease) 1954</i>
<i>(\$ Millions)</i>			
<i>Total Broadcast Revenues</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 88.6	\$ 97.3	(9.0)
Other radio stations ²	361.0	378.0	(4.5)
Total	\$449.6	\$475.3	(5.4)
<i>Total Broadcast Expenses</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 80.4	\$ 86.9	(7.4)
Other radio stations ²	327.3	333.4	(1.9)
Total	\$407.7	\$420.3	(3.1)
<i>Broadcast Income (before Federal Income Tax)</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) ¹	\$ 8.2	\$ 10.4	(21.7)
Other radio stations ²	33.7	44.6	(24.5)
Total	\$ 41.9	\$ 55.0	(24.0)

¹ Includes the operations of 22 network owned stations in 1953 and 21 network owned stations in 1954.

² Includes 2,457 AM, AM-FM or Independent FM stations in 1953 and 2,577 in 1954.



ON-TARGET TELEVISION



KUDNER AGENCY, INC.

**LOS ANGELES NEW YORK DETROIT WASHINGTON
DAYTON SAN FRANCISCO**

Advertising Agencies

RADIO ACCOUNTS

TV ACCOUNTS

PERSONNEL



**McCANN-ERICKSON
TV SHOWS**

Climax!
Studio One
Shower of Stars
Disneyland
It's a Great Life
Wednesday Night Fights
The Lucy Show
Sky King
Death Valley Days
Stage Show
Mickey Mouse Club
Esso Reporter
Home
Today
Tonight
Garry Moore Show
Bob Crosby Show
Color Story Spread
Prescription for Living
Science in Action
Sohio Reporter
The Ohio Story

M-E (McCann-Erickson) loves *you*, and we just don't care *who* knows it! After all, you—the talent, the producers, the packagers, the people with ideas—helped make this the biggest quarter in McCann's history, so why shouldn't we? To be specific, our little affair this year will give birth to TV and radio billing weighing in at over \$75,000,000, and *that's* a heap of lovin' in anybody's book.

Most important of all, our romance has made McCann clients the happiest mothers-in-law on TV, with big bouncy shows like *Climax*, *Shower of Stars*, *Studio One*, *Disneyland*, and many, many others.

M-E loves you, so, please, keep right on calling us with those big, bright ideas. (If a man answers, keep talking anyway; we're a pretty broad-minded lot.)

in fact

McCann originates and produces *more* television throughout America (from I.D.'s to hour shows) than any other agency.



McCANN-ERICKSON, INC.

New York, Boston, Cleveland, Detroit, Chicago, Louisville, Houston,
Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

THE FREDERICK-CLINTON CO. Inc.

ADVERTISING

545 FIFTH AVENUE

NEW YORK 17, N. Y.

MU 2-7433

ERWIN, WASEY &
COMPANY, LTD.



Advertising

5045 Wilshire Boulevard, Los Angeles 36, California

Telephone WEBster 1-1211

NEW YORK · CHICAGO · MINNEAPOLIS · LOS ANGELES · OKLAHOMA CITY
TORONTO · RIO DE JANEIRO · LONDON · PARIS · STOCKHOLM

ADVERTISING AGENCIES



— AGENCY RECOGNITION SYMBOLS —

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

A. D. ADAMS ADVERTISING

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

Phone: Circle 6-2940

ABP

Owner.....A. D. Adams
 Dynavox Corp. (phonographs), Long Island City, N. Y.

AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.

Phone: HGate 4-6580

AFA—NBP—CNPA—SCAAA

Owner, Radio & TV Dir.....Ad Fried
 Radio & TV Time Buyer..Louise Sirignano
 Music Dir., & Librarian.....Elaine Fried
 TV Art Dir.....Gerhardt Jacobi
 Prod. Dir.....Al Wilson
 Acct. Executives..Ad Fried, Louise Sirignano,
 Al Wilson, Elaine Fried, Gerhardt Jacobi.

Branch Office

260 Kearny St., San Francisco 8, Calif.

Phone: YUkon 2-1291

Radio Accounts: Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Company (Marine Switches), Oakland, Calif.; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Daniel Dillon Co., (Children's Sportswear), San Francisco, Calif.; Duplex Dean Plans (Real Estate), Danville, Calif.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Grinshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Oakland Light Opera Assn. Joaquin Miller Park, Oakland, Calif. (Musicals); Therman Products, Inc. (Rocky Mt. Hot Springs Mineral Baths), Oakland, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix concrete), Oakland, Calif.; Dick's Home Furnishers (Home Furnishings), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; The Quiet Hour (Religious), Chicago, Ill.; Lou Winston (Surplus), Oakland, Calif.; Roto-

Rooter of Bay Area (Area Franchise Holder), Oakland, Calif.; Span-A-Form (Bldg. Forms), Oakland, Calif.; Elysee Cosmetic Co. (Cosmetics), San Francisco; United Trading Stamps, Western Divisional Hdqtrs. (Trading Stamps), Oakland, Calif.; Del-Tra Co. (Bakery Equipment), Oakland, Calif.; Brazil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland, Calif.; Murphy Buick Co. (Car Distributor), Oakland, Calif.; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

TV Accounts: Battery Products Co. (Arro Lyte Batteries), Oakland; Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns), Oakland; Cochran & Celli (California's Oldest Chevrolet Dealer), Oakland; Oakland Light Opera Assn. (Musicals); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area), Del-Tra Co. (Bakery Equipment), Oakland, Brazil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland; Murphy Buick Co. (Car Distributor), Oakland; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

WILLIAM HART ADLER, INC.

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

Phone: WHitehall 4-5210

AAAA—ABP—ABC—ANPA

Pres.-Treas.....William Hart Adler
 Vice Pres.....Thorpe E. Wright
 Vice-Pres.....A. B. Stone
 V.P., Art Director.....Leslie Meyers
 Copy Director.....Carl Petersen
 Production Mgr.....Don Grimshaw
 Asst. to Pres.....John J. Petrie

Branch Office

726 Lothrop Ave., Detroit 2, Mich.

Phone: TRinity 1-1727

V.P., Manager.....J. Robert Conroy
Radio Accounts: Aladdin Industries, Inc.,

CLIFFORD GILL AGENCY

8685 WILSHIRE BLVD. • BEVERLY HILLS, CALIF.

OLympia 2-3840

OLeander 5-8388

**art
for
television**

**80 west 12th st.
new york, n.y.
CH 2-1150**



**Arthur Rankin, jr's
Art Studio**

For The Television Industry

(Lamps—Vacuum bottles), Nashville, Tenn.
TV Accounts: Aladdin Industries, Inc.;
 Conlon-Moore Corp., (major appliances).

ADMASERS ADVERTISING, INC.

15th & New York Ave., N.W.
 Washington 5, D. C.
 Phone: District 7-0551

President.....John E. Waterfield
 Secretary.....E. H. Bell
 Copy ChiefJ. DuVall

AITKIN-KYNETT CO.

1400 South Penn Square,
 Philadelphia 2, Pa.
 Phone: RIttenhouse 6-7810

AAAA—ABC—ABP—ANPA—AFA

Senior Partner.....H. H. Kynett
 Partners.....M. E. Goldman,
 H. A. Medholdt, George B. Barnard, Allen
 C. Smith

TV Dept. Head.....Richard Olanoff
 Radio Dept. Head.....Allen Gray

Radio Accounts: Conrad-Pyle Co., West
 Grove Pa. (Rose Growers); Mrs. Paul's
 Kitchens, Philadelphia, Pa. (Frozen Sea-
 food); Pennsylvania Refining Co., (Carbure-
 tor Cleaner); Stephano Bros., (Cigarettes);
 Wolf's Head Oil Refining Co., (Motor Oil);
 Southland Frozen Foods, Inc., (Frozen
 Southern Vegetables); Electric Storage Bat-
 tery Co., Philadelphia, Pa.; First Camden
 National Bank & Trust Co., Camden, N. J.;
 F & S Brewing Co., Shamokin, Pa.; Girard
 Trust Corn Ex. Bk., Philadelphia, Pa.;
 Spaulding Bakeries, Inc., Binghamton, N. Y.;
 Sunshine Packing Corp. (Frozen Foods);
 North East, Pa.

TV Accounts: Booth Bottling Co., Phila-
 delphia, Pa.; Electric Storage Battery Co.,
 Philadelphia, Pa.; Mrs. Paul's Kitchens, Inc.,
 New York, N. Y.; Spaulding Bakeries, Inc.,
 Binghamton, N. Y.

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
 PromotionCy Jackson
 Acct. Exec.Fred L. Allen

Radio Accounts: Gospel Broadcasting
 Assn., Los Angeles, Calif.; Unity School of
 Christianity, Lee's Summit, Mo.; Christian
 Science Radio Comm. of Los Angeles Coun-
 ty (Lectures and Broadcasts), Los Angeles,
 Calif.; Christian Science Committee on Pub-
 lications, Los Angeles, Calif.

TV Account: Christian Science Committee
 on Publications, Los Angeles, Calif.

Estimated Radio-TV Billings: \$6,750.00.

ALLEN & REYNOLDS

1300 Woodmen of the World Bldg.,
 Omaha 2, Neb.
 Phone: Atlantic 4445

AAAA—ABP—ANPA—AFA—ABC

Partners.....Milton H. Reynolds,

R. H. Reynolds, Q. H. Moore, Helen C.
 Moeller, Milton J. Stephan, Kermit Han-
 sen, W. J. Newens

Dir. Radio-TV.....Milton J. Stephan
 Asst. Dir. Radio-TV.....Don B. Amsden
 Prod. Asst.....Jack L. Silver
 Media Asst.....Sybil Berggren

Radio Accounts: Carpenter Oil Co. (Gas,
 Oil & Automotive Products); Evans Laun-
 dry; Federal Land Bank; Glaser's Provi-
 sion's Co., Inc. (Prepared Meat Products);
 T. H. Maenner Co. (Real Estate); Mer-
 chants Biscuit Co.; Northrup Jones, (Cafe-
 teria, Bakery); Omaha Public Power Dis-
 trict, (Public Utility); P. F. Peterson Bak-
 ing Co., Omaha, Cedar Rapids, Davenport;
 Tekseed Hybrid Co. (Hybrid Corn); U. S.
 National Bank; Walnut Grove Products, Inc.
 (Livestock Feeds); Fairmont Foods Co.
 (Dairy, Frozen Foods); Woodmen Accident
 Co. (Insurance); Lincoln, Nebr.

TV Accounts: Fairmont Foods Co. (Dairy
 Products & Frozen Foods); Holland Lumber
 Co. (Retail Lumber); Merchants Biscuit Co.
 (Cookies and Crackers); Omaha Public
 Power District (Public Utility); Glaser's
 Provision's Co., Inc. (Prepared Meat Pro-
 ducts); Paxton & Vierling Steel Co. (Indus-
 trial Steel Products); P. F. Petersen Baking
 Co. (Pastries) Omaha, Cedar Rapids, Daven-
 port; Tekseed Hybrid Co. (Hybrid Corn);
 Sidles Conditioned Air Co. (Air-Condition-
 ing Equipment); U. S. National Bank;
 Woodmen Accident Co. (Insurance), Lin-
 coln, Nebr.

ALLIED ADVERTISING AGENCIES

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

ABC—ABP—ANPA—AFA

President.....W. Fehr Gardner
 General Manager.....Stuart Heinemann
 Time Space Buyer.....Maxine Blankenship
 Art Director.....Jack Robins
 Account Exec.....Dick Gardner

Radio Accounts: Arden Farms (Dairy
 Products); Gold Furniture Appliances (Fur-
 niture & Appliances); Pavo de Grande, Inc.
 (Turkeys); Dr. F. E. Campbell (Dental
 Services); West Pico Furniture Co. (Furni-
 ture); First Nazarene Church; United Sport-
 ing Goods; Calif. Record Distributors, Pa-
 cific Hi-Fi House (Electronic Equipment),
 Los Angeles Examiner (Newspaper), all Los
 Angeles, Calif.

TV Accounts: Gold Furniture Appliances
 (Furn. & Appliances); Pridham Davis (Op-
 tometrists); Arden Farms (Dairy Products);
 Pavo de Grande (Turkeys); Westons 909
 Garage, Globe Dept. Stores, Dr. F. E. Camp-
 bell, (Dental Services), West Pico Furniture
 Co., Bowles & Co. (Real Estate), all Los
 Angeles, Calif.

Estimated Radio and TV Billings: \$400,000.

ANDERSON & CAIRNS, INC.

130 E. 59th St., New York 22, N. Y.
 Phone: MU 8-5800

**“Give to the world
the best you have
...and the best will
come back to you.”**

**I don't know the author,
I wish I might have written it.**

**But Queen For A Day
has been doing all right for nearly
eleven years.**

Ray Morgan

AAAA—ABP—ANPA—APA—PPA
 Chairman of the Bd. T. Hart Anderson, Jr.
 President John A. Cairns
 Treasurer Abraham Fisher
 Vice Pres., Radio-TV Victor Seydel
 Production Asst. Frank Lowe
Radio Accounts: Aborn Coffee, Union Carbide & Carbon, Baldwin Piano Co., Rootes Motors, Inc., New York, N. Y.; Dow Corning Corp. (Silicone Division), Midland, Mich.; Wynn Oil Co., Mineola, N. Y.; Alderney Dairy, Newark, N. J.
TV Accounts: C. H. Masland & Sons, (Rugs and Carpets), Carlisle, Pa.; Waring Corp. (Mixers and Blenders), Associated Bulb Growers of Holland; Aborn Coffee, New York, N. Y.

ATHERTON ADVERTISING AGENCY
 8455 Melrose Pl., Los Angeles 46, Calif.
 Phone: OLive 3-2246
AAAA—ABP—ANPA

Acct. Exec. Alfred A. Atherton
 Acct. Exec. Mildred Fluent
Radio Accounts: Acousticon, Div. of Dictograph Products, Inc.—West Coast only—(Acousticon Hearing Aids), San Francisco, Calif.; Pacific Hawaiian Products Co. (Hawaiian Punch, Hula Highball), Fullerton, Calif.
TV Account: Pacific Hawaiian Products Co. (Hawaiian Punch, Hula Highball), Fullerton, Calif.
 Estimated Radio and TV Billings: \$40,000.

ATHERTON & CURRIER, INC.
 420 Lexington Ave., New York 17, N. Y.
 Phone: LEXington 2-8795
ANPA—PPA APA—ABP

President J. W. Atherton
 Vice-President Lester Stone
 Secy.-Treasurer Z. A. Torok
 Vice-Pres., Dir., Copy & Plans J. D. Molnar
 Vice-Pres., Radio Dir. & Talent
 Buyer J. P. Atherton
Branch Office
 Concourse Bldg., Toronto, Ont., Canada
 Vice-President William McDonald

ATLANTIC ADVERTISING COMPANY
 220 West 42nd St., New York 36, N. Y.
 Phone: LOngeacre 5-2674
PPA

Partners Murry E. Cohen, Irving H. Glick
 Art Dir. M. Charles
 Production Mgr. Don Williams
 Space Buyer Wm. Silverstein
 Acct. Executives Irving H. Glick, Murry E. Cohen, August Bacolini, Albert Coleman

AUBREY, FINLAY, MARLEY & HODGSON, INC.
 230 N. Michigan Ave., Chicago 1, Ill.
 Phone: FIAnacial 6-1600
 Chairman of Board James T. Aubrey
 President John J. Finlay
 V.P., Secy. Richard Fechheimer

Vice-Presidents Robert C. Marley, Earl Hodgson, Kenneth Hill
 Media, Radio & TV Dir. Gene Fromherz
Radio Accounts: Butler Manufacturing Co., Steel Bldgs., Farm Equipment, Kansas City, Mo.; The Double Cola Co., Chattanooga; International Harvester Co., Farm Equip., Chicago; McKenzie Milling Co., Pancake and Cookie Mix, Quincy, Mich.; Williamson Candy Co., Oh Henry! Candy Bars, Chicago.
TV Accounts: The Double Cola Co.; Williamson Candy Co.

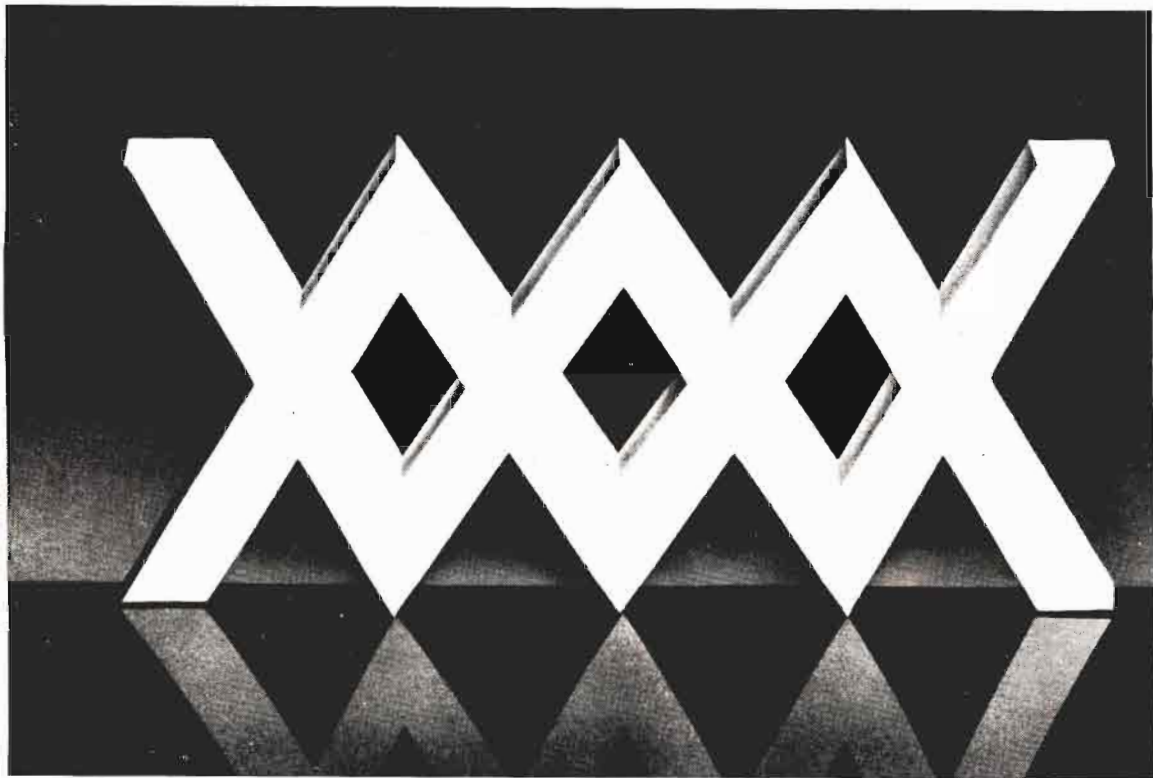
N. W. AYER & SON, INC.
 West Washington Square, Philadelphia 6, Pa.
 Phone: LOmbard 3-0100
ANPA—ABP—ABC

Chairman of Board H. A. Batten
 President Warner S. Shelly
Radio-TV Department
 30 Rockefeller Plaza, New York 20, N. Y.
 Phone: CIrcle 6-0200
 Vice-Pres. & Dir. of
 Radio-TV James E. Hanna
 V.P., Radio-TV Plans T. J. McDermott
 Programming &
 Production T. H. Calhoun
 Copy Chief John M. Caldwell
 Publicity Dorothy Doran Lewis
 Radio-TV Research H. L. Smith, Jr.
 Film Production G. D. Gudebrod
 Radio-TV Traffic Joseph Battaglia, Jr.
 Time Buyers Richard S. Bunbury, Paul F. Kizenberger, Elaine Ogle, Jean Nolan, W. H. Millar, V. Ritter, Helen Hartwig, Marjorie Freeman

Branch Offices
 30 Rockefeller Plaza, New York 20, N. Y.
 Phone: CIrcle 6-0200
 Vice-President John D. Upton
 Statler Office Bldg., Boston 16, Mass.
 Phone: HUbbard 2-4970
 Vice President E. Craig Greiner
 135 S. LaSalle St., Chicago 3, Ill.
 Phone: RAndolph 6-3456
 Vice-President Allen R. Memhard, Jr.
 Radio-TV Prod. James E. Robertson
 Phone: WOODward 5-3322
 Vice-President J. Widman Bertch
 714 Taft Bldg., Hollywood 28, Calif.
 Phone: HOllywood 3-4871
 Manager Glenhall Taylor
 235 Montgomery St., San Francisco 4, Calif.
 Phone: SUtter 1-2534
 Vice President Carl Zachrisson
 231 Dillingham Bldg., Honolulu 16, Hawaii
 Phone: HOlonulu 6193
 Manager James P. Smith
Radio Accounts: American Telephone and Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, The Chesapeake & Potomac Telephone Companies, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Johnson & Johnson, Knouse Foods Cooperative, Inc., Michi-



**SINCE
1898
THE
AGENCY
OF
THE
SHOW
WORLD**



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



gan Bell Telephone Company, Plymouth Dealer Cooperative Advertising Program, Seabrook Farms Company, Sheffield Farms Company, Supplee-Wills-Jones Milk Company, Tasty Baking Company, United Air Lines, Avid Rent-A-Car System, Ohio Oil Co., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Penn Fruit Co., Polk-Miller Products Corp., Hamilton Watch Co., Phillip Morris Co.

TV Accounts: American Telephone & Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, Bissell Carpet Sweeper Company, Carrier Corporation, The Chesapeake & Potomac Telephone Companies, Container Corporation of America, Reuben H. Donnelley Corporation, Electric Companies Advertising Program, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, National Dairy Products Corporation — Sealtest, Ohio Oil Company, Penn Fruit Company, Plymouth Dealer Cooperative Advertising Program, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Seabrook Farms Company, Tasty Baking Company, United Air Lines, Yardley of London, Inc., Zippo Manufacturing Company, American Viscose Corp., Armour & Co., Clock & Timer Div. of General Electric, Daystrom Furniture Co., Magna Engineering Corp., Seabrook Farms Co., SePak Corp., Stephen F. Whitman & Sons, Inc., Charles E. Hires Co., Howard D. Johnson, Johnson and Johnson, The First Pennsylvania Banking & Trust Co., Sheffield Farms, Supplee-Willis Jones Milk Co., Hamilton Watch Co., Johnson and Johnson, The First Pennsylvania Banking & Trust Co., Sheffield Farms, Supplee-Willis Jones Milk Co., Hamilton Watch Co., Phillip Morris Co.

AYLIN ADVERTISING AGENCY

904 Lovett Blvd., Houston, Texas
Phone: Lynchburg 3766
AAAA

President.....Robert N. Aylin
Account Executive.....Robert A. Lahr
Account Executive.....Alston P. Cameron
Account Executive.....Charles H. Lewis
Radio & TV Dir.....Jo Moore
Art Director.....Roger I. Helm

Radio Accounts: Black-Brollier, Inc. (Concrete Building Materials), Houston, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Second National Bank of Houston, Texas; James Bute Co. (Paints), Houston, Texas; Craig's Women's Apparel, Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; Rheem Mfg. Co. (Heaters), Houston; Clark & Courts (office supplies), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post

(Daily Newspaper), Houston, Texas; Sanitary Mattress Co. (Mattress Renovation), Houston; Holcomb-Hayes (Dodge-Plymouth Dealer), Jacksonville, Texas.

TV Accounts: Henke & Pillot Supermarkets, Houston, Texas; Rheem Manufacturing Co. (heaters, air conditioners, ranges), Houston, Texas; Sealy Mattress Co., Houston, Texas; Second National Bank of Houston, Texas; Abert Berry (cars); Houston, Texas; James Bute Co. (Paints), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post (Daily Newspaper), Houston, Texas; Nichols Industries (Toy Guns), Jacksonville, Texas; Holcomb-Hayes (Studebaker-Packard Dealer), Tyler, Texas.

BADGER & BROWNING & HERSEY, INC.

550 Fifth Ave., New York 36, N. Y.
Phone: Circle 7-3719

Chairman of Board.....J. L. Badger
Pres., Treasurer.....F. S. Browning
Dir., Merchandising.....Richard Mason

BAKER ADVERTISING AGENCY, LTD.

1315 Yonge St., Toronto, Ont., Canada
Phone: WA 4-2101

President.....W. R. Baker
Copy Chief.....W. E. Trimble
Secretary-Treasurer.....R. C. Baker
Account Executives.....H. S. Baxter,
K. W. Jones, C. S. Wallace, R. D. Albertini, J. E. McEachern, G. H. Sloan, W. E. Trimble, Carl Brown, Roy Madden, L. Akerman, Nick Pahlen, Keith Drake, John Wilkes
Space Buyer.....S. Cook
Radio, TV Director.....Jack F. Horler
Asst. Radio, TV Dir.....W. Arnold Acton
Production.....John McCadden,
Wally Krantz, Tony Firth, John Griffiths
Radio Time Buyers.....Gil Gunton,
Helen Blois
Mng., TV Dept.....Hazel Blair
TV Time Buyer.....Don Farrow
Mgr. Radio Dept.....Dick King
Prod. (Radio).....John Powell
Radio Conm. & Traffic.....Marj Bell
1557 MacKay St., Montreal, Que.
Phone: Harbour 9247

Manager.....Roger Lack
Radio Accounts: General Foods, Ltd.; Canada Packers, Ltd. (Soap Division); Adams Brands Sales, Ltd.; Frigidaire Products of Canada, Ltd.; The Carnation Co., Ltd.; Pharmaco, Inc. (Feena-mint); Supreme Drug, Ltd. (Amm-i-dent and Poli-dent); Manufacturers Life Ins. Co.; Canadian Cannery Ltd.

TV Accounts: Frigidaire Products of Canada, Ltd.; Adams Brands Sales Ltd.; General Foods, Ltd.; Canada Packers Ltd. (Soap Div.); Canadian Cannery Ltd., Canadian Kodak Co. Ltd.; Carnation Co. Ltd.; Manufacturers Life Ins. Co.; Pharmaco, Inc. (Feena-mint).



LYNN BAKER INCORPORATED

520 Fifth Ave., New York 19, N. Y.
 Phone: JUDson 6-3900
 ANPA—PPA

PresidentLynn Baker
 Vice-Pres.Mary Bentley Baker
 V.P. & Gen. Mgr.....Augustine J. Hilton
 V.P. & Research Dir.....Jack M. Kline
 V.P. & Copy Dir.....Albert Lynd
 Secretary.....Dorothy K. Smith
 TreasurerJohn J. Cavanaugh
 Media Dir.....Charles J. Weigert
 Prof. Mgr.O. Paul Fuerstenberg
 Radio-TV Dir.....David E. Durston
 Acct. Executives.....Lynn Baker, Mary
 B. Baker, Augustine J. Hilton, James D.
 Evans, Donald G. Cutler
Radio Accounts: Chivas Bros. Import
 Corp.; Coast Fisheries, Koppers Co. Inc.;
 Whitehall Pharmaceutical Co., N. Y., N. Y.;
 F. W. Woolworth Co., N. Y.

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

374 Delaware Ave., Buffalo 2, N. Y.
 Phone: Madison 6020

AAAA—ABP—ANPA—NOAB—PPA
 President.....William M. Baldwin
 Vice-President.....Everett L. Bowers
 TreasurerKenneth Strachan
 V.P., Radio-TV
 Director.....Everett L. Thompson
 Acct. Executives.....Norton E. Fergie,
 Howard R. Keating, Joseph H. Radder,
 Malcolm Barney, Charles L. Wells, Ted
 Higinbotham
Radio and TV Accounts: Buffalo Industrial
 Bank, Buffalo; Crystal Beach Transit Co.,
 Buffalo; Erie County Savings Bank, Buffalo;
 Kelly Bros. Nurseries, Inc., Danville; Niagara
 Frontier Transit System, Buffalo; Pratt &
 Lambert, Buffalo; Sears Roebuck & Co., Buf-
 falo; William Simon Brewery, Inc., Buffalo;
 Joseph Strauss Co., Inc., Buffalo.

BARLOW ADV. AGENCY, INC.

742 James St., Syracuse, N. Y.
 Phone: SYRacuse 9-6644
 AAAA—ABP—ABC

President.....H. H. Goodhart
 Senior V.P.....J. J. Hines
 V.P., Media Director.....F. B. Tompkins
 V.P., Art Director.....H. C. Millard
 Prod. Mgr.....Marc Hughes
 TV-Radio Director.....E. C. Jones
Radio Accounts: Dairymen's League Co-
 op (Milk, Cheese, Ice Cream), New York,
 N. Y.; Lincoln Natl. Bank & Trust Co. (Com-
 mercial Bank); Syracuse, N. Y.; Procino-
 Rossi (Macaroni Products), Auburn, N. Y.;
 General Electric (Community Relations),
 Syracuse, N. Y.; Will & Baumer Candle Co.
 (Candles), Syracuse, N. Y.
TV Accounts: Dairymen's League Co-op
 (Milk, Cheese, Ice Cream), New York City;
 Will & Baumer Candle Co. (Candles), Syra-
 cuse, N. Y.; General Electric (Community
 Relations), Syracuse, N. Y.; Lincoln Natl.

Bank & Trust Co. (Commercial Bank), Sy-
 racuse, N. Y.; Procino-Rossi.

BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
 Phone: Belmont 3-7771

AAAA—ABC—ANPA—APA—NOAB—ABC
 PPA—NBP

President.....N. R. Barnes
 Exec. V.P.....George L. Hawkins
 Vice-Pres., Acct. Exec.....Norman Foster
 3450 Wilshire Blvd., Los Angeles 5, Calif.
 Phone: DU 4-1193

Manager.....Charles V. Davis
Radio-TV Accounts: Qualitee Dairy Pro-
 ducts (Dairy Products), Security Trust & Sav-
 ings Bank (Banking), Rohr Aircraft Corpora-
 tion (Aircraft Parts), San Diego Gas &
 Electric Co. (Public Utility), J. Jessop and
 Sons (Jeweler).

TED BATES & CO.

630 Fifth Ave., New York 20, N. Y.
 Phone: JUDson 6-0600

AAAA—ANPA—PPA—NOAB—FAAG
 Hon. Chairman of Bd., Chairman,
 Exec. Committee.....Theodore L. Bates
 Chairman of Board.....Rosser Reeves
 President.....William H. Kearns
 Senior V.P., Account Group
 Supv.....D. Robert Parman
 Senior V.P.....Clifford N. Parsells
 Senior V.P., Account Group
 Supv.....John M. Lyden
 V.P., General Mgr.....Thomas J. Carnese
 V.P., Treasurer.....Rudolph Montgelas
 Senior V.P., Secretary.....Alman T. Taranton
 V.P., Acct. Supervisors.....J. Ross MacLennan,
 A. McG. Foster, Edward F. Hudson, Ed-
 ward L. Hill, C. L. MacNelly
 V.P., Creative Supervisors.....Clinton S. Ferris,
 Bogart Carlaw
 V.P. in charge of
 TV and Radio.....James C. Douglass
 V.P. in charge of Plans Review &
 Analysis.....Joan A. Geiger
 V.P. in charge of Media.....Edgar P. Small
 V.P., Assoc. Media Dir.....Edward A. Grey
 V.P., Research Dir. A. B. Blankenship, Ph.D.
 V.P., Creative Dir.....Guild Copeland
 V.P. in charge of
 MerchandisingWalter McKe
 V.P. in charge of
 TV Commercials.....Herbert Gunter
 V.P. in charge of Publicity.....Benson Inge
 Publicity Writer.....Fran Riley
 V.P. in charge of
 Traffic & Production.....Richard J. Gay
 V.P., Acct. Supv., Asst.
 Treasurer.....William A. O. Gross
 V.P., Acct. Supv., Asst.
 Secretary.....Allen M. Whitlock
 V.P., Acct. Execs.....Anson C. Lowitz,
 Howard Black, L. H. Sherrill, William L.
 Musser, Robert F. Degen, T. N. Wilder
 V.P., Controller.....William E. Hatch
 Acct. Executives.....Robert J. Boslet,
 H. D. Caruthers, Robert S. Congdon,
 George W. Craigie, John Doherty, Gordon
 Ensign, Farrell Gilmore, William R.
 Groome, Alfred E. Hanser, George A.

DON RUSSELL

Monitor

NBC

Huhn, James R. Kavanagh, Daniel Ladd,
F. L. Lemont, J. McCarthy, H. Mooney,
Thomas Moore, R. Morrison, Warren
Oakes, Malcolm Oakford, J. H. O'Neil,
Seymour J. Radzwiller

V.P., Creative Supervisor....Louis Redmond
Copy Group Supervisors...M. Alicia Tobin,
Jules J. Dickely

Art Directors.....George Cummings,
John DeNero, Joseph Gauss, Edward Gray,
James Monley, Frank O'Donnell, William
Sheldon, Vincent Smythe, Howard Taylor,
Joseph Wallace, Edith Becker

Branch Office

1680 N. Vine St., Taft Bldg.

Hollywood 28, Calif.

Phone: HOLLYWOOD 9-2161

V.P. in Charge.....H. Austin Peterson

Accounts: American Chicle Co. (Adams
Chiclets, Beeman's Pepsin, Clorets, Roll-
aids), Long Island City, N. Y.; American
Sugar Refining Co. (Domino, Franklin and
Sunny Cane Sugar), New York, N. Y.; Ana-
hist Co., Inc. (Cold Preparations), Yonkers
2, N. Y.; Brown & Williamson Tobacco Corp.
(Viceroy Cigarettes, Kool, Life, Tube Rose
Snuff), Louisville, Ky.; CBS-Columbia,
(Radio and TV Sets), Long Island City,
N. Y.; Carter Products, Inc. (Carter's Little
Liver Pills, Nair, Arrid Super Spray, Effisan,
Ezer, Miltown), New York, N. Y.; Colgate-
Palmolive Co. (Palmolive Soap, Palmolive
Shave Creams, Palmolive After-Shave Lot-
ions, Palmolive Shampoo, Colgate Dental
Cream, Colgate Baby Line, Octagon Prod-
ucts, Industrial), Jersey City, N. J.; Con-
tinental Baking Co., Inc. (Wonder Bread,
Hostess Cakes), New York, N. Y.; Fleisch-
mann Distilling Corp. (Whiskies and Gin),
New York, N. Y.; Grocery Store Products
Co. (Kitchen Bouquet, B in B Mushrooms,
Cream of Rice), West Chester, Pa.; Hawley
& Hoops, Inc. (M & M's Confections), New-
ark, N. J.; Dromedary Co., Division of Na-
sional Biscuit Co. (Dromedary Cake Mixes),
New York, N. Y.; Minute Maid Corp.
(Frozen Fruit Juices), New York, N. Y.;
Morton Packing Co. (Morton's Frozen Pies),
Louisville 2, Ky.; Snow Crop Division,
Minute Maid Corp. (Frozen Fruit Juices and
Food Products), New York, N. Y.; Standard
Brands, Inc. (Royal Desserts, Royal Baking
Powder, Royal Gelatin, Blue Bonnet Mar-
garine, Pets Food Div.—Hunt Club, Walter
Kendall Fives, Old Trusty); Anacin.

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

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

Phone: ELdorado 5-5800

AAAA—ABC—ABP—ANPA

Chairman of Board.....Bruce Barton
Vice-Chmn. of Board.....Alex F. Osborn
Pres. & Chair. of Exec. Com....B. C. Duffy
Exec. V.P. in Chg. Creative

Services.....Charles H. Brower
Exec. V.P. in Chg. Client

RelationsJ. D. Danforth
Exec. V.P. in Chg. Oper..

Treasurer.....F. B. Manchee
Exec. V.P., Client Relations
Pkg. Accts.....Edward A. Cashin
Secretary.....Eugene T. McQuade
Chairman Radio-TV Plans

BoardCarroll P. Newton
V.P. in Chg. Radio-TV...Robert L. Foreman
V.P. in Chg. of Radio

and TV Copy.....Arthur Bellaire
Business Mgr.....Donald M. Rowe
Supervisor of Film Prod.....Bernie Haber
Supervisor of TV Art.....Lawrence Berger
Program and Talent.....John Hoagland
Talent Contracts.....Katherine V. Winn
V.P. in Chg. of Media.....Fred Barrett
Radio-TV Network

SupervisionFrank Silvernail
Group Head Time Buyers.....Elenore
Scanlan, Fred Stoutland, Robert Tatum
Time Buyers...Mary Ellis, Hope Martinex,
Richard McKeever, Ted Wallower
Dir. of Public Relations...Ralph Major, Jr.
Mgr. of Radio-TV Prom. & Pub...Jim Brown
Supv. Live Prod.....Albert Ward

Branch Offices

800 Peachtree St., N. E., Atlanta 8, Ga.

Phone: ELgin 7015

Manager.....L. G. Offen
462 Boylston St., Boston 16, Mass.

Phone: COpley 7-7800

V.P. in Chg.....B. E. Vaughan
New England Manager.....F. W. Hatch
Rand Building, Buffalo 3, N. Y.

Phone: CLeveland 7915

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

Phone: SUPerior 7-9200

V.P. in Chg.....H. H. Haupt
Terminal Tower, Cleveland 13, Ohio

Phone: TOWer 1-7270

V.P. in Chg.....E. E. Haring
223 Mercantile Commerce Bldg., Dallas, Tex.

Phone: PRospect 3431

Manager.....T. L. Hasbrouck
1800 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 5-0620

V.P. in Chg.....R. E. Anderson
1680 N. Vine St., Hollywood 28, Calif.

Phone: HOLLYwood 2-6723

V.P. in Chg.....Wayne Tiss
6363 Wilshire Blvd., Los Angeles 48, Calif.

Phone: WEstber 1-1234

V.P. in Chg.....A. W. Neally
N. W. Bank Bldg., Minneapolis 2, Minn.

Phone: LIncoln 8401

V.P. in Chg.....Bobb Chaney
Grant Building, Pittsburgh 19, Pa.

Phone: GRant 1-9900

V.P. in Chg.....L. D. Hansen
120 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 7-1122

V.P. in Chg.....J. G. Motheral
White-Henry-Stuart Bldg., Seattle 1, Wash.

Phone: ELliott 5500

Manager.....W. G. Fitzsimons
Radio and TV Accounts: American Safety
Razor, American Tobacco, Armstrong Cork
Co., Bristol Myers-Ban-Trushay, California
Oil Co., Campbell Soup Co., Curtis Publ.



CANDY TONES-CONOVER TELEVISION AGENCY

www.americanradiohistory.com

S.E.P. Holiday, L. H. J. Dow Jones & Co., E. I. DuPont DeNemours & Co., Electrolux Corp., Ethyl Corp., Genex Corp., General Baking Co., General Electric Co., Lever Bros., Surf-Swan, Maine Sardines, National City Bank, National Cranberry Assoc., New York Stock Exchange, New York Telephone Co., Oneida, Ltd., Penick & Ford, Reader's Digest, F & M Schaefer Brewing Co., Tek-Hughes, Thomas Nelson, T.W.A., United Fruit (Fruit Dispatch), U. S. Steel Corp., Vick Chemicals Co., J. R. Wood & Sons, Boston 5c Savings Bank, First Nat'l Bank of Boston, Liberty Mutual Insurance Co., New England Coke Co., Sheraton Corp. of America, Shreve, Crump & Low, So. New England Telephone, Wm. Underwood, Barcalo Mfg. Co., Easy Washing Machine Corp., Fedder-Quigan Corp., Marine Trust of Western N. Y., National Gypsum Co., Niagara Mohawk, Pfeiffer's Food Products, Wildroot Co. (cream oil), B. F. Goodrich Co., Timkin, International Minerals & Chemicals Corp., Accent, Libby, McNeil & Libby, Peter Hand Brewing Co., Westelox, Zenith Radio Corp., De Soto Division of Chrysler Corp., Detroit-Michigan Stove Co., A.B.C., Rexall Drug Co., Cream of Wheat, Doughboy Industries, Farmers & Mechanics Saving Bank, Gamble-Skogmo, Geo. A. Hormel & Co., Iron Mining Industry of Minnesota, Minneapolis Grain Exchange, Minnesota Mining & Mfg. Co., Northern Pacific, Northrup King, Northwestern Bell, Toro Mfg. Co., American Standard, Fort Pitt Brewing, Sea Breeze Laboratories, U. S. Steel, Gallo Wine, E. & J. M.J.B. Co., Pacific Tele. & Tel., Spreckels-Sugar, Standard Oil Co. of Calif., Sunlite Bakery Inc., Tea Garden, V. C. A. Laboratories, Int'l Salt Co., Revlon Products Corp., N. Y. C.

ADRIAN BAUER AND ALAN TRIPP, INC.

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

Chairman of Board.....Adrian Bauer
President.....Alan R. Tripp
Vice Presidents.....W. Laurence LePage,
Harold Finestone, David X. Miller, Roy L. Silver
Radio & TV Director.....Elmer F. Jaspán
Ass't Radio-TV Dir....Lorenz P. Hansen, Jr.
Radio Accounts: Hotel Adelphia; Allied Florists of Greater Philadelphia, Inc. (Flowers); John Bartram Hotel; J. Frank & Sons. (Soft Drink Bottlers); Phila. Dairy Products Co., Inc. (Ice Cream); Shore Bros. Pontiac, Inc. (Automobiles); C. F. Simonin's Sons, Inc. (Liquid Shortening); Hotel Sylvania, all Philadelphia; Woodlawn Farm Dairy Co. (Milk and Ice Cream), Scranton, Pa.
TV Accounts: Quaker City Chocolate & Confectionery Co., Inc. ("Good and Plenty" Candy), Phila., Pa.; Phila. Dairy Products Co., Inc.; General Electric (TV, Elec. Blankets, etc.), Philadelphia, Pa.; J. Frank & Sons

(Soft Drink Bottlers), Philadelphia, Pa.; C. F. Simonin's Sons, Inc. (Liquid Shortening), Philadelphia, Pa.; Blue Magic, Inc. (Liquid Starch), Philadelphia.

BEAN ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
Phone: MELROSE 7-4248

Owner.....Harold Bean
Radio Accounts: L. S. Ayres & Co. (Dept. Store); Wayside Nursery (Landscaping & Nursery Prods.); Johnson Home Improvement Co. (Kitchen Remodeling), Sutton Sales Co. (Appliances), all Indianapolis, Ind.
TV Accounts: Sutton Sales Co. (Appliances); Atkinson & Co. (Real Estate); Wayside Nursery (Landscaping & Nursery Prods.); Marott Shoe Store (Retail Shoes); 10th and Arlington Merchants (Associated Neighborhood Stores), all Indianapolis, Ind.
Estimated Radio & TV Billings: \$30,000.00.

BEAUMONT, HELLER & SPERLING, INC.

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

President.....Donald T. Beaumont
Vice-Pres. & Sec.....L. J. Sperling
Vice-Pres. & Treas.....R. F. Heller
Art Director.....R. R. Glassmire
Gen. Production Mgr.....H. Fetterhoff
Publicity Director.....Marion W. Nagle
Media & Research Dir.....John L. Sperling
Radio & TV.....Doratheia Hassler
Radio Accounts: Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.; Ontelaunee Orchards, W. Leesport, Pa.; Crystal Rock Bottling Co. (Soft Drinks); Asam Wallpapers; Hummel's (Furniture); Reading Trust Co. (Banking).
TV Accounts: Crystal Rock Bottling Co. (7-Up), Reading, Pa.; Curtis, Stephens, Embry Co., Inc. (Shoes); Polly-Betts Undies; Will-on Sun Glasses; Fairy Silk Mills (Lingerie); Maier's Bakery.

VICTOR A. BENNETT CO., INC.

6 E. 45th St., New York 17, N. Y.
Phone: MURRAY HILL 7-2186
ABP—ANPA—PPA—APA

President.....Victor A. Bennett
Vice-President.....Edward D. Kahn
Copy Director.....Arthur Eaton
Production Mgr.....Fred Gasker
Art Director.....Lazslo Razel
Merchandising Dir.....Robert L. Hoenshel
Publicity.....Eric Strong

Branch Office

Pemberton, Freeman, Bennett & Milne, Ltd.
47 Wellesley St., Toronto 5, Ontario, Canada
Phone: WALNUT 4-8317
Managing Director.....John M. Milne
Radio Accounts: Longines-Wittnauer Watch Co., Inc. (Longines-Wittnauer Watches & Clocks), New York, N. Y.; Perci-



GEORGE SKINNER

(George Skinner Show — WCBS-TV)
MODERATOR — "MAKE UP YOUR MIND" — CBS-RADIO

COMMERCIALS

**NEWS AND
SPECIAL EVENTS**

**PANEL
MODERATOR**

JU 6-6000

val Tours, Inc. (Tours in England), N. Y. C.
Accounts: Longines-Wittnauer Watch Co.,
 Inc. (Longines-Wittnauer Watches & Clocks).
 New York, N. Y.

BENTON & BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
 Phone: MURray Hill 8-1100

AAAA—ANPA—APA—NOAB—ABP—PPA
 Chair. of Exec. Comm. Atherton W. Hobler
 Chair. of Board.....William R. Baker, Jr.
 President.....Robert E. Lusk
 Treas., Ass't Sec'y.....Ralph Neuman
 Admin. V.P., Chg. Radio-TV.....L. T. Steele
 Vice Pres.....Tom McDermott
 Bus. Mgr., Radio-TV..William E. Schneider
 Sen. V.P., Chrmn. Plans Bd.

H. O. Pattison, Jr.
 Senior V.P.....Charles A. Pooler
 V.P., Public Relations.....Ward Stevenson
 Assoc. Media Directors...Edward Bowman,
 Michael Donovan, Milton Kiebler, Lee M.
 Rich

V.P., Chg. Media.....Dave Crane
 Vice Presidents.....James Black,
 Crawford Blagden, Victor Bloede, Albert
 Carroll, Philip Cleland, John Cobbs, Jr.,
 David Donovan, Charles Faldi, Jeremy
 Gury, David Kepner, Wm. Lewis, Jr., Doug-
 las Manson, T. J. McDermott, Edward
 Mead, E. W. Murtfeldt, John Morris, Rus-
 sell O'Brien, Elizabeth Pike, Otto Prochaz-
 ka, John Reeder, Alan Sidman, Frank
 Smith, H. Gilbert Stender, Annette Talbert,
 Harry E. Warren, Donald Weill, Dorothy
 Whitney, Richard Wyly, Charles Shuger,
 Kenneth McAllister

Branch Office

6253 Hollywood Blvd., Hollywood 28, Calif.
 Vice Pres.....Al Kaye
 Office Manager.....Mary Edith Stahl

Radio Accounts: American Express Co.;
 Association of American Railroads; General
 Foods Corp.; Procter & Gamble Co.; AVCO
 Manufacturing Co.; Pepperell Manufacturing
 Co.; Norwich Pharmacal Co.; French Gov-
 ernment Tourist Office; Diamond Crystal
 Salt Co.; Diamond Match Co.; M & R Diet-
 etic Laboratories, Inc.; Mutual Life Insurance
 Co. of N. Y.; Continental Oil Co.

TV Accounts: American Express Co.; Gen-
 eral Foods Corp.; Procter & Gamble Co.;
 AVCO Manufacturing Co.; Pepperell Manu-
 facturing Co.; Norwich Pharmacal Co.; Car-
 lings Brewing Co., Inc.; French Government
 Tourist Office; Diamond Crystal Salt Co.;
 Diamond Match Co.; M & R Dietetic Labo-
 ratories Inc.; Continental Oil Co.; General
 Electric Co.

BERGHOFF ASSOCIATES, INC.

511 No. La Cienega Blvd., Los Angeles 48,
 Calif.

Phone: OLYmpia 2-2850

ABP—LANPA—CANPA—APA

President, Treas.....Joseph Berghoff
 Vice-Pres., Radio-TV.....Jerry Berghoff
 Secretary.....Frances H. Berghoff

Art Directors.....John Gilbert,
 Paul Cholodenkov

Prod. Dir.....Joseph J. Berghoff
 Research Dept., Pub. Dir....Jeanne Schaeffer

Radio Accounts: Baby Line Furniture Co.,
 Southwest Steel Rolling Mills, Pride Pro-
 ducts Company, Art Metal Appliance Co.,
 Sey-Co Products, Van-Rex Gourmet Foods,
 Phillip E. Green Company, Alladin Plastics,
 Strolee of Calif. (Juvenile Strollers); FVY
 of Calif. (Infant Apparel); Far East Enter-
 prises (Mail Order House); International
 Commercial Co. (Toy Products), all Los An-
 geles, Calif.

TV Accounts: Baby Line Furniture Co.,
 Southwest Steel Rolling Mills, The Teevee
 Company, Art Metal Appliance Co., Phillip
 E. Green Co., Rose Enterprises, Van-Rex
 Gourmet Foods, Anthony Distributors; The
 Cash Co. (Mail Order House), Beverly Hill,
 Calif; International Commercial Co. (Toy
 Products), Los Angeles, Calif.; Strolee of
 Calif., (Juvenile Strollers), Los Angeles,
 Calif.

**BERMINGHAM, CASTLEMAN &
 PIERCE**

136 East 38th St., New York 16, N. Y.

Phone: LEKington 2-7550

AAAA—ABP—NOAB

President.....Arch Bermingham
 Exec. Vice-Pres.....J. Harvey Howells
 Sen. V.P.....Charles Ramsey
 V.P., Gen. Mgr.....Herbert T. Lorentzen
 Radio-TV Dir.....Walter H. Lurie

Radio Accounts: Griffin Mfg. Co. (Shoe
 Polish), Brooklyn, N. Y.; Pilgrim Laundry,
 Brooklyn; Conti Shampoo (JB Williams
 Co.), Glastonbury, Conn.

TV Accounts: Griffin Mfg. Co.; Conti
 Shampoo (JB Williams).

GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.

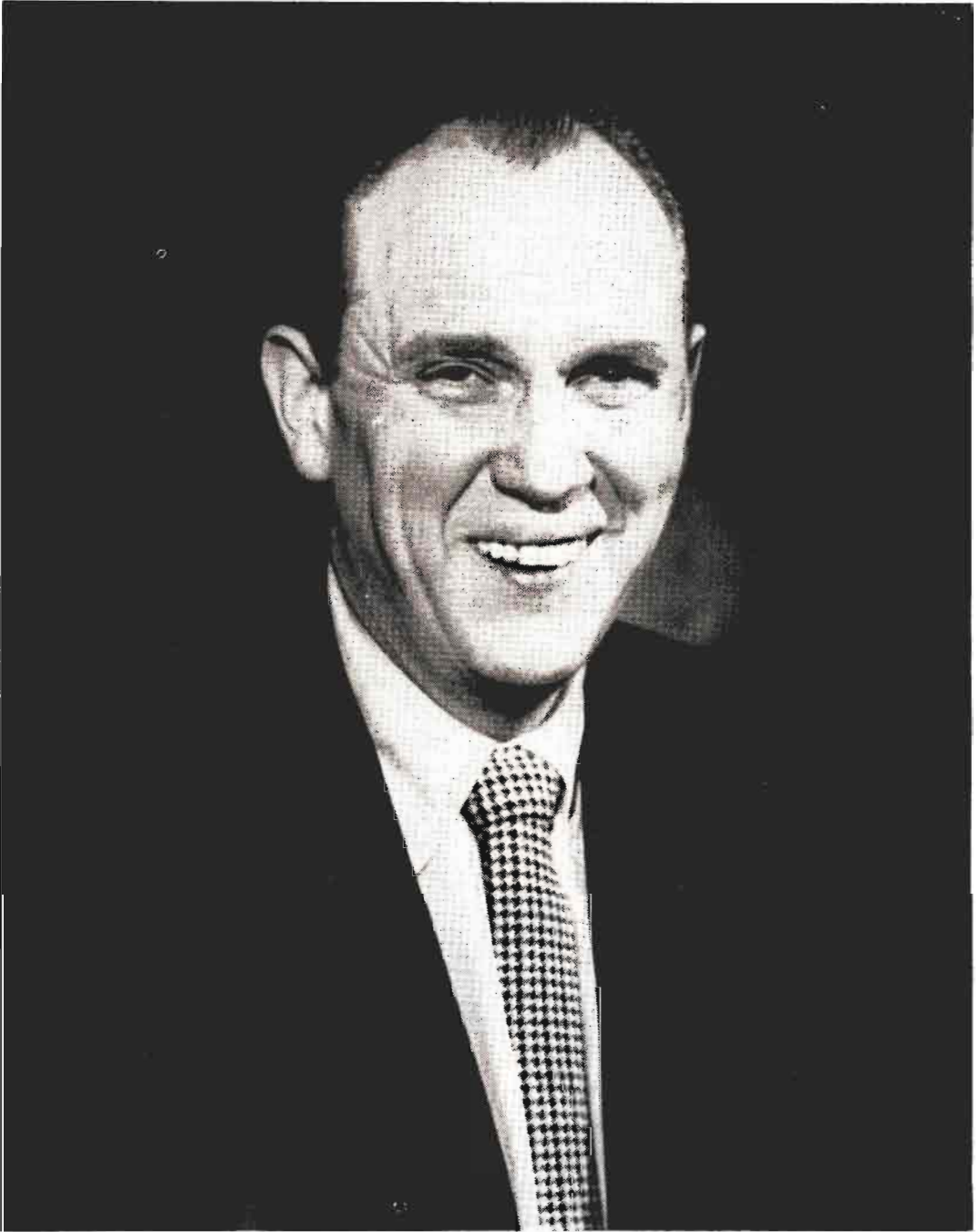
Phone: STate 2-5060

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

V.P., Radio & TV.....Shepard Chartoc
 Radio-TV Dir.....Richard Best
 Radio, TV Time Buyer...Katherine Knight
 Radio-TV Dept.....Charles S. Tenkin,
 Sheldon Pollack, Walter Orwall

Radio Accounts: Coyne Electrical School
 (Trade School), Chicago; Milnar Products
 Co. (Pine-Sol, White Wave, Milner House-
 hold Cleaner & Gala Powder Bleach), Jack-
 son; Helene Curtis Industries, Inc. (Suave
 Creme Shampoo, Beauty Shop Supplies &
 Equipment), Chicago; General Finance Loan
 Co., Chicago; Maybelline Co., Chicago; Con-
 solidated Royal Chemical Corp.

TV Accounts: Florsheim Shoe Co., Chi-
 cago; Helene Curtis Industries, Inc., Chi-
 cago; Maybelline Co., Chicago; Necchi Distribu-



Bob Dixon

tors of Illinois, Chicago; Tote-Brush, Inc. (Toothbrushes), Chicago; Milner Products Co., Jackson.

BIOW COMPANY, INC.

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

ANPA—APA—NOAB—PPA—NBP

Chairman.....Milton H. Biow
Executive V.P., Creative Head.....John Toigo
Treas.-Secretary.....Morris Zinneman
Comptroller.....Joseph Allentuck
Senior Vice-Pres.....Robert Bragarnick
V.P., Chg. Radio & TV.....Roy Winsor
Vice-Presidents.....Wm. Joachim.
Everett C. Bradley, David H. Halpern,
George P. MacGregor, John Schneider,
J. S. Stolzoff, Dan Rodgers, Jack Tarcher,
Lee White
V.P. & Creative Suprv.....Thomas L. Greer
V.P. & Creative Suprv.....Wilson A. Shelton
V.P. & Creative Suprv.....Edward Sherry
Administrator Art Dept.....Sol Hyman
Spec. Asst. to Mr. Biow.....John E. Hamm
Asst. Secretary.....Anne Hauptman
V.P., Dir. Broadcast Media.....J. E. Kucera
Radio-TV-Time Buyers.....Ethel Weider,
Ken Kearns, Samuel Vitt, Gerard Van
Horson, Al Sessions, Isabel Ziegler
Station Relations.....Don Severn
Print Media Buyers.....Veronica Welch.
E. C. Stamler, James Gray, Jack Cummings
Personnel Director.....E. Holly Smith
Act. Executives.....Frank Baker,
Louis Berger, Jack Byron, Paul Caravatt,
Craig Clark, Charles Fredericks, George
Haller, Chester Herzog, Philip Hincerfeld,
H. S. Jacobson, Ralph Long, Jr., William
Mahu, Edward Meyer, Harry Muller,
Charles Rabkin, Edmund C. Ridley, John
Schneider, W. L. Silbert, Grover Silliman,
J. S. Stolzoff, Alden H. Sulger, Leonard
Tarcher, Charles Winchester, Alex Adler,
Paul Anderson, Richard Berger, Everett C.
Bradley, John Bush, Donald Davis, George
DePue, Jr., Ulysses Gallanos, Austin Ged-
ney, Carl Green, David Halpern, John E.
Hamm, Robert Higgins, Nick Lalick, My-
ron Lewis, C. P. MacGregor, Dan Rodgers,
Charles Standard, Daniel Sullivan, Jack
Tarcher, Lee White.

Branch Offices

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

Executive.....Norman Mork
8907 Wilshire Blvd., Beverly Hills, Calif.
Phone: CRestwood 4-7641

Executive.....Jack Runyon

Accounts: American Home Products,
Whitehall Div.; Bond Stores, Inc.; General
Aniline (Anso); Legendorf United Baker-
ies; National Shawmut Bank; Procter & Gam-
ble (Spic & Span, Lilt, Party Curl, Shasta,
Fluff); Jacob Ruppert Brewing Co. (Beer);
Hudson Pulp & Paper Co.; Armstrong Rub-
ber Co.; Benrus Watch Co.; Seaman Bros.

BLACKSTONE ADVERTISING, INC.

221 West 57th St., New York 19, N. Y.
Phone: Circle 7-4915

President.....Milton Blackstone
Secretary.....G. B. Berju
Accounts: Eddie Fisher Music, Inc., New
York, N. Y.; Grossinger Hotel, Grossinger,
N. Y.

BLAINE THOMPSON CO., INC.

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

ANPA—PPA—APA—ABC—NOAB

President.....Albert Lee Lesser
Vice-Pres.....Fred Golden, Philip Solomon
Controller.....Patrick F. Tuttle
Dir., Commercial Div.....Herbert J. Stiefel
Radio & TV Dir.....Norman Herwood
Copy Director.....Sam Kaiser
Art Director.....Morris Robbins
Assoc. Art Director.....Milton Kimmel
Production Mgr.....Paul Kutner
Dir. of Publicity.....Merton Fiur
Media Director.....Lee Frankel
Research Director.....Mike Mone-
Account Executives.....Ingram Ash,
Paul Klein, A. Wesley Rae, William John-
son, Donald Arken, Donald Josephson,
Cornell Freudenthal, Mort Hock, Fred
Golden, Philip Solomon.

Accounts: Columbia Artists Mgt.; Dough-
nut Corp. of America; First Nat'l Pictures,
Inc.; Howdy Doody Frozen Confections;
Lewisohn Stadium Concerts; Paramount
Industries; Schubert Theatrical Productions;
Theatre Guild Productions; Vintage Wines
Inc.; Warner Bros. Pictures, Inc.; First Na-
tional Pictures, Inc.; Select Theatre Corp.;
Merkel, Inc.; Movado Watch Agency; Fishery
Products, Inc.; Trade Winds Co.; Signa-
Craft, Inc.; Group Health Insurance, Inc.;
Group Health Dental Insurance, Inc.; Gen-
eral Bronze Corp.; Braeh Mfg. Corp. Div.;
Allen Kirkpatrick Co., Inc.; Adler of Amer-
ica, Inc.; Golden Palace Frozen Foods;
Gretchen Grant Kitchens, Inc.; Barbizon
School of Fashion Modeling; Ginasta Corp.
of America; Jones Beach Marine Stadium;
Metropolitan Opera House.

BEN B. BLISS COMPANY, INC.

The Penthouse, Times Tower, Times Square
New York 36, N. Y.

Phone: BRyant 9-5228
ABP

President.....Ben B. Bliss
Asst. to Pres.....David Witt
Time Buyer.....R. L. Orton
Dir. Radio-TV.....Martin Kawaller
Radio Accounts: State of New York, Sara-
toga Springs Authority, (Geyser Sparkling
Water, Saratoga SPA Health Resort); East-
ern Wine Corp. (Chateau Martin Wine);
Schapiro K kosher Wine Co., (Kosher Wine);
Martin Beverages, (Les-Cal "Dietetic" Bev-
erages); William R. McCoo Co., Inc. (Faler-
num Almond Syrup); Du-Ev Chemical Prod-

NOW **TV** AND **TOPS** AGAIN!



"JOE"

The

AMES BROS.

**Show
on Film**



"VIC"



"GENE"

205 STATIONS

205 CITIES

205 REASONS

why the **AMES BROS.**
have been **TOP VIEW-**
ING throughout the
nation!



"ED"

Exclusively **RCA VICTOR RECORDS**

Personal Management:
BILL FICKS

ucts Co. (Degreaser Detergent); Ammo-Lan, Inc. (Bonnie Lanolin Ammonia).

TV Accounts: Delca Fish Preservers, Inc. (Delca Herring Tidbits); Jokari, Inc. (Jokari Table Tennis Game); Eastern Wine Corp. (Chateau Martin Wine); State of New York (Saratoga Geyser Water); Delicia, Inc. (Delicia Sugar Wafers).

BOLAND ASSOCIATES, INC.

301 Broadway, San Francisco 11, Calif.
Phone: YUkon 2-2960

President.....Barry W. Boland
Exec. V.-P.....Walter M. Boland
Sec'y.....Frances Scott
Treas.....John Ehner
Copy Dir.....W. G. Morrisey
Art Dir.....M. H. Silten

Branch Office

Subsidiary: Boland Associates, Ltd.
1060 Bishop St., Honolulu, Hawaii

President.....Foreman Thompson
Accounts: Ampex Corp. (Tape Recorders, Speakers); F.A.B. Manufacturing Co. (Truck Equipment); International Engineering Co. (Engineering & Construction); Lando Products, Inc. (Home Metal Accessories); Lenkurt Electric Co. (Electronic Equipment, Components); Miller Freeman Publications (Publishers); Pacific Coast Co. (Lumber & Plywood); Plastic Lume, Inc. (Venetian Blind Slats); Royal Blue Print Co. (Reproduction Services, Engineering Supplies); Schlage Lock Co. (Builders Hardware); E. A. Thompson Co. (Waxes, Polishes, Cleaners, Water Seal); Tubbs Cordage Co. (Rope & Twine); Varian Associates (Electronic Controls & Components); H. S. Watson Co. (Truck Transmissions & Tools); Western Knapp Engineering Co. (Engineering & Construction); Western Machinery Co. (Mining and Process Machinery); Westinghouse Electric Corp. (Electric Home Heater Div.); William Wallace Co. (Metalbestos Gas Vent Pipe).

BOTSFORD, CONSTANTINE & GARDNER

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

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

Exec. Vice-Pres.....Ray Andrews
V.P. & Space Buyer....Frankie Coykendall
Vice-Presidents.....Stanley Parshall
Don Lawton, E. J. Mittelstadt, Homer Groening

Sec.-Treas.....L. K. Bender
1400 Tower Bldg., Seattle 4, Wash.
Phone: ELiot 3523

Exec. Vice-President.....C. P. Constantine
Vice-Pres. & Mgr.....Reinhart Knudsen
625 Market St., San Francisco 5, Calif.

Phone: EXbrook 2-7565

Pres. & Gen. Mgr.....David M. Botsford
Exec. Vice-Pres.....S. G. Swanberg
Vice-Pres. & Mgr.....David M. Botsford, Jr.
Vice-Pres.William Pearce

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

Phone: OX 7-2797

Exec. Vice-President.....Elizabeth Eyerly

Radio Accounts: Columbia River Packers Assn. (Tuna-Bumble Bee Brand) Astoria, Ore.; Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Lucky Stores, Inc. (Super Markets), Oakland, Calif.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Washington State Ferries (Ferry Service), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Scott Co. (Plumbing Heating & Ventilating Contractors), San Francisco, Calif.

TV Accounts: Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Washington State Ferries (Ferry Service), Seattle, Wash.; Western Hotels, Inc. (Hotels), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Old English Co. (Dog Food), San Jose, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

BOZELL & JACOBS, INC.

510 Electric Bldg., Omaha 2, Nebraska
Phone: Jackson 8030

AAAA-ABP-ANPA-AFA

Pres. & Bd. Chairman.....Morris E. Jacobs
Exec. V.-P.....F. C. Miller

Branch Offices

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

President.....Nathan E. Jacobs
V.-P., Dir. Radio-TV.....Philip Rouda
1803 N. Meridian St., Indianapolis 2, Ind.
Phone: WALnut 3-4524

V.-P. & Manager.....Chas. A. Gallup
1308 Tower Building, Seattle 1, Wash.
Phone: MUTual 6027

V.-P. & Manager.....R. H. Wensberg
2 W. 45th St., New York 36, N. Y.
Phone: MURray Hill 7-6210

President & Manager...Donald D. Hoover
401 WCCO Building, Minneapolis 2, Minn.
Phone: Main 4527

V.-P. & Manager.....Sam Kaufman
324 Fairfield Bldg., Shreveport, La.
Phone: 3-6124

V.P., Manager.....Walter T. Pfeiffer
421 Caroline, Houston 2, Texas
Phone: FAirfax 4106

V.-P. & Manager.....Carlton Storey
501 Sheraton Bldg., Washington, D. C.
Phone: STerling 3-2406

Manager.....Don Underwood
2100 North Charles St., Baltimore 18, Md.
Phone: BELmont 5-2083

Manager.....Arthur Booth
1016 Baltimore Building, Kansas City 5, Mo.
Phone: BALtimore 4997

340 North Rodeo Drive, Beverly Hills, Calif.
Phone: BRadshaw 2-2081

“THE TELEVISION INDUSTRY’S GATHERING PLACE”

Johnny Johnston’s **CHARCOAL ROOM**

“The Finest in Broiled Foods

Cooked Over the Unique Open Charcoal Pit”



JOHNNY JOHNSTON

Your Host

848 SECOND AVENUE
(45th STREET)

NEW YORK CITY

MU 4-7250

OPEN EVERY DAY — 4 P.M. 'TIL 4 A.M.

Manager Archie Jacobs
Radio & TV Accounts: Mutual of Omaha;
 Serta Associates, Chicago; Staley Milling Co.,
 Kansas City; Brandeis Store, Omaha; United
 Gas Corp., Houston; General Beverages, St.
 Paul; MacLean's Frozen Foods, Los Angeles;
 Storz Brewing Co., Omaha; Skinner Mfg. Co.,
 Omaha.

ARTHUR BRAITSCH ADV.

15 Westminster St., Providence 3, R. I.
 Phone: DEXter 1-5313, 1-4115
 ABP—APA—ANPA—NBP

Radio Director..... Arthur Braitsch
 Secretary..... Roberta A. Selvia
 Time Buyer..... John A. Lorimer
Radio Accounts: Baird-North, Inc., Oliver
 Johnson Co., Inc., Mule Battery Mfg. Co.,
 Rocky Point Park, Inc., Roger Williams Sav-
 ings Fund & Loan Assoc., Strand Theater,
 Weybosset Markets, White Pontiac Co. (Au-
 tomobile Agency); Hillside Farms, Inc.
 (Dairy).
TV Accounts: White Pontiac Co.; Hillside
 Farms Inc.; Roger Williams Savings Fund &
 Loan Ass'n; Strand Theatre; Weybosset Mar-
 ket.

**J. CARSON BRANTLEY ADV.
 AGENCY**

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

Pres.-Radio Dir..... J. Carson Brantley
 Treasurer..... A. R. Monroe
 Production June Brantley
 Art Director..... Gladys Dudley
Radio Accounts: Carolina Beverage Corp.
 (Cheerwine), Isehnhour Brick & Tile Co.,
 Salisbury; Duke Power Co., Charlotte; Owen
 Drug Co. (O-N for Colds), Salisbury, N. C.;
 L. B. Coulter Co. (Cosmetics), Free Enter-
 prise Train, (National Train Tour), Salis-
 bury, N. C.; Coble Dairy Products Coop.
 (Dairy Products), Lexington, N. C.; Dixie
 Rub Co. (Dixie Rub), Concord, N. C.; Ban-
 ana Co. (Banatol), Salisbury, N. C.

TV Account: Carolina Bev. Corp. (Cheer-
 wine), Salisbury, N. C.
Estimated Radio Billings: \$100,000.00

R. C. BRETH, INC.

310 Pine St., Green Bay, Wis.
 Phone: HEMlock 2-4650
 ABP—ANPA—ABC

President..... R. C. Breth
 Vice-President Victor G. Getsel
 Vice-President Blaine Williams
Radio Accounts: Woodlot Seed Co. (Tree
 & Shrub Seeds), Norway, Mich.; Fairmont
 Foods Co. (Milk Products), Green Bay, Wis.;
 D. J. Murray Mfg. Co. (Unit Heaters), Wau-
 sau, Wis.; Essential Products Co. (Overhead
 Garage Doors), Little Chute, Wis.; Unit
 Structures, Inc. (Laminated Rafters) Pesh-
 tigo, Wis.

TV Accounts: Woodlot Seed Co. (Trec &
 Shrub Seeds), Norway, Mich.; Greenheck
 Bros. Mfg. Co. (Kaddy Kooler), Schofield.

Wis.; Fairmont Foods Co. (Milk Products),
 Green Bay, Wis.; Essential Products Co.
 Overhead Garage Doors), Little Chute, Wis.
Estimated Radio & TV Billings: \$15,000.00.

BRINLEY ADVERTISING AGENCY

4602 Cedar Street, Bellaire 1, Texas
 Phones: MADison 3-8686 & MOhawk 4-4400
 ABP—SNPA—APA—NBP

General Manager..... J. F. Brinley
 Sec., Treas..... W. H. Brinley
 Assoc. Radio Dir..... R. G. Dunn
 Associate TV Dir..... P. Endicott
 Assoc. Art Dir..... C. B. Jones, W. A. Carter

BRISACHER, WHEELER & STAFF

1660 Bush Street, San Francisco 9, C. lif.
 Phone: PRespect 6-2600
 AAAA—ABC—ABP—ANPA—APA—PPA
 NOAB

President..... Franklin C. Wheeler
 Exec. Vice-President..... Walton Purdom
 Vice-President Robert Brisacher
 Vice-Pres. & Art Dir..... Ettore Firenze
 Secy.-Treasurer..... Mrs. Emil Brisacher
 V.P., Copy Dir..... Lester Friedman
 Media Director..... Richard Clark
 Radio & TV Time Buyer... Mary Liz Loeber
 Prod. Mgr..... Jules P. Daniel

Branch Offices

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

V.P. & Mgr..... Richard Ide
Radio Accounts: Van Camp Sea Food Co.
 (Chicken of the Sea & White Star Tuna),
 Terminal Island, Calif.; Hershel California
 Fruit Products (Contadina Tomato Paste),
 San Jose, Calif.; Richmond Chase Co.
 (Hearts Delight Nectars), San Jose, Calif.;
 Wheatena Corp. (Wheatena Cereal), Rah-
 way, N. J.; San Francisco Milk Industry;
 California Dairy Industry Advisory Board,
 Sacramento; Langendorf United Bakeries
 (Butter-Nut Bread), San Francisco, Calif.;
 Sacramento Milk Council; Bay View Federal
 Savings and Loan Association, San Francisco,
 Calif.; Pacific Intermountain Express, San
 Francisco.

TV Accounts: Van Camp Sea Food Com-
 pany, Inc. (Chicken of the Sea & White
 Star Tuna), Terminal Island, Calif.; Cali-
 fornia Dairy Industry Advisory Board; San
 Francisco Milk Industry; Langendorf United
 Bakeries (Butter-Nut Bread), San Francisco,
 Calif.

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

3469 E. Jefferson Ave., Detroit 14, Mich.
 Phone: VALley 2-9700

AAAA—ABP—NOAB—ANPA—APA—PPA
 NBP

President..... Walter C. Ayers
 Chr., Exec. Committee..... Willard S. French
 Chr. of the Board, Treas..... Guy C. Smith
 Vice Pres., Media Dir..... Herbert R. Bayle
 V.P., Mgr. Media Dept..... John R. Bowers
 V.P., Dir. of Research..... H. Kenneth Jones

EARL S. PEED

PUBLIC RELATIONS AND PUBLICITY

**35 West 53rd Street
New York 19, N. Y.**

PLaza 7-3726

V.P., Dir. of Mdsng.....L. C. MacGlashan
 V.P., Exec. Art Dir.....Richard Reins
 V.P., Dir. Creative Services.....Blount Slade
 V.P., Dir. Graphic Arts.....Fred P. Zick
 Vice Presidents.....L. C. Barlow,
 L. Grant Hamilton, King Harris, George
 Johnston, C. Allison Monroe, John S. Pingel,
 Jack G. Williams, Parker Wood, William
 F. Austin, Jr.

Production Manager.....Frederick Winter
 New York Division
 52 Vanderbilt Ave., New York 17, N. Y.
 Phone: MURray Hill 6-1800

V.P., Mgr. Media Dept.....H. E. Pengel
 Vice-Presidents.....Jay Berry,
 John Kiely, William A. Walker
 Brooke, Smith, French & Dorrance of the
 Pacific Coast, Inc.

149 Calif. St., San Francisco 11, Calif.
 Phone: YUKon 6-6836

President.....King Harris
 Exec. Vice Pres.....Parker Wood
 Vice Pres., Gen. Mgr.....David Orthwein
 Vice Presidents.....Walter C. Ayers,
 Guy C. Smith

Radio Accounts: Int'l Breweries, Inc.;
 Hudson Motors Div., Mullins Mfg. Corp.
 (Youngstown Kitchens).

TV Accounts: Mullins Mfg. Corp., The
 Ironite, Inc., Hudson Motor Div., Int'l Breweries,
 Inc.

BROOKS ADVERTISING AGENCY

1610 Argyle Ave., Hollywood 28, Calif.

Phone: TRinity 0558

ANPA—APA—ABP—PPA

Radio.....Mary McCauley
 Time Buyer.....A. R. Brooks
 Secretary.....Barbara Vosburgh

Radio-TV Accounts: Bekins Van and Storage
 Company, Western Stove Company.

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-8250

APA—AAAA—ANPA—ABP

NOAB—PPA—ABC—AFA

President.....D. P. Brother
 Executive Vice President...Guy S. Warren, Jr.
 Vice Presidents....F. E. Egan, C. Georgi, Jr.,
 T. J. King, L. R. Mange, K. G. Manuel,
 Walker Graham

Secretary-Treas.....C. J. Rudesill
 Media Director.....Carl Georgi, Jr.
 Dir. of Marketing...Vincent H. Bergmann
 Art Director.....L. R. Mange
 Publicity Director.....G. M. Williams

Radio & TV Director...Kenneth G. Manuel
 1680 N. Vine St., Hollywood, Calif.
 Phone: 2-7675

West Coast Mgr.....T. H. Moriarty
 720 Fifth Ave., New York, N. Y.

Phone: COLUMbus 5-1004

Manager.....F. E. Egan
 Radio Accounts: Oldsmobile Div., Gen.
 Motors Corp. (Automobiles), Lansing, Mich.

TV Accounts: AC Spark Plug Div., Gen.
 Motors Corp. (Spark Plugs Oil Filters, Fuel

Pumps, etc.), Flint, Mich.; Guide Lamp
 Div., Gen. Motors Corp. (Automotive light-
 ing equipment for cars, trucks, etc., plus the
 Autronic Eye), Anderson, Ind.; Oldsmobile
 Div., Gen. Motors Corp. (Automobiles), Lan-
 sing, Mich.

**FRANKLIN BRUCK ADVERTISING
 CORP.**

Americas Bldg., Rockefeller Center,

New York 20, N. Y.

Phone: Circle 7-7660

Chairman of the Board.....Franklin Bruck
 President.....Mort Heineman
 Secretary & Treas.....M. J. Kleinfeld
 Vice Presidents.....Julius Joseph Jr.,
 Joseph Shaw

Radio-TV Time Buyer.....Alice Ross
 Mdse. Director.....Mike Ben-Dror
 TV Director.....David Davidow

Branch Office

532 N. Cherokee Ave., Los Angeles, Calif.

Phone: HOLlywood 3-1153

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

TV Accounts: Walter H. Johnson Candy
 Co., Chicago; Fashion Frocks, Inc., Cincin-
 nati; Bishop & Co., Los Angeles; Rexor
 Corp., New York; Hi-V Corp., Newark;
 Sitruie, Inc., New York; Coty, N. Y.; Artistic
 Card Co., Elmira, N. Y.

BUCHANAN & CO.

1501 Broadway, New York, N. Y.

Phone: BRyant 9-7900

ABP—ANPA—APA—PPA—AAAA

ABC—NOAB

Bd. Chrm., Pres.....John Hertz, Jr.
 Exec. Vice President.....William Dasheff
 Vice President.....Roy Winkler
 V.-P. & Account Executives.....George

Richardson, John McEvoy, A. Van Brunt
 Sec'y-Treas.....A. Grance Barrett
 Radio-TV Dir.....Nat Strom

Branch Offices

451 N. La Cienega Blvd., Hollywood, Cal.

Phone: OLYnpia 2-0810

155 Montgomery Street, San Francisco

Phone: YUKon 6-2927

Radio Accounts: Reynolds Metals Co.,
 Eskimo Pie Corp., Air France, New York
 Paramount Theatre, Western Airlines Inc.,
 Wilbur Clark's Desert Inn, Paramount Pic-
 tures Corp., Tide Water Associated Oil Co.

TV Accounts: Eskimo Pie Corp., New
 York; Paramount Theatre, Paramount Pic-
 tures, Western Airlines Inc., Wilbur Clark's
 Desert Inn, Tide Water Associated Oil Co.

BUCHANAN-THOMAS ADV. CO.

410-412 S. 19th St., Omaha 2, Nebr.

Phone: ATLantic 2125

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



MIMI BENZELL

Personal Management:
WALTER GOULD

OXford 7-3129

LEO BURNETT COMPANY, INC.

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

Phone: CENtral 6-5959

AAAA-ABP-ANPA-AFA-ABC
NOAB

Chairman of Board.....Leo Burnett
President.....Richard N. Heath
Treasurer.....E. Ross Gamble
V.P., B'estg. Prod. Div.....Lee Bland
V.P., B'estg. Business Div.....David Dole
Adm. Vice Pres.....F. Strother Cary, Jr.
Vice Presidents.....DeWitt O'Kieffe,
Andrew Armstrong, William Young

Branch Offices

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

Phone: MURray Hill 8-9480

Manager.....William McIlvain
1680 N. Vine St., Hollywood 28, Calif.
Phone: HOLlywood 4-7374

Manager.....Wendell Williams

Radio Accounts: Bauer & Black (Curly Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Coconut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Blue Jay, Chicago; Campbell Soup Co., Camden, N. J.; Commonwealth Edison Co., Chicago; Comstock Foods, Inc., Newark; Green Giant Co., LeSueur, Minn.; Harris Trust & Savings Bank, Chicago; G. Heileman Brewing Co., LaCrosse, Wis.; The Hoover Co., North Canton, Ohio; The Maytag Co., Newton, Iowa; Motorola, Inc., Chicago; Chas. Pfizer & Co., Inc., Brooklyn, N. Y.; Philip Morris & Co., Ltd., New York, N. Y.; The Procter & Gamble Co., Cincinnati, Ohio; The Atchison, Topeka, and Santa Fe Railway, Chicago; Tea Council of USA, Inc., New York, N. Y.; Pabst Brewing Co.

TV Accounts: Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexican, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products), Chicago, Ill.; Campbell Soup, Motorola, Inc.; Bauer & Black, Chicago; Blue Jay, Chicago; Commonwealth Edison Co., Chicago; Comstock Foods, Inc., Newark; Harris Trust & Savings Bank, Chicago; G. Heileman Brewing Co., LaCrosse, Wis.; The Hoover Co., North Canton, Ohio; The Maytag Co., Newton, Iowa; Motorola, Inc., Chicago; Chas. Pfizer & Co.,

Inc., Brooklyn; Philip Morris & Co., Ltd., New York, N. Y.; The Procter & Gamble Co., Cincinnati, Ohio; The Atchison, Topeka and Santa Fe Railway, Chicago; Tea Council of USA, Inc., New York, N. Y.; Pabst Brewing Co.

BYER & BOWMAN ADVERTISING AGENCY

66 So. 6th St., Columbus 15, O.

Phone: CA 1-7751

ABP-ANPA-APA

Partners, Space Buyers....Gus K. Bowman, Joel Burghalter
Radio Director.....John D. Metzger
Account Executives.....Herbert Wise, W. P. Brown, Reginald Testement, Leo McPherson, Nick Popa, Ruth White, Wm. Arter, Walter Seifert, Stafford Taylor, Jack Kavanagh, Nathaniel Holmes, Gus Bowman, Jr., Robert Stailey, Richard Kennard, Jim Kelso, Ann Duffy.

Radio Accounts: Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Food (potato chips), Columbus; The Styron-Beggs Co. (food products), Newark.

TV Accounts: The Ohio Fuel Gas Co. (public utility), Columbus; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries, Columbus; T. Marzetti Co. (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus.

HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

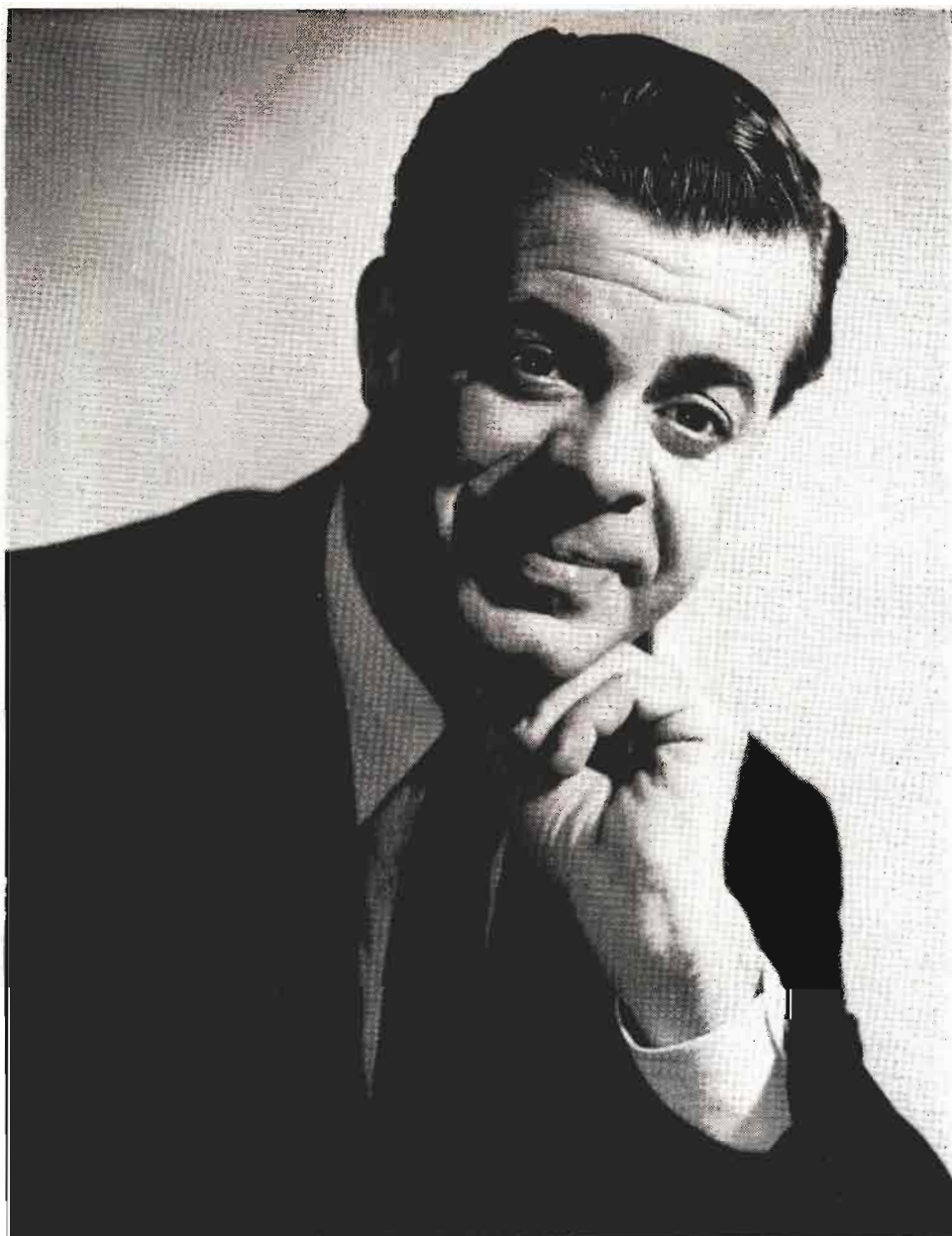
AAAA-ABP-ANPA-APA

President-Treas.....Harold Cabot
Exec. Vice-President.....Edward F. Chase
Vice-Presidents.....James I. Summers, William H. Ganick, George R. Griffin, Joseph Wallace, Courtney Crandall

Secretary.....Edward Glacy
Production Manager.....Robert Griffin
Editorial, Personnel Dir.....H. W. Patterson
Copy Chief.....Courtney Crandall
Art Director.....Louis J. Panarelli
Media Director.....David R. Williams

Radio Accounts: Boston Consolidated Gas Co. (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Boston; New England Electric System (Gas Div.) (Public Utility), Boston; New England Telephone & Telegraph Co. (Public Utility), Boston; S. S. Pierce Company (Importers and Grocers), Boston; Carling Brewing Co. (Black Label Beer), Cleveland.

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



CY HARRICE

COMMERCIALS
RADIO-TV FILMS

SU. 7-5400

New England Telephone and Telegraph Company (Public Utility), Boston; Carling Brewing Co. (Black Label Beer), Cleveland; Gas Allies, Public Utility, Boston.

CALKINS & HOLDEN

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

Phone: PLaza 5-6900

AAAA-ABP-ANPA

Chairman of Board...J. Sherwood Smith
 Vice-Chairman of Bd.....Rene Clark
 President.....Harold L. McClinton
 Secy.-Treas.James Jeffrey
 Vice-Presidents.....M. E. Carlock,
 Paul Smith
 Chrm. Plans Bd.....J. B. Van Urk
 Art Director.....Wilfred L. Chausse
 Copy Director.....George S. Thomson
 Production Manager.....Fred Oughton
 Manager Outdoor Dept ... F. J. Fitzgerald
 Media Director.....Thomas H. Young
 Dir. Pub. Relns. & Pub.....Robert W. Robb
 Research Director.....Warren Rebell
 Merchandising Dir.....Harry A. Apeler
 Director of Radio-TV.....Peter A. Krug
 Copy Chief.....Phil Young

Branch Offices

333 No. Michigan Ave., Chicago, Ill.

Phone: Randolph 6-3830

Vice Pres.....Philip M. White
 712 S. Curson Ave., Los Angeles, Calif.

Phone: York 5145

Vice Pres.....Harry W. Witt
 604 Roanoke Bldg., Minneapolis, Minn.

Phone: Main 3086

ManagerGeorge Ludecke
Radio Accounts: Crane & Company (stationery), Dalton, Mass.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Berlitz School of Languages; State St. Council.

TV Accounts: Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.

CAMPBELL-EWALD COMPANY

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-6200

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

Pres. & Chairman of Board..Henry G. Little
 Sr. V.-P., Secy.-Treas....Lawrence R. Nelson
 Sr. V.-P., Media Dir.....J. J. Hartigan
 Sr. V.-P.....Edward A. Schirmer
 V.-P., Dir. of Client Services..John H. Forshew
 Asst. Treas. & Comptroller.....H. P. Cook
 Vice-Presidents.....Colin Campbell,
 Halsey Davidson, L. T. Robinson, W. P.
 Stewart, John Terns, Thomas B. Adams,
 W. H. Gage, Jr.
 V.-P., Creative Dir.....Julian L. Watkins
 V.-P., Radio & TV Dir.....P. L. McHugh

V.-P., Copy Director.....Walter B. Booth
 V.-P., Art Director.....James N. Hastings
 Vice President.....M. Craig Miller
 V.-P., Production Mgr.....Carl G. Maier

Branch Offices

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

Phone: MUrray Hill 8-3400

V.-P. and Mgr.....Frank W. Townsend
 Vice-Pres.....J. H. Neebe
 Radio & TV Dept.....Arthur R. Ross
 Space Buyer.....Henry H. Bockhop
 230 N. Michigan Avenue, Chicago 1, Ill.
 Phone: CEntral 6-1946

V.-P. and Mgr.....Reginald G. Carey
 Space Buyer.....John D. Varnier
 V.-P., West Coast Mgr.....Richard C. Francis
 Mgr. Los Angeles Office...Richard W. Byrne
 Radio & TV Dept.....Willard Hanes
 235 Montgomery St., San Francisco 4, Calif.
 Phone: EXbrook 2-0145

V.-P. and Mgr.....T. Milburn Johnston
 45 Edgewood Ave., Atlanta 3, Ga.
 Phone: Lamar 3858

Manager.....C. G. Thom
 1737 "H" St., N. W., Washington 6, D. C.
 Phone: REpublic 7-7400

Manager.....John L. Lowden
 Bryan & Bullington Sts., Dallas 1, Texas
 Phone: Randolph 2094

Manager.....George A. Beck
 4010 Washington Ave., Kansas City 11, Mo.
 Phone: Jefferson 5601

ManagerRoss C. Morgan, Jr.
Radio Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Motors Acceptance Corp.; General Retail Corp., Div. of General Shoe Corp.; Goebel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

Television Accounts: Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Retail Corp., Div. of General Shoe Corp.; Goebel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: LIncoln 8824

ABP-ANPA-APA-NOAB-PPA

President.....Ray O. Mithun
 Exec. Vice-Pres.....Albert R. Whitman
 Vice-Presidents.....John W. Forney,
 B. E. Howard, R. L. Forrest, Lee A. Ter-
 rill, M. Oakley Birdwell, Alden Grimes
 Vice-Pres. & Asst. to Pres....Ralph Zeuthen
 Treasurer.....Beatrice N. Sandquist
 Secretary.....E. S. Flynn
 V.-P., Radio-TV Dir.....Arthur H. Lund
 V.-P., Exec. Art Dir.....E. W. Turner
 V.-P., Copy Dir.....Joe E. Ratner
 Copy Chiefs.....Mort Henderson,
 Arnold Aslakson, Leo Kennedy, Anne Law-
 ler, Dan Hulbert, Fred Jones

Acct. Executives: Blake Cox, Lawrence Dunham, Jr., Richard Forrest, Walter Geckler, Kenneth Ruble, Lee A. Terrill, William Wheeler, Ralph Zenthen, Peter Edmonds, B. E. Howard, M. Oakley Bidwell, Edward Boyce, Carl Everett, James Smith, Todd Thomas, Ralph Witgraf, Tres Goetting, William Lyddan, Robert Nevin, Palmer Packard

Branch Office

919 N. Michigan Ave., Chicago 11, Ill.
Phone: DElaware 7-7533

V.P. & Gen. Mgr. Don S. Manchester
V.P., Acct. Exec. Phelps Johnston
Acct. Executives: D. S. Manchester, Pete Kreer, Jack Floto, Harry Johnson, Wm. Stanton, Frank Stull, Alvin Erickson, F. C. Williams.

Radio Accounts: Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Land O'Lakes Creameries, Inc. (Dairy Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Wholesale Hdwe. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Chekd Ice Cream Asso. (Industry Advertising & Merchandising), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; American Dairy Association (Product Advertising & Merchandising), Chicago, Ill.; Charmin Paper Mills (Paper Towels, etc.), Green Bay, Wis.; R. M. Hollingshead Corp. (Automotive Products), Camden, N. J.; Malt-O-Meal Co. (Wheat Cereal), Minneapolis, Minn.; Pillsbury Mills, Inc. (Biscuit, Flour & Mixes, Refrigerated Doughs), Minneapolis, Minn.

TV Accounts: American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Malt-o-Meal Co., Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), St. Paul, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l Bank, Minneapolis, Minn.; Charmin Paper Mills (Paper Towels, etc.), Green Bay, Wis.; R. M. Hollingshead Corp. (Automotive Products), Camden, N. J.; Land O'Lakes Creameries, Inc. (Dairy Products), Minneapolis, Minn.; Pillsbury Mills, Inc. (Oven-Ready Biscuits), Minneapolis, Minn.

CASMIR ADVERTISING CO., INC.

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

ABP—ANPA

President. David C. Casmir
Vice President. Marvin Casmir
Office Manager. Marc Powers
Art Directors. Vaughn Thomas,
Gerry Staugaitis

TV Accounts: D'amico Fifth Ave., (Beauty Consultant), Artists' Guild of America (Talent School).

CARTER ADV. AGENCY

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

President. Charles W. Carter
Exec. Vice-President. William G. Rowe
Vice-President. Curtis Bogash
Vice-President. Fred Klemp, Jr.
Sec't., Treas. Josephine Dahlin
Radio-TV Accounts: Edward Aaron Corp. (Poultry), K. C.; Scidlitz Paint & Varnish Co., K. C.; Metropolitan Savings Assn., Douglas Chemical Co.

CAYTON, INC.

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

President. William D'Arcy Cayton
Vice President. Oscar E. G. Snow
Secretary. D. R. Roberts
Art Director. Bob Lee
Media Dir. Hy Crandall
TV Dir., Radio Time Buyer. Donna Quigley
Copy Chief. Fred Ladd
TV Accounts: Chesbrough Mfg. Co., Hanovia Chem. & Mfg. Co., (health lamps), Miracle Adhesive Corp.

NELSON CHESMAN COMPANY

240 East 11th Street, Chattanooga 1, Tenn.
Phone: 6-1912
ABP ANPA
Pres., Space & Time Buyer, Richard H. Leiper

AND NOW AT LAST

All New

"GYPSY JOE" story teller

the multi format show
for radio and television
call collect, or write

JIMMY SCRIBNER COMPANY

Uncle Remus Ave.
Anderson, S. C.

Producers of

Uncle Remus, Johnson Family and
Jimmy Scribner, story teller.



Secy.-Treas. & Art Dir.....John Goss
Radio Accounts: Fleetwood Coffee Co.,
 Chattanooga, Tenn.
TV Accounts: Fleetwood Coffee Co., Chat-
 tanooga, Tenn.

JAMES THOMAS CHIRURG CO.

41½ Park Square Bldg., Boston 16, Mass.
 Phone: HANcock 6-7310
 AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA—SNPA
 President.....James T. Chirurg
 Treasurer.....Leo J. Hardiman
 V.-P. & Gen. Mgr., Boston
 Office.....W. J. Shepardson
 Ass't. Gen Mgr.....J. Norman McKenzie
 V.-P. Chg. Plans &
 Marketing.....Howard G. Sawyer
 Media Dir.....H. A. Braumuller, Jr.
Branch Offices
 1612 Chautin Bldg., New York 17, N. Y.
 Phone: MU 7-5040

V.-P., Gen. Mgr.....Robert D. Stuart
Radio Accounts: Sandial Shoe Co., Man-
 chester, N. H.; Better Home Heat Council
 (Oil Heat), Boston, Mass.; Baker Corp.
 (Automobile Dealer), Boston, Mass.; Hogan
 Tires, Inc. (Tire Dealer), Boston, Mass.;
 Mass. Dept. of Agriculture; Commonwealth
 Chevrolet Co.; Passick Co. (Casters); Worth-
 ington Corp. (Air Conditioning, Irrigation
 Pumps, etc.).

C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
 Phone: 6-4179
 Pres. & Treas.....D. C. Goodwin
 Copy Chief & Secy.....Sara Nolan
Radio-TV Accounts: First American Na-
 tional Bank (Institutional), Nashville Coal,
 Nashville Transit Co.

ROBT. E. CLARKE & ASSOC., INC.

1614 duPont Bldg., Miami 32, Fla.
 Phone: 3-5486
 ANPA
 Pres. & Treas.....Robt. E. Clarke
 Secretary.....C. B. Clark
 V.P., Art Dir. & Prod. Mgr.....J. H. Freeman
 Media Director.....Genevieve Griss
 Comptroller.....Gertrude Clements
 Account Executive.....James Quarrington
Accounts: Belder Oil Co., Florida Na-
 tional Bank & Trust Co., Jewish Floridian,
 Maule Industries, Inc., Miami Daily News,
 Radio Station WIOD, Ponce Products (Cem-
 ent), Chemical Research Corp., Miami Dia-
 per Service, El Comodoro Hotel, Urmey Ho-
 tel, U-Steel H. Inc., and Fuel Oil Equipment,
 all of Miami, Fla.; Milwaukee Beverages,
 Inc., Milwaukee, Wis.; Radiant Fuels, Inc.,
 West Palm Beach, Fla.

CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
 Phone: RIttenhouse 6-0236
 ANPA
 President.....Alice V. Clements
 V.P. & Copy Chief.....Elizabeth M. Zindel

V.P. & Direc. of Radio TV..Robert H. Smith
Radio Accounts: Network: Hudson Coal
 Co., Horn & Hardart.

HARRY B. COHEN ADV. CO., INC.

41 East 42nd St., N. Y. 17, N. Y.
 Phone: OX 7-0660
 President.....Harry B. Cohen
 Vice-Pres.-Treas.....Edith S. Cohen
 Exec. Vice-Pres.....Edward Aleshire
 Vice-President.....Edward Rosenwald

Radio Accounts: The Grove Laboratories
 (Grove's Chill Tonic, Pfunder's Tablets, Dr.
 Porter's Antiseptic Oil) St. Louis, Mo.;
 The Chattanooga Medicine Co. (Syrup of
 Block Draught), Chattanooga, Tenn.; The
 Beaumont Co. (4-Way Cold Tablets), St.
 Louis, Mo.; Lydia E. Pinkham Medicine Co.,
 Lynn, Mass.; West End Brewing Co. (Utica
 Club Beer & Ale), Utica, N. Y.
TV Accounts: The Grove Laboratories,
 Inc., The Beaumont Co., St. Louis, Mo.

COMPTON ADVERTISING, INC.

625 Madison Ave., New York 16, N. Y.
 Phone: OXFord 7-2400
 AAAA ABC ABP ANPA APA
 Bd. Chrm., Dir.....Robert D. Holbrook
 V. Bd. Chrm., Dir.....John K. Strubing, Jr.
 President, Director...Barton A. Cummings
 Senior V. Pres., Dir...C. James Fleming, Jr.
 Vice Pres., Dir.....Henry R. Bankart,
 Allen E. Flouton, William J. Heggen, Jack
 P. Rees, Olin A. Saunders
 V.-P. & Dir. Radio-TV
 Programming.....Lewis H. Titterton
 V.-P. Chg. Radio-TV Dept.....Stores Haynes
 V.-P. & Dir. of Media.....Guy Richards
 V.-P. & Asst. Dir., Media.....Frank B. Kemp
 Assoc. Media Dir.,
 Head Time Buyer.....H. Clochessy
 Assoc. Media Dir.....W. Barber, M. Hansen
 Broadcast Supv.....Ruth Jones,
 Genevieve Schubert

Branch Offices

141 West Jackson Blvd., Chicago 4, Ill.
 Phone: HARRison 7-6935
 V.-P., Manager.....L. O. Holmberg
 744 N. Fourth St., Milwaukee 3, Wis.
 Phone: BRoadway 1-9475
 Manager.....Richard M. Davis
 Keith Bldg., 525 Walnut St., Cincinnati 2,
 Ohio
 Phone: PArkway 6961
 Manager.....Robert P. Marsh
 Equitable Bldg., Hollywood 28, Calif.
 Phone: HOLlywood 9-8107
 Manager.....James Pollak
Radio & TV Accounts: The Allis-Chalmers
 Mfg. Co.; American Can Co. (Fibre Milk
 Container Div.); John H. Dulany & Son,
 Inc.; M. K. Goetz Brewing Co., (Country
 Club Beer); The Goodyear Tire & Rubber
 Co., Inc. (Shoe Products); Kelly-Springfield
 Tire Co.; New York Life Insurance Co.;
 Personal Products Corp. (Yes Tissues);
 Phelps-Dodge, Copper Prods. Corp.; The
 Procter & Gamble Co. (Crisco, Dash, Drene,



Duz, Glem, Ivory Flakes, Ivory Soap); The Socony Mobil Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea).

COMSTOCK & COMPANY

651 Delaware Avenue, Buffalo 2, N. Y.
Phone: LIncoln 6187

ANPA—PPA—ABP—AFA—APA—NOAB
FPRA—NBP

Partners.....Henry W. Comstock,
H. Earl Close, Frank J. Hess
Marketing & Research
Dir.....T. Sloane Palmer
Art Dir.....William B. Cormier
Asst. Art Dir.....Sam Muffoletto
Prod. Mgrs.....A. H. Briggs,
Grant F. Hess, Otello A. Manna
Account Executives.....Henry W. Comstock,
H. Earl Close, John B. Morton, L. Wells
Simonds, T. Sloane Palmer, Grant F. Hess,
Sterling J. Hiles, George B. Conner, Wil-
liam L. Conner, Jr., Fred C. Egloff, James
G. J. Wells, E. Alfred Osborne, Jr., Walter
N. Stelley
Radio & TV Dir.....Daune J. Miller,
Eugene F. Novak

Radio Accounts: Bell Aircraft Corp.;
Frontier Oil Refining Co. (Oil & Motor Oil);
Div. Ashland Oil & Refining Co., Inc.; Hos-
pital Service Corp. of Western New York.
(Hospital & Surgical Plans); Manufacturers
and Traders (Banking Services); WGR Cor-
poration. (Station WGR-Radio & TV); Kee-
bler Biscuit Co. (Cookies, Crackers), Buffalo,
N. Y.; Westfield Maid Cooperative Assn.
(Grape, Tomato Juice), Westfield, N. Y.;
Metropolitan Chevrolet Dealers Assn., Buf-
falo, N. Y.

TV Accounts: Bell Aircraft Corp.; Art
Metal Construction Co. (Steel Office Furni-
ture, Visible Index Systems, Filing & Index-
ing Supplies); Frontier Oil Refining Co.,
Div. Ashland Oil & Refining Co., Inc.; Hos-
pital Service Corp. of Western N. Y. (Hospi-
tal & Surgical Plans); Manufacturers &
Traders Trust Co.; Morrison Steel Products,
Inc. (Mor-Sun Furnaces, Roly-Door Steel
Garage Doors (Carry-All Truck Bodies);
WGR Corp. (Station WGR-Radio & TV);
Keebler Biscuit Co. (Cookies, Crackers),
Buffalo, N. Y.; Westfield Maid Cooperative
Assn. (Grape, Tomato Juice), Westfield,
N. Y.; Metropolitan Chevrolet Dealers Assn.,
Buffalo, N. Y.

ROBERT CONAHAY, INC.

270 Park Ave., N. Y. 17, N. Y.
Phone: ELdorado 5-6017
ABP—ANPA

President.....Robert S. Conahay
Secretary.....Robert Conahay III
V.-P. & Copy Chief.....Frank Denman
V.-P. Market Research.....Benjamin B. Mitchell
Art Dir.....Claude Hurd
Production Mgr.....Robert M. Finlay

Media Dir., Space &
Time Buyer.....Marie Hughes
Comptroller.....Irene C. Sala
Radio Accounts: Chesapeake & Ohio Rail-
road, Cleveland, Ohio; Knott Hotels, New
York, N. Y.

THE CONDON COMPANY

Rust Bldg., Tacoma 2, Washington
Phone: MArket 8155
ABP—ANPA—APA—NBP—AAAA—NOAB
PPA

Partners.....Roscoe A. Smith
Victor Kaufman
Art Dir.....Daniel J. Snope
Production Mgr.....Mildred Nelson
Act. Executives.....Roscoe A. Smith
Victor Kaufman, Harry Watson, Kay
Shinn, Harold C. Dixon, Gordon Bennett,
James Shulz
Accounts: American Biscuit Co.; B & M
Distributing Co.; Buckley-King Funeral
Ser.; Douglas Fir Plywood Assn.; Fir Door
Institute; Fuel Oil Service Co.; Harbor Ply-
wood Corp.; Harmon, F. S. Mfg. Co.; Kirk,
G. R. Co.; KTNT-TV, Tacoma, Wash.;
Laucke Laboratories Inc.; Northwest Syndi-
cate; Pacific First Federal Savings & Loan
Assn.; Puget Sound National Bank; St. Paul
& Tacoma Lbr. Co.; Silver Springs Brewing
Co.; Tacoma Savings & Loan Assn.; Tribune
Publishing Co.; United Pacific Ins. Co.;
Ward Smith Inc.

THOMAS F. CONROY, INC.

1101 Majestic Bldg., San Antonio, Texas
Phone: CA 7-3456
AAAA—ABP—ANPA

President.....Thomas F. Conroy
Personnel Dir.....Francis E. Weinhold
Media Dir., Time Buyer.....Margaret Stair
Art. Prod. Mgr.....E. E. Ogilvie
Radio-TV Dir.....Everett O. Liaboe
Radio Accounts: Express-Publishing Co.;
Perry Shankle Co. (Wholesale Distr.); Hoff-
man-Hayman Coffee Co.; Lone Star Brewing
Co.; Interstate Theatres; Studer Photo Co.;
H. E. Butt Grocery Co.; Sommers Drug
Stores; Mode O'Day (Ladies Ready to
Wear); Security Finance Co.; New Braun-
fels Textile Mills; Quaker Oats Co.; Pioneer
Flour Mills.
TV Accounts: H. E. Butt Grocery Co.;
Hoffman-Hayman Coffee Co.; Express-Pub-
lishing Co.; Interstate Theatres; Pioneer
Flour Mills; Security Finance Co.; Som-
mers Drug Stores; Studer Photo Co.; Lone
Star Brewing Co.

COX & TANZ ADVERTISING

333 S. 21st St., Philadelphia 3, Pa.
Phone: RIttenhouse 6-7502

President.....Eugene R. Tanz
Office Manager.....R. Di Carlo
Copy Chief.....J. Kirkeconnell
Asst. Copy Chief.....Paul Stern
Art Director.....R. Rivers
Time Buyer.....R. Di Carlo
Research Director.....A. Beach



Radio Accounts: Badder and Snoke (Jarman Shoes); Colonial Floor Covering; ABC Chick Hatchery (Baby Chicks); Jim Brady (Shoes); Crowl Chemical Co. (Cough Remedy); Crescent Nut & Chocolate Co.; Van Seiver Furniture Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Miller, North Broad Storage Company; Minit Man Car Wash Corp. of Philadelphia; Perfect Foods, Inc.

TV Accounts: Badder & Snoke (Shoes); Crescent Nut & Chocolate Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Minit Man Car Wash Corp. of Philadelphia; Perfect Foods, Inc.

JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington, Del.

Phone: 5-6185

ABP-ANPA-AAAA-AFA-APA-PPA
NAAN-AMA-NIAA

President.....J. Gorman Walsh
Sec.-Treas.....Kathleen A. Walsh
Account Executives.....J. Gorman Walsh,
Kathleen A. Walsh, William H. Gordy

Radio Accounts: Joseph Bancroft & Sons Co. (Textile Finishing), Brosius & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products). Equitable Security Trust Co., Wilmington, Del.; Group Hospital Service, Inc.

TV Accounts: Equitable Security Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Group Hospital Service, Inc.

CRAMER-KRASSELT CO.

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

Phone: BRoadway 6-3500

AAAA-ABC-ABP-ANPA-AFA

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

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

Dir. of Marketing.....H. V. Swenson
Radio Accounts: Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Wisconsin Telephone Co.; Associated Hospital Service; First Wisconsin Nat'l Bank; Patek Bros. (Paint); Frank's Pure Food Co., Racine, Wis.; William Heinemann Creameries, Kewaskum, Wis.; Plankinton Packing Co., Sub. of Swift & Co., Milwaukee, Wis.

TV Accounts: Plankinton Packing Co. (Meat Products), Milwaukee Gas Company (Gas Utility), Milwaukee, Wis.; Wisconsin

Telephone Co., Milwaukee; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Associated Hospital Service; First Federal Savings & Loan Ass'n; First Wisconsin Nat'l Bank; Evinrude (Outboard Motors), Milwaukee, Wis.; Frank's Pure Food Co., Racine, Wis.; Milwaukee Co. (Investments); Schuster's (Dept. Store), Milwaukee, Wis.

**JAMES T. CUNNINGHAM
ADVERTISING**

520 Madison Ave., Toledo 4, Ohio

Phone: CHerry 8-1151

Proprietor.....James T. Cunningham
Exec. Sec.....N. A. Reuscher

CUNNINGHAM & WALSH, INC.

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

Phone: MUrray Hill 3-4900

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

Chairman of the Board.....Fred H. Walsh
President.....John P. Cunningham
TV-Radio (Liggett & Myers)
Vice-Pres.....Norman Cort
TV-Radio Dept. (General)

Director.....John R. Sheehan
Assistant.....David P. Lewis
Production.....Tom De Huff
Production.....Joseph McDonough
V. P. Media.....Newman McEvoy

Branch Offices

8420 Sunset Blvd., Hollywood 46, Calif.

Phone: HOLlywood 7-6131

Exec.William Peterson
6 N. Michigan Ave., Chicago 2, Ill.

Phone: ANdover 3-3138

Exec. V.P.....Ivan Hill

Radio Accounts: Liggett & Myers (Chesterfields); Colgate-Palmolive Co. (Pruf Bleach, Super Suds, Gance Shampoo); Sunshine Biscuits, Inc. (All Products); E. R. Squibb & Sons (Sun 'N Surf); Narragansett Brewing Co. (Beer and Ale); J. A. Folger & Co. (Coffee); Chase Manhattan Bank; New York Daily News; Italian Line (Travel); Eversharp, Inc.

TV Accounts: Liggett & Myers (Chesterfield & M Cigarettes); Colgate-Palmolive Co. (Gance Shampoo); Sunshine Biscuits, Inc. (All Products); Narragansett Brewing Co. (Beer & Ale); A. T. & T. (Yellow Pages); J. A. Folger & Co. (Coffee); Chase Manhattan Bank; New York Daily News; Eversharp, Inc.; Brooklyn Union Gas Co.; Smith-Corona (Typewriters).

**CURTIS ADVERTISING
COMPANY**

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

Phone: PLaza 5-6333

ABP-APA

President.....Lawrence R. Curtis
Vice-President.....S. R. Coombs
Secy.-Treas.....Rose Berg
Art Director.....C. Grande
Prod. Mgr., Space Buyer.....M. Lerman



Publicity Director.....I. Nichols
Radio-TV Dir.....L. R. Curtis
Research Dir.....R. Blumenthal

Radio-TV Accounts: American Sponge & Chamois Co.; Apex Die Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories (Colorfilms); Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Gentry Magazine; Gotham Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Webb & Knapp, Inc.

DANCER-FITZGERALD-SAMPLE, INC.

347 Madison Ave., New York 17, N. Y.
Phone: ORegon 9-0600

AAAA-ANPA-ABC-ABP-AFA

Chmn. of Bd.....H. M. Dancer
President.....Clifford L. Fitzgerald
V.P., Sec'y, Gen. Mgr.....Fred T. Leighty
Treas., Controller.....W. F. Maughan
V.P., Radio-TV Dir.....J. J. Neale
V.P., Radio-TV Comm.

Prod.....Norman Mathews
Exec. Prod.....David O. Nyren
Sr. Program. Script Supv...Eugene Patterson
Business Mgr.....Herbert Berger

Branch Offices

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

Exec. Vice-Pres.....F. Sewall Gardner
1680 N. Vine St., Hollywood 28, Cal.
Phone: Hudson 2-3256

V.P.-Mgr.....J. J. Neale
114 Sansome St., San Francisco 4, Cal.
Phone: DO 2-5107

V.P., Gen. Mgr.....W. W. Woodbridge, Jr.
200 St. Clair Ave. West Toronto 7, Ontario
Phone WAInut 4-8425

V.P. & Mgr.....Gilbert Nunns

Radio-TV Accounts: American Chicle Company, B. T. Babbitt, Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army and Organized Reserve Corp., Ekco Products Co., Nestle Co., Inc., Best Foods, Lady Esther, Peter Paul Co., Pfaff Sewing Co., Wine Growers Guild; Liggett & Myers Co. (L & M Cigarettes).

D'ARCY ADVERTISING CO.

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone: CEntal 1-6700

AAAA-ABP-ANPA-NOAB-PPA
OAAA-ABC

Chm. of the Bd....Robert M. Ganger (N. Y.)
President.....P. J. Orthwein
Vice Pres.-Treas.....E. D. Cronk
Exec. V.P., Dir.....Harry Chesley, Jr.
Secretary.....H. O. Vogt

Branch Offices

430 Park Ave., N. Y. 22, N. Y.
Phone: PLaza 8-2600

Chm. of Bd.....Robt. M. Ganger
Vice-President.....J. Y. Brown, Jr.
V.P., Radio-TV Director.....Paul Louis
Manager, Radio-TV.....P. A. Ott
Terminal Tower Bldg., Cleveland 13, O.
Phone: TOWer 1-3911

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

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

Vice-President.....J. Hixon Kinsella
3450 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUnkirk 5-3171

Vice President.....Reeves Espy
8 S. Michigan Ave., Chicago, Ill.
Phone: Central 6-1536

Vice Presidents.....J. B. Wilson,
W. C. Edwards

Manager, Radio-TV Dept.....R. P. Dunnell
1715 W. Webster, Houston 3, Texas
Phone: Linden 2111

Vice President.....J. Bob Wilson
Avenida de Washington 269, Havana, Cuba
Phone: U-1019

Manager.....Gaetano Todaro, Jr.
Publicidad D'Arcy, S. A., Paseo de la
Reforma, 164 Mexico, D. F.
Phone: 35-14-61

Vice President.....E. A. Hallett, Jr.

Radio Accounts: LaCede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Bayuk Cigars, Inc., Philadelphia, Pa.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Standard Oil Co. (Indiana), Chicago; Lanec, Inc., Charlotte, N. C.; Gordon Baking Co. (Silvercup Bread), Detroit, Mich.; Houston Lighting & Power Co., Houston, Texas; G. S. Suppiger Co., Collinsville, Ill.; Reardon Paint Co., St. Louis, Mo.; Packard Motor Car Co.

TV Accounts: LaCede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Bayuk Cigars, Inc., Philadelphia, Pa.; Standard Oil Co. (Indiana), Chicago; Lanec, Inc., Charlotte, N. C.; Gordon Baking Co., Detroit, Mich.; Houston Lighting & Power Co., Houston, Tex.; G. S. Suppiger Co., Collinsville, Ill.; Reardon Paint Co., St. Louis, Mo.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.

HERSCHEL Z. DEUTSCH & CO., INC.

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

ABP-ANPA

President.....Herschel Z. Deutsch
Sec'y.....M. A. Deutsch
Treas.....Robert Stone
Res. & Merch.....M. A. Wagner
Media Director.....Madeline Allison
Radio Accounts: E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J.

Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.
TV Accounts: Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.
Estimated Radio Bil'ings: \$750,000.00.

DEUTSCH & SHEA, INC.

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

President.....Arnold R. Deutsch
 Vice-President.....Van M. Evans
 Secretary.....Henry Geissenheimer
 Production Mgr.....Richard Gazley
 Art Dir.....Martin Schreiber

DIRECTOR, BLEIER & WEISS, INC.

527 5th Ave., New York 17, N. Y.
 Phone: MURray Hill 7-3669
 ABP—APA

President.....Andrew M. Weiss
 Exec. V-P.....George V. Bleier
 Art Director.....Albert Bart
 Chief of Plans Board....Murray R. Director
 Exposition Dir.....Fred Pittera
 Acct. Executives.....George V. Bleier,
 Joel Howard, Murray R. Director, Andrew
 M. Weiss, Walter Von Schoenfeld

Accounts: American School, N. Y., N. Y.; American Society of Composers, Authors & Publishers; Ardgreen Assn. Inc.; Bakers Review; Budd Looms; Chemdrug Corp.; Coronet Art Gallery; Dollinger Assn.; Empire Merchandising Co.; Gnome Press; Harris Laboratories; Headline Publications; Hillcrest Corp.; Independent News Co.; Hoffman Motors; Mantel, H.; Mayfair Publishing; MovieLab Film Laboratories, Inc.; Music Publishers Holding Corp.; Pioneer Publications; Post Photo Engraving Corp.; Roberts Book Co.; Schirmer, G.; Schoenfeld & Sons; Skylark Originals; Sturm & Scheinberg; Ulano Products; Wehman Bros.; Whitest Associates; Witol, William, Co.; World Motor Sports Show.

DOBIN ADVERTISING, INC.

2 West 45th St., New York 36, N. Y.
 Phone: MURray Hill 2-6764
 ABP—ANPA

President.....Jerome Dobin
 Art Director.....Lawrence Stone
 Copy Chief.....Rosalind Rudnick
 Media Director.....Joan Karmazin
 Traffic Mgr.....Leonard Eldridge
 Acct. Executives.....Jerome Dobin,
 Maya Zary, Leonard Eldridge

Accounts: Caravan Products, New York, N. Y.; Curtis-Eddyform, Inc., New York, N. Y.; Dressmakers Mail-A-Buy, New York; Elan-Porter, New York; Holland, Arthur, Toffee, New York; King Kone Corp., Bronx, N. Y.; Lana Lobell, Inc., Hanover, Pa.; March of Toys, New York; Marsan Fashions, Buffalo, N. Y.; Modern Manner Clothes,

Hanover, Pa.; Pathway Optical Products, New York; Radiation Applications, Inc., New York; Rand Fashion, New York; S & S Cone Co., Bronx, N. Y.; Smoler Bros., Chicago; Urney's Chocolates, New York; Van Leer Chocolate Corp., Jersey City, N. J.; Virginia Dare Extract Co., Inc., Brooklyn, N. Y.; Walden's, New York, N. Y.

DOE-ANDERSON ADV. AGENCY

Martin Brown Bldg., Louisville 2, Ky.
 Phone: WABash 3193

ANPA—APA—PPA—ANPA—ABP
 Acct. Execs.....Elmer H. Doe,
 Warwick Anderson, George W. Emerson,
 Richard W. Smith, Larry Barker
 Media Buyer.....Miss G. P. Wagner
 Production Manager.....J. B. Peterkin

Accounts: Free & Peters Inc., N. Y., N. Y.; Radio Stations: KTHS, Little Rock, Ark.; KWKH, Shreveport, La.; WAVE, Louisville, Ky.; WDAY, Fargo, N. D.; WHO, Des Moines, Iowa; WJEF, Grand Rapids, Mich.; WKZO, Kalamazoo, Mich.; TV Stations: KOLN-TV, Lincoln, Neb.; WAVE-TV, Louisville, Ky.; WKZO-TV, Kalamazoo, Mich.; WDAY-TV, Fargo, No. Dak.; WHO-TV, Des Moines, Iowa.

DOHERTY, CLIFFORD, STEERS & SHENFIELD, INC.

350 Fifth Ave., New York 1, N. Y.
 Phone: BRyant 9-0445

AAAA—ABC—ABP—ANPA—APA
 NOAB—PPA—AFA

President.....Donald K. Clifford
 Exec. V.P., Secy.....William E. Steers
 Vice-President.....Francis J. Doherty
 Treasurer.....Nelson O. Argueso
 Asst. Secy.....Marie L. Brennan
 Vice-Presidents.....William E. Holden,
 James F. Egan, Harry M. Ireland, Dr.
 Philip Reichart, Robert Hayes, Robert E.
 Shaw, R. C. Bradley, R. Febr, N. W. Glenn,
 Howard Foley, Joel F. Jacobs, Lawrence
 J. Hubbard, John H. Owen

Dr. of Radio & TV.....Norman W. Glenn
Radio Accounts: Bristol-Myers Co. (Ipana, Ammens, Vitalis, Mum, Mum Mist, Vitalis Hair Cream, Benex), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum), Kenilworth, N. J.

TV Accounts: Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Horton, Reid and Borden Ice Cream), New York, N. Y.

RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 19, Va.
 Phone: RICHmond 3-1113

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

V.P., Sec.....Malcolm B. Dombrower
 Art Director.....Hobart Britton
 Talent Buyer.....T. Michaux Moody
 Space Buyer.....Janet Hanson

Branch Office

Woodward Bldg., 15th & H Sts., N.W.,
 Washington, D. C.

Phone: REpublic 7-1420

Manager.....Philip Rosenfeld

Radio Accounts: Etchison Hat Co., Inc.,
 Chesterfield Hat Corp., Dixie Wine Co.,
 Southland Wine Co., Richmond, Va.; Gum-
 nick Properties, Inc. (Real Estate), Rich-
 mond & Norfolk, Va.; Wisk Co. (Mail Order
 Products), Bone Dry Fertilizer Co., Inc.,
 Richmond, Va.

TV Account: Gumenick Properties (Real
 Estate Sub-Divisions), Richmond & Norfolk,
 Va.

DONAHUE & COE, INC.

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

Phone: COlumbus 5-2772

President.....E. J. Churchill

Dir. Motion Picture, Radio

& TV Div.....A. Carl Rigrod

Gen. Radio-TV Dir.-Prod.....James C. Beach

Time Buyer & Bus. Mgr.....Evelyn Jones

Branch Office

411 Hurt Bldg., Atlanta 3, Ga.

Phone: MAin 5662

Vice-President.....H. L. Morrill
 1410 Stanley St., Suite 501, Montreal, Que.,
 Canada

Phone: BEla's 6701

Managing Dir.....Kenneth U. Lunny

Radio Accounts: Loew's, Inc. (MGM Pic-
 tures); Loew's Theatres (Capitol, Loew's
 State, Loew's Neighborhood Theatres); De-
 velopment Corp. for Israel (Bonds for
 Israel); N. Y. Herald-Tribune (Newspaper),
 all New York, N. Y.; Burlington Mills, Inc.
 (Bur-Mil Cameo Hosiery), New York, N. Y.;
 New York World-Telegram & Sun (Newsp-
 aper), New York, N. Y.; River Brand Rice
 Mills, Inc. (Carolina & River Brand Rice),
 New York, N. Y.; Rockefeller Center, Inc.
 (Radio City Music Hall), New York, N. Y.;
 Miles Shoes.

TV Accounts: Loew's, Inc. (MGM Pic-
 tures), New York, N. Y.; Loew's Theatres
 (Capitol, Loew's State, Loew's Neigh-
 borhood Theatres), New York, N. Y.;
 Burlington Mills, Inc. (Bur-Mil Cameo Ho-
 siery), New York, N. Y.; Herald-Tribune
 (Newspaper), New York, N. Y.; New York
 World-Telegram & Sun (Newspaper), New
 York, N. Y.; Miles Shoes; River Brand Rice
 Mills, Inc., Pearson Pharmaceutical (Enid's
 Chlorophyll Tablets).

W. B. DONER & COMPANY

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

Phone: WOODward 5-7400

ANPA PPA

President.....W. B. Doner

Exec. Vice-Pres.....Charles F. Rosen

Treasurer.....Julian A. Grace

Vice-President.....Felix Hower

Art Director.....Ben Goldstein

Branch Offices

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

Phone: DEarborn 2-4676

Pres., Treas.....Marvin H. Frank

1324 W. Wisconsin, Milwaukee 3, Wis.

Phone: WEst 3-9315

President.....Marvin H. Frank

Radio Accounts: Speedway Petroleum
 Corp. (Gasoline), Detroit, Mich.; Feigenson
 Bros. (Faygo Beverage), Detroit, Mich.;
 Rose Jewelry Co., Detroit, Mich.; Big Bear
 Markets (Super Markets), Detroit; Federal
 Dept. Stores, Detroit; D. W. G. Cigar Corp.;
 Detroit; Detroit Chevrolet Dealers Ass'n
 (New and Used Cars); Top Pop Products
 Corp. (EZ Pop Popcorn).

TV Accounts: Speedway Petroleum Corp.
 (Gas & Oil), Detroit; Feigenson Bros. Co.
 (Soft drinks & mixers), Detroit; Rose Jew-
 elry Co., Detroit; Delsoy Distributors (Delsoy
 Topping, Preston Whip), Dearborn, Mich.;
 Hygrade Food Products Corp. (Honey Brand
 Ham), Detroit; D. W. G. Cigar Corp., Det-
 roit; Detroit Chevrolet Dealers Ass'n (New
 & Used Cars), Detroit; Top Pop Products
 Corp.; Radio Distributing Corp. (Norge,
 Zenith Dists.).

DOREMUS & COMPANY

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

Chairman of Board.....Wm. H. Long, Jr.

Vice-Board Chairman...Walter H. Burnham

President.....Louis W. Munro

Radio & TV Dir.....William T. Mann

Branch Offices

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

Phone: CEntral 6-9132

V.P. & Res. Mgr.....Chas. C. Greene

53 State St., Boston 9, Mass.

Phone: LAfayette 3-0770

Vice Pres. in Chge.....W. J. Sheehan

425 Bush St., San Francisco 8, Cal.

Phone: YUKon 2-4080

V.P., Pacific Coast Mgr.....Ronald Brindley

Radio Account: Kidder, Peabody & Co.
 (Brokerage), New York, Boston & Chicago;
 Union Trust Co. (Bank), Washington, D. C.;
 Calvin Bullock (Brokerage), New York City;
 R. L. Day & Co. (Brokerage), Boston; Est-
 abrook & Co. (Brokerage), Boston; Vance,
 Sanders & Co. (Brokerage), Boston; Wal-
 tham Fed. Savings & Loan Association
 (Bank), Boston; Automatic Heating Corp.,
 Boston; Pastene Wine & Spirits, Boston;
 Seiler's, Inc. (Frozen Foods), Boston; St.
 Paul Federal Savings & Loan Assoc. (Bank),
 Chicago; Crocker First National Bank
 (Bank), San Francisco, Paine, Webber, Jack-
 son & Curtis, (Brokerage) N. Y., N. Y.

TV Accounts: Kidder, Peabody & Co.
 (Brokerage), New York, Boston, Chicago;
 Union Trust Co. (Bank), Washington, D. C.;
 Calvin Bullock (Brokerage), New York;
 Cities Service Oil Co. (Dealers), Boston.

JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
 Phone: HUbbard 2-6050
 ANPA—PPA—NBP

Radio & TV Dir.....Joseph L. Tully
 Space & Radio Time Buyer...Wm. Monaghan

Radio Accounts: Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), Boston; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; House of Old Molineaux (Wines), Boston, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Workingmens Cooperative Bank, Boston; Waltham Watch Co., Waltham, Mass.; Atlantic Coal Co., Boston, Mass.; Blacksmith Shop Pastries (Bread), Rockport, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.

TV Accounts: Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), Boston, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc., (Luggage), West Warick, R. I.; Demambro Sound Equip. Co. (Radio Receivers & TV Sets), Allston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Town & Country Homes, (Real Estate), Boston, Mass.; Waltham Watch Co. (Watches), Waltham, Mass.

DOWD, REDFIELD & JOHNSTONE, INC.

501 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-1275
 APA—PPA—ABP—ANPA

President.....John C. Dowd
 Exec. Vice-Pres.....Edmund F. Johnstone
 Sec'y. Treasurer.....Edward D. Parent
 V.P., Gen. Mgr.....Michael A. Raymond
 Radio-TV Director.....Tyler Davis

Radio Accounts: Block Drug Company (various drug products), Jersey City; Albert Ehlers, Inc. (coffee, spices, tea, extracts), New York; Cott Beverage Co. (soft drinks), New Haven; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleep capsules), New York.

TV Accounts: Rap-i-dol Distributing Corp. (Blensol), New York; Block Drug Co.

Jersey City; Albert Ehlers, Inc. (coffee, spices, tea, extracts), New York; Cott Beverage Corp. (soft drinks), New Haven; Dormin, Inc. (sleeping capsules), New York.

DOYLE DANE BERNBACH, INC.

20 W. 43rd St., New York 36, N. Y.
 Phone: LOngacre 5-7878

AAAA—APA—ABP—ANPA—NBP—PPA
 President.....William Bernbach
 Exec. Vice Pres.....Ned Doyle
 V.P., Gen. Mgr.....Maxwell Dane
 Plans, TV Director.....Marvin Corwin
 Time Buyers.....Nina Flinn, Jean Simpson
 Media Director.....Harry Parnas

Branch Office

606 S. Hobart Blvd., Los Angeles 5, Calif.
 Phone: DUNkirk 8-2233

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

Time Buyer.....Bernice Levitas
 Radio, TV Dir., Talent Buyer...Ben Norman

Accounts: Abbey Rents, Los Angeles; American Pencil Co., Hoboken, N. J.; Barton's, Inc., Brooklyn, N. Y.; Bestform Foundations, Inc., Long Island City, N. Y.; Buxton, Inc., Springfield, Mass.; Ceazan, J. N., Co., Los Angeles; Chemstrand Corp., New York; Cole of Calif., Los Angeles; Culver, Alberto, Los Angeles; Dertograph Products, Jamaica, N. Y.; Dreyfus & Co., New York, N. Y.; Max Factor & Co., Hollywood, Calif.; Fairmont Foods Co., Inc., Omaha, Neb.; Forest Lawn Memorial Park, Los Angeles; Gilbert, A. C., Co., New Haven, Conn.; Glendale Knitting Corp., New York; Grolier Society, The, New York; Hess Brothers, Allentown, Pa.; Hunter Douglas Corp., New York; Laird & Co., Scobeyville, N. J.; Levy, Henry S. & Sons, Inc., Brooklyn, N. Y.; McCall's Corp. (Pattern Div.), New York; Mission Appliance Corp., Hawthorne, Calif.; Meinhard & Co., Inc., New York; New York, New Haven & Hartford Railroad, Boston; Ohrbach's, New York, Newark, Los Angeles; Polaroid Corp., Cambridge, Mass.; Regal Shoe Co., Whitman, Mass., New York, N. Y.; Revell, Inc., Venice, Calif.; Sales Builders, Inc., Los Angeles; Sav-On Drug, Los Angeles; Schenley Industries, Inc., New York; Wear-Right Gloves, Inc., New York; Weldon Farm Products, Inc., New York.

ROY S. DURSTINE, INC.

655 Madison Ave., New York 21, N. Y.
 Phone: TE 8-4600

NOAB—PPA—APA—ABC

President.....Roy S. Durstine
 Vice-Presidents.....Wm. E. Dempster,
 John Malone, Jr., Jack Kaduson
 Sec'y Treasurer.....T. Arnold Rau
 Head Art Dir.....Harvey A. Spooner
 Art Director.....Ronald DeLuca
 Radio-TV Time Buyer...DeAnne McManus,
 Dorothy Barnett

Branch Offices

3440 Wilshire Blvd., Los Angeles, Calif.
 Phone: DUNkirk 8-3411

Manager.....William D. Sloan

1736 Stockton St., San Francisco, Calif.
 Phone: EXbrook 7-6156
 Manager.....Robert B. England
TV Accounts: Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocchi (flowers), San Francisco, Calif.

EDELSTEIN-NELSON ADV. AGENCY, INC.

203 North Wabash St., Chicago 1, Ill.
 Phone: ANover 3-3867, DEarborn 2-5976
 ABP
 PresidentEdward Edelstein

ELLINGTON & CO., INC.

535 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 7-4300
 ANPA—APA—NOAB—PPA—ABC
 Chairman.....Jesse T. Ellington
 President.....Chauncey L. Landon
 Exec. Vice Pres.....William A. Bartel
 1st Vice Pres.....Theodore S. Strong
 Vice Presidents.....Hyland Hodgson,
 Charles Marshall, Miss Van Davis, Hugh
 Lewis, Howard Rigby, Geraldine Reed
 Hodgson, Dawson Newton
 Treasurer.....Gordon M. Kingman
 V.P., Dir. Radio & TV.....Hal James
 Exec. Producer.....A. Burke Crotty
 Radio & TV Time Buyer.....Dan Kane
Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins (Drugs); Cunard Steamship Lines.
TV Accounts: Cadbury-Fry (Export) Ltd., (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; J. Wiss & Sons (Scissors & Shears); Cunard Steamship Lines.

ELLIS ADVERTISING CO.

Erlanger Theatre Bldg., Buffalo 1, N. Y.
 Phone: CL 6780
 ABP—ANPA
 Partners.....Michael F. Ellis,
 Jerome R. Ellis
 Jr. Partners.....Michael F. Ellis, Jr.,
 Maxwell E. Ellis
 Radio Director.....Helen Laury
 TV Director.....Wilma Buchman
Branch Offices
 77 York St. W., Toronto, Ont.
 Phone: WA 9902
 ManagerAl May
 Jay Reich Adv.
 902 Frick Bldg., Pittsburgh 19, Pa.
 Phone: GRant 1-9311
 President.....Jay S. Reich
 201 East 57th St., New York 22, N. Y.
 Phone: PLaza 1-2323
 President.....Kurt J. Mann
 Hav-Nash & Assoc.
 189 Chestnut St., Rochester, N. Y.
 Phone: BAKer 8610
 ManagerHav-Nash, Jr.

ROBERT J. ENDERS ADVERTISING, INC.

1001 Connecticut Ave., N. W.
 Washington 6, D. C.
 Phone: STerling 3-2222
 ABC-ANPA
 President.....Robert J. Enders
 Exec. V.P.....Howard A. Enders
 Vice-Presidents.....Rudy Vallee, Ray Hill
 Sec.-Treas.....Melvin Alan Bank
 Radio-TV Director.....Grace Waldman
 Art Director.....Fred Waller
 V.P., Motion Picture Div....Robt. L. Friend
 General Manager.....Gus Eisenmann
 Script Director.....Mimi Griffin
 Production Manager.....Stanley S. Base

ERWIN, WASEY & CO., INC.

711 Third Ave., New York, N. Y.
 Phone: LExington 2-8700
 AAAA—ANPA—APA—NOAB—PPA
 ABP
 Chairman of the Bd...Howard D. Williams
 President.....David B. Williams
 Exec. V.P. & Secy.....Larry Northrup
 Treasurer.....James F. O'Connor
 Business Mgr. Media Dept...Keith B. Shaffer
 Dir. Radio-TV Prod.....Rollo Hunter
 Radio, TV Dir. (L. A.).....Robert L. Redd
 Time Buyer (L. A.).....Glen Bohannon
 Meda Dir. (Chicago).....John Gwynn

Branch Offices

230 N. Michigan Ave., Chicago 1, Ill.
 V.P., Manager.....Frederick J. Wachter
 5045 Wilshire Blvd., Los Angeles 36, Calif.
 Exec. Vice-Pres.....Emmett C. McGaughey
 523 Marquette Bldg., Minneapolis 2, Minn.
 President.....Mac Martin
 1st National Bank Bldg., Okla. City, Okla.
 President.....Howard D. Williams
 610 Church St., Toronto, Ont., Can.
 V.P., Mngng. Dir.....Ralph L. Lawson
Radio Accounts: Barbasol Co., Indianapolis, Ind.; Musterole Co., Cleveland, Ohio; Carnation Co. (Evaporated Milk, Ice Cream, Fresh Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Friskies Dog Food), Los Angeles; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Toothpaste, Liquid, Zonitors, Larvex, Myna), New Brunswick, N. J.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; Olive Tablet Co. (Laxative), Columbus, Ohio.

TV Accounts: Carnation Co. (Evaporated Milk), Los Angeles; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Musterole Co., Cleveland, Ohio; North American Philips Co., Mt. Vernon, N. Y.

WILLIAM ESTY COMPANY, INC.

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

President.....James J. Houlahan
 Exec. V.P.....G. I. Chatfield
 Vice President.....Dr. Wallace H. Wulfeck
 Secretary-Treasurer.....E. H. Cummings
 V.P. Chg. TV Prog.....Samuel Northcross
 Radio Director.....Wendell Adams
 V.P. Chg. TV Commercial..Stanley A. Lomas
 V.P. & Media Dir.....John Peace

Branch Office

6331 Hollywood Blvd., Hollywood 28, Cal.
 Phone: Hollywood 2-6305

TV Comm. Prod.-Dir.....Arnold J. Wester
Radio Accounts: Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.; R. J. Reynolds Tobacco Co., (Winston Cigarettes), Winston-Salem, N. C.

TV Accounts: Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Ben-Gay, N. Y., N. Y.; R. J. Reynolds Tobacco Co. (Winston Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem, N. C.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

ETTINGER ADVERTISING AGENCY INC.

38 East 57th St., New York 22, N. Y.
 Phone: PLaza 1-0750
 ABP

President.....Joel H. Ettinger
 Vice-Pres.Audrey Ettinger
 Art Dir.....John Spamer
 Copy Chief.....Art Brooks
 Media. Space Buyer.....Seth Diamond
 Television Dir.....Michael Lippert
 Research Dir.....Cy C. Chaiken

Accounts: Brook's Men's Shops; Carolina Paper Mills; Exeter Hosiery Mills; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart, Paul, Inc.; Summit Mills Corp.; Worklon Inc.

EVANS WORK ADV. AGENCY

624 E. Capitol Ave., Springfield, Ill.
 Phone: 4-9174

President.....Clarence R. Evans
 Secy.-Treas.John Robert Work
 Art Director.....Thomas M. Costa
 Continuity Director.....Mary Jane Kerns
Radio Accounts: B. & F. Toggery, Bootery, Bressmer's, Bridge Jewelry Co., R. F. Butts & Co., Camera Shop, Capitol Plumbing & Heating Supply Co., Constantino Packing Co., Dellert's Paints, Downtain's,

Drone Ford Sales, First National Bank, Fisher Grocery Co., Jack Harman Serv. Sta., Harvey Bros., Kennedy Laundry & Dry Cleaners, LaBonte's Luggage Shop, Harold McMann North American Van Lines, Henry Nelch & Son, Co., Public Super Market, Quality Dairy, Ray's Brand Products, Rolands, Security Federal Savings & Loan, R. W. Troxell Insurance Co., Vredenburgh Lumber Co., Arch Wilson, all Springfield, Ill.

TV Accounts: Constantino Packing Co., First National Bank, Vredenburgh Lumber Co., all Springfield, Ill.

FARQUHAR AND COMPANY, INC.

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

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

Radio Accounts: Wm. Parry & Sons, Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co. Inc. (Auto Wax & Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.

TV Accounts: Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Jean's Foods of Utica Inc., (Food Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.

Estimated Radio & TV Billings: \$105,000.00.

FEIGENBAUM & WERMEN ADVERTISING AGENCY

1922 Spruce St., Philadelphia 3, Pa.
 Phone: LOcust 7-1466
 ABP-ANPA-NOAP-PPA

PartnerHarry Feigenbaum
 PartnerDavid Wermen
 Radio-TV Director.....Paul B. Phillips
 Time Buyer.....Jean Van Eskay
 TV Production (N. Y.).....Elliot Gordon
 Copy Chief.....Raymond Dubin
 Radio Copy.....Betty Silberman
 Acct. Execs.....Harry Feigenbaum,
 David Wermen, Leonard Schorr, Jay Beneman

Radio Accounts: Arrow Store (Men's Wear); Bandler's (Furniture Chain); Bayuk Cigars (Royalist & Amerada Cigars); Lou Block (Pontiac Dealer); Blumental Bros.

Chocolate Co. (Goobers & Raisinets Chocolate); Robert Bruce (Men's Sweaters); Bunting Co. (Outdoor Furniture); Federal Savings & Loan Assn. of Phila. (Savings & Loan); Fox Weiss (Furs); Kasser Distillers (Kings & Cobbler Wines); Pioneer Suspender Co. (Men's Accessories); Professional Laundry Foundation (Assn. of Eastern Laundries); B. S. Pincus Co. (Yankee Maid Meat Products); Renuzit Home Products Co. (Renuzit Spot Remover, Odorless Renuzit); M. Wildstein & Sons (New Yorker Cheese).

TV Accounts: Bayuk Cigars (Royalist & Amerada Cigars); Blumenthal Bros. Chocolate Co. (Goobers, Raisinets, Sno-Caps, Malties); Bunting Co. (Outdoor Furniture); Kasser Distillers (Kings Wine); Professional Laundry Foundation (Assn. of Eastern Laundries); B. S. Pincus Co. (Yankee Maid Meat Products); Renuzit Home Products Co. (Renuzit Home Dry Cleaning Machine, Odorless Renuzit French Dry Cleaner, Renuzit Spot Remover, Renuzit's Fragrant Room Deodorizer).

COURTLAND D. FERGUSON, INC.

Rm. 315, National Press Bldg.,
Washington, D. C.

Phone: National 8-7713

APA-PPA

President.....Courtland D. Ferguson
Secty.-Treas.....Lucille Pierce Ferguson
Art Director.....Gilbert Meekins
Production Manager.....Bert Cleaves
Time Buyer.....Nan Hannum

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

TV Accounts: Smith's Storage Co., Washington, D. C.; Hechinger's (Lumber); Mrs. Keane's Beefsteaks (Frozen), Washington, D. C., Virginia and New England; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia.

LAWRENCE FERTIG & CO., INC.

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

Phone: Murray Hill 9-7100

ABP-ANPA-APA-PPA

President-TreasurerLawrence Fertig
Secty. Vice-President.....Philip Lukin
Media Director.....Miss Selma Grosswirth
Art Director.....Tony Palazzo
Production Manager.....Joseph Cesare
Radio-TV Dir.....Jos. H. Mintzer
Accounts: DeKuyper, John, & Son Inc., Jersey City, N. J.; Freed Radio Corp., N. Y., N. Y.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

ROBERT G. FIELDS & CO.

1100 Sudekum Bldg., Nashville 3, Tenn.

Phone: 6-1977

ABP

President, Treas.....Robert G. Fields

Radio Accounts: St. Bernard Coal Co. (Coal), Nashville; Red X Thrift Stamps, Nashville; Jacobs Packing Co. (Meats), Nashville.

TV Accounts: Red X Thrift Stamps; Red Ace Petroleum Corp. (Gas & Oil), Nashville; Bradford & Co. (Securities), Nashville.

FIORE & FIORE ADV. CORP.

128 Mallory Ave., Jersey City 4, N. J.

Phone: Henderson 2-8200

Pres., TV Dir.....Michael A. Fiore
V.P., Radio Dir.....Albert A. Fiore
Secy.-Treas.....B. V. Fiore
Media Research Dir.....Ursula Pisto
Merch. Dir.....John Critelli
Act. Executives.....B. E. Geise,
William Prusan, J. Amitani, A. Bryant

Radio & TV Accounts: Halogene Corp. (Hal-O-Gene Arthritic Remedy), Newark, N. J.; Isolax Corp. of America (Laxative), Newark, N. J.; Sonnenberg & Co. (Stockholders), Linden, N. J.; Apothecary Products Co. (Nucl-eol Vitamin), Newark, N. J.; Helaine Seager, Inc. (Pink Ice Cosmetic), Newark, N. J. & Los Angeles, Calif.; Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Anbesol Co. (Antiseptic), Newark, N. J.

M. M. FISHER ASSOCIATES

Suite 519, 79 W. Monroe St., Chicago 3, Ill.

Phone: Central 6-6226

Owner.....Jack L. Fisher
Co-Owner, Acct. Exec.,

TV Dir.....Jack L. (Bud) Fisher, Jr.
Acct. Exec.....Rex S. Gay
Time Buyer.....Helene Heinz

Radio Accounts: Bell Savings & Loan Assn., Chicago; Clark Theater, Chicago; Davis Oldsmobile Co., Chicago; Nat'l Foundation for Infantile Paralysis, New York & Chicago; Sittler Bros. (Horseradish), Chicago; Tam O'Shanter Country Club (Golf Tournament); Fireside Marshmallow Co., Chicago; North American Mushroom Co., Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; Allied Artists Pictures, 20th Century Fox Films, Universal-International Pictures Corp., United Artists Pictures, Chicago and New York.

TV Accounts: Bell Savings & Loan Assn., Chicago; National Foundation for Infantile Paralysis, New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments), Chicago; Towne Nash Sales, Chicago; Gourmet House (Vacuum-Packed Noodle Nests), Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; Allied Artists Pictures, 20th Century Fox Films, United Artists Pictures, Universal-International Pictures, New York & Chicago.

FITZGERALD ADVERTISING AGENCY

Lee Circle Building, New Orleans, La.
Phone: TULane 3131
AAAA-ABC-ABP

Partners....Joe L. Killeen, Jos. H. Epstein,
Roy M. Schwarz, Leonard Gessner, E. W.
Rector Wootten, Warren G. Posey
Radio-TV Dir.....William Thomas
Radio-TV Time Buyer..Mrs. Marie O'Meara
Radio Accounts: Alabama-Georgia Syrup
Company (Alaga Syrup), Montgomery, Ala.;
Blue Plate Foods, Inc. (Mayonnaise-Peanut
Butter-Preserves & Jellies, CDM Coffee),
New Orleans, La.; H. G. Hills Stores (Chain
Grocery Stores), New Orleans, La.; Jackson
Brewing Company (Jax Beer), New Orleans,
La.; Pan-Am Southern Corporation (Oil &
Gasoline), New Orleans, La.; Wesson Oil &
Snowdrift Sales Co. (Wesson Oil, Snowdrift,
Soco and Crustene Shortening), New Orleans,
La.; La. Coca Cola Bottling Co., New
Orleans, La.; La. Power & Light Co., Algiers,
La.

TV Accounts: Blue Plate Foods, Inc. (May-
onnaise-Peanut Butter-Preserves & Jellies),
New Orleans, La.; Godchaux Sugars, Inc.
(Sugar), New Orleans, La.; H. G. Hill Stores
(Chain Grocery Stores), New Orleans, La.;
Jackson Brewing Company (Jax Beer), New
Orleans, La.; La. Coca Cola Bottling Co.,
New Orleans, La.; La. Power & Light Co.,
Algiers, La. Alabama-Georgia Syrup Co.
(Alaga Syrup), Mont., Ala.; Wesson Oil &
Snowdrift Sales Co., New Orleans, La.

HAROLD E. FLINT & ASSOCIATES

615 Second Ave. No., Fargo, N. D.
Phone: 5333
ABP-APA

President.....Harold E. Flint
Vice Pres.....Richard Rosenthal
Vice Pres.....Lee A. Holland
Art Dir.....Donald A. Nelson

Accounts: Bismarck Tribune; C. & M.
Inc.; Erskine Mfg. Corp.; Fargo Forum;
Fargo Foundry; Gunning Mfg. Co.; Melroe
Mfg. Co.; Merchant's National Bank &
Trust; North Dakota Hospital Service Assn.;
North Dakota Motor Carriers Assn.; Olson,
W. R. Co.; Otter Tail Power Co.; Park Re-
gion Bakeries; Radio Station KFYZ; Steidl,
M. T. Inc.; Sund Mfg. Co.; US Brewers
Foundation; US Food Co.; Van's Radio
Specialty.

FOLEY ADVERTISING AGENCY

1012 N. B. C. Bldg., Cleveland 14, O.
Phone: CHerry 1-1490

Pres., Art & Radio Dir....Robert B. Foley
Radio Accounts: I. J. Fox, Inc. (Retail
Furrier), Nokes-Findlay Wallpaper & Paint
Co., Cleveland; Stanley Furniture Co. (Fur-
niture & Appliances), Cleveland.

RICHARD A. FOLEY ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone: Kingsley 5-1560
AAAA-ABC

President.....Charles H. Eyles
Senior V.P., Sec'y, Treas.....Lee E. Hood
Exec. V.P.....A. Edward Morgan
V.P.-Media Director.....Wesley Winning
V.P., Copy Dir.....Frank J. Corkery
Vice Pres.....Frank M. Knight, Jr.
Time Buyer.....Alice Mooney

Radio Accounts: Abbotts Dairies, Inc.
(Milk, Cheese & Ice Cream), Beneficial
Savings Fund (Banking), Delaware Steeple-
chase & Race Assn. (Horse Racing), Wil-
mington, Del.; Louis Burk Co. (pork prod-
ucts), Phila.; B & O Railroad (Transporta-
tion), Baltimore.

TV Accounts: Abbotts Dairies (ice cream,
milk), Philadelphia; Baltimore & Ohio
Railroad (passenger travel), Baltimore;
Louis Burk Company (pork products), Phil-
adelphia; R. T. French Company (bird
seed), Rochester; Delaware Steeplechase &
Race Assn. (Horse Racing), Wilmington,
Del.; Mrs. Smith's Pies (Pies), Philadelphia.

FOOTE, CONE & BELDING

217 Park Avenue, New York 17, N. Y.
Phone: MUrray Hill 8-5000
ANPA-AAAA-ABP

Chairman, Bd. of Dir.....Robert F. Carney
Exec. V.P. & Director.....Elwood Whitney
V.P. & Director.....Frank E. Delano
V.P., Finance, Secretary &

Director.....A. E. Rood
V.P., Merchandising.....Everett F. Braden
V.P., Gen. Mgr.....Sherwood Dodge
V.P., Media & Research..Paul E. J. Gerhold
V.P., Senior Art Dir.....Clifford C. Lozell
V.P., Radio & TV.....Roger Pryor
Asst. Sec. & Treas.

Office Mgr.....Charles H. Newbrand
Dir. Prog. Devel.....Thomas McDonnell
Dir. Broadcast Media.....Arthur Pardoll
Radio Time Buyer.....Frieda Redder
Dir. Print Media.....Charles Hofman
Mgr. Prod. Dept.....Anthony W. Kinzler

Branch Offices

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

President & Director.....Fairfax M. Cone
V.P. & Director.....Robert J. Koretz
V.P. & Director.....John F. Hunt
V.P. & Director.....Milton H. Schwartz
Treas. & Asst. Sec.....Jos. K. King
V.P. & Gen. Mgr.....Harold H. Webber
V.P., Dir. of Copy.....A. J. Breinner
V.P., Dir. of Merch.....W. Robert Eagan
V.P. & Prod. Dir.....George Heiland
V.P. & Art Dir.....David W. Lockwood
V.P. & Media Dir.....Robert Hussey
V.P. & Dir. Radio-TV

Production.....John B. Simpson
Educational Dir.....Leah Anderson

Dir. Research.....John Rigotti
 Radio & TV Bus. Mgr.....Harry Dieter
 Radio & TV Time Buyer.....Genevieve Lemper
 Office Mgr.....M. R. Lochrke
 Statler Center, 900 Wilshire Boulevard
 Los Angeles 17, Calif.
 Phone: Madison 9-3611

V.P., Chairman Exec. Comm....Don Belding
 V.P. & Mgr., Dir.....William J. Pringle
 Exec. V.P., Western Div.....Roy Campbell
 V.P. & Art Dir.....Robert Freeman
 Mgr. Media Dept.....Kenneth V. Moore
 Dir. of Research.....Charles Melvin
 Dir. of Media Research....George Weaver
 Mgr. Prod. Dept.....Brougham J. Morris
 Radio Time Buyer.....Lydia R. Hatton
 235 Montgomery St., San Francisco 4, Calif.
 Phone: Sutter 1-2355

V.P. & Dir.....Ford Sibley
 V.P. & Art Dir.....G. Frederick Cole
 V.P. & Mgr. Prod.....Albert A. Sperisen
 Media Dir.....Carl Simmons
 Broadcasting Dir.....Helen Stenson
 6233 Hollywood Blvd., Hollywood 28, Calif.
 Phone: Hollywood 9-6265

V.P., Gen. Mgr.....C. Burt Oliver
 510 Taft, at Buffalo Dr., Houston 2, Texas
 Phone: Jackson 8-5161

V.P. & Gen. Mgr.....Stephen R. Wilhelm
 V.P.....Edwin H. Badger
 Radio & TV Time Buyer....Grace Spanihel
 Pacific Building, Portland 4, Oregon
 Phone: Broadway 3272

Mgr.....Leith E. Abbott

Radio Accounts: Anglo-California National Bank, San Francisco, Calif.; Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Frigidaire Division, General Motors Corp. (Appliances), Dayton, Ohio; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son Inc. (Car-Plate, Carnu), Racine, Wis.; Jacques Kreisler Mfg. Corp. (Watch straps - Men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebhmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; New York Central System (Railroad Transportation), New York, N. Y.; Paper Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; RKO Radio Pictures Corp. (Motion Pictures), New York, N. Y.; Hollywood, Calif.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; Divisions of Safeway Stores, Inc., Fairfax Bread Company (Breads), San Francisco, Calif.; Table Products Company

(Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westgate-California Tuna Packing Company (Breast-O'-Chicken Brand Tuna), San Diego, Calif.

Television Accounts: Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bourjois, Inc. (Perfumes & Toiletries), New York, N. Y.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label Beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Famous Artists Schools, Inc. (Home instruction in commercial and fine art), Westport, Conn.; Gulf Brewing Company (Grand Prize Beer), Houston, Texas; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine, Wis.; Jacques Kreisler Mfg. Corp. (Watch straps - men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebhmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Paper-Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; Purex Corporation Ltd. (Bleach), South Gate, Calif.; RKO Radio Pictures Corp. (Motion pictures), Hollywood, Calif., New York, N. Y.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; S & W Fine Foods, Inc. (Food packers), San Francisco, Calif.; Divisions of Safeway Stores, Inc.; Fairfax Bread Company (Bread), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Brest-O'-Chicken, Inc., San Diego, Calif.

ALBERT, FRANK-GUENTHER, LAW INC.

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

ABF ANPA APA NOAB-PPA-ABC
 Chairman of the Bd....Howard W. Calkins
 President.....Frank J. Reynolds

Sr. Vice-Pres.....Victor J. Cevasco
 Exec. Vice-Pres.....Richard A. Cullinan
 Vice-Pres. & Treas.....S. A. Speake
 Vice-Pres. & Sec.....E. G. McAdie
 Vice-Presidents.....Frank D. Cruikshank,
 Howard C. Allen
 V.P., Dir. of Radio & TV....Robert W. Day

FRANKEL, JONES, CO.

180 N. Wabash Ave., Chicago 1, Ill.
 Phone: DEarborn 2-5745

NOAB—ABP—ANPA—APA—PPA—NBP
 President.....Jones B. Frankel
 Account Executives.....Jones B. Frankel,
 A. G. Gaines, Howard S. Stone, Lee Brooks
 Space Buyer.....Helen Eich
 Radio-TV Director.....Howard S. Stone
Radio Accounts: Lion Chemical Co., Rolin
 Sales, Valmor Prod.
TV Account: Rosin-Starr.

FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
 Phone: MUrray Hill 2-7433
 ABP—ANPA—ABC—AFA

Chm. of Board.....F. C. Burger
 Pres., Treas., Radio-TV Dir.....H. S. Rieff
 Exec. V.P., Secretary.....R. S. Buckbinder
 V.P., Art Director.....B. Gambole
 Prod. Mgr.....M. Goldstein
Radio Accounts: Adler Shoes, New York;
 Vim Electric Co. (RCA, Thor, Hallicrafters),
 New York; Puritan Frosted Foods.
TV Accounts: Adler Shoes for Men,
 N. Y. C.; Empire Plastic; Vim Radio & Tele-
 vision (Appliances), N. Y. C.

CURT FREIBERGER & CO.

1139 Court Place, Denver 9, Colo.
 Phone: ALPine 5-2048

AAAA—ANPA—ABP—PPA—NBP—APA
 President.....C. J. Freiburger
 Gen. Mgr.....Robert Lochrie
 Sec'y & Treas.....Doris R. Fleischer
 Copy Chief, TV Dir.....Steve Demarest
Radio Accounts: American Beauty Maca-
 roni Co. (macaroni products), Denver;
 Central Bank & Trust Co. (banking), Den-
 ver; Associated Grocers of Colo. (groceries),
 Denver; Colorado Potato Flake Co. (potato
 chips), Denver; Guardian Savings & Loan
 Ass'n. (savings & loan), Denver; Sears Roe-
 buck & Co. (dept. store), Denver; Toner's,
 Inc. (peanut butter), Denver; Vincent Syrup
 Co. (syrups), Denver; Central Bank & Trust
 Co. (banking), Denver; Gus' Butter Maid
 Bake Shop (bakery goods), Denver.
TV Accounts: Beatrice Foods (dairy prod-
 ucts), Denver; Central Bank & Trust Co.
 (banking), Denver; Zefer Products (salad
 dressings), Denver; American Beauty Maca-
 roni Co. (macaroni products), Denver;
 Gus' Butter Maid Bake Shop (bakery goods),
 Denver; Nebraska Packing Co. (meat proc-
 es or—dog food), North Platte, Nebraska;
 B. K. Sweeney Mfg. Co. (Distributors), Den-
 ver.

FRIEND, KRIEGER & RADER INC.

19 West 44th St., New York 36, N. Y.
 Phone: MU 2-8193
 APA

President.....Morton S. Krieger
 Sec'y & Art Dir.....John Inglehart
 Treasurer.....Babette Schwarz

FRIEND-REISS ADVERTISING

221 W. 57 St., New York, N. Y.
 Phone: PLaza 7-8030
 ABP—ANPA—PPA—APA

Partner & Gen. Mgr.....B. M. Reiss
 PartnerHarold Reiss
 PartnerLee Friend
 Res. Dir.....Henry Brenner
 Production Manager.....Julius Brown
 Radio-TV Director.....Edward Ratner
Radio Accounts: Sweet Orr & Co., Inc.
 (Work-clothes), N. Y. C.; Lafayette Radio,
 N. Y. C.
TV Accounts: Levolor Lorentzen (Vene-
 tian Blinds), N. Y. C.

HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
 Phone: LIBerty 2-6140
 ANPA—APA—PPA

President, Treasurer.....Karl M. Frost
 Vice Presidents.....Florence A. Dondero,
 Raymond E. McLaughlin
 V.P., Radio & TV Dir...Harvey P. Newcomb
 V.P., Production Manager, Harold E. Bessom
 Radio & TV
 Time Buyer.....Virginia M. Fairweather
 Space Buyer.....Anna V. Turner
Radio Accounts: Durkee-Mower, Inc.
 (Marshmallow Fluff), Lynn, Mass.; LePage's
 Inc. (Glue Products), Gloucester, Mass.;
 General Electric Supply Corp. (Electrical
 Products), Boston, Mass.; Gentles Baking
 Co. (Gentles Bread), Mattapan, Mass.; Natl.
 Cranberry Assoc. (Ocean Spray Products),
 Hanson, Mass.; Eastern Racing Assoc. (Suf-
 folk Downs), East Boston, Mass.; Boston
 Nash Co. (Automobile Service), Boston,
 Mass.; Mass. Wharf Co. (Fuel Prods.), Cam-
 bridge, Mass.
TV Accounts: Durkee-Mower, Inc. (Marsh-
 mallow Fluff), Lynn, Mass.; Gentles Baking
 Company (Gentles Bread), Mattapan, Mass.;
 General Electric Supply Corp. (Electrical
 Appliances), American Crabmeat Co. (3
 Little Kittens Cat Food), Met. Boston Nash
 Dealers (Automobile Service), Boston Mass.;
 LePages, Inc. (Glue Products), Gloucester,
 Mass.

FULLER & SMITH & ROSS, INC.

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

AAAA—ABP—ANPA—APA—NOAB—PPA
 Chairman.....E. L. Andrew
 Secretary-Treasurer.....C. C. Reidenbaugh
 Exec. V.P., Mgr. (Cleveland)...J. C. Maddox
 Media Dept. Mgr. (Clvld.)...W. G. Chalkley

Asst. Treas., Media Dept. Mgr.
(Chicago).....C. W. Billingsley
Film Visual Dept.
(Cleveland Office).....David Adam
Dir., Radio-TV.....Tom Slater

Branch Offices

230 Park Ave., New York 17, N. Y.
Phone: MUrray Hill 6-5600

Vice-Pres. & Mgr.....R. Nicholson
105 W. Adams St., Chicago 3, Ill.
Phone: ANdover 3-5041

Vice-Pres. & Mgr.....E. J. Lauesen
Radio Accounts: Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Div., Carrier Corp. (Gas Heaters), Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing), Linen Thread Co., Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Oldsmobile Dealers of Cleveland, Sherwin-Williams Co. (Paint), Sterling-Lindner-Davis Co. (Dept. Store), American Greetings Corp. (Publishers), American Society for Metals, Central National Bank, Chicago & Eastern Illinois R. R., Jack & Heintz (Precision Equipment).

TV Accounts: Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Sterling-Lindner-Davis Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co., Oldsmobile Dealers.

FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-7393

Pres., Radio Time Buyer....Norman Furman
Vice-President.....Irving J. Gottlieb
Art Director.....Edwin R. Swaback
Acct. Exces.....Nat Roth, Lon Shaw,
Rose Rodriguez
Space Buyer.....Alice Simon

Radio Accounts: American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone: Central 1-3200

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

President.....E. G. Marshutz
& Treas.....H. S. Gardner, Jr.
V.P. Chg. Radio-TV.....William Fisher

Branch Office

9 Rockefeller Plaza, New York 20, N. Y.
Phone: COlumbus 5-2000

Vice-President.....Roland Martini
Radio Accounts: Grove Laboratories, Inc. (Bromo-Quinine, Grove's Cold Tablets), St. Louis; Nebraska Consolidated Mills Company, Omaha, Neb.; Pet Milk Co., Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First

National Bank, St. Louis; St. Louis Independent Packing Co.; Trenton Foods, Inc., Kansas City; Barton Manufacturing Co., St. Louis; Swift & Co., Chicago; Godefroy Manufacturing Co., St. Louis; Wabash Railroad, St. Louis.

TV Accounts: Grove Laboratories, Inc., Pet Milk Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.; Barton Manufacturing Co., St. Louis; Derby Foods, Inc., Chicago; Swift & Co., Chicago; Union Electric Co. of Mo., St. Louis; Trenton Foods, Inc., Kansas City; Wabash Railroad, St. Louis; Southwestern Bell Telephone Co., St. Louis.

GAYNOR COLMAN PRENTIS & VARLEY, INC.

10 East 49th St., New York 17, N. Y.
Phone: PLaza 5-5750
ANPA-ABP-NBP

President.....Paul Gaynor
Vice Presidents.....Douglas Lawrence,
Ronald Anson, Leslie Cort
Treas. & Media Dir.....Edwin J. Marra
Art Director.....John M. Williamson
Publicity Director.....Joseph Goodyear
Production Manager.....George J. Cisneros
Acct. Executives.....Douglas A. Lawrence,
Richard Falcon, Nils Smith-Petersen, Paul V. Higgins

Accounts: All American Engineering Co., Wilmington, Del.; American Moninger Greenhouse Co., Brooklyn, N. Y.; BG Corp. (Spark Plugs, Ignition Systems), New York, N. Y.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; Fairchild Recording Equip. Co., Whitestone, N. Y.; Link Aviation, Inc., Binghamton, N. Y.; Maurer, J. A., Inc., (Photo & Sound Equip.), Long Island City, N. Y.; McGraw-Hill Publishing Co. Aviation Week), New York, N. Y.; Precision Film Laboratories, (Film Processing), N.Y.C.

GEARE-MARSTON, INC.

22nd & Locust St., Philadelphia 3, Pa.
Phone: LOcust 4-3551

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

President.....Norman W. Geare
V.P.-Media Director.....Frank C. Murphy
Secretary.....William G. Huckel
Treasurer.....Elizabeth A. Heath
V.P., Dir. of Service.....Karl L. Gauck
Public Relations Director....Wm. C. Faust

Branch Office

420 Lexington Ave., New York 17, N. Y.
Phone: LEXington 2-0880

Vice-President.....Charles S. O'Donnell
Radio Accounts: Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Henry Disston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

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

GETSCHAL CO., INC.

49 E. 51st St., New York 22, N. Y.
Phone: PLaza 3-1100
ABC—ABP—ANPA

President Budd Getschal
Exec. Vice Pres..... Thomas D. Murray
Media Dir..... Albert A. Sessions
Radio & TV Accounts: E. & J. Gallo Winery, Modesto, Calif.; Ludwig, Baumann & Spear's (Dept. Store); New York City; Sealy Mattress Co., New York City; Darling Toys, Inc., New York City.

GEYER ADVERTISING INC.

745 Fifth Ave., New York 22, N. Y.
Phone: PLaza 1-3300
AAAA—ABP—ANPA

Bd. Chrmn., President..... B. B. Geyer
Exec. V.P. & Gen. Mgr..... Sam M. Ballard
Asst. Gen. Mgr..... John R. Geyer
Treasurer..... John R. Kunz
V.P., Mktg. Dir..... R. C. Robertson
Vice Pres..... Frank Kearney
Vice Pres..... Winslow H. Case
Vice Pres..... Donald Gill
V.P. Copy Directors..... J. J. Tennyson,
Edward Zern, A. Vernon Bowen, Whiting Hall
Vice-Presidents A. LaSala,
Harvey Volkmar
V.P. & Art Director..... W. J. Loveman
V.P. & Art Director..... A. A. Surin
Director of Radio-TV..... Ray J. Mauer
Time Buyers..... Elizabeth Powell,
Carol Sleeper
Prod. Mgr..... Gustave Saelens

Branch Offices

14250 Plymouth Rd., Detroit 32, Mich.
Phone: Webster 3-5520

Vice President..... John Henry
931 Third National Bldg., Dayton 2, Ohio
Phone: Fulton 4-145

Vice President & Mgr..... E. G. Frost
Radio Accounts: American Home Foods (Burnett's Vanilla Extracts), N. Y. C.; American Motors Corp. (Nash cars & Kelvinator Appliances), Detroit, Mich.; Boyle-Midway Div. Am. Home Prod. (Aerowax, Black Flag Aerosol, Easy-Off, Aero Shave, Old English Wax); Kiwi Polish Co., Ltd. (Shoe Polish), Philadelphia; Olivetti Corp. of Am. (Type-writers & Business Machines), N. Y. C.; Tetley Tea Co., N. Y. C.

TV Accounts: American Home Foods; American Motors Corp.; Boyle-Midway Div. Am. Home Prod.; Kiwi Polish Co., Ltd.; Tetley Tea Co.

GIBBONS ADVERTISING AGENCY, INC.

802 Daniel Bldg., Tulsa 3, Okla.
Phone: 4-2444
ABC—ABP—ANPA—AFA—SNPA—APA
NOAB—AAAN

President..... J. Burr Gibbons
Vice President..... John B. Gibbons
Secretary Viola Neese

Radio-TV Dir..... Mercedes (Dee) Freiday
Radio Accounts: National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfr. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Check, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Loan & Investment Co. (loans), Ardmore & Duncan, Okla.
TV Accounts: Tom P. McDermott, Inc. (tires & appliances, anti freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Pedrick Laboratories, Inc. (Dog & Cat Food), Sand Springs; Stanley Funeral Service, Tulsa; Sand Springs Farms (Turkeys), Sand Springs, Okla.; Mitchell Mfr. Co. (Auto Seats), Ft. Smith, Ark.; Community Loan & Investment Co., Ardmore & Duncan, Okla.; V-Check, Inc., Tulsa.

GIBRALTAR ADV. AGENCY, INC.

17 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 7-7896

President..... Charles J. Basch, III
Vice-President Leo Berman
Treasurer Clarence Schmidt
Secretary, Radio & TV Dir..... Frances Scott
Radio & TV Time Buyer..... Gloria Lubin
Rad-TV Accounts: Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club).

GILLHAM ADVERTISING AGENCY

500 Continental Bank Bldg., Salt Lake City
Utah
Phone: 4-5516
ABP—ANPA—APA—PPA

President-Treasurer..... M. C. Nelson
Senior Vice-President..... Lon Richardson
Vice-President..... Robert F. Rohlfing
Vice-President Wendell J. Ashton
Vice President..... J. Y. Tipton
Secretary Marjorie Farrell
Space Buyer..... Esther Gook
Radio Accounts: Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, General Electric Co., Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Porter-Scarpelli Macaroni Co., Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Streater Chevrolet Co., Sweet Candy Company, Union Pacific Railroad,

Utah Oil Refining Co., Utah Power & Light Co.

TV Accounts: Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, General Electric Co., Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Sweet Candy Company, Union Pacific Railroad.

BERT S. GITTINS ADVERTISING

739 N. Broadway, Milwaukee 2, Wis.
Phone: BR 6-5948
ABP—ANPA

President..... Bert S. Gittins
Prod. Dir..... Stewart Carlson
Media Dir..... Esther Block
Copy Dir..... Harold Nelson
Ind. Copy Dir..... Franklin J. Beezley
Office Mgr..... Erwin R. Holtz
Radio & TV Dir..... Gerald L. Seaman

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

TV Accounts: Allis-Chalmers Tractor Group (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wis.

GLENN ADVERTISING INC.

304 First Life Bldg., 301 E. 5th St.
Fort Worth 2, Texas
Phone: FA 4476
ANPA—ABP—AAAA

President..... Ray K. Glenn
Exec. Vice Pres..... John H. Stewart
Vice Presidents..... Merle W. Bell,
Ward M. Wilcox, Robert O. Holleron, Jr.,
John W. Fraser, Jr.
Secretary..... Edith F. Milliken

Branch Offices

1725 Republic National Bank Bldg., Dallas,
Tex.

Phone: RI 6686

Executive-in-Charge..... Ward M. Wilcox
1505 Transit Tower, San Antonio, Tex.

Phone: CA 7-2369

Executive-in-Charge... Robert O. Halleron, Jr.
1015 Sterling Bldg., Houston, Texas

Phone: CA 4-2729

Executive-in-Charge..... John W. Fraser, Jr.
6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 3-9369

Executive-in-Charge..... Ray K. Glenn

Radio Accounts: Circle D Foods Co. (Corn Chips Prods.), Dallas; Delaware Punch Co. of America (Beverage), San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Materials), Fort Worth; Gebhardt Chili Powder Co. (Chili Products), San Antonio; Globe Laboratories (Veterinarian Pharmaceuticals), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank, Dallas;

Waples-Platter Co. (Food Products), Fort Worth; Texas & Pacific Railway (Transportation), Dallas; Texas Industries (Building Products), Dallas.

TV Accounts: Circle D Foods Co. (Corn Chip Products), Dallas; Delaware Punch Co. of America, San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Products), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank; Dallas; Texas & Pacific Railway, Dallas; Texas Industries, Inc. (Building Materials), Dallas.

GOODKIND, JOICE & MORGAN, INC.

919 North Michigan Ave., Chicago 11, Ill.
Phone: Superior 7-6746

AAAA—ANPA—ABP—APA—PPA—NBP
President..... Clyde M. Joice
Treas. & Copy Chief..... Garrick M. Taylor
Secy. & Media Dir... Florence A. Neighbors
Prod. Mgr..... J. Alden Joice
Vice President..... Henry Nathan

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

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

GOTHAM-VLADIMIR ADVERTISING, INC.

2 W. 46th St., New York 36, N. Y.
Phone: JUDSON 2-2880
ABP—AEA—ANPA—AAAA

Chairman of Bd..... G. Ellsworth Harris
Chmn. Exec. Comm... Duncan D. Sutphen, Jr.
President..... Irwin A. Vladimir
Exec. V.P. & Treas..... Arthur A. Kron
Vice-Presidents..... Robert F. Kendall,

Arthur F. Connolly, Daniel C. Kauffherr,
Richard H. Hobbs, C. G. Rourke, Joseph T. Sloane, M. Craig Spitz, Evelyn Ringrose

Radio, TV Plans Dir..... Andrew Vladimir
Secretary..... Chester A. Priest

Dir. Radio & Television... Arthur A. Kron
Dir. Pub. Relations..... Kay Barton

Radio Accounts: Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; L. A. V. (Venezuelan Airlines), New York, N. Y.; Japan Canned Crabmeat Sales Co., Tokyo.

GRANT ADVERTISING, INC.

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

ANPA—APA—ABP—PPA—SNPA—NOAB
President..... Will C. Grant
Exec. V.P. Chg. Cen.

Creative Staff..... Howard A. Jones
Vice-Presidents..... Valeria T. Feely,
Carl M. Post, John G. Copeland

Secretary.....Mary Waller Grant
 V.P. & Art Dir.....Loren G. Moore
 Research Dir.....Kay Sheldon
 Gen. Radio Dir.

(Latin Amer.).....Lloyd G. Harris
 Media Space Buyer.....Talcott A. Jones
 Asst. Dir. Radio-TV Media.....Fred Norman
 Radio & TV Dir. (Chicago).....Jane Baker
 Production Mgr.....Harry White
 Chicago Art Dir.....Fleetwood Burt
 Asst. Art Dir.....Albert Fischer
 V.P. Personnel.....Donald C. Turner
 V.P. Operations,

Int'l Div.....Andrew J. Shepard
 Copy Group Head.....Wallace Capel
 Acct. Executives.....Will C. Grant,
 Howard A. Jones, W. R. Watson, Andrew
 Shepard, T. E. Hardacre, Glen Shears, Carl
 Post, John Edgar

Branch Offices

655 Madison Ave., New York 21, N. Y.

Phone: TE 8-9393

V.P. Chg. N. Y. Office.....Lawrence Stapleton
 29th Floor, Guardian Bldg., Detroit 26, Mich.
 Phone: Woodward 3-9400

Vice President.....Edward R. Grace
 Rm. 516 Rio Grande Nat'l Life Bldg.
 Dallas 2, Texas

Phone: Prospect 8121

V.P. Chg. Dallas Office.....David Garrett
 Hulman Bldg., Dayton 2, Ohio
 Phone: Michigan 9562

V.P. Chg. Dayton Office
 & A-E.....V. P. Black
 American Bank Bldg., Portland, Ore.
 Phone: CA 9609

Mgr. & Acct. Exec.....John A. Giesy
 593 Market St., San Francisco 5, Calif.
 Phone: DO 2-0369

V.P. Chg. San Fran. Off.....J. R. Lenahan
 Langford Bldg., Miami 32, Fla.
 Phone: Miami 3-0773

V.P. Chg. Caribbean Oper.....John A. Dey
 Taft Bldg., Hollywood 28, Calif.
 Phone: HO 1-9231

V.P. Chg. Hollywood Off.....Paul L. Bradley
Accounts: Airtemp Div. of Chrysler Corp.;
 Brown & Williamson Export; Lenthic;
 Coca Cola (Foreign), N. Y.; Colgate-Pal-
 molive Int'l; Colgate-Palmolive Ltd.; Conti-
 nental Life Insurance Co.; Dodge Brothers
 Corp., Div. of Chrysler Corp.; Drake Hotel;
 Florida Power & Light Co.; Hilton Hotel,
 Ft. Worth; Iodent Chemical Co.; IACSA—
 Costa Rican Airlines.

GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.

Phone: WALnut 2-4303

ANPA—ABF—ABC—AAAA

Partner.....Jerome B. Gray
 Partner, Radio-TV

Dept. Head.....Edmund H. Rogers
 Partner.....Robert W. Graham
 Partners.....Sherman G. Landers,
 Russell K. Carter, William B. Edwards,
 Atherton Seelye, David B. Arnold, Thelma
 Beresin, Franklin P. Jones, Granville Wor-
 rell, Albert R. Boehroch

Asst. Radio-TV Dept.....Walter M. Erickson
 Production.....David E. Henderson
 Media.....Edward Papazian

Radio Accounts: The M. A. Hanna Com-
 pany (Coal), Philadelphia, Pa.; Philadel-
 phia Saving Fund Society (Banking Ser-
 vices), Philadelphia, Pa.; American Chemi-
 cal Paint Co. (Plant Foods), Ambler, Pa.;
 Associated Hospital Service of Philadelphia
 (Blue Cross-Blue Shield), Philadelphia; Bell
 Telephone Co. of Pa. (Services), Philadel-
 phia; Chevrolet Dealers Assn. of Philadel-
 phia, Philadelphia; Diamond State Tele-
 phone Company (Services); Delaware; Fritz
 & La Rue (Carpets), Philadelphia; Lee Tire
 & Rubber Co. (Tires), Conshohocken;
 Philadelphia Zone Planning Assn. (Chevro-
 let Dealers), Philadelphia; Wilen Brothers,
 Inc. (Wines), Philadelphia; Keystone Auto-
 mobile Club, Philadelphia; Charles Mar-
 chand Co. (Hair Rinses), N. Y., N. Y.;
 Vogel-Ritt (Termite & Pest Control), Phil-
 adelphia.

TV Accounts: Fidelity-Philadelphia Trust
 Co. (Banking Services), Philadelphia, Pa.;
 Keystone Automobile Club (Services), Phil-
 adelphia, Pa.; Philadelphia Saving Fund So-
 ciety (Banking Services), Philadelphia, Pa.;
 American Chemical Paint Co. (Plant Foods),
 Ambler, Pa.; Associated Hospital Service of
 Philadelphia (Blue Cross-Blue Shield),
 Philadelphia; The Bell Telephone Co. of
 Penna. (Services), Philadelphia; Chevrolet
 Dealers Assn. of Philadelphia; Diamond
 State Telephone Co. (Services), Delaware;
 Charles Marchand Company (Hair Rinses),
 N. Y. C.; Philadelphia; Zone Planning Assn.
 (Chevrolet Dealers), Philadelphia; Wilen
 Brothers, Inc. (Wines), Philadelphia; Lee
 Tire & Rubber Co. (Tires).

MONROE GREENTHAL CO., INC.

445 Park Avenue, New York 22, N. Y.

Phone: PLaza 9-8640

ANPA—APA—PPA—ABP

Pres., Treas.....Monroe W. Greenthal
 Production Mgr.....Joseph Boggiano
 Radio & TV Dir.....Harvey Schulman
 V.P., Media Dir., Space Buyer.....Herb Hauser
Accounts: Fabian Theatres Corp., N. Y.,
 N. Y.; Fine Arts Theatre, N. Y.; Palladium
 Radio Productions, Inc.; Paris & Fifth Ave.,
 Cinema, N. Y.; Rank, J. Arthur, N. Y.; Reade,
 Walter, Theatres, N. Y.; Rugoff & Becker
 Theatres, N. Y.; Stanley Warner Cinerama
 Corp., N. Y.; United Artists Corp.

GREY ADVERTISING AGENCY, INC.

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

Phone: PLaza 1-3500

AAAA—ABP—ANPA—APA—NOAB—PPA
 Bd. Chrmn., Head Exec. Comm.....Lawrence
 Valenstein

Secretary.....Norman J. J. Berger
 President.....Arthur C. Fatt
 Exec. V.P.....Herbert D. Strauss
 V.P. & Radio-TV Dir.....Alfred L. Hollender
 V.P., Acct. Supvr.....Edmond Richer
 V.P., Mgr. Prod.....Ralph Froelich

Media Director.....Richard Bean
V.P.'s.....D. L. Rand, Leroy Block

Radio Accounts: Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston & Sanka); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Doeskin Products, Inc. (Tissues & Napkins); Mennen Co. (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.

TV Accounts: Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Esquire, Inc. (Coronet Magazine); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Shwayder Bros., Inc. (Samsonite Luggage & Furniture); Campbell Soup Co. (Campbell Kids); Jean R. Graef, Inc. (Girard Perregaux Watches); Artra Cosmetics, Inc.; Mojud Co., Inc. (Hosiery); Phillips-Jones Corp.; Radio Corp. of America; Toy Manufacturers Assn.; Simplicity Pattern Co.; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

GRISWOLD-ESELMAN CO.

1400 Terminal Tower, Cleveland 13, O.
Phone: TOWER 1-3232

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

President.....Kenneth W. Akers
Vice President.....Charles Farran
Vice President.....E. R. Preble
Secretary-Treas.....John F. Davis
V.P., Media Dir.....William A. Weaver
Dir. of Radio & TV.....Richard Woodruff

Radio Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Tire Division), Akron, Ohio; Cocksutt Farm Equipment Co., Bellevue, Ohio.

TV Accounts: Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, etc.), Akron, Ohio; Nickles Bakery.

GROSS-HARRISON, INC.

764 Asylum Ave., Hartford 5, Conn.
Phone: CHapel 9-8491

Pres., Treas.....Julian Gross

V.P., Sec., Media Dir.....Harry L. Harrison
Art Dir., Prod. Mgr.....Declan J. Powers

ART GRUBER ASSOCIATES

1101 East Lake St., Minneapolis 6, Minn.
Phone: PA 1-1661

President.....Art Gruber
Secretary.....E. M. Gruber
Account Execs....Norman Vinitzky, Joe Beck
Production.....Dorothy McClellan

Radio & TV Accounts: Authorized TV (Television Service), Minneapolis; Authorized Agency (Picture Tube Insurance), Minneapolis; Downtown Chevrolet (Automobiles), Minneapolis; Midway Ford (Automobiles), St. Paul; Thompson Construction Co. (Homes), Minneapolis; Lowry Hill Cleaners (Clothes Cleaners), Minneapolis; Old Home Creameries (Cottage Cheese, Butter), Minneapolis & Moose Lake; Sesame Lift-A-Dor (Garage Door Operators), Minneapolis. Duluth, Rochester, LaCrosse.

GUILD, BASCOM & BONFIGLI, INC.

130 Kearny St., San Francisco 8, Calif.
Phone: YUKon 2-6040

Director of TV.....Courtenay Moon
TV Creative Adviser.....Alex Anderson
Talent Contact Director.....Dave Fulmer
Director, TV Prod.....Robert F. LaChance

Branch Offices

515 Madison Ave., New York, N. Y.
TV Comm. Dir.....Charlotte Morris
1741 N. Ivar St., Hollywood 28, Calif.

Program Director.....George Allen
TV Comm. Dir.....William Heath

TV Accounts: Ralston Purina Co.; Skippy Peanut Butter, Div. of The Best Foods; Foremost Dairies, Inc.; Regal Pale Brewing Co.; Golden State Dairies, Ltd.

LAWRENCE C. GUMBINNER ADV. AGENCY, INC.

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

ABP-ANPA-APA-PPA-ABC-NOAB

Chairman.....Lawrence C. Gumbinner
President.....Milton Goodman
Secy. & Radio Dir.....Paul G. Gumbinner
Exec. V.P.....Morton Freund
Associate Counsel.....L. S. Goldsmith
VP in Chg Prod.....Herman Kornblum
Art Directors.....Stuart Campbell, Hershel Bramson

Act. Executives.....Graeme Macleod, Estelle Farman, Muriel C. Hahn, Robert Lurie, Sy Ethan

Accounts: American Tobacco Co. (Roi-Tan Cigars, Half & Half Smoking Tobacco); Dunhill, Alfred of London, Inc., New York, N. Y.; Heublein, G. F. & Bro., Inc., Hartford, Conn. (Smirnoff Vodka, Bell's Scotch); London Character Shoes, New York, N. Y.; S. A. Schonbrunn Company, Inc., New York, N. Y. (Savarin Coffee).

GUNN-MEARS ADVERTISING AGENCY CORP.

Times Tower, N. Y. 36, N. Y.
Phone: BRyant 9-2900
ANPA—APA

President.....William P. Gunn
V.P.'s....George J. Walsh, John J. Crimmins
Secy & Treas.....Virginia Mears
Business Mgr.....Fred F. Fields
Art Dir.....Sidney Nemirov
Production Mgr.....Louis Fillipo
Acct. Executives.....William P. Gunn,
George J. Walsh, John J. Crimmins, John
A. Finneran, Dennis Sullivan, Sadye Curtis,
Fred F. Fields

Accounts: Adlee Furniture; Dobbs Truss Co.; Executive Job Counselors; Garrett F. C. Co., Inc.; Gloria Figure Co.; Greater N. Y. Conference; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; N. Y. University Press; Northern Feather Works Co.; Industrial Electronics Corp.; Pinnacle Products Corp.; Popular Priced Resorts Assn.; Romweber Furniture Co.; Shawnee Press; Waring, Fred, Enterprises; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zophar Mills, Inc.

JOHN L. HALPIN ADVERTISING

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

Partners..John L. Halpin, Marion G. Halpin
Copy Chief.....S. P. Levine
Radio Accounts: Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.; Alvord Glove Co., Mayfield, N. Y.

TV Accounts: Cobleskill Agricultural Soc., Cobleskill, N. Y.

HART-CONWAY CO., INC.

45 Exchange St., Rochester 14, N. Y.
Phone: LOenst 3520
ANPA—ABP

Sr. Vice-President.....Harold E. Kennedy
Exec. Vice-President.....John Brown
Vice President.....John P. Street
Asst. Vice-Pres.....E. Ward Phillips
Secretary.....John M. Nixon
Account Executive.....John M. Sullivan
Production Manager...James V. Mannhardt
Comptroller.....A. L. Kearns

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

N. Y.; Unit Parts Automobile Dist.), Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.

TV Accounts: Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Columbia Banking Saving & Loan (Savings Bank), Rochester, New York; Webaco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

Estimated Radio & TV Billings: \$232,000.00.

GEORGE H. HARTMAN CO.

307 N. Michigan Ave., Chicago 1, Ill.
Phone: STate 2-0055

ABP—ANPA—APA—NOAB—PPA—NBP
President.....George H. Hartman
Vice-Presidents.....Rowland Laughlin,
Alfred Fester, John Holloway, Thomas Kivlan

Secretary-Treasurer.....Frank R. Hartman
Radio-TV Accounts: Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak. & Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

F. H. HAYHURST COMPANY LIMITED

7 King St. E., Toronto, Ontario, Canada
Phone: EMpire 6-0731

President.....W. P. Hayhurst
Vice-President.....Geo. F. Hayhurst
V.P.....H. W. E. Pepler
V.P.....N. L. Drynan
Director.....D. J. Leonard
Radio-TV Director.....R. D. Amos
Asst. Dir.....C. M. Harrison
Timebuyer.....M. Goletz
Radio Prod.....S. Hannah

Branch Office

1510 Drummond St., Montreal, Que.
Phone: HArbour 0131

Fr. Radio Sup.....Marcel Dubuc
Manager.....J. B. Leupold

Radio Accounts: Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Canadian Cannery Limited (Soups, Baby Food), Hamilton, Ont.; Acousticon (Hearing Aids), Toronto; Procter & Gamble Ltd. (Camay Soap); Pierce's Proprietaries Inc. (Golden Medicine Discovery); MacFeeters Creamery (Golden Bar Cheese & Honey-butter); Dack's Shoes; Elizabeth Arden; G. T. Fulford, Ltd.; The Gazette; Walter M. Lowney Co.; Scotch Anthracite Coal; Smith-Corona Canada Ltd.; The Thomas (Mobile) Ltd.; Wonder Pak, Inc.

TV Accounts: Acousticon (Hearing Aids), Toronto; Purity Flour Mills; Canadian Cannery Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Brading Breweries Ltd.; Loblaw's Ltd.; Neilsons Ltd.; St. Lawrence Starch Co. Ltd.

HENRI HURST & McDONALD, INC.

121 W. Wacker Drive, Chicago 1, Ill.
Phone: FRanklin 2-9180

AAAA-ABP-ANPA-APA-PPA

Chairman of Bd. W. D. McDonald
President M. Zitz
Sec.-Treas. W. B. Henri
V.P., Media Director Charles Pumpian
Radio-TV Director J. T. Shaw
Radio-TV Time Buyer L. R. Hall

Radio Accounts: International Shoe Co. (Peters Branch); Ready-to-Bake-Foods, Los Angeles, Calif.

TV Accounts: International Shoe Co. (Peters Branch, Vitality Shoe Co.), St. Louis, Mo.; Ready-to-Bake-Foods, Los Angeles, Calif.; Thor Corp.

HERALD ADVERTISING AGENCY, INC.

441 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 7-2280

Pres., Radio Dir. M. J. Middleman
V.P. & Art Dir. Jack Warren
V.P. & Sec'y. H. M. Weiss
Acct. Executives M. J. Middleman,
S. T. Hunter

Accounts: Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lackawanna Pent Mfg. Co., Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times; Velvray Corp.

AL HERR ADVERTISING AGENCY

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

AAAA-ABP-ANPA-APA

Pres., Acct. Exec. Al Herr
Vice-President John Rock
Radio and TV Dir. Pat Kocian

Radio Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Mil-

waukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Oshkosh Brewing Co., Oshkosh, Wis.; Carpenter Baking Co. (Bread Products), Milwaukee, Wis.; Ariel, Inc. (Hair Sprays), New York, N. Y.; Acc Foods, Inc. (Restaurant & Caterers), Milwaukee, Wis.

TV Accounts: Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Carpenter Baking Co. (Bread Products), Milwaukee, Wis.; Ariel, Inc. (Hair Sprays), New York, N. Y.; Marine National Exchange Bank, Milwaukee, Wis.; Economics Laboratory (Detergent), New York, N. Y.

HEVENOR ADVERTISING AGENCY, INC.

11 North Pearl St., Albany 7, N. Y.
Phone: 5-1586

ABP-ANPA-FAAG

President Horace L. Hevenor
Vice President Edward T. Loveday
Sec'y, Asst. Treas. Anne M. White
Radio-TV Dir. Joseph A. Farrar

Radio Accounts: Home Savings Bank, Albany, N. Y.; Montgomery Ward & Co., Menands, N. Y.; Pepsi Cola Albany Bottling Co., Menands, N. Y.; Saratoga Vichy Spring Co., Saratoga Springs, N. Y.; Yager-Pontiac, Inc., Albany, N. Y.; City & County Savings Bank, Albany, N. Y.

TV Accounts: City & County Savings Bank, Albany, N. Y.; Borden Co., Albany, N. Y.; Martinec Packing Co. (Meat Products), Scotia, N. Y.; Montgomery Ward & Co., Menands, N. Y.; Saratoga Vichy Spring Co., Saratoga Springs, N. Y.; Southern Fruit Distributors, Orlando, Fla.; Yager Pontiac, Inc., Albany, N. Y.

HICKS & GREIST, INC.

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

ABP-ANPA

Bd. Chairman H. L. Hicks
President E. H. Greist
Exec. Vice Pres. J. A. Drake
Asst. Treas. M. L. Mullen
Dir., Radio-TV Theodore J. Grunewald
Time Buyer Vincent J. Darcio

Branch Office

3150 Wilshire Blvd., Los Angeles 5, Calif.
V.P., Gen. Mgr. Robert Black
Calif. Accounts: Gas Appliances, Inc.; Helms Olympic Bakeries; House for Men, Inc.; State Mutual Savings & Loan Assn.

Radio Accounts: Aldon Rug Mills, N. Y. C.; Blackstone Corp. (Washing Machines, Dryers, Ironers), Jamestown, N. Y.; H. C. Brill Co. (Sauces, Spanish Rice, Macaroni Dinner), Newark, N. J.; Dixie Cup Co. (Home Dispensers & Ice Cream Cups),

Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), N. Y. C.; Servel, Inc. (Refrigerators, Freezers), Evansville, Ind.; Peerless Corp. (Broil-Quick Broiler-Rotisseries, Fryer-Cookers), N. Y. C.

TV Accounts: H. C. Brill Co.; Dixie Cup Co.; Lewyt Corp.; Peerless Corp.

HILL & KNOWLTON, INC.

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

Phone: LAckawanna 4-1420

ANPA

Chairman.....John W. Hill
 President.....Bert C. Goss
 Sec. & Controller.....Harry S. Cooper
 Art Director.....M. Richard Kaufman

Branch Office

1000 Vermont Ave., N. W.

Washington 5, D. C.

Phone: STerling 3-0270

Vice President.....Avery McBee

HILTON & RIGGIO, INC.

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

Phone: MURray Hill 8-4224

ABP—ANPA—PPA—NOAB

President.....Peter Hilton
 V.P. & Treas.....Louis J. Riggio
 Vice President.....James Williamson
 Secretary.....L. S. Hendrickson
 Art Director.....Daniel Loizeaux
 Creative Director.....James O. Rankin
 Time Buyer.....Maria Carayas
 Space Buyer.....Ed Luke
 Production Manager.....John Garabrandt
 Acct. Executives.....Louis J. Riggio,
 James Williamson, John S. Kirk, Joseph
 P. Quin, Jr., Robert Fine

Accounts: Bjelland, Chr., Co., Inc., New York City; Bovril Co. of America, Inc. (Beef Extract), New York City; Chess, Mary, Inc. (Cosmetics), New York City; Childs Company, Long Island City, N. Y.; Coca-Cola Bottling Co. of New York, Inc., New York City; Colonial Airlines, New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; Everywomen's Magazine, New York City; National Paper Corp. of Pa. (Swanee Paper Products); National Yeast Corp., Belleville, N. J.; Parfums Eyan, New York City; Savoy-Plaza Hotel, New York City; Sherry, Louis, Inc., Long Island City, N. Y.; Shlirriff's Limited, Toronto, Canada; Vermont Industries of America, Inc., New York City.

HOAG & PROVANDIE, INC.

136 Federal St., Boston 10, Mass.

Phone: Hancock 6-8580

ABP—ANPA—APA—PPA—AAAA

President.....J. Paul Hoag
 V.P., Gen. Mgr.....Myron Eastwood, Jr.
 Vice-President.....Paul H. Provandie
 Vice-President.....Langley C. Keyes
 Production Mgr.....Bertha L. Aldrich

Accounts: Carter's Ink Co.; Deerfoot Farms Milk Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; Gen-

eral Ice Cream Corp.; New England Trust Co.; Radio Station WHDH, Boston; Swift & Co.

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

2013 S. Jefferson St., Roanoke 16, Va.

Phone: 2-3411

ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck
 V.P., Radio-TV Dir.....William B. Houck
 Secretary.....Kathryn H. Ferguson
 Art Director.....Edwin R. Deady
 Production Mgr.....W. Leon Mitchell

Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

BRYAN HOUSTON, INC.

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

Phone: PLaza 7-6400

Chairman of Board.....Bryan Houston
 President.....Wm. R. Hillenbrand
 Exec. Vice-Pres.....Harry W. Bennett, Jr.
 Vice-President.....Wm. C. Geoghegan
 V.P. Dir. Mchdse.....Jesse O. Bickmore
 V.P. Dir., Art.....Stanley Freeman
 V.P. & Copy Dir.....Roger Purdon
 V.P. Dir. Prod.....Samuel H. Weber
 V.P. Dir. Research.....Frederick L. Ryner
 V.P. Dir. Radio-TV.....Wm. B. Templeton
 V.P. Dir. Media.....H. Dobberteen

Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Chlorophyll Toothpaste, Shave Creams, Halo); Nestle Company (Nescafe Instant Coffee, Nestle Instant Coffee).

TV Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Chlorophyll Toothpaste, Shave Creams, Halo, Veto Cream, Veto Spray); Nestle Company (Nestle Instant Coffee, Nescafe Instant Coffee).

HORTON-NOYES COMPANY

Industrial Bank Bldg.

Providence 3, R. I.

Phone: GASpee 1-2087

AAAA—ABP—ANPA

Partner.....Frederick C. Noyes
 Partner.....C. Darrell Prutzman
 Partner.....Carroll H. Rickard
 Associates.....Herbert W. Gerlach,
 William P. Meigs, Jr., A. E. Van Wagner
 Media Buyer.....Theodore Eilenberg

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes & other edge tools), Collinsville,

Comm.; Nashua Corp., (Paper Packaging), Nashua, N. H.
TV Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.; Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.; Dewey and Almy Chemical Co. (Food Packaging, Chemical, etc.), Cambridge, Mass.

CHARLES W. HOYT CO., INC.

330 Madison Ave., New York 17, N. Y.
 Phone: Murray Hill 2-2000
 AAAAA

President.....Everett W. Hoyt
 Chairman of Bd.....Winthrop Hoyt
 Vice Presidents.....A. W. Fargo,
 John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt
 Secretary.....James R. Roberts
 Treasurer.....F. J. Becker
 V.P., Dir. Radio-TV.....W. P. Smith
 Assistants to Mr. Smith...Thomas A. Lee, Jr., Clifford Simpson, John R. Patterson
Branch Office
 15 Lewis St., Hartford 3, Conn.
 Phone: JA 5-6066
 Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple
Radio Accounts: American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; Stahl-Meyer Inc. (Meat Products), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; KLM Royal Dutch Airlines; Brock-Hall Dairy Co., Hamden, Conn.; New York & New England Apple Inst., Kingston, N. Y.; Colgate Palmolive Co. (Kirkman Detergent), Jersey City, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Monticello Drug Co., (666 Products), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chi-net Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnstown, N. Y.; Merck & Co., Inc., Rahway, N. J.

TV Accounts: American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

H. B. HUMPHREY, ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
 Phone: LEXington 2-3020
 AAAAA—ABP—ANPA

Chrm. of Board...H. Lawrence Whittemore
 President.....Richard S. Humphrey
 V.P., Media Dir., Secy...Harry M. Billerbeck
 Treasurer.....Carroll L. Cheverie
 V.P., Radio-TV Dir.....Nelson Gross
Branch Office
 1235 Statler Bldg., Boston 16, Mass.
 Vice President.....Joseph T. Coenen

HUTCHINS ADVERTISING CO., INC.

42 East Ave., Rochester 4, N. Y.
 Phone: HAmilton 1160
 APA—ANPA—PPA—ABP—NOAB

Director.....Frank A. Hutchins
 Director.....F. Irving Hutchins
 President.....Frank M. Hutchins
 Vice-Presidents.....John P. McCarthy,
 William F. Lacey, Homer C. Scheck
Branch Offices
 3701 N. Broad St., Philadelphia 40, Pa.
 Phone: BALDwin 3-6200

Vice-Presidents.....John R. Maxwell,
 W. H. Maxwell
 16-18 W. 46th St., New York 19, N. Y.
 Phone: PLaza 7-8526
 Vice-Presidents.....H. Pierson Mapee,
 James Burton
 33-35 Hayden St., Toronto, Ont., Canada
 Phone: Kingsdale 6661

Manager.....William Bounsall
Radio Accounts: E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, Philco Corp., Rittenhouse Co., Inc., E. J. Scheer, Inc., Schuler Potato Chip Co., Seranton's Book and Stationery Co., Waldert Optical Co., Inc.
TV Accounts: Lincoln Rochester Trust Co., Philco Corp., Schuler Potato Chips.

JESSOP ADVERTISING CO., INC.

85 W. State St., Akron 8, Ohio
 Phone: FRanklin 6-2169

President.....C. A. Jessop
 Treasurer.....L. R. Jessop
 Radio & TV Director.....R. Gilbert
 Secretary.....R. D. Moss
 Radio-TV Time Buyer.....G. J. Cobak

DUANE JONES COMPANY, INC.

Chanin Bldg., New York 17, N. Y.
 Phone: PLaza 3-4848
 ANPA—PPA—NOAB

Bd. Chrmn. Pres.....Duane Jones
 Executive Vice Pres.....E. M. Bresett
 Vice President.....A. M. Jones
 Radio Time Buyer.....Mary Ryan
Accounts: Chatham Health Products, Inc. (Reducing), New York, N. Y.; Giant Animals Co., Inc. (Toys), New York, N. Y.; Har-

per Products, Inc., New York, N. Y.; Pilgrim, W. H. & Co., New York, N. Y.; Rad Products, Inc., New York, N. Y.; Reducing Institute, Inc., New York, N. Y.; Remington Records, Inc., New York, N. Y.; Ritter, P. J., Co. (Canned Foods), Bridgeton, N. J.

RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, O.
Phone: GARfield 2300
AAAA—NOAB—APA—PPA—NBP
ABP—ANPA

Pres. & Treas. C. M. Robertson, Jr.
Exec. Vice-Pres. Stanley A. Willer
Vice-President James M. Nelson
Secretary Elmer A. Vehr
Space Buyer Maurice Oshry
Radio-TV Director Ann Smith
Radio Time Buyer Eula Reggin
Radio, TV Time Buyers Betty Derie,
Edna Haverkamp
Film Buyer Joan Baudendistel

Branch Office

580 Fifth Ave., New York 36, N. Y.
Phone: PLaza 7-4600

Manager W. A. Powers

KAL, EHRLICH & MERRICK, INC.

315 Star Bldg., Washington 4, D. C.
Phone: EXecutive 3-3700
ANPA—ABP

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

KAMIN ADVERTISING CO.

4610 South Main, Houston 2, Texas
Phone: JACKson 6-1181
ANPA—APA

President Lester Kamin
Exec. V.P., Media Dir.,

Time Buyer B. L. Blumberg
Exec. Vice Pres. Jack Wyatt
Art Dir., Prod. Mgr. W. R. Stevenson
V.P., Radio, TV Dir. Murray Getz
V.P., Copy Chief Mary Blair
Comptroller Irving L. Samuels
Acct. Executives Lester Kamin,
Jack Wyatt, Rita Sullivan, Murray Getz,
B. L. Blumberg

Branch Office

Kamin Adv. Agency, Austin, Texas
Phone: RIVERSide 3685

Manager Jack Wyatt.
Accounts: Automatic Distributing; Batel-
stein's; Burton, A. C. Co.; Calcasieu Lumber
Co.; Finger Furniture Co.; General Mfg.
Co.; Gerson & Kaplan; Golden Age Bever-
age Co.; Gordon's of Texas; Houston

Chronicle; Houston K-F Co.; Krugers Jew-
elers; Levit's Jewelry; Magnolia Paper Co.;
Moore Bros.; Mosk's Stores for Men; Poll
Parrot Shoes; Reader Wholesalers; San White
Oldsmobile; Sanitary Farm Dairies Inc.;
Shaw Jewelers of San Antonio; Shepherd's
Cleaners; Simpson-Gillman Pontiac; South-
west Asso.; Swearingen-Armstrong; Texas
State Optical.

H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone: CENTral 6-5331
ABC—ANPA—ABP—AFA

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

KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.

400 Madison Ave., New York 17, N. Y.
Phone: PLaza 1-1400
ANPA—NOAB—PPA

Chairman H. Kastor Kahn
Pres. & Treas. Willoughby S. Chesley
V.P., Sec'y, Copy Chief C. E. J. Clifford
V.P., Media Dir., Radio Time
Buyer Jack B. Peters
Radio, TV Dir., Talent Buyer H. B. Walsh
Radio Accounts: Hickok Mfg. Co., Roches-
ter, N. Y.; Pierce's Proprietaries, New York.
TV Account: Hickok Mfg. Co., Rochester,
N. Y.

JOSEPH KATZ CO.

10 West Chase St., Baltimore 1, Md.
Phone: LE 9-1500
AAAA—ABC—APB—ANPA—AFA

President Joseph Katz
V.P. & Treas. C. M. Harrison
V.P. & Prod. Mgr. Harry Kullen
V.P. & Art Dir. George C. Adams
Media Buyer Jean Mitchell
Vice Presidents Roland Brave,
Stanley Blumberg
Radio-TV Dir. Arthur Moore
Radio-TV Producers Frederick Wehr,
Morton Salan

Branch Office

Amoro Bldg., 555 Fifth Ave., New York, N. Y.
Phone: MURray Hill 7-0250

Sr. V.P. & Mgr. John T. McHugh
V.P. & Radio-TV Dir. Robert G. Swan
Assoc. Radio-TV Dir. Richard Katz
Radio Accounts: American Oil Co. (Amo-
co-Gas), New York, N. Y.; Charles Antell,
Inc. (Charles Antell Formula 9, Shampoo,
Hair Spray), Baltimore, Md.; Cellowax Corp.
(Cellowax & Bluko), Baltimore; Gibbs &

Co., Inc. (Gibbs Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines) Baltimore; Motor Sales Co. (Plymouth-DeSoto), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore, Md.

TV Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore; Eastern Venetian Blind Co., Baltimore; Drapery Hardware Div., Baltimore; Gibbs & Co., Inc. (Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Motor Sales Co. (Plymouth-DeSoto), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore.

HENRY J. KAUFMAN & ASSOCIATES

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

General Manager.....Henry J. Kaufman
Creative Director.....Wm. F. Sigmund
Radio Director.....Jeffrey A. Abel
TV Director.....Robert S. Mauer
Client Service Dir.....Alfred H. Edelson
Art Director.....Eugene T. Hoover
Copy Chief.....Theodore D. Mandelstam

KEELOR & SITTES CO.

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

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

KEILSON CO.

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

President.....Meyer Keilson
Scripts & Commercials.....Janet Sternberg
Production Manager.....Phyllis Pion

HELEN A. KENNEDY ADVERTISING

360 - 17th St., Oakland 12, Calif.
Phone: TEmplebar 6-2582

Owner.....Helen A. Kennedy
Radio Accounts: First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; Wallpapers, Inc.

TV Accounts: First Savings & Loan Assn.
Estimated Radio & TV Billings: \$46,400.00.

KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone: MU 8-5700
AAAA—ABP—ANPA—PPA—ABC
NOAB—APA

(Chairman of the Bd. Thomas D'Arcy Brophy
Chmn. Exec. Comm.....Dwight Mills
President.....William B. Lewis
Sr. V.P. Chr. Plan Bd.....Edwin Cox
Sect.-Treas. & Gen. Mgr.....David C. Stewart
Vice Presidents.....G. T. C. Fry,

William Green, Donald J. Maggini, E. W. Newsum, Garth Montgomery, Howard M. Wilson, D. Coyle, G. Oswald, N. Bertels, S. Olson, R. Allewelt, R. Barker, B. Brady, W. King, R. Manoff, Anderson F. Hewitt, G. Lathrop, Leslie Munro, Budd Hennmick, Gerard J. Guarch, William Rienecke, O. Clinton Carpenter, Jr., Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith

Acct. Supervisor.....Joseph Lieb
Art Manager.....Edward Mante
V.P., Media Dir.....Joseph P. Braun
V.P., Prom. Dir.....Hal Davis
V.P., Dir. of Radio-TV.....Wickliffe W. Crider
V.P., Dir. of Research.....G. Maxwell Ule

Branch Offices

645 Griswold St., Detroit 26, Mich.
Phone: Woodward 5-0300

Vice Pres.....Don C. Miller
620 Market St., San Francisco

Vice Pres.....Sydney G. Walter
80 King St. W., Toronto, Ont.

Vice Pres.....Donald E. Smith
Lincoln-Liberty Blvd., Phila. 7, Pa.
Phone: RIttenhouse 6-8020

Vice Pres.....W. N. Berech
Equitable Bldg., Hollywood 28, Calif.
Phone: HO: 3-2101

Mgr.....L. J. Sholty, Jr.
805 Peachtree St. N. E., Atlanta 3, Ga.
Phone: Vernon 0194

Mgr.....I. DeRidder
221 N. LaSalle St., Chicago, Ill.
Financial 6-4020

V.P., Mgr.....Walter Lawrence
Radio Accounts: American Maize-Products Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; Shell Oil Co. (Institutional); Schick Inc. (Electric Razors); The Mennen Co. (Men's Toiletries), Morristown, N. J.; Chase Manhattan Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Institutional Advertising); Welch Grape Juice Co.; Pepsi Cola Co.

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

KETCHUM, MacLEOD & GROVE, INC.

411 Seventh Ave., Pittsburgh 19, Pa.
Phone: COurt 1-5100
AAAA—ABP—ANPA

President.....George Ketchum
Exec. V.P.....Robert E. Grove
V.P., Radio-TV.....Lansing B. Lindquist
Assoc. Radio & TV Dir.....Edgar J. Donaldson
Radio-TV Producers.....Melvin F. Johnston,
Donald L. Fox
Radio & TV Timebuyer.....William B. Kroske

Branch Offices

Commercer Bldg., 155 E. 44th St., New York, N. Y.

Radio Accounts: Braun Baking Co., Pittsburgh; Alleg. County Chev. Dirs., Chevrolet Dealers, Buffalo, Baltimore, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Natural Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Ruud Manufacturing Co., Republican Exec. Comm. of Allegheny County, all of Pittsburgh.

Television Accounts: Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Peoples Natural Gas Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland.

ABBOTT KIMBALL CO., INC.

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

Phone: PLaza 3-9600

AAAA-ABP-ANPA

President Abbott Kimball
 V.P. & Secy.....Lawrence D. Reedy
 Chrm. Plans Board, V.P.....H. B. LeQuatte
 Vice Pres.....H. V. Coughlin
 Radio-TV Time Buyer.....Miriam Traeger
 Prod. Coordinator.....Joseph Kiebrick

Branch Offices

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

Phone: Mlchigan 2-0300

638 S. Van Ness St., Los Angeles 5, Cal.

Phone: DUnkirk 7-7305

Vice Presidents.....Robert Boone,
 Hugo Scheibner

405 Montgomery St., San Francisco 4, Cal.
 Phone: EXbrook 2-6275

PresidentAlfred Ducato

Radio Accounts: Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Firth Carpet Co., N. Y. C.; Beekman Tower Hotel, N. Y. C. Beekman Tower Hotel, N. Y. C.

TV Accounts: Norcross Inc. (Greeting Cards), N. Y. C.; Firth Carpet Co., N. Y. C.

LEW KING PRODUCTIONS

17 West McDowell, Phoenix, Arizona

Phone: ALpine 4-5548

PresidentLew King
 Copy Chief, Radio-TV Dir....Jack Beveridge
 Prod. Mgr., Publ.,

Ass'n (Home Loans); Zephyr Ventilated
Accounts: Associated Dairy Products; Best Cleaners, Phoenix, Ariz.; Charter Oak Insurance Co., Phoenix; Commercial Life Insurance, Phoenix; Culver's (Music Store), Phoenix; Dairy Queen Assn., Phoenix; Johnson, Paul, Jewelers, Phoenix; Smith, Fred, Appliances, Phoenix; Stapley, O. S., Co., Phoenix; Trader's Furniture Co., Phoenix; Traders, The (Western Clothing & Misc.), Phoenix.

KIRCHER, HELTON & COLLETT, INC.

2600 Far Hills Ave., Dayton 9, Ohio

Phone: WAlnut 3191

AAAA-ABP-APA-PPA-NOAB

Pres., Creative Dir.....Ralf C. Kircher
 Vice-Presidents.....James M. Hadley,
 Norman VanZant, Watson B. Metcalfe

Treas. & Dir. Prod.....Carter B. Helton
 Art Director.....L. E. Brinkman
 Production Manager.....T. Gerald Moon

Secretary.....R. L. Mills
 Asst. Treas.....George E. Nunn
 Media Dir.....John J. Manning

Account Executives.....Ralf Kircher,
 James M. Hadley, R. M. Collett, Watson B.
 Metcalfe, Norman Van Zant, C. B. Helton,
 John J. Westerman, Donald R. Lyons

Radio & TV Dir.....Donald R. Lyons

Radio Accounts: Gem City Bldg. & Loan Ass'n (Home Loans); Zephyr Ventilated Awning Co. (Awnings); Huffman Manufacturing Co. (Lawn Mowers, Sweepers); The Rike-Kumler Co. (Dept. Store); William Brockman & Sons, Inc. (Heating & Air Conditioning Dealer); The Univis Lens Co. (Glasses, frames & lens), all Dayton, Ohio.

TV Accounts: Gem City Bldg. & Loan Assn. (Home Loans); Huffman Manufacturing Co. (Lawn Mowers & Sweepers); The Rike-Kumler Co. (Dept. Store); William Brockman & Sons, Inc. (Heating & Air Conditioning); Jack M. West (Jewelers); The Univis Lens Co. (Glasses, frames & lens); Gem City Ice Cream Co., all Dayton, Ohio.

Estimated Radio-TV Billings: \$100,000.00.

Estimated Radio-TV Billings: \$100,000.00.

Estimated Radio-TV Billings: \$100,000.00.

Estimated Radio-TV Billings: \$100,000.00.

Estimated Radio-TV Billings: \$100,000.00.

Estimated Radio-TV Billings: \$100,000.00.

Estimated Radio-TV Billings: \$100,000.00.

Estimated Radio-TV Billings: \$100,000.00.

KIRKLAND-WHITE & SCHELL ADV.

101 Marietta St., Atlanta 3, Ga.

Phone: LAMar 3682

APA-SNPA-ANPA-NBP

Partners.....J. A. Kirkland,
 Frank W. White, James B. Schell

Production Manager.....T. J. Majors
Accounts: Radio Station WSB, WSB-TV.

PHILIP KLEIN ADV., INC.

226 So. 16th St., Philadelphia 2, Pa.

Phone: PENnypacker 5-7696

ANPA-APA-PPA-AAAN

ChairmanPhilip Klein
 President.....Morton A. Koshland

Sec'y, Treas.....Herbert Ringold
 Art Dir.....Bert Greenspan

Copy Chief.....Milton Feldman
 Radio Time Buyer,

TV Dir.....Edward Felbin
 Pub. Dir.....Henry Klein

Act. Executives.....Philip Klein,
 Morton Koshland, Herbert Ringold

Accounts: Al-Hy Lingerie Co.; Admiral Travel Service; Alexander Young Distilling Co.; American Friends Service Committee; American Home Craft Supply Co.; Art Alliance; Atlas Import & Export Co.; Bamberger, A. J.; Buten, M., & Sons; Co.; Chaim Solomon Cemetery; Colonial Motors Inc.; Cooper Supply; Da-Zee Hosiery Co.; Distil-

lers, Warehousing Co.; Equitable Credit Co.; Fairchild & French Laboratories; Frankford Grocers; Goldban Pharmaceutical Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Junto (Adult Education School); King David Cemetery; Levering Coffee Co.; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co., Inc.; Millin Chemical Co.; National Mental Health Foundation, Inc.; Northeast Lincoln Mercury Co.; Oleen Shampoo Co.; Olivo Products Co.; Paper-Mate Pen Co.; Penn State Cigar Co.; Pancoast; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Read Drug Co.; Reed, William A. Co.; Shaffer Food Stores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stonhard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

EDWARD KLETTER ASSOCIATES, INC.

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

Phone: PLaza 1-1990

President Edward Kletter
Secy., Treas., Research

Director William C. Keenan
Office Manager Manuel Kletter
Radio & TV Dir., Talent Buyer, Don Blauhut
Bus. Dir., Radio & TV Herbert Gruber
Time Buyer Ruth M. Bayer
Account Exec. Gerald J. Levey
Publicity Ruth Hoyt
Accounts: Federated Supply Corp., New York, N. Y.; Harrison Co., Long Island City, N. Y.; Hook Drugs, Inc., Indianapolis, Ind.; Journal of Lifetime Living Publ. Corp., New York, N. Y.; Liggett Drug Co., New York, N. Y.; Pharmaceuticals, Inc., Newark, N. J.; Serutan Co., Newark, N. J.; Sun Drug Co., Inc., Pittsburgh, Pa.; Tonell Display Co., Brooklyn, N. Y.; Tudor Publishing Co., New York; Universal Pen & Pencil Co., New York, N. Y.

KOEHL, LANDIS & LANDAN, INC.

17 East 45th St., New York 17, N. Y.

Murray Hill 2-6600

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. Albert E. Koehl
Vice-Pres. & Sec. A. A. Landis
Vice-Presidents John R. Landan,
Russell C. Rowan
Space Buyer A. Lasity

Branch Office

National City Bank Bld., Cleveland 14, O.
Phone: CHerry 1-1539

Vice President Val Nowak

ABNER E. KOHN ADVERTISING

15 Bond St., Great Neck, N. Y.

Phone: GReat Neck 2-8408

Owner Abner E. Kohn
TV Accounts: Sta-Trim Confections (candy), Hewlett, L. L., N. Y.

KRUPNICK & ASSOCIATES, INC.

520 North Grand Blvd., St. Louis 3, Mo.

Phone: JEfferson 3-1723

ABP—ANPA

President Sam Krupnick
Exec. V.P. Tom Connelly
Vice-Presidents Ray Armbruster,
A. Harvey Brown
Secretary-Treasurer Edgar Kluge
Radio-TV Director Tom Cadden
Radio, TV Accounts: Magic Chef, Inc.;
Mercantile Trust Co.

KUDNER AGENCY, INC.

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

Phone: MU 8-6700

ABP—ANPA—APA—PPA—AAAA

ABC—NOAB

Pres., Treas. J. H. S. Ellis
Exec. Vice Pres. Charles R. Hook, Jr.
Senior Vice Pres. Clarence Hatch, Jr.
Sr. V.P., Copy Chief Shafto Dene
Sr. V.P., Exec. Dir., Radio,

TV Myron P. Kirk
V.P. & Copy Chief Amedee J. Cole
Vice President S. R. Kudner
V.P., Secy. C. M. Rohrabough
Asst. Secy., Controller H. R. Titman
Vice Pres., Acct. Exec. E. J. Owens,
Martin Rice, J. J. Cochran, J. W. Millard,
Amedee Cole

Asst. Dir. Media (Time) John Marsich
Gen. Mgr. Radio, TV Dept. A. W. Reibling

Branch Offices

New Center Bldg., Detroit, Mich.

Phone: Trinity 5-5315

Exec-in-Charge John H. Sheldon
681 Market St., San Francisco 5, Calif.

Phone: GARfield 1-5433

Representative J. H. Horneli
40 E. First St., Dayton 1, Ohio

Exec-in-Charge Thomas J. Pritchard
Guaranty Bldg., 6331 Hollywood Blvd.

Hollywood 28, Calif.

Phone: HOLlywood 4-2147

Exec-in-Charge Edgar C. Kahn
3440 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 2-1127

Exec-in-Charge Stephen H. Richards
Sheraton Bldg., 711 14th St.

N. W. Washington 5, D. C.

Phone: NATional 8-5506

Exec-in-Charge Mrs. Ida Getty
Radio Accounts: General Motors Corp.,
Detroit, Mich.; The Goodyear Tire & Rubber
Co., Inc., Akron, Ohio; United States Tobacco
Co., N. Y. C.; The Texas Co., N. Y.; Buick
Motors Div., Flint, Mich.

TV Accounts: The Texas Co.; General
Motors Corp.; Buick, Flint, Mich.; The Good-
year Tire & Rubber Co., Inc.; United States
Tobacco Co., N. Y. C.; Frigidaire Div.,
Dayton, Ohio.

KUFF & FELDSTEIN

233 E. 25th St., Baltimore 18, Md.

Phone: TUXedo 9-1485

President I. Harold Kuff
Vice-President Harry Feldstein

Art Director.....Stan Mossman
 Media Director.....Dorothy Schwarz
 Accounts: Auto Clinic; Foster Bros. Mfg. Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL, Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klevin; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Schenut Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
 Phone: Superior 7-7940
 ANPA

President.....Harold E. Kuttner
 V.P., Time Buyer.....Stanley C. Kuttner
 Vice Presidents.....Florence E. Kuttner,
 Chester D. Kuttner, Saul S. Korshak, Mary Brown
 Account Execs....Milton J. Klec, Paul Ricks
 Copy Chief.....Martin Maller
 Art Director.....Herman Schor
 TV Director.....Norbert Leeb

Branch Office

New York, N. Y.
 130 W. 57th St., New York, N. Y.
 Phone: JUDson 6-2358

Exec-in-Chg.Dina Cohen
 Radio Accounts: Douglas Lumber Co., Chicago; Sampson Company (Major appliances), Chicago; Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Shainberg Dept. Store, Memphis, Tenn.

TV Accounts: Community Builders (home builders), Chicago; Polk Bros. (Appliance Dealer), Chicago; Capitol Dairy, Chicago.

Estimated Radio & TV Billings: \$330,000.00.

LAKE-SPIRO-SHURMAN, INC.

Radio Center Bldg., Memphis 3, Tenn.
 Phone: 5-1571
 ANPA-ABP

PresidentAvron Spiro
 Secy-Treas.....M. M. Shurman
 Radio Time Buyers.....Mrs. L. Simmons,
 Arthur L. Savage, Jr.
 Production Manager.....Mrs. M. Ross
 Publicity Director.....Al R. Capley
 Art Director.....Leonard Crook
 Acct. Executives.....David Davidson,
 Mrs. L. Cunningham, Jane Zussman,
 Courtney Shurman, Avron Spiro, Jr.

Radio Accounts: Plough Inc.; Liberty Petroleum Co., Mt. Vernon, Ill.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis; Universal Life Ins. Co., Memphis, Tenn.; Hadacol, Inc., Lafayette, La.

TV Accounts: Plough Inc., Memphis; Childs' Distr. Co. (Razor Blades), Jonesboro, Ark.

LAMBERT & FEASLEY, INC.

430 Park Ave., New York 22, N. Y.
 Phone: MURray Hill 8-6464
 ANPA-APA-PPA-NOAB

Executive V.P.....Gordon K. Seagrove
 Sr. V.P.....Frank W. Mace
 V.P., TV-Radio Dir.....John Bates

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co., Harrower Laboratory Inc., Hat Corporation of America, H V Laboratories Inc., Laclede Laboratories, Inc., Lambert Pharmaceutical Co., Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co., Saturday Evening Post, Tele-Prompter Corp.

LANDSHEFT & BARBER, INC.

2009 Liberty Bank Bldg., Buffalo 2, N. Y.
 Phone: MO 9500
 ABP-NOAB-APA-PPA-ANPA

President.....Henry L. Barber
 Vice-Pres. Prod. Mgr.....E. T. Drullard
 Secretary-Treas.....Vera H. Landsheft

Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

TV Account: Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; Kendall Refining Co. (Gasoline & Oil), Bradford, Pa.; Pearl Polishes, Inc. (Range & Refrigerator Polish), Buffalo.

PHILIP J. LANE ADVERTISING

1 E. 42nd St., New York 17, N. Y.
 Phone: MURray Hill 7-5417

Owner.....Philip J. Lane
 Radio Accounts: Royal Fashion Clothes (Men's Clothes), New York, N. Y.; Marchal Jewelers, New York, N. Y.

LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, O.
 Phone: MA 1-6579
 AAAA

President.....H. Jack Lang
 V.P.-Treasurer.....Fred P. Stashower
 Vice-Pres. & Sec.

Dir. Radio-TV.....Alvin B. Fisher
 Vice President.....Martin J. Cohn
 Manager.....John D. Cremer
 Production Manager.....John L. Rose
 Asst. Prod. Mgr.....Edward T. Noll
 Chief Time Buyer &

Field Service Mgr.....Garry C. McKelvey
 Asst. Time Buyers.....David L. Stashower,
 Helen T. Dwyer

Radio Accounts: Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); International Molded Plastics (Plastic Dinnerware, etc.); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing); Union Savings & Loan

Co., Yellow Cab Co., all Cleveland, Ohio.

TV Accounts: Carling Brewing Co. (Black Label Beer); Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing), all Cleveland, Ohio.

TATHAM-LAIRD, INC.

64 East Jackson Blvd., Chicago 4, Ill.
Phone: HArrison 7-3700

AAAA-ABP-ANPA-APA-NOAB-PPA
Chairman of the Bd..... Arthur E. Tatham
President..... J. Kenneth Laird, Jr.
Treasurer..... Harold C. Jensen
Asst. Treas..... Fred Winter
Secretary..... Mary Kyak
Copy Chief..... John H. Jameson
Media Director..... George A. Bolas
Asst. Media Director..... George F. Stanton
Media Supervisors..... Paul Schlesinger.

Roy A. Boyer, John Singleton
Print Media Managers..... Mary Rodger,
Philip Gore, Annette Malpede
Broadcast Media Mgrs..... Harold Bennett,
Donald Grasse, Jack Ragel, James Zitnik
Radio, TV Dir., Comm. Prod..... Dan Ryan
Merchandising Director..... M. J. O'Connor
Publicity Director..... Fred Tamke
Production Manager..... Eldon Rohrsen
Creative Research Director..... Dr. Don Kanter
Marketing Res. Dir..... Daniel Carmichael
Account Supervisors..... Herb Daniels,
R. F. Linder, Malcolm Lund, V. T. Mertz,
C. R. Standen, D. C. Watrous

Account Managers..... C. Brewer,
William H. Chase, Philip L. Corper, J.
Fitzmorris, E. J. Garvey, J. W. Gill, W. J.
McEdwards, J. P. Perry, G. E. Schaefer,
R. J. Urban, Robert Ross

Asst. Account Manager..... M. H. Astrin
Merchandising Managers..... C. Bovard,
T. Casey, A. Cruttenden, Howard Gorman,
F. Jenness, W. Leary, C. A. Mittelstadt

Branch Offices

595 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-7057

Execs.-in-Charge..... H. Lawrence Holcomb,
William C. Vance

1680 Vine, Hollywood 38, Calif.
Phone: HOLlywood 1-9228

Manager..... William N. Burch

Accounts: Abbott Laboratories (Sucaryl), Chicago; Armour & Co. (Ham, Bacon, Sausage Products, Canned Meats), Chicago; Fulham Brothers, Inc. (Fishsticks, Scallops, Frozen Fish), Boston; General Mills, Inc. (Answer Cake, Kix, Trix, Surechamp), Minneapolis; Parker Pen Co. (Parker "51", "21", Jotter Ball Point Pens, Liquid Lead Pencils, Desk Sets, Superrone Inks and Quink), Janesville, Wis.; Simoniz Co. (Bodyguard, HiLite, Ivalon Sponges), Chicago; C. A. Swanson & Sons (canned chicken & turkey, frozen chicken, chicken, beef and turkey pies, TV dinners, frozen fruit pies), Camden, N. J.; The Toni Co. (White Rain

Lotion Shampoo, Bobbi Pin Curl Permanent, Viv-Soft Touch Lipstick), Chicago; The Wander Co. (Ovaltine), Chicago; Wiedemann, Geo., Brewing Co. (Wiedemann's Beer), Newport, Ky.

AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Phila. 3, Pa.
Phone: RIttenhouse 6-1500
ANPA-APA-NOAB-PPA

President..... Al Paul Lefton
Vice-Pres. & Treas..... H. S. Louchheim
Vice-Presidents..... P. Brown,
A. Parker, J. Jensen

Space Buyer..... E. V. Righter
TV & Radio Director..... A. R. Griffin
Branch Offices

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

President..... Al Paul Lefton
Vice-Pres. & Mgr..... R. J. Herts
435 N. Michigan Ave., Chicago, Ill.

Phone: Superior 7-9511

Vice-Pres. & Mgr..... E. G. Foreman, Jr.
Radio Accounts: Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), Goodman's Noodles & Macaroni, N. Y. C.; Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

TV Accounts: Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), Goodman's Noodles & Macaroni, N. Y. C.; Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

LENNEN & NEWELL, INC.

380 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 2-5400
ANPA-APA-PPA-AAAA-NOAB
ABC-ABP

President..... Adolph J. Toigo
Exec. Vice-Pres..... Thomas C. Butcher
Sr. Vice-Pres..... Walter M. Swertfager
Sr. V.P., Exec. Art Dir..... Hans Sauer
Sr. V.P., Admin. Art Dir..... Richard Mancini
Sr. V.P., Chg. Radio &

TV..... Nicholas E. Keesely
Sr. V.P., Acct. Supvs..... Gordon D. Cates,
Thomas H. Lane, Henry W. Lowe, L. E.
Miller, C. L. Smith, Jackson Taylor

V.P., Acct. Supv..... Edward C. Simons
V.P., Secy-Treas..... John D. Speirs
V.P., Media Dir..... Anthony DePierro
V.P., & Mer. Dir..... Daniel E. Shea
Sr. V.P., Mgr. Prod. Dept..... Michael J. Madar
V.P., Mgr. Service Dept..... Myles E. Baker
V.P., Dir. of Research..... Christopher A. Sante
Vice Presidents..... Daniel M. Daley, Jr.,
Thomas P. Doughten, Stephen M. Kenyon,
J. Kenneth White, Edward T. Knauff, Par-

melee Lyman, Thomas J. Ross, Jr., William K. Ziegfeld, John D. Burke, Ruth J. Cerrone, James Hausman, John LaFarge, James K. Martindale, Gail M. Raphael, Julien Field, Edward F. Flynn, Perry F. Schofield, Suren Ermojan, James K. Maloney, William H. Weber.

V.P., Gen. Mgr., Radio &
TV.....Francis C. Barton, Jr.
V.P., Comm. Prod.....Anthony J. Pan
Asst. Dir. Comm. Prod.....Sumner Lyon
Comm. Prod. Supervisor.....Clark Agnew
Dir. of Prog. Dev.....Fred Kilian
Prod. & Cast. Dir.....Charles Harrell
Dir. Mot. Pictures.....George Tompkins
Producers.....Ira Skutch, Ernest Hartman
Promotion.....Eva Bain
Publicity.....Connie Ryan
Traffic Manager.....Anne Marie Doody
Business Mgrs.....Frank Daniel, Gene Caron
Media Supervisors.....George Kern,
William Smith, Charles Brocker
Time Buyers.....Robert Widholm,
Richard Eyman, Jeanne Jaffe

Branch Offices

308 N. Rodeo Drive, Beverly Hills, Calif.
Phone: CRestview 1-7221

Vice-Pres.-Mgr.....Benjamin R. Potts
Mgr. Pgm. Prod.....Frank Woodruff
Mgr. Comm. Prod.....Theodore Huston
Majestic Bldg., Rm. 503

231 W. Wisconsin Ave., Milwaukee, Wis.
Phone: BRoadway 1-6890

Manager.....James T. Kelley
Radio & TV Accounts: American Airlines,
Bromo-Seltzer, Old Gold Cigarettes (Regular,
King Size and Filter Kings), Muriel Cigars,
Chiropee Mills, AD, Colgate Instant Barber
Shave, Deodorant Beauty Bar Soap, Lustra-
Net Lustra-Creme Shampoo, Merry, Clear-
asil, Tiptane.

AUSTIN C. LESCARBOURA & STAFF

The Adshop, Croton-on-Hudson, N. Y.
Phone: CRoton 3444

ABP

Senior Partner.....Austin C. Lescarboura
Junior Partner.....Stanley A. Lescarboura
Production.....Winifred Phillips
Secretary.....Miriam Lescarboura
Radio Accounts: Aerovox Corporation
(Capacitors), New Bedford, Mass.; Claro-
stat Mfg. Co., Inc. (Resistors), Allen B. Du
Mont Labs. (Cathode-ray Tubes), Allen B.
Du Mont Labs. (Television Transmitters),
Allen B. Du Mont Labs. (Cathode-ray Instru-
ments), Clifton, N. J.; Allen B. Du Mont
Labs. (TV components), East Paterson, N. J.;
Henry L. Crowley & Co. (Powdered Iron
Cores and Steatite Parts), West Orange, N. J.;
Industrial Instruments (Electrical Test In-
struments), Jersey City, N. J.; Hudson Wire
Company (Magnet and Bare Wires), Ossin-
ing, N. Y.; Technical Appliance Corp. (TV
Antennas), Sherburne, N. Y.; Sealstro Corp.
(Teflon Insulators and Terminals), New
Rochelle, N. Y.

**LEWIN, WILLIAMS & SAYLOR
INCORPORATED**

130 E. 59th St., New York 22, N. Y.
Phone: MURray Hill 8-6200

President.....A. W. Lewin
Exec. V-P.
and Treasurer.....Sidney Matthew Weiss

Vice Pres. & Sec'y.....Max Green
Sr. Vice President.....Walter T. Pollock
Sr. Vice Presidents.....Alan Green,
Julian P. Brodrie

V.P., Art. Dir.....Donald Waterbury,
Leslie M. Kay

V.P. in Chg. Radio-TV.....William Seth

Branch Office

Raymond-Commerce Bldg., Newark 2, N. J.
Phone: MI 3-3200

V.-P., Gen. Mgr.....Leonard Newsteder
Vice-President.....Richard N. Gulick

Radio Accounts: G. N. Coughlan Co., West
Orange, N. J.; Costa Ice Cream Co., Wood-
bridge, N. J.; Taylor Reed Corp. (Spandy),
Glenbrook, Conn.; Hercules Chem. Co., New
York, N. Y.

TV Accounts: Costa Ice Cream Co., Wood-
bridge, N. J.; G. N. Coughlan Co. (Dehumi-
difier, Paint Brush Cleaner), West Orange,
N. J.; Taylor Reed Corp. (Spandy), Glen-
brook, Conn.; Jacoby-Bender, Woodside,
L. I., New York.

SAVAGE-LEWIS, INC.

1807 Lyndale Ave. So., Minneapolis 5, Minn.
Phone: AT 6235

ABP—ANPA—ABC—AFA

Ch. of Board.....Addison Lewis
President.....Erle B. Savage, Jr.
Treasurer.....Harvey R. Kruse
Secretary.....Wm. A. Dobson
Radio and TV Dir.....Carroll E. Crawford
Research and Media Dir.....Preston K. Covey
Prod. Manager.....William A. Harty
Copy Director.....Judd L. Meester
Vice Presidents.....Preston K. Covey,
Robert L. Sturgis

Art Director.....John K. Henry
Radio-TV Director.....Carroll E. Crawford

Radio Accounts: G. W. Sugar (Sugar),
Minneapolis, Minn.; Red Owl Stores (Grocer-
ies), Hopkins, Minn.; The Farmland Co.
(Farm Machinery), Hopkins, Minn.; Twin
City Chevrolet Dealers (Automobiles), Min-
neapolis, Minn.

TV Accounts: Red Owl Stores (Groceries),
Hopkins, Minn.; William A. Barnes (Food
Products), Minneapolis, Minn.; The Dayton
Co. (General Mdse., Minneapolis, Minn.);
The Lavoris Co. (Mouthwash), Minneapolis,
Minn.

LILLER, NEAL & BATTLE

810 Walton Bldg., Atlanta 3, Ga.
Phone: Cypress 6521

AAAA—ABC—ANPA—APA—ABP—AFA
Partner.....C. K. Liller

Partner.....William W. Neal
Radio-TV Director.....Sarah Williams

Account Executives.....J. K. Outley, Jr.,
G. L. Watts, H. G. Axelberg, A. E. Sharp

Branch Office

270 Park Ave., N. Y. 17, N. Y.
Phone: PL 9-6120

Mgr.Robert Kane
701 Security Federal Bldg., Columbia, S. C.



Phone: 44158

Mgr.Caldwell Withers

Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut (Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem.

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut Co. (Ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Brock Candy Co., Atlanta.

LIONEL & SIMONS, INC.

5144 Hollywood Blvd., Hollywood 27, Calif. Phone: HOLLYWOOD 2-7429

PresidentLionel Fink Vice President.....J. L. Simons Secy-Treas.M. Fink Art Director.....M. Gershgorin

Radio Accounts: Empire Furniture Co., Los Angeles, Calif.; Allied Furniture Co., Los Angeles, Calif.; Jack Joseph & Co. (Furniture), Santa Monica, Calif.; Hudson's Jewelers, Los Angeles.

TV Accounts: CalBilt Upholstering Prods., Los Angeles; Hudson's Jewelers, Los Angeles; Empire Furniture Co., Los Angeles; Allied Furniture Co., Los Angeles.

Estimated TV & Radio Billings: \$175,000.

W. E. LONG CO.

188 W. Randolph St., Chicago 1, Ill. Phone: RAndolph 6-1606

ABP-ANPA-NOAB

President.....E. E. Hanson Vice-Pres. & Advtg. Dir.....Wm. Goodman Vice-Pres. & Dir. of Sales.....J. A. Smith Treasurer.....A. T. Downie Secretary.....H. G. Mergener Dir. of Radio & TV....Edward C. Fritz, Jr. Asst. Dir.....David R. Hayes

Radio Accounts: Amrhein's Bakery, Inc., Springfield, Ill.; Atlanta Baking Co., Atlanta, Ga.; Mrs. Boehme's Bakery, San Angelo, Tex.; Bowman Baking Co., Albuquerque, N. M.; Borck & Stevens, Bridgeport, Conn.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wis.; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fisher Baking Co., Salt Lake City; Fluhner Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wis.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking

Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; Ideal Baking Co., Tyler, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGough Bakeries Corp., Birmingham, Ala.; Nickles Bakery, Navarre, Ohio.

TV Accounts: McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; Phoenix Holsum Bakery, Phoenix, Ariz.; Fisher Baking Co., Salt Lake City, Utah; Amrhein's Bakery, Springfield, Ill.; Nickles Bakery, Navarre, Ohio; Haller's Eagle Bakery, Altoona, Pa.; Nissen's Bakery, Portland, Me.; Cotton Bros. Baking Co., Baton Rouge, La.; Holsum Bakers, Tampa, Fla.; Shipley Bakery, Fort Smith, Ark.; Holsum Bakery, Fort Wayne, Ind.; Gunzenhauser Bakery, Lancaster, Pa.; Mrs. Boehme's Bakery, San Angelo, Texas.

EARLE LUDGIN & CO.

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

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

Chairman, Treas.....Earle Ludgin PresidentVincent R. Bliss Exec. V.P., Art Dir.....John H. Willmarth V.P.'s, Acct. Exces...Montgomery McKinney, J. E. Chapman, George Rink, Ralph Whiting.

V.P., Time Media Dir.....Jane Daly

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.

TV Accounts: Jules Montener, Inc., The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa. Phone: VALley 2-7182-3

ABP-ANPA

Owner, Acct. Exces.....S. C. B. Lynn Radio-TV &

Media Dir.....W. P. McLaughlin Branch Office

51 E. 42nd St., New York 17, N. Y. Phone: MURray Hill 2-4048

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

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

W. D. LYON COMPANY

303 Second Ave., Cedar Rapids, Iowa
Phone: 4-2451

AAAA—ABP—ANPA—APA—NOAB
NBPA—PPA

President.....W. D. Lyon
Vice President.....R. B. Creswell
Acct. Execs.....R. P. Zirbel, R. H. Schubert
Media Dir.....R. P. Ames
Radio & Time Buyer.....Eileen Burns

Branch Office

373 Orpheum Electric Bldg., Sioux City, Ia.
Phone: 8-5545

Manager.....H. Don Carlos
Acct. Exec.....Louis G. Roley

Radio Accounts: Century Engineering Corp., Heating Div.; Cedar Rapids, Iowa; Collins Radio Co. (Electronic Equip.) Cedar Rapids, Iowa; Crescent Electric Sup. (Appl. Wholesaler), Dubuque, Iowa; Mississippi Valley Grain & Feed Co. (Kent Feeds), Muscatine, Iowa; Potosi Brewing Co., Potosi, Wis.; Rockford Brick & Tile Co. (Tile Products), Rockford, Iowa; United-Hagie Hybrids, Inc. (Hybrid Seed Corn), Des Moines, Iowa; Slagle Lumber Co., Alton, Iowa; Wells Blue Bunny (Ice Cream), Sioux City, Iowa.

TV Accounts: Cownie Willeges (Furs), Sioux City, Iowa; Johnson Biscuit Co. (Cookies), Sioux City, Iowa; Tolerton & Warfield Co. (Food Line), Sioux City, Iowa; Home Town Dairies (Dairy Products), Iowa City, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; The Killian Co. (Clothing), Cedar Rapids, Iowa; Turner Mortuary, Cedar Rapids, Iowa; Whink Products, Inc., Eldora, Iowa.

MacFARLAND, AVEYARD & CO.

333 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 6-9360

ANPA—ABP—AAAA

Chairman.....Hays McFarland
President.....A. E. Aveyard
Exec. V.P., Gen. Mgr.....Allen B. Dicus
V.P., Copy Chief.....G. F. Drake
Vice-Pres.....W. C. Power, David W. Stotter
V.P., Art Dir.....Rom. Z. Rigotti
Research Director.....Robert Allrich
Media Director.....A. S. Trude, Jr.
Radio-TV Dir.....J. C. Shelby

Prod. Mgr.....W. E. Christopher
Radio Accounts: Stewart-Warner Corp., Alemite Corp., Chicago, Ill.; Drewrys Ltd., U. S. A. Inc. (Beer); Heidelberg Brewing Co.

TV Accounts: Drewrys Ltd., U. S. A. Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Heidelberg Brewing Co. (Beer & Ale), Tacoma; Standard Knitting Mills (Health-knit), Knoxville.

MacLAREN ADVERTISING CO. LTD.

111 Richmond St., West, Toronto, Ontario
Phone: EMpire 4-0321

President.....E. V. Rechnitzer
Sr. V.P., Mng. Dir.....James Ferres

Vice Presidents.....C. E. Brown, F. P. Gill,
W. F. Harrison, Scott Stockwell

Treas. & Dir.....M. D. MacMahon
Mgr. Media.....D. C. Linton
Mgr. Creative.....G. G. Sinclair
Mgr. Radio-TV.....F. Hugh Horler
Asst. Mgrs.....G. M. Elliott, H. E. Hough
Time Buyer.....Mary Moran
Traffic Mgr.....Kay Dale
TV Film.....W. O. Crampton

Branch Offices

410 Dominion Sq. Bldg., Montreal, Quebec
Phone: UNiversity 6-9751

Vice Pres.....F. P. Gill
911 Electric Railway Chambers

Winnipeg, Manitoba

Phone: 92-6321

Manager.....E. P. Thomson
1240 West Pender St., Vancouver, B. C.

Phone: Marine 6268

Manager.....W. D. M. Patterson
Journal Bldg., 237 Queen St., Ottawa, Ont.
Phone: 5-4301

Vice Pres.....W. F. Harrison
Radio & TV Accounts: Aluminum Goods Ltd., Bank of Canada, British & American Motors (Canada) Ltd., Broadhurst Lee Co., Ltd., Bulova Watch Co., Canada Dry Limited, Canada Paint Co., Ltd., Canadian Bank of Commerce, Canadian General Electric Co., Canadian Red Cross, Capilano Brewery, Ltd., Christie Brown Ltd., Dept. of National Defence, Dominion Rubber Co. Ltd., General Motors of Canada, H. J. Heinz Co. of Canada, Ltd., Home Oil Distributors, Imperial Oil Ltd., Javex Co., Ltd., Lake of the Woods Milling Co., Lever Brothers Ltd., W. H. Malkin & Co., Ltd., Martin-Senour Co., Ltd., Mutual Life Assurance Co. of Canada, Nabisco Foods Ltd., Nalley's Ltd., O'Ceard Co. of Canada, Sherwin Williams Co. of Canada Ltd., Standard Brands Ltd., Torkett Ltd., Henry K. Wampole & Co., Ltd., Zero Manufacturing Co., Ltd.

MacMANUS, JOHN & ADAMS, INC.

Bloomfield Hills, Mich.

Phone: MIDwest 6-1009

ANPA—AAAA—ABC—NOAB—PPA

AFA

Chairman.....James R. Adams
President.....Ernest A. Jones
Oper. Comm. Hd.....John R. MacManus
V.P., Asst. to Chmn.....Frank T. Skinner
Vice Presidents.....Charles F. Adams,
Robert L. Garrison, Armin Seiffert, William J. Whiting
Secy., Sr. Financial Officer.....Leo A. Hillebrand
General Manager.....Fred J. Hatch
Asst. to Pres.....Harvey G. Luce
V.P., Media Dir.....Elmer W. Froehlich
Radio Time Buyer.....C. N. Campbell
V.P., Dir. of TV.....Henry G. Fownes, Jr.
V.P., Dir. of Art.....Glenn J. Frost

Branch Office

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

Phone: PL 9-3221

Vice Pres.....Henry G. Fownes, Jr.
1010 St. Paul St., Baltimore 2, Md.

Phone: LE 1557
 Manager.....Charles H. Howson
 1517 Alfred I. duPont Bldg., Miami, Fla.
 Phone: 82-4485
 Vice Pres.....Kenyon M. Lee
 6399 Wilshire Blvd., Los Angeles 48, Calif.
 Phone: WE 3-9569
 Manager.....Jack R. Holmes
 737 N. Michigan Ave., Chicago 11, Ill.
 Phone: SU 7-6334
 Manager.....Raymond M. Neyhart
 MacManus, John & Adams, of Canada, Ltd.
 600 University Ave., Toronto 2, Ont.
 Phone: EM 8-8317
 Manager.....Leslie S. McMahon
Radio Accounts: Pontiac Motor Division,
 Pontiac, Mich.; Cadillac Motor Division,
 Dearborn, Mich.; Ferry-Morse Seed Co., De-
 troit, Mich.; Dow Chemical Co., Midland,
 Mich.; Gerrity-Michigan Corp., Adrian,
 Mich.; Cumberland Brewing Co., Cumber-
 land, Md.; E. F. Drew Co., New York, N. Y.
TV Accounts: Pontiac Motor Div., Pontiac,
 Mich.; Cadillac Motor Car Div., Detroit,
 Mich.; Ferry-Morse Seed Co., Detroit, Mich.;
 Dow Chemical Co., Midland, Mich.; Cumber-
 land Brewing Co., Cumberland, Md.; E. F.
 Drew Co., New York, N. Y.
Estimated Radio & TV Billings: \$8,600-
 000.00.

DAVID J. MAHONEY, INC.

261 Madison Ave., New York 16, N. Y.
 Phone: OX 7-0480
 President, Treas.....David J. Mahoney
 Exec. Vice Pres.....George C. Neumann
 Vice Pres., Acct. Exec.....Cal J. McCarthy, Jr.
 Vice Pres., Creative Dir.....David B. McCall
 Sec., Personnel Dir.....Winifred J. Kemp
 Media Director,
 Time Buyer.....Roger C. Bumstead
 Art Director.....Alexander Tosea
 Production Manager.....John O. Doern
 Research Director.....Harriet Hengge
 Comptroller.....John Harrison
Branch Office
 560 1/2 Hollywood Blvd., Hollywood, Calif.
 Phone HO 3-6979
 Manager.....George Laws
Radio Accounts: Garrett & Co. (Virginia
 Dare Wines), New York City; White Rock
 Corporation (White Rock Beverages),
 Brooklyn, N. Y.; Good Humor Corp. (Ice
 Creams), New York City; S. B. Thomas,
 Inc. (Thomas' Specialty Baked Pds.), New
 York City; S. A. Schonbrunn & Co. (Meda-
 glia D'Oro Coffee), New York, N. Y.; Ceri-
 belli & Co. (Brioschi Anti-Acid), Fairlawn,
 N. J.; Rembrandt Tobacco Corp. (Regent
 Cigarettes), Brightwaters, N. Y.; John Hud-
 son Moore Div. (Sportsman's Grooming
 Essentials), New York, N. Y.
TV Accounts: White Rock Corporation
 (White Rock Carbonated Beverages), New
 York, N. Y.; Good Humor Corporation
 (Frozen Desserts), New York, N. Y.; Nox-
 zema Chemical Co. (Shaving Products),
 Baltimore, Md.; S. B. Thomas, Inc. (Spe-
 cially Baked Pds.), New York, N. Y.

**MALCOLM-HOWARD
 ADV. AGENCY**

203 N. Wabash, Chicago 1, Ill.
 Phone: Andover 3-0022
 ABP-ANPA-PPA
 Owner.....Arthur M. Holland
 Art Director.....Arthur Anderle
 Copy Chief.....William Bent
 Radio-Time Buyer.....Evelyn Burke
 Publicity Director.....Eric Krul
 Radio-TV Dept.....Alden Richman.
 Dale Korinik
Radio Accounts: Hollands (jewelry), Chi-
 cago; Roller Derby, N. Y. C.
TV Accounts: Ambrosia Brewing, Chi-
 cago; Harry Alter Co. (Crosley appl.), Chi-
 cago; Courtesy Motors, Chicago; Mages
 Sporting Goods, Chicago; Leo Rose Co.
 (clothing), Chicago; Rubin's (apparel), Chi-
 cago; Holland, Inc. (jewelry), Chicago; As-
 sociated Hospital Service, Chicago; Roller
 Derby, Chicago; Sun-Times (newspaper),
 Chicago; Stiffel Lamp Co., Chicago.

**J. GORDON MANCHESTER,
 ADVERTISING, INC.**

1726 Pennsylvania Ave., N.W.,
 Washington, D. C.
 Phone: ME 8-0060
 President.....J. G. Manchester
 Vice Pres., Art Dir.....Richard P. Ehst
 Radio-TV Dir.....Richard T. Williams
 Pres. Asst.....Murray A. Piatok
Radio Accounts: American Sta-Dri Co.
 (Paint), Brentwood, Md.; Rockingham Pou-
 ltry Marketing Coop., Inc., Broadway, Va.;
 Safeway Stores, Inc. (Groceries), Washing-
 ton, D. C.; C. F. Sauer Co. (Mavonnaise, Spices),
 Richmond, Va.; Woodfield Fish & Oyster
 Co., Galesville, Md.
TV Accounts: American Sta-Dri Co. (Ma-
 sonry Paint), Brentwood, Md.; Rockingham
 Poultry Marketing Coop., Inc., (Poultry, Dog
 Food), Broadway, Va.; Capitol Frito Co.,
 Bethesda, Md.; W. S. Pope & Sons, (Cheese),
 Philadelphia, Pa.; National Fruit Product
 Co., Inc., (Applesauce), Winchester, Va.;
 Safeway Stores, Inc. (Groceries), Washing-
 ton, D. C.; C. F. Sauer Co. (Mavonnaise),
 Richmond, Va.; Woodfield Fish & Oyster Co.,
 Galesville, Md.

**MANHATTAN ADVERTISING
 AGENCY**

515 Madison Ave., New York 22, N. Y.
 Phone: MU 8-8135
 Partners.....John M. A. Muller,
 Maria Muller Sismondo
Accounts: Bisleri Co. Inc.; Charles Krug;
 Locatelli Inc.; Motta, Inc.; Ossola, J. & Co.;
 Riverbank Wine Co. Inc.

MARKS-AIKEN COMPANY, INC.

33 West 46th St., New York 36, N. Y.
 Phone: PLaza 7-3885
 ABP
 Pres. & Treas., Copy Chief, Lawrence Marks
 V.P. & Secy., Media Dir., Sigmund C. Aiken

Production Mgr.....Ira Bernstein
 Art Directors.....Marvin Macnow,

ROBERT M. MARKS & COMPANY, INC.

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

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

J. M. MATHES, INC.

260 Madison Ave., New York 16, N. Y.
 Phone: LExington 2-7450
 ABP—ANPA—APA—PPA—ABC

President.....J. M. Mathes
 Treasurer.....A. E. Cox
 Secretary.....Carle E. Rollins
 Vice-Pres. & Dir.....Wilfred S. King.
 W. T. Okie, Lester J. Loh, O. L. Tinklepaugh, Jan Meyer
 Vice Presidents.....Thomas McCauley, David Gibson, Harvey Rohde, William Brayton, James Sawyer
 Director of Radio & TV.....Read H. Wight
 V.P., Publ. Dir.....Arthur Monroe
 V.P., Media Dir.....Douglas Hathaway
Radio Accounts: Pure Food Co., Inc. (Herb-Ox Bouillon Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; Brown Co. (Paper Products), Berlin, N. H.
TV Accounts: Houbigant Sales Corp. (Body Tone), N. Y. C.; Northam Warren Corporation (Cutex, Odo-Ro-No), Stamford, Conn.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Tel. & Tel., Emmental Cheese Corp. (Swissette Gruyere Cheese), N. Y., N. Y.

MATHISSON & ASSOCIATES, INC.

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

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

Branch Offices

1065 International Bldg., Rockefeller Center, New York City
 Phone: PLaza 7-2061
 Chief Exec.....Ed Hinkle
 1127 Wilshire Blvd., L. A., Calif.
 Phone: MU 2482

Chief Exec.....Charles Smith
Radio & TV Accounts: Miller Brewing Co., Clark Oil & Refining Corp., John Oster Mfg. Co., all Milwaukee.

JOSEPH MAXFIELD CO.

37 Weybosset St., Providence 3, R. I.
 Phone: GASpee 1-456-4457
 ABP—ANPA

President.....Joseph M. Finkle
 Vice-Pres.-Treas.....Archie M. Finkle
 Radio Director.....Elena Gemma
 Production Mgr.....Dorothy M. Barry
 Rad'o. TV Time Buyer.....Joseph M. Finkle

MAXON, INC.

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

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

Branch Offices

12 E. 53rd St., New York 22, N. Y.
 Phone: PLaza 9-7676
 Vice-Pres., Gen. Mgr.....M. F. Mahoney
 664 N. Rush, Chicago 11, Ill.
 Phone: WHitehall 4-1676
 Vice President.....L. J. Sholty
Radio and TV Accounts: Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (radio & television sets), Syracuse, N. Y.; Hotpoint, Inc. (appliances), Chicago, Ill.; Pfeiffer Brewing Co., Detroit, Mich.

MAYERS CO., INC.

2301 W. Third St., Los Angeles 57, Calif.
 Phone: DUNKirk 8-2111
 ABP—APA—NOAB—PPA—ANPA

President.....Henry Mayers
 Vice-President.....Robert Davis
 Treasurer.....Sophie Mayers
 Production.....Larry Lewin
 Media Dir., Time Buyer.....Beth Broberg
 V.P., Sec. Radio-TV Dir.....Donald C. Johnson
Radio Accounts: Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.; Bandini Fertilizer Co., Glendale Federal Savings & Loan Association, Hoffman Candy Co.
TV Accounts: Sears Roebuck & Co. (Retail Department Store); Hoffman Candy Co.; Pennzoil Co., Bandini Fertilizer Co., Case-Swayne, Southern Calif. Edison Co.

McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
 Phone: JUDson 6-3400
 AAAA—ABP—ANPA—APA—NOAB—PPA
 Chairman of Board.....H. K. McCann
 Vice Chm. & Chm. of
 Exec. Comm.....Harrison Atwood
 President.....Marion Harper, Jr.



Exec. Vice Pres.....Emerson Foote
 Sr. Vice Pres.....C. A. Posey
 Sr. Vice Pres. &
 Creative Dir.....John H. Tinker, Jr.
 V.P. chg. Radio-TV.....George Haight
 V.P.'s, Assoc. Radio-TV
 Dirs....Lansing Lindquist, Ted Bergmann
 Peter A. Caxallo, Jr.
 Vice Pres. & Treas.....Wilbert G. Stilson
 Vice Pres. & Compt.....Dixon R. Griswold
 Secretary.....Kathryn H. Kelly
 Asst. Secy.....Marjorie B. Middlebrook
 Vice Presidents (N. Y.).....Frederick
 Anderson, Karl A. Brautigam, William J.
 Breen, Donald G. Calhoun, Roland H.
 Gramer, Sidney W. Dean, Jr., J. L. Deane,
 G. B. Dearnley, Leonard F. Erikson, J. J.
 Flanagan, H. L. Grafer, Walker R. Graham,
 Alberta Hays, Farish A. Jenkins, Daniel
 W. Keefe, Arthur J. Kemp, Alton Ket-
 chum, Ralph B. Koser, Thomas P. Losee,
 Hugh A. Mitchell, Florence A. Richards,
 Alfred J. Roby, Jr., Margot Sherman, A. A.
 Sommer, Wells W. Spence, R. E. Thomp-
 son, G. Lester Williams, Jr., E. F. Wilson,
 Fred M. Zeder, Jr., Victor M. Ratner,
 Thomas H. Batman, W. Howard Chase, C.
 Terence Clyne, John F. McClure, H. C.
 Marschalk, Neal Gilliatt, Harry McMaian,
 S. L. Meulendyke, Edward B. Noakes, D. A.
 Packard, George B. Park, Hendrik Boo-
 raem, Jr., Dorothy B. McCann
 Staff V.P., Planning & Dev...Anthony Hyde
 V.P., Mgr., N. Y. Office...Rudyard C. McKee
 V.P., Research Dir...Donald Armstrong, Jr.
 V.P., Chg. Media.....William C. Dekker
Branch Offices
 200 Berkeley St., Boston 16, Mass.
 Phone: Liberty 2-7382
 Vice Pres.-Mgr.....Watson M. Gordon
 335 Euclid Ave., Cleveland 11, Ohio
 Vice Pres.-Mgr.....Robert W. Dailey
 Vice Pres.....Myron C. McDonald
 647 Griswold St., Detroit 26, Mich.
 Vice-President.....Richard Farricker
 Vice President.....R. K. Edmonds
 900 Lovett Blvd., Houston 6, Texas
 Vice Pres. Mgr.....Joseph B. Wilkinson
 Vice Pres.....Kern Tips
 2006 Bryan St., Dallas 1, Texas
 Manager.....Bill Sansing
 318 S. Michigan Ave., Chicago 4, Ill.
 V.P.-Mgr. Midwestern
 Operations.....William E. Burchtold
 Vice-Presidents.....Robert J. Brewster,
 Frederick O. Britton, Sidney A. Wells, Wil-
 liam Kinnaird, Howard A. Heller, Walter
 C. Krause, Peter G. Peterson, Chester L.
 Posey, A. W. Sherer, James G. Sherman
 1410 Heyburn Bldg., Louisville 2, Ky.
 Manager.....J. Mac Wynn
 114 Sansome St., San Francisco 4, Calif.
 Sr. V.P.-Mgr. West. Oper.....H. Q. Hawes
 Vice-Presidents.....John M. Bridgman,
 Albert J. Camille, Roswell H. Cochran,
 Joseph R. Fox, Burton C. Granicher, Clar-
 ence Hestorff, Frederick H. McCrea,
 Phipps L. Rasmussen
 3440 Wilshire Blvd., Los Angeles 5, Calif.
 V.P.-Mgr.....Burt Cochran

V.P.....J. Neil Reagan
 310 Public Service Bldg., Portland 4, Ore.
 Manager.....T. N. Tracy
 International Division
 642 Fifth Ave., New York 19, N. Y.
 Phone: JU 6-3400
 President.....Frank K. White
Radio Accounts: Advertising Committee
 of the Norwegian Canning Industry, Ameri-
 can Safety Razor Corp., American Trust Co.,
 California Packing Corporation (Del Monte),
 California Spray Chemical Corp., California
 Wine Association, Chesebrough-Pond's, Inc.,
 Chrysler Division, Cowles Magazines, Inc.,
 Esso Standard Oil Co., Gray Drug Stores, Inc.,
 Bulova Watch Company, Hampden Brewing
 Co., Lemon Products Advisory Board, Lucky
 Lager Brewing Company, Manufacturers
 Trust Company, Milk Foundation, Inc., Mil-
 not Company, National Biscuit Company,
 Ohio Bell Telephone Co., Pacific Power &
 Light Co., Seerk & Kade, Inc., S.O.S. Com-
 pany, Southern California & Southern Coun-
 ties Gas Companies, Standard Oil Company
 (Ohio), Stegmaier Brewing Co., Swift & Com-
 pany, Nestle Co. (Quik, Ever Ready Sweet
 Milk, Cocoa, Semi-Sweet Morsels, Cookie
 Mix, Gravy Mix, White Sauce Mix), Nennen
 Co. (Foam Shave, Alta Shave), Lehn & Fink
 (Lysol & Dorothy Gray Cosmetics).
TV Accounts: Advertising Committee of
 the Norwegian Canning Industry, American
 Safety Razor Corp., American Trust Co., Bell
 Brand Foods Ltd., California Spray Chemi-
 cal Corp., California Wine Association,
 Chesebrough Mfg. Co., Chrysler Corp.,
 Chrysler Division, Cowles Magazines, Inc.,
 Derby Foods, Inc., Gray Drug Stores, Inc.,
 Leisey Brewing Company, Lincoln Bank &
 Trust Co., Lucky Lager Brewing Company,
 National City Bank of Cleveland, Ohio Bell
 Telephone Company, Owens-Corning Fiber-
 glas Corp., Pacific Coast Borax Co., Pacific
 Power & Light Co., Seerk & Kade, Inc.,
 S.O.S. Company, Southern California & South-
 ern Counties Gas Companies, Standard Oil
 Company (Ohio), Stegmaier Brewing Co.,
 Swift & Company, Westinghouse Electric
 Corporation, Nestle Co. (Quik, Ever Ready
 Sweet Milk, Cocoa, Semi-Sweet Morsels,
 Cookie Mix, Gravy Mix, White Sauce Mix),
 Nennen Co. (Foam Shave, Alta Shave), Lehn
 & Fink (Lysol & Dorothy Gray Cosmetics,
 Nat'l Biscuit Co.).
MARSCHALK & PRATT CO.
(A Division of McCann Erickson)
 535 Fifth Ave., New York 17, N. Y.
 Phone: VAnderbilt 6-2022
 ABP—ANPA—APA—PPA—ABC—AAAA
 NOAB
 Chairman.....H. C. Marschalk
 President.....S. L. Meulendyke
 Senior Vice President.....S. H. Giellerup
 Vice Presidents.....R. H. Jones,
 Curt A. Peterson, Wm. C. Munro, Russ
 Johnston, W. G. Cloutier
Radio Account: Esso Standard Oil Co.
 (Petroleum), New York, N. Y.; Internation-
 al Nickel Co. Inc.

TV Account: Esso Standard Oil Co. (Petroleum), New York, N. Y.; Standard Oil Co. (N. J.); Nat'l Lead Co.

WALTER McCREERY, INC.

9344 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CRestview 5-5333
 AAAA—ANPA—APA—PPA
 Chm. Bd. & Pres.....Walter K. McCreery
 Radio-TV Dir.....Howard Flynn
 Publicity Dir.....Tommy Thompson
 Radio Time Buyer.....Virginia White
Radio-TV Accounts: Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Pan Pacific Aud, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

J. ROBERT MENDTE, INC.

317 South 16th St., Philadelphia 2, Pa.
 Phone: KIngsley 6-1130
 ABP—APA—PPA
 President.....J. Robert Mendte
 Vice Pres.....J. W. Holland
 Treas.....N. L. Hughes
 Prod. Mgr.....J. E. Spillane
 Acct. Exec.....Ronald Kincaid
Accounts: Atlantic Syrup Refining Corp.; Bangor & Aroostock Railroad; Brinton, H., Co.; Delta File Works; Ellis Poultry Products, Inc.; Industrial Transmission Co.; Lehigh Spinning Co.; Lescabourra Mushroom Corp.; Plumb, Fayette R., Inc.; Pocono Mountain Inn; Radio Inventions Inc.; River-view Beach Park; Smith Davis Corp., The; Town Toast Co.; Universal Dye Works; Venice Maid Co., Inc.; Wilson Line Inc.

GEORGE T. METCALF, COMPANY

31 Canal St., Providence 3, R. I.
 Phone: UN 1-2334
 ABP
 Pres. Treas.....George T. Metcalf
 Exec. V.P.....Walter Hyland
 Exec. Secy. & Gen. Mgr....She don Spence
 Prod. Mgr.....Allan Campbell
 Art Dir.....David Bond
 Copy Chief.....Frank Jones
 Acct. Exec.....Robert O. Meehan.
 J. T. Metcalf, Jr.
 Media Director.....George T. Metcalf
 Radio & TV Director.....Robert O. Meehan
Accounts: The James Hanley Co. (Beer & Ale), Providence, R. I.; Taunton Municipal Lighting Plant (Electricity), Taunton, Mass.; Arnold-Hoffman & Co.; Ashworth Bros., Inc.; Babbitt Steam Specialty Co.; Bently Knitting Machinery Organization, Inc.; Circular Tool Co.; Coated Textile Mills; Cold Spring Bleachery; Coto-Golf Co.; Cotrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Hero Mfg. Co.; Hobb-Mfg. Co.; Machinists Nat. Bank; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; Phalo Plastics Corp.; Premier Thread Co.;

Reliance Molded Plastics, Inc.; Riggs & Lombard, Inc.; Robbins Co.; Sargeant & Wilbur, Inc.; Sentry Co.; Synthetic Yarns, Inc.; Taunton Municipal Lighting Plant; Technic Inc.; United Wire & Supply Corp.; Universal Converting Corp.; Wardell Braiding Machine Co.; WJAR-TV, Providence; Wood, J. W. Elastic Web Co.
TV Accounts: The Halco Corp. (Seal-A-Tube); James Hanley Co. (Export Beer & Hanley Ale), both Providence, R. I.

Estimated Radio & TV Accounts: \$32,600.00

ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
 Phone: DELaware 7-7860
 ANPA—PPA—AAAA—NOAB—APA
 President.....Arthur E. Meyerhoff
 Production Manager.....L. F. Schenckhoff
 Dir. of Radio & TV.....S. L. Novy
 Radio Time Buyer.....Evelyn Vanderploeg
 Space Buyer.....Mary Hauser
 Copy Chief.....M. E. Chon
Branch Office
 759 N. Milwaukee St., Milwaukee 2, Wis.
 Phone: BRoadway 1-3144
 ManagerGeorge Grabin
Radio Accounts: Chicago National League Ball Club, Illinois Meat Company, Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

DAN B. MINER CO.

304 S. Kingsley Drive, Los Angeles 5, Calif.
 Phone: DUnkirk 8-3301
 AAAA—ABP—ANPA—ABC
 Chairman of the Board.....Dan B. Miner
 President.....J. C. Morse
 Vice-Presidents.....I. M. Greer,
 Hildred Sanders, Richard Glover, Andrew
 Carpenter, Arthur Trask
 Secretary-Treasurer.....M. R. Sweeney
 V.P. in Chg. Radio & TV....Hildred Sanders
 Asst. Radio & TV Dir....Albert B. Buffington
 Time Buyer.....Kay Ostrander
Radio & TV Accounts: American Beauty Vaccaroni; Buick Dealers Association; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Carson Park Mutual Homes; Freeman's Cert-Fresh Foods (Fish); Tarifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp. (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); Mytinger & Casselberry (Nut-Lite), all Los Angeles, Calif.

EMIL MOGUL CO., INC.

250 W. 57th St., New York 19, N. Y.
 Phone: JU 2-5200
 ABP—ANPA—PPA
 Bd. Chrmn., President.....Emil Mogul
 Secretary-Treasurer.....Helene Mogul
 Exec. Vice-Pres.....Charles L. Rothschild
 Vice President.....Nat Wildman
 Vice-Presidents.....Seth D. Tobias.

Myron A. Mahler, Rino Negri, Milton Guttenplan, Bill Jacoby, Richard Lockman
Production Manager.....Al Mauro
Controller.....Norman N. Cohen
Media & Research Dir......Joel Martin
Space Buyer.....Ronald Friedwald
Dir. Marketing & Mchc......Jules Lennard
Bus. Mgr., Radio-TV.....Leslie Dunier
Radio-TV—Prod., Dir......Nat Eisenberg
Radio Accounts: Barney's Clothes (Men's & Boys' Clothing), Gem Oil, Brooklyn, N. Y.; Canadian Fur Corp. (Women's Furs), New York; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes); Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn, N. Y.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; Rayco Mfg. Co. (Auto Seat Covers), Paterson, N. J.; Kobrand Corp. (Imported Wines & Liquors), N. Y.; Lacomia Shoe Co., Inc. (Shoes), Lacomia, N. H.; Gradiatz-Annis & Co. (Mfrs. of Cigars), Tampa, Fla.

CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, O.
 Phone: Parkway 1178
 ABP—ANPA

President, Treas......Chester C. Moreland
Secretary.....Walter H. Strauss
Vice-President.....Carl H. Press
Vice-President.....B. L. Schurman
Radio Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc.
TV Accounts: Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

MOREY, HUMM & JOHNSTONE, INC.

350 Fifth Ave., New York 1, N. Y.
 Phone: LO 4-2240

9 Rockefeller Plaza, New York 20, N. Y.
 Phone: PLaza 7-8060
 ABP—ANPA—APA—AAAA—PPA
 NBP—NOAB

President.....Sylvester M. Morey
Exec. Vice-Pres......Llewellyn B. Van Doren
V.P. & Mgr. Utility & Home Appliance Dept......Albert W. Humm
V.P., Chmn. Plans Brd......J. R. Warwick
V.P., Acct. Exec......Stanley F. Ellsworth
V.P. & Art Dir......William G. Sutton
Vice-Pres. & Merch. Dir......Walter J. Andree
V.P. Chg. Fashion.....Muriel Johnstone
V.P......Janet Chatfield-Taylor
Radio & TV Dir......W. L. Wernicke
Radio Time Buyer.....Kathryn Shanahan
Vice-President.....Janet Chatfield-Taylor
Research Dir......Dr. Howard D. Hadley
Secy-Treas......William G. Carmody
Asst. to Pres......David J. Wasko
Media Director.....Frank B. McElmoyl
Copy Chief.....Fred C. Maine
Dir. of Public Rel......Warren Cox
Director of Marketing.....Frank J. McCullough
Production Manager.....Edward H. Blohm
Radio Accounts: Sinclair Refining Co., Richfield Oil Corp. of N. Y.
TV Accounts: Sinclair Refining Co., New York, N. Y.; Gen. Dynamics Corp.

RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 3-4194
 ANPA

President.....Raymond R. Morgan
Exec. Vice-Pres......Robert C. Temple
Chmn. of Board.....Sherman K. Ellis
Vice-Presidents.....Porter F. Anderson, J. Paul McKinney
Radio-TV Dir......Ted Bliss
Time Buyer.....Terri Brady

Branch Office

260 California St., San Francisco 11, Calif.
 Phone: DOuglas 2-6073
Manager.....Porter Anderson
 Palmolive Bldg., Chicago 11, Ill.
President.....Clyde M. Joice
Radio & TV Accounts: Planters Nut Choc. Co., J. A. Folger & Co., White King Soap Co., (White King Granulated Soap), Nebi Beverage Co., Victory Parking Co. (Thoro Fed, Kal Kal dog food); Hollywood Stars Baseball Team.

MORSE INTERNATIONAL, INC.

122 E. 42nd St., New York 17, N. Y.
 Phone: OXFord 7-2100

Chairman of the Board.....A. T. Preyer
President.....J. Patterson
Exec. Vice-Pres. & Treas......M. F. House
Vgr. Media Dir......O. E. Christy
Radio, TV Time Buyer.....R. McArdle
Export Media Mgr......Aurora Blando
Dir. of Radio-TV Prod......L. Waddington
Group Prod. Mgrs......W. W. Williams, C. Wright, D. Wheatley
Sr. Art Director.....E. P. Ellis
Group Art Directors.....P. Zangas, J. Caruso, R. Urias
Art Studio Dir......C. Scimecca
Account Executives.....Reg Coghlan, E. R. Korth, F. Neumeister, E. J. Rowland, Rolt Smith
Radio and TV Accounts: Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc., Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
 Phone: 3-7544

Pres. & Treas......Arthur S. Cotins
Asst. to President.....Robert MacFarland
Vice-President.....L. B. Reigler
Secretary.....Mrs. Mildred S. Benson
V.P. & Art Dir......A. Montgomery Huntington
Sp. Buyer & Research Dir......Miss L. B. Mang
Asst. Sp. Buyer.....Miss Christine H. Van Dyke
Asst. Research Dir......Mrs. Pearl A. Curtis
Production Manager.....Fred Michel
Merchandising Director.....R. Del Dunning
Account Executives.....Arthur S. Cotins, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Wm. McCarthy.

Radio Accounts: Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.

TV Accounts: General Ice Cream Corporation (Sealtest Ice Cream), Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.

MOSS ASSOCIATES

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

Phone: MURray Hill 7-7377

ABC—ABP—ANPA—PPA

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

C. WENDEL MUENCH & COMPANY

75 E. Wacker Drive, Chicago 1, Ill.

Phone: FInancial 6-3481

ABP—ANPA

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

Branch Office

2102 Jackson, Dallas 1, Texas

Phone: RAndolph 2554

ManagerOrville McDonald

Radio Accounts: Freshrap Div., Badger Paper Mills, Inc. (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Consolidated Foods Corp., Chicago, Ill.; Doyle, Inc. (Dog Food), Chicago; L. C. Forman & Sons (Condiments), Pittsford, N. Y.; Fox DeLuxe Foods, Inc. (Poultry & Meat Products), Chicago, Ill.; Fuji Trading Co. (Chop Suey Foods), Chicago, Ill.; LaCrosse Breweries, Inc., LaCrosse, Wis.; Geo. H. Meyer Sons, (Meat Products), Richmond, Va.; Monarch Brewing Co., Chicago, Ill.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Sunbeam Heating & Air Cond. Co., Chicago, Ill.; Toffenetti Restaurants, Chicago, Ill.; Miracloth Div. of Visking Corp., Chicago, Ill.

TV Accounts: Freshrap Div., Badger Paper Mills (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Fox DeLuxe Foods, Inc. (Poultry & Meat), Chicago; LaCrosse Breweries, Inc., LaCrosse, Wis.; Monarch Brewing Co., Chicago; Geo. H. Meyer Sons (Meat Products), Richmond, Va.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Miracloth Div. of Visking Corp., Chicago, Ill.

NATIONAL EXPORT ADVERTISING SERVICE, INC.

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

Phone: MURray Hill 9-6835

AIAA

President.....Paul R. Kruming
 Exec. Vice-Pres.....Thomas W. Hughes
 Vice-President.....Joseph W. Madden
 Art Director.....Anthony Saris
 Radio & TV Director.....James G. Zea
 Time Buyer.....Lawrence Butner
Radio and TV Accounts: Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Co., Lever Brothers (U. S.), Quaker Oats Co., Westinghouse Electric Intl. Co.

NEEDHAM & GROHMANN, INC.

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

Phone CIRCLE 5-6200

ANPA—AAAA—PPA—ABP—NOAB—APA
 NBP

Pres., Treas.....H. Victor Grohmann
 V.P. & Sec'y.....John M. Handley
 V.P. & Art Dir.....H. Nelson Kent
 Exec. Sec'y.....Kathryn Intemann
 Copy Directors.....E. R. Lagerwall,
 Alfred Burnham
 Prod. Mgr.....Samuel Boyd,
 Lawrence W. Alpaugh
 Media Dir.....Harry C. Ledingham
 Acct. Executives.....H. Victor Grohmann,
 John M. Handley, John M. Keil, James W.
 Baker, Jos. P. Richardson

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

NEEDHAM, LOUIS & BRORBY, INC.

Prudential Plaza, Chicago 1, Ill.

Phone: WHitehall 4-3400

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

Branch Offices

1680 North Vine St., Hollywood 28, Calif.
 Phone: HOLlywood 2-2391
 V.P. & Mgr.....Frank A. Pittman
 730 Fifth Ave., New York 19, N. Y.
 Phone: PLaza 7-0333
 V.P. & Mgr.....Frederick A. Mitchell
 880 Bay St., Toronto, Ont., Canada
 V.P. & Mgr.....John A. Willoughby
Radio Accounts: Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.;

People's Gas, Light & Coke Co.; Phenix Foods Co.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.

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

RALPH NELMS, INC., ADV.

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

APA

President.....Ralph A. Nelms
Secretary.....Annabelle Gray
Art Director.....J. H. Richards

Radio Accounts: Wilson Bros. Mfg. Co. (Hooked Rug Materials), Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Pioneer Products Co., Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reycor Tandem), Springfield, Mo.

GEORGE R. NELSON, INC.

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

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

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

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

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

NEWMAN, LYNDE & ASSOCIATES, INC.

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

ABP-ANPA

Pres., Radio Dir.....
Time Buyer.....Hunter Lynde
V.P., Copy Chief.....David E. Robeson
Secy., Public Rel. Dir.....Ronald G. Sercombe
Radio Accounts: Clair-Mel Builders, Tampa, Fla.; Swisher, J. H. & Son, Inc. (King Edward Cigars), Jacksonville, Fla.

NORMAN, CRAIG & KUMMEL, INC.

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

ANPA-PPA-NOAB

Chmn. of the Bd.....William H. Weintraub
President.....Elkin Kaufman
Exec. V.P., Chmn.....

Plans Bd.....Norman B. Norman
V.P., Secretary.....Eugene Kummel
V.P., Treas., Gen. Mgr.....B. David Kaplan
V.P., Radio & TV.....Walter Craig
Senior V.P.....John Davenport Scheuer
V.P., Group Copy Supv.....Richard Bowman
V.P., Dir., Res. Mktg. &

Media.....John B. Morris
V.P., Fashion Coordinator.....Kay Daly
Vice Presidents.....Richard Bouton,
William A. Jensen, Lucille Goold
V.P., Prod. Mgr.....William Zerweck
Mgr., Media Dept.....George Coleman
Bus. Mgr., Radio & TV.....Earl Rowan
Personnel Director.....Roselou Flanagan
Export Manager.....Richard Dahl
Account Executives.....H. G. Bissinger,
Richard Bouton, Richard Dahl, William
Jensen, Eugene Kummel, John Morris,
Robt. Russell, Arthur Toft, E. L. Whitney

Branch Office

603 Madison Ave., Toledo 4, Ohio
Phone: CHerry 4-2593

Manager.....George Paneff

Radio Accounts: Blatz Brewing Co. (Blatz Beer, Tempo Beer), Milwaukee, Wis.; Seeman Bros., Inc. (Air-Wick, Nylast, Sta-Wite), New York, N. Y.; Willys Motors, Inc. (Automotive Products), Toledo, Ohio.

TV Accounts: Blatz Brewing Co. (Blatz Beer, Tempo Beer), Milwaukee, Wis.; G. H. P. Cigar Co., Inc. (El Producto Cigars, La Palina Cigars), New York, N. Y.; Ronson Corp. (Ronson Lighters, Ronson & Ronsonol Accessories, Ronson Shavers-Domestic & International), Newark, N. J.; Selchow & Righter (Scrabble, Parchesi), New York, N. Y.