

Agencies

See last page Section E for abbreviations

Presha Muench Inc. 400 N. Michigan Ave., Chicago 60611. (312) 222-1444. Will B. Presha, pres; Marquis M. Smith, VP; V. N. Rinnman, sec-treas; Dorothy E. Smith, media buyer.

Provanide Eastwood & Lombardi Inc. 4620 Prudential, Boston 02199. (617) 266-7515. Paul H. Provanide, chmn of the bd; Myron L. Eastwood, pres; Richard V. Lombardi, exec VP; Carol Albion, med dir; Jean Houghton, radio-TV med buyer.

R

Radio-Coast to Coast. Bill Masi Network, 106 Scotland Rd., South Orange, N.J. 07079. (201) SO 2-2132.

L. W. Ramsey Co. 435 N. Michigan Ave. (312) 642-6102. A. C. Naeckel, chmn; P. J. Laven, mgr Chicago office.

Davenport, Iowa: 111 E. 3rd St. (319) 326-0157.

Reilly Brown Inc. 240 Commercial St., Boston 02109. (617) 723-1740. Robert M. McCracken, pres; Robert P. Vogel, exec VP; Richard P. O'Brien, VP; Gary Dozier, prod/traf mgr; Jack Connors, creative dir.

Reincke, Meyer & Finn. 625 N. Michigan Ave., Chicago 60611. (312) 944-7440. Charles Fleming, pres. Radio-Television Dept.: Robert D. Cote, med dir.

Ridgway Advertising Agency Inc. 7750 Clayton Rd., St. Louis 63117. (314) 644-5656. Casper S. Yost, pres; T. H. Dependahl, sec; Betty Morgan, time buyer.

Riedl Associates. 1200 Rte. 46, Clifton, N.J. 07013. 471-7900. Geo. Riedl, pres; Finlay W. Morrow; Joseph Oliveri, Martin Weinberger, VPs.

Radio-TV Media Buyers: Jos. Oliveri.

Radio-TV Media Dept: Jos. Oliveri, Phil Kass.

Rives, Dyke & Co. 6363 Richmond, Houston 77027. (713) 783-7640. Earl L. Rives, chmn of bd; Jean Wm. Brown, pres & chief exec off; Bertha Tucker, sec-treas & gen mgr; Bill Bennett, med-rsch dir.

Ross Roy Inc. 2751 E. Jefferson Ave., Detroit 48207. (313) 961-6900.

John S. Pingel, pres; Donald C. Graves, sr VP; Hal E. Rumble, sr VP mktg med; Norman J. Traynor, VP/radio-TV; Larry Marr, VP-research.

Radio-TV Media Dept: Alan J. Liebrecht, VP/Media dir; G.B. Work, assoc media dir; T. Maynard, assoc media dir; R. Schiller, assoc media dir; W. Kenney, assoc media dir; R. Post, assoc media dir; Media buyers: J.M. Stimson, J. Walsh, P. Jensvold, L. Monahan, M. Begg, V. Radomski.

Ross Roy of New York Inc. 555 Fifth Ave., New York 10017. (212) 986-6800. William A. Walker, pres.

San Juan, P.R. 00920: 1880 John F. Kennedy Ave. (809) 783-5355.

Toronto 2: Ross Roy of Canada Ltd., 2 Carlton St. (416) 863-1270. Thomas G. Brock, mgr.

Rumrill-Hoyt Inc. 380 Madison Ave., New York 10017. (212) MU 2-2000. Gene Novak, pres; John F. Hogan, sr VP, gen mgr; Raymond Tortolano, VP, mktg, media research; John Lamson, VP, media dir; Bill Krause, Cliff Greenspan, med supr; Gail Dunn, med buyer; Arthur Borghi, radio-TV prod.

Rochester, New York 14620: 1895 Mt. Hope Ave. (716) BR 1-2150. Jim Hopkins, VP, gen mgr; Wm. Mackey, VP, med dir; Don Cramer, Nancy Lopresto, Ray Small, med buyers; Joan Edelstein, radio/TV prod, supr.

Utica, New York 13502: 1512 Genesee St. (315) SW 7-2850. John Carson, gen mgr; Laura B. Mang, med mgr.

Buffalo, New York 14202: Statler Hilton Suite 1759. (716) TL 3-6020. Robert Kinnen, VP, gen mgr.

S

SSC&B Inc. 575 Lexington Ave., New York 10002. (212) 688-1600. S. Heagan Bayles, chmn of bd; Alfred J. Seaman, pres; Robert P. Clark, treas; Mary A. Ayres, Martin H. Hummel, Harold V. Rover, Richard R. Uhl, exec VPs.

Med & Net Progm: Hal Miller, sr VP. Net Progm: Werner Michel, sr VP; Irwin Gotlieb, mgr net rel; John Gudelanis, assoc mgr net rel; Frank Reed, VP, TV-radio bus affairs; Robert Zeller, mgr TV-radio bus affairs; Robert Ballin, VP & mgr Hollywood office.

Media: Bert Wagner, VP & dir; Phil McGibbon, supr loc best med; Irwin Davis, VP & dir med rsch; C. Bucciari, R. Hinson, W. Hoag, R. Fertakos, J. Courtney, assoc med dirs; W. Brady, P. Ganz, B. Gerber, R. Giacomino, S. Grayson, R. Mednick, D. Ross, P. Wolfe, J. Wolk, asst med dirs; J. Sullivan, J. Spinola, best buying corp coord; F. Charles, M. Freeman, A. Subbiondo, S. Suren, S. Weiner, sr buyers; D. Bird, V. Ginter, G. Graziano, L. Nixon, L. Prager, V. Riker, buyers; P. Kinsey, L. Lipson, R. Partel, asst buyers; J. Kelleher, supr print buyer; P.

Einhorn, print buyer.

Sachs, Finley & Kaye Inc. 4311 Wilshire Blvd., Los Angeles 90010. (213) 933-7451. Jerome M. Sachs, pres; Bob Finley, VP; Cynthia Liebling, med buyer; A. Ross McCause, radio-TV prod.

Sawdon & Bess, Inc. 555 Madison Ave., New York 10022. (212) 751-6660. Frank B. Sawdon, chmn of bd; Jerome Bess, pres; John Paul Jones, senior VP; Angelo LaValle, VP; Ding Koehler, VP-creative dir; Victor Lewis, VP-treas.

Radio-TV Media Dept.: Vincet G. Noonan, mgr best & bus affairs; Bruce Hirsch, VP, med dir. Palm Beach 33480: 354 Chilean Ave., Martin Krein.

Charles Schlaifer & Co. 150 E. 58th St., New York 10022. Murray Hill 8-1510. Charles Schlaifer, pres; Herbert Joseph, med dir.

Hollywood 28: 8671 Wilshire Blvd. Mort Craig, timebuyer.

Schwab, Beatty & Porter Inc. 964 Third Ave., New York 10022. (212) 838-5911. Leonard J. Reiss, pres; Ruth Klaber, med supr.

Scott & Scott Advertising Inc. 740 N. Rush St., Chicago 60611. (312) 944-6886. R. J. Scott, pres; J.G. Scott, VP, best supr; David Grossfeld. Radio-TV Media Dept.: Pat Windolph, med dir.

The Shaller-Rubin Co. Inc. 909 Third Ave., New York 10022. (212) 758-3600. Milton Shaller, pres; Mel Rubin, chmn; Mort Weinstein, dir med; Jack Schwartz, radio-TV dir.

Sheldon Fredericks Adv. Assoc. Inc. 71 Vanderbilt Ave., New York 17. MU 6-0170. Radio-Television Dept.: Allen Murphy, VP.

W. W. Sherrill Co. 3200 Maple Ave., Dallas (214) Riverside 1-6375. Webb Sherrill, pres; Jane B. Achor, VP/creative dir.

Radio-TV Media Dept: Beverly Miliam.

Harold J. Siesel Co. 845 Third Ave., New York. (212) Plaza 9-6500. Alfred J. Siesel, pres; Daniel Siesel, VP & med dir.

The Silton Co. Inc. 131 Clarendon St., Boston 02116. (617) 267-3730. Myron L. Silton, chmn of bd; Jason N. Silton, pres; Ramon H. Silton, exec VP & treas; Joseph Robinson, senior VP; William Parandes, senior VP; Sally Stitt, VP/med supr.

Radio-TV Media Buyer: Patricia Lyons.

Simons-Michelson Co. 1126 Lafayette Bldg., Detroit 48226. (313) 963-3000. Leonard N. Simons, Lawrence J. Michelson, Morton Zieve, James A. Michelson.

Radio-Television Dept.: Norma Lew. Radio-Television Media Buyers: Evelyn Keller, Michael Marontate, Norma Lew, Denise Conway. Waldwick, N.J. 07463: 14 Rustic Drive. Robert Torchia.

Smith/Greenland Co. 1414 Ave. of the Americas, New York 10019. (212) Plaza 2-5500. Leo Greenland, pres; Beryl Seidenberg, med dir; Sylvia Alles Politis, Jack O'Connor, Jeanne Massaro, med buyers.

Solow/Wexton Inc. 600 Madison Ave., New York 22. Murray Hill 8-4050. Martin Solow, pres; Peter Nord, crea dir; James Neville, med dir.

Stern, Walters & Simmons Inc. 155 E. Superior St., Chicago 60611. (312) Michigan 2-4990.

Gerald J. Stern, pres; Lee J. Walters, exec VP; William J. Lowney, sr VP; Vera M. McRae, Michael R. Miller, Larry D. Postner, Robert A. Ravitz, VPs.

Radio-TV Media Dept.: Robert Walters, med dir; James Rice, assoc med dir; Kay Collins, sr best buyer; V. Vallencourt, best buyer.

Beverly Hills, Calif. 90211: 8560 Wilshire Blvd. (213) 657-6301. Donald Freeman, VP; Marcia Byers, med buyer.

Stevens-Kirkland-Kreer Inc. 111 E. Wacker Dr., Chicago 60601. (312) 644-3580. Henry B. Kreer, pres; Sally A. Wells, med dir.

Sudler & Hennessey Inc. 130 E. 59th St., New York 10022. (212) PLaza 1-1250. Mathew Hennessey, pres, chmn; Gloria DePalma, med dir.

Daniel F. Sullivan Co., Inc. 1266 Soldiers Field Rd., Boston 02135. (617) 783-1150.

T

Tatham-Laird & Kudner Inc. 625 N. Michigan Ave., Chicago 60611. (312) 337-4400. Arthur E. Tatham, founder, C. R. Standen, chmn exec com & chief exec off; Paul Schlesinger, bd chmn; William J. Bieneman, Donald A. Grasse, James R. Hill, John M. Ryan, VPs, mgt dirs.

Media: Robert S. Rogers Jr., VP, dir best rel; E. Reynold Petray, VP, dir med & rsch svcs; Leonard F. Materna, Denis W. Hitchmough, Geoff McClelland, assoc media dirs; Harold R. Larson, VP, creative dir; John C. Trindl Jr., Edwin A. Bihl, Donald Costello, Harry C. Doolittle, Ernest N. Vanover, VP, assoc creative dirs; Leonard F. Materna, Denis W. Hitchmough, Geoff McClelland, Edwin J. Sullivan,

Robert S. Rogers Jr., med planners; Willard Hemsforth, Rebecca Petrek, asst planners; Annette Malpede, Mary Rodger, Adele Kraus, Elaine De-Laurelle, med buyers; Linda Moen, asst. media buyer; Kathy Adams, staff asst.

New York 10016: 605 Third Ave. (212) 972-6700. Jerome F. Birn, pres & creative dir; James F. Black, vice chmn bd; Robert K. Patton, Theodore N. Williams, VPs, mgt supr; Richard Borzumato, VP, med dir; Robert I. Bassindale, Ronald S. Jacobs, Richard Povill, VPs & assoc creative dirs; Sheila Bond, Frank M. Nolan, med supr.

TLK Direct Mktg Div: 605 Third Ave., New York 10016. (212) 972-9000. Timothy Sharpe, VP & gen mgr; Helen Jensen, med dir.

J. Walter Thompson Co. 420 Lexington Ave., New York 10017. (212) 686-7000. Dan Seymour, pres and chief exec off.

Broadcasting Dept.: William H. Hylan, sr VP, dir; Robert E. Buchanan, VP, assoc dir best; John F. Ball, VP-progm, dir prog; Thornton B. Wierum, VP, administrator; John Sisk, VP, mgr net buying, rsch liaison; Marie Luisi, VP-mgr spot buying. Best supr, VPs: Storrs Haynes, Lee Pratt, John Sisk, Norman Varney. Best supr: Arnold Chase, Daniel McGrath, Roger Morrison, Eric Selch. Buying Group: Carol Bag, Bobbi Cohen, Helen Colton, Doris Corrigan, Thomas Del Priore, Edi Gruber, Claire Gaidowski, Nancy Schwartz, John Guarnaschelli, Gail Speigel, Susan Polansky, Joyce LaTerre, Mike Lopez, Pam Morgan, Pat Bell, Minna Reidel, Harvi Robinson, Diane Rose, Leni Salz, Carrie Senator, Dorothy Thornton, Sara Wind, Vicki Amos, Joanne Borkhese, Marcy Eisen, Andrew Feinstein, Stanley Fuller-Bey, Judy Goodhart, Susan Graham, Andrea Coppersmith, Phyllis McClone, Tony McHugh, John Maley, Jack Oken, Bill Coopersmith, Phyllis McClone, Tony McPetty, Carol Sapiro, Barbara Welsh, Michael White, Ed Jenkins, Karin Knott, Roberta Krueger, Lolita Skalbergs, Raphael Varon, Mario Kircher, Ethel Melch.

Chicago 60611: 875 North Michigan Ave. (312) 664-6700.

Detroit 48226: 535 Griswold St. (313) 962-8900. Franklin R. Thomas, sr VP, mgr; William D. Laurie Jr., exec VP.

Los Angeles 90048: 6505 Wilshire Blvd. (213) 653-0300. Farlan L. Myers, VP, mgr.

San Francisco 94111: 1 Maritime Plaza, Golden Gateway Center. (415) 421-3510. Harry A. Lee, VP, mgr-bus dev; Richard S. Isaacs, VP & mgr, San Francisco office.

Tinker, Dodge & Delano Inc. 1345 Ave. of Americas, New York 10019. (212) 245-1030. Bruce M. Dodge, chmn; Lester A. Delano, pres; J. Desmond Slattery, vice chmn; Nathaniel B. Allan, sr VP; Charles E. Jones, sr VP; Allan Kaufman, sr VP; Gail Bauchamp, VP, controller.

Tracy-Locke Inc. 1407 Main St., Box 50129, Dallas 75250. (214) 742-3131. Morris Hite, chmn of bd; Norman Campbell, pres; Robert D. Brown, exec VP; R. H. Stewart Mitchell, exec VP; Harvie Chapman, sr VP PR.

Radio-TV Media Dept: Jerry Still, VP med; Billy Ray Smith, mgr radio-TV prod.

Denver 80222: 5500 E. Yale Ave. (303) 757-6423. Dan Pollick, VP.

Columbus, Ohio: 5 E. Long. (614) 221-7601. Don Long, mgr.

Houston 77027: 5051 Westheimer Ave. (713) 622-6222. Richard Brown, VP.

Tucker Wayne & Co. 2700 Peachtree Center Bldg., Atlanta 30303. (404) 522-2383. Matthew Connor, chmn; Robert E. Schaefer, pres; Richard L. Simms Jr., exec VP; Knox Massey, Jr., gen mgr; Andrew J. Purcell, sr VP-mktg media svcs; Anne Hutcheson, assoc med dir; Robert J. Snyder, assoc med dir; Ruth Trager, assoc media dir; Mattie Bedell, Linda Bonta, Sandra Choi, Ayn Taylor, Martha Nix, med buyers.

Jacksonville, Fla., 32201: 1116 Seaboard Coast Line Bldg. (909) EL 3-3975.

O. S. Tyson & Co. 475 Park Ave. So., New York 10016. (212) 725-2900. Fay Keyler, chmn bd; Irwin W. Tyson, pres.

U

Union Internationale de la Presse. Radio Technique et Electronique. Box No. 9, Ch-8044, Zurich, Switzerland.

V

V & R Advertising Inc. 919 Third Ave., New York 10022. (212) 371-6040. V. D. Lindeman, pres; Herman Liebenow, VP-med; James W. Costello Jr., VP, radio-TV; Muriel Franco, timebuyer.

Van Brunt & Co., Advertising-Marketing Inc. 711 Third Ave., New York 10017. (212) MU 7-0770. Albert D. Van Brunt, pres; Robert Ricglane, VP, med;