



THE

16th

WASHINGTON
CONFERENCE

for

The Advertising Council
March 15 and 16, 1960

Presiding

THE HONORABLE GORDON GRAY
*Special Assistant to the President
for National Security Affairs
Chairman, National Security Council*

TUESDAY, MARCH 15

District of Columbia Red Cross Building
Two Thirty o'clock

THE HONORABLE CHRISTIAN A. HERTER
The Secretary of State

PANEL DISCUSSION

THE HONORABLE ROBERT B. ANDERSON
The Secretary of the Treasury

THE HONORABLE DOUGLAS DILLON
The Under Secretary of State

THE HONORABLE CLARENCE B. RANDALL
Special Assistant to the President

Representing the Conference

MR. GABRIEL HAUGE
Manufacturers Trust Company

MR. CHARLES H. KELLSTADT
Sears, Roebuck and Company

MR. J. SPENCER LOVE
Burlington Industries, Inc.

MR. JOHN J. McCLOY
The Chase Manhattan Bank

DR. T. KEITH GLENNAN
*Administrator, National Aeronautics and Space
Administration*

DR. GEORGE B. KISTIAKOWSKY
*Special Assistant to the President for Science and
Technology*

TUESDAY, MARCH 15

Cocktails, Chinese Room, Six Forty-five
Dinner, Ballroom, Seven Fifteen
Mayflower Hotel

MR. LEE H. BRISTOL
Chairman, The Advertising Council
Presiding

PANEL DISCUSSION
"THE SITUATION IN CUBA"

MR. WILLIAM H. LAWRENCE
The New York Times
Moderator

MR. RICHARD BATE
Columbia Broadcasting System

MRS. LEE HALL
MR. WILSON HALL
National Broadcasting Company

MR. HAL LAVINE
Newsweek

MR. HENRY RAYMONT
United Press International

WEDNESDAY, MARCH 16

District of Columbia Red Cross Building
Nine o'clock

THE HONORABLE ALLEN W. DULLES
Director, Central Intelligence Agency

THE HONORABLE W. ALLEN WALLIS
Special Assistant to the President
Executive Vice Chairman,
Cabinet Committee on Price
Stability for Economic Growth

PANEL DISCUSSION

THE HONORABLE THOMAS S. GATES, JR.
The Secretary of Defense

ADMIRAL ARLEIGH A. BURKE
Member, Joint Chiefs of Staff

DR. HERBERT F. YORK
*Director, Defense Research and Engineering,
Department of Defense*

Representing the Conference

MR. MALCOLM P. FERGUSON
Bendix Aviation Corporation

MR. CHARLES J. MCCARTHY
Chance Vought Aircraft, Inc.

MR. T. F. PATTON
Republic Steel Corporation

MR. RICHARD S. REYNOLDS, JR.
Reynolds Metals Company

MR. WALTER H. WHEELER, JR.
Pitney-Bowes, Inc.

THE PRESIDENT OF THE UNITED STATES

Luncheon

Crystal Room, Sheraton Carlton Hotel
Twelve Thirty o'clock

MR. LEE H. BRISTOL
Chairman, The Advertising Council
Presiding

MR. ROSCOE DRUMMOND
interviewing

MR. VLADIMIR A. KAGOR
MR. IVAN SEROV

Members of the Conference

- CHARLES F. ADAMS, *Raytheon Manufacturing Company*
- FRED E. ADAMS, *G. M. Basford Company*
- K. S. ADAMS, *Phillips Petroleum Company*
- PETER ALLPORT, *Association of National Advertisers*
- S. W. ANTOVILLE, *United States Plywood Corporation*
- FRANK ARMOUR, JR., *H. J. Heinz Company*
- JAMES T. AUBREY, JR., *CBS Television Network*
- BROMWELL AULT, *Interchemical Corporation*
- ALLAN S. AUSTIN, *The Austin Company*
- RICHARD J. BABCOCK, *Farm Journal, Inc.*
- WALTER K. BAILEY, *The Warner & Swasey Company*
- WILLIAM R. BAKER, JR., *Benton & Bowles, Inc.*
- W. GARDNER BARKER, *Thomas J. Lipton, Inc.*
- H. L. BARNET, *Pepsi-Cola Company*
- ELLIOTT V. BELL, *Business Week*
- JACOB BLAUSTEIN, *American Trading and Production Corporation*
- ROBERT W. BOGGS, *Union Carbide Plastics Company*
- FRANK BRAUCHER, *Magazine Advertising Bureau*
- DON U. BRIDGE, *Rochester Times Union-Democrat & Chronicle*
- LEE H. BRISTOL, *Bristol-Myers Company*
- LOUIS N. BROCKWAY, *Young & Rubicam, Inc.*
- MELVIN BRORBY, *Needham, Lewis & Brorby, Inc.*
- FELIX F. BRUNER, *General Motors Corporation*
- HARRY A. BULLIS, *General Mills, Inc.*
- WILLIAM H. BURKHART, *Lever Brothers Company*
- LEO BURNETT, *Leo Burnett Company, Inc.*
- THOMAS C. BUTLER, *The Grand Union Company*
- BENJAMIN J. BUTTENWIESER, *Kuhn, Loeb and Company*
- F. G. CARTER, *R. J. Reynolds Tobacco Company*
- GEORGE CARTER, *Cleveland Press*
- DR. A. K. CHAPMAN, *Eastman Kodak Company*
- WALKER L. CISLER, *The Detroit Edison Company*
- MRS. OLIVE CLAPPER
- ALVIE J. CLAXTON, *Beatrice Foods Company*
- DONALD K. CLIFFORD, *Doberty, Clifford, Steers & Shenfeld, Inc.*
- REGINALD CLOUGH, *The Reader's Digest*
- L. L. COLBERT, *Chrysler Corporation*
- A. L. COLE, *The Reader's Digest*
- CHARLES W. COLLIER, *Advertising Association of the West*
- ALLEN B. CROW, *The Economic Club of Detroit*
- HARLOW H. CURTICE, *General Motors Corporation*
- HARRY L. DALTON, *American Viscose Corporation*
- RICHARD E. DEEMS, *Hearst Corporation*
- DR. LELAND I. DOAN, *The Dow Chemical Company*
- E. C. DONNELLY, JR., *John Donnelly and Sons*
- J. DEWEY DORSETT, *Association of Casualty & Surety Companies*
- WILLIAM DWIGHT, *Holyoke Transcript-Telegram*
- E. J. DWYER, *Electric Storage Battery Company*
- EDWIN W. EBEL, *General Foods Corporation*
- T. M. EVANS, *H. K. Porter Company, Inc.*
- PHILIP J. EVEREST, *Transportation Displays, Inc.*
- J. P. FALVEY, *The Electric Auto-Lite Company*
- LESTON FANEUF, *Bell Aircraft Corporation*
- HARRY S. FERGUSON, *Allied Chemical Corporation*
- MALCOLM P. FERGUSON, *Bendix Aviation Corporation*
- JAMES S. FISH, *General Mills, Inc.*
- KERBY H. FISK, *Allied Chemical Corporation*
- PALEN FLAGLER, *J. P. Stevens & Company, Inc.*
- FRED F. FLORENCE, *Republic National Bank of Dallas*
- CLYDE T. FOSTER, *The Standard Oil Company (Ohio)*
- WILLIAM C. FOSTER, *Olin Mathieson Chemical Corporation*
- JOHN M. FOX, *Minute Maid Corporation*
- EDWIN S. FRIENDLY, *Westchester County Publishers, Inc.*
- DONALD S. FROST, *Bristol-Myers Company, Inc.*
- G. KEITH FUNSTON, *New York Stock Exchange*
- CLARK R. GAMBLE, *Brown Shoe Company, Inc.*
- FREDERIC R. GAMBLE, *American Association of Advertising Agencies*
- ROBERT M. GANGER, *D'Arcy Advertising Company*
- PAUL S. GEROT, *The Pillsbury Company*
- BERTRAM B. GEYER, *Geyer, Morey, Madden & Ballard*
- CARL J. GILBERT, *The Gillette Company*
- LEONARD H. GOLDENSON, *American Broadcasting-Paramount Theatres, Inc.*
- PAUL A. GORMAN, *American Telephone and Telegraph Company*
- PHILIP L. GRAHAM, *The Washington Post & Times Herald*
- ROBERT M. GRAY, *Esso Standard Oil Company*
- EDMUND L. GRIMES, *Commercial Credit Company*
- JOSEPH G. GRISWOLD, JR., *Widdicomb-Mueller Corporation*
- GENERAL ALFRED M. GRUENTHER, *American National Red Cross*

R. P. GWIN, *Sunbeam Corporation*
 CHARLES B. HARDING, *Smith, Barney & Company*
 GABRIEL HAUGE, *Manufacturers Trust Company*
 ARTHUR HULL HAYES, *CBS Radio*
 JOHN K. HERBERT, *The American Weekly*
 WILLIAM A. HEWITT, *Deere & Company*
 DAVID G. HILL, *Pittsburgh Plate Glass Company*
 JOHN W. HILL, *Hill and Knowlton, Inc.*
 JOHN HILLDRING, *General Aniline & Film Corporation*
 SAMUEL F. HINKLE, *Hershey Chocolate Corporation*
 STANLEY C. HOPE, *The SoundScriber Corporation*
 JOHN W. HUBBELL, *Simmons Company*
 ROGER HULL, *Mutual Life Insurance Company of New York*
 GEORGE M. HUMPHREY, *National Steel Company*
 H. E. HUMPHREYS, JR., *United States Rubber Company*
 ROBERT S. INGERSOLL, *Borg-Warner Corporation*
 CHARLES C. JARCHOW, *American Steel Foundries*
 LOGAN T. JOHNSTON, *Armco Steel Corporation*
 CHARLES S. JONES, *Richfield Oil Corporation*
 MERLE S. JONES, *CBS TV Stations Division*
 THOMAS ROY JONES, *Daystrom, Incorporated*
 W. ALTON JONES, *Cities Service Company*
 DWIGHT P. JOYCE, *The Glidden Company*
 CHARLES H. KELLSTADT, *Sears, Roebuck and Company*
 J. J. KENNEDY, *Ingersoll-Rand Company*
 ROBERT E. KENYON, JR., *Magazine Publishers Association*
 HAROLD G. KERN, *Hearst Newspapers*
 MEYER KESTNBAUM, *Hart, Schaffner & Marx*
 ALTON KETCHUM, *McCann-Erickson, Inc.*
 EDGAR KOBAK
 WALTER C. KURZ, *Chicago Tribune*
 MARSHALL LACHNER, *B. T. Babbitt, Inc.*
 WILLIAM G. LAFFER, *Clevite Corporation*
 LAURENCE W. LANE, *Lane Publishing Company*
 ARTHUR B. LANGLIE, *McCall Corporation*
 BYRON H. LARABEE, *Firestone Plantations Company*
 CHESTER J. LAROCHE, *C. J. LaRoche and Company, Inc.*
 ROY E. LARSEN, *Time, Inc.*
 ROBERT A. LEARNARD, *Aluminum Company of America*
 BARRY T. LEITHEAD, *Cluett, Peabody & Company, Inc.*
 GEORGE LEMONS, *Greensboro News & Record*
 GEORGE LINK, JR.
 CHARLES T. LIPSCOMB, JR., *Bureau of Advertising, ANPA*

ROYAL LITTLE, *Textron, Inc.*
 JOHN A. LOGAN, *National Association of Food Chains*
 A. C. LONG, *Texaco, Inc.*
 J. SPENCER LOVE, *Burlington Industries, Inc.*
 JOE LOWE, *Joe Lowe Corporation*
 GEORGE P. LUDLAM, *The Advertising Council, Inc.*
 GIBSON MCCABE, *Newsweek, Inc.*
 THOMAS B. MCCABE, *Scott Paper Company*
 CHARLES J. MCCARTHY, *Chance Vought Aircraft, Inc.*
 JOHN J. MCCLOY, *The Chase Manhattan Bank*
 L. F. MCCOLLUM, *Continental Oil Company*
 NEIL H. MCELROY, *The Procter & Gamble Company*
 DONALD H. MCGANNON, *Westinghouse Broadcasting Company, Inc.*
 JOHN A. MCGLINN, JR., *Campbell Soup Company*
 MAX MCGRAW, *McGraw-Edison Company*
 WILLIAM B. MCGUIRE, *Duke Power Company*
 ALLYN B. MCINTIRE
 PAUL B. MCKEE, *Pacific Power & Light Company*
 ROBERT MACNEAL, *The Curtis Publishing Company*
 GEORGE P. MACNICHOL, JR., *Libbey-Owens-Ford Glass Company*
 IRWIN MAIER, *Milwaukee Journal*
 IRVING S. MANHEIMER, *Macfadden Publications, Inc.*
 H. T. MARKS, *Ferro Corporation*
 ERNEST S. MARSH, *Atchison, Topeka & Santa Fe Railway System*
 W. A. MARSH, *Permanente Cement Company*
 ROBERT R. MATHEWS, *American Express Company*
 H. M. MILLER, *Columbus & Southern Ohio Electric Company*
 CHARLES G. MORTIMER, *General Foods Corporation*
 W. FREDERIC MOSEL, *The Advertising Council, Inc.*
 MILTON C. MUMFORD, *Lever Brothers Company*
 WILLIAM B. MURPHY, *Campbell Soup Company*
 A. C. NIELSEN, JR., *A. C. Nielsen Company*
 AKSEL W. NIELSEN, *The Title Guaranty Company*
 L. H. ODELL, *Foster and Kleiser Company*
 HAROLD H. OLDHAM, *Republic Steel Corporation*
 HARRY O'MEALIA, JR., *O'Mealia Outdoor Advertising Corporation*
 FRANK PACE, JR., *General Dynamics Corporation*
 HOWARD M. PACKARD, *S. C. Johnson & Son, Inc.*
 WILLIAM S. PALEY, *Columbia Broadcasting System, Inc.*
 MOREHEAD PATTERSON, *American Machine & Foundry Company*

T. F. PATTON, *Republic Steel Corporation*
 STUART PEABODY, *Bell & Peabody*
 HARRIS PERLSTEIN, *Pabst Brewing Company*
 T. S. PETERSEN, *Standard Oil Company of California*
 LEWIS E. PHENNER, *Kimberly-Clark Corporation*
 W. B. POTTER, *Eastman Kodak Company*
 K. C. PRATT, *K. C. Pratt, Inc.*
 C. JAMES PROUD, *Advertising Federation of America*
 HENRY RAHMEL, *A. C. Nielsen Company*
 RALPH T. REED, *American Express Company*
 CLARENCE J. REESE, *Continental Motors Corporation*
 H. H. REICHHOLD, *Reichhold Chemicals, Inc.*
 THEODORE S. REPPLIER, *The Advertising Council, Inc.*
 RICHARD S. REYNOLDS, JR., *Reynolds Metals Company*
 RALPH O. RHOADES, *Gulf Oil Corporation*
 KENT RHODES, *The Reader's Digest*
 FLETCHER D. RICHARDS, *Fletcher Richards, Calkins & Holden, Inc.*
 A. B. RICHARDSON, *Chesebrough-Pond's, Inc.*
 JAMES H. RIGHTER, *Buffalo Evening News*
 MAX ROBB, *City Stores Company*
 R. B. ROBERTSON, JR., *Champion Paper & Fibre Company*
 WILLIAM E. ROBINSON, *The Coca-Cola Company*
 ISRAEL ROGOSIN, *Beaunit Mills, Inc.*
 H. I. ROMNES, *Western Electric Company, Inc.*
 GEORGE W. ROMNEY, *American Motors Corporation*
 T. J. ROSS, *Ivy Lee and T. J. Ross*
 H. T. ROWE, *IBM Corporation*
 DR. HOWARD A. RUSK, *The New York Times*
 MICHAEL P. RYAN, *Allied Chemical Corporation*
 RICHARD E. RYAN, *Advertising Association of the West*
 H. M. SCHACHTE, *Lever Brothers Company*
 GENERAL FRANK R. SCHWENGEL, *Joseph E. Seagram & Sons, Inc.*
 ELLERY SEDGWICK, JR., *Medusa Portland Cement Company*
 WARNER S. SHELLY, *N. W. Ayer & Son, Inc.*
 BORIS SHISHKIN, *AFL-CIO*
 LESLIE R. SHOPE
 G. G. SIMMONS, JR., *Simmons Company*
 IRWIN A. SIMPSON, *St. Petersburg Times*
 SPYROS P. SKOURAS, *Twentieth Century-Fox Film Corporation*
 ELDEN SMITH, *Security First National Bank*
 L. B. SMITH, *A. O. Smith Corporation*
 E. A. SNOW, *The Procter & Gamble Company, Inc.*
 W. CORDES SNYDER, JR., *Blaw-Knox Company*
 M. J. SPIEGEL, *Spiegel, Incorporated*
 PHILIP SPORN, *American Electric Power Company*
 DR. FRANK STANTON, *Columbia Broadcasting System*
 HERMAN W. STEINKRAUS, *Bridgeport Brass Company*
 A. R. STEVENS, *The American Tobacco Company*
 R. S. STEVENSON, *Allis-Chalmers Manufacturing Company*
 HAROLD C. STRAIT, *Bankers Trust Company*
 F. L. SULZBERGER, *Enterprise Paint Manufacturing Company*
 HENDERSON SUPPLEE, JR., *The Atlantic Refining Company*
 A. H. THIEMANN, *New York Life Insurance Company*
 E. J. THOMAS, *The Goodyear Tire & Rubber Company*
 HAROLD B. THOMAS
 JOSEPH H. THOMPSON, *The M. A. Hanna Company*
 O. V. TRACY, *Esso Standard Oil Company*
 NILES TRAMMELL, *Biscayne Television Corporation*
 OLIVER TREYZ, *ABC-TV Network*
 B. BYNUM TURNER, *Ethyl Corporation*
 L. C. TURNER, *Great Lakes Towing Company*
 LAWRENCE VALENSTEIN, *Grey Advertising Agency, Inc.*
 GEORGE VAN GORDER, *McKesson & Robbins, Inc.*
 W. G. WEISBROD, *E. I. DuPont de Nemours & Co., Inc.*
 PAUL B. WEST, *Association of National Advertisers*
 J. HUBER WETENHALL, *National Dairy Products Corporation*
 WALTER H. WHEELER, JR., *Pitney-Bowes, Inc.*
 FRANK K. WHITE, *McCann-Erickson, Inc.*
 CHARLES A. WIGHT, *Freeport Sulphur Company*
 CRANSTON WILLIAMS, *American Newspaper Publishers Association*
 LANGBOURNE M. WILLIAMS, *Freeport Sulphur Company*
 PAUL H. WILLIS, *Carnation Company*
 ALLAN M. WILSON, *The Advertising Council, Inc.*
 CHARLES E. WILSON
 ALBERT E. WINGER, *Crowell-Collier Publishing Company*
 H. J. WOLFLISBERG, *The Nestle Company, Inc.*
 ROY D. WOOSTER, *The Borden Company*
 JAMES W. YOUNG, *J. Walter Thompson Company*
 WILLIAM ZECKENDORF, *Webb & Knapp, Inc.*



THE ADVERTISING COUNCIL
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