

THE "SECRET SOCIETIES" OF PUBLIC RELATIONS

THE WISE MEN (Also called THE GROUP)

W. G. Barlow, Partners for Growth  
 Sylvan Barnett, VP-PR, Am. Airlines  
 Harold Brayman, FRD Du Pont (ret.)  
 Howard Chase, chmn. Ptnrs. for Growth  
 Emery N. Cleaves, Ptnrs. for Growth  
 James Cope, chmn. Selv./Edw./Nov.  
 Virgil B. Day, VP, General Electric  
 W.A. Durbin, exec VP, Hill & Knowlton  
 Milton Fairman, Editor, PR Journal  
 John L. Fleming, VP-PR, Alcoa

John A. Ford, VP-PR, Chrysler  
 James F. Fox, James F. Fox, Inc.  
 Wm. J. Gaskill, pres. T. J. Ross  
 Bert C. Goss, chmn. Hill & Knowlton  
 George Hammond, chmn. C. Byoir  
 Howard F. Harris, FRD, Corn Prod.  
 R.O. Hawkanson, VP-PR US Steel  
 John W. Hill, founder, H&K  
 W.W. Hopwood, FRD, Repub. Steel  
 James W. Irwin, Northfield, Ill.

Kerryn King, VP, Texaco  
 Wm. T. Lane, VP, Carrier Corp.  
 John C. Long, Princeton, N.J.  
 Lauren Lyman, Untd. Aircraft (ret.)  
 Farley Manning, F. Manning Assocs.  
 Donald B. McCommod, VP-PR Am. Can  
 Wm. H. McGaughey, sr VP-PR, NAM  
 Admiral H.B. Miller, Hofstra Univ.  
 Frank Murphy, VP, United Aircraft  
 W.H. Neff, asst-pres. Untd. Airlines

Joseph T. Nolan, VP-PR, Chase Manh.  
 John H. Page, VP, Int'l Nickel  
 Glen Perry, Du Pont (ret.)  
 T. W. Phelps-Scudgers, Stevens & Clark  
 T.F. Robertson, FRD, East. Kodak  
 T. J. Ross, T. J. Ross & Assocs.  
 W.B. Stevenson, VP, Int. Nat'l City  
 Walter Straley, VP, AT&T  
 F. Waltman, Phil.Pa./W.Weston, Sun  
 Oil Co./ Dr. John Riley, Equi. Life

PUBLIC RELATIONS SEMINAR (1969 attendees)

Edward C. Ames, VP-PR, Owens-Illinois  
 H.E. Arnsdorf, VP-PR, Prudential Ins.  
 R.A. Aszling, VP-PR, General Foods  
 N.B. Bain, FRD, Amer. Meat Inst.  
 J.V. Baker, J.V. Baker Assocs.  
 \*W.G. Barlow, Partners for Growth  
 \*J.C. Bateman, pres., Ins. Info. Inst.  
 Leone Baxter, Whitaker & Baxter  
 T.J.C. Bennett, A/E, Carl Byoir  
 J.H. Bivins, VP-PA, Am. Pet. Inst.  
 R.L. Bliss, R.L. Bliss & Co.  
 R. Borwick, sr VP, Newmyer Assocs.  
 E.N. Brandt, FRD, Dow Chemical  
 N. Brayman, cons., Wilmington, Dela.  
 N.M. Brown, FRD, Continental Can  
 W.C. Burk, FRM, Santa Fe Rwy.  
 J.F. Campbell, FRD, Raytheon  
 D.N.E. Carlson, VP, Ford (Canada)  
 \*Allen Chellas, DPA, Newsweek  
 \*Emery Cleaves, Partners for Growth  
 \*H.W. Cloke, VP-PR, No. Amer. Rockwell  
 Wm. W. Cook, Dir. Pub. Comm. US Steel  
 F.L. Cooper, VP-PR, N.Y. Life Ins.  
 James Cope, chmn. Selv. & Lee E. Nov.  
 R.S. Cramer, dir. corp. rel. Tishman  
 P.B. Cullen, AVP, Aetna Life  
 A.C. Daniels, VP, Inst. of Life Ins.  
 \*R.V. Darrow, pres. Hill and Knowlton  
 Ovid R. Davis, VP, Coca-Cola  
 E.E. Dowell, FRD, Metal Mining  
 div., Kennecott Copper  
 L.R. Dowell, VP-PR, Wyandotte Chem.

\*Milton Fairman, Edit. PR Journal  
 R.L. Fegley, mgr. public issues,  
 General Electric  
 \*R.E. Fitzgibbon, AVP-PR, Texaco  
 R.J. Fitzpatrick, FRD, Texas  
 Eastern Transmission Corp.  
 \*John A. Ford, VP-PR, Chrysler  
 \*D.J. Forrestal, FRD, Monsanto  
 \*A.H. Forster, AVP, Armstrong Ck.  
 James A. Fox, pres., J.A. Fox  
 S.H.W. Pyfe, FRM, Imperial Oil  
 W.J. Gaskill, pres., T.J. Ross  
 \*I.R. Glick, pres. Glick & Lorwin  
 L.L.L. Golden, Saturday Review  
 \*Bert C. Goss, chmn., H&K  
 C.R. Rason FRD, Morton Int'l.  
 \*G.W. Griffin Jr., VP-PR, GT&E  
 Mrs. Denny Griswold, PR News  
 R.P. Gros, VP-PR, Pacific Gas  
 \*R.J. Guelich, VP-PR, Mont.-Ward  
 George Hammond, chmn., C. Byoir  
 \*H.F. Harris, FRD, Corn Products  
 Quentin Harvell, exec. dir. PRSA  
 R.O. Hawkanson, VP-PR US Steel  
 W.F. Meadden, PR adv. St. Oil NJ  
 \*Lee Hirsh, FRD, Sperry & Hutz  
 \*Caroline Hood, VP, Rock. Center  
 H.W. Hopwood, FRD, Repub. Steel  
 R.E. Huchingson, VP-PR, Falstaff  
 James W. Irwin, Northfield, Ill.  
 S. Jones, Gardner, Jones & Cowell  
 \*H.G. Kettle, VP-PR, Massey-Ferg.

Kerryn King, VP, Texaco  
 Cleveland Lane, FRD, Goodrich-Gulf  
 J.F. Langton, VP, Bank of Amer.  
 \*Wm. Lashley, VP, PR-Adv. Penn. Cen.  
 \*C.A. Lawrence, MPA, Esso Chemical  
 \*R.C. Lawrence, VP, Continental Oil  
 Ivy Lee Jr., Ivy Lee Jr. & Assocs.  
 Ed Lipscomb, Nat'l Cotton Council  
 \*Edw. Littlejohn, DPA, Chas. Pfizer  
 \*W.A. Logelin, VP, Amsted Indus.  
 B.S. Lorwin, VP, Glick & Lorwin  
 \*W.A. Lydgate, chmn., Earl Newsom  
 D.T. Martin, AVP, Sea Board RR  
 D.M. McCommod, VP, Amer. Can  
 J.F. Modrall, cons., Eli Lilly  
 J.F. Moynahan, John Moynahan & Co.  
 John K. Murphy, Swarthmore, Pa.  
 A.G. Newmyer Jr., Newmyer Assocs.  
 Osgood Nichols, O. Nichols Assocs.  
 A. Northwood Jr., mgr., chem. PR,  
 Shell Chemical Co.  
 W.C. Parker, DPI, Campbell Soup  
 J.M. Patterson, FRD, Amer. Oil  
 \*J.D. Paulus, VP, Alleg. Ludlum  
 \*Glen Perry, cons., Earl Newsom  
 \*J.E. Pitt, FRD, Time Inc.  
 S.P. Potter, PA, Amer. Pet. Inst.  
 \*C. Reinke, FRM, DuPont of Canada  
 \*D.W. Rich Jr., Commun. Services.  
 \*T.F. Robertson, FRD, East. Kodak  
 H.T. Rockwell, pres., Jones,  
 Brakeley & Rockwell

\*C.F. Roll, Smith, Kline & French  
 R.A. Sandberg, VP, Kaiser Alum.  
 \*Stewart Schackne, New York, N.Y.  
 Ty F. Scoggins, FRM, Getty Oil  
 \*S.A. Shaddix, Dir., corp. PR,  
 Procter & Gamble  
 \*W.G. Shain, FRM, Atlantic Rich.  
 T.R. Sills, pres. T.R. Sills Inc.  
 Howard Skidmore, VP, C&O/S&O Rwy.  
 \*F.J. Solon Jr. VP, Johns-Manville  
 Sherman Stambaugh, DPI, Celanese  
 T.W. Stephenson, FRD, E.I. DuPont  
 \*W.B. Stevenson, VP-PR, First  
 National City Bank, N.Y.  
 \*J.L. Turrentine, VP, Fittney-Bowen  
 \*J.J. Verstraete exec FRD, IM  
 C.B. Wade Jr., VP, R.J. Reynolds  
 Franklyn Waltman, Philadelphia  
 \*Bruce Watson, Bruce Watson Co.  
 G.H. Weiler, FRD, Chas. Pfizer  
 J.H. Weisberger, FRD, Wig. Lit. Stil.  
 \*H.L.P. Wendell, AFRD, E.I. DuPont  
 \*W.W. Weston, FRD, Sun Oil Co.  
 J. Whiteman, fin FRM, C.I.T.  
 N.B. Wilson, FRM, Stan. Oil (NJ)  
 R.B. Wolcott Jr., Wolcott, Carlson  
 K.P. Wood, AVP, Amer. Tel. & Tel.  
 \*J.H. Wright, ret. VP, Assn. Am. RR  
 Kenneth Youel, Youel, Phillips  
 \*Charles H. Zeenah, dir., corp.  
 PR, Ethyl Corp.

\*Executive committee did not attend in 1968 PRD=PR Director PA=Public Affairs PI=Public Information M=Manager A=Assistant

1968 attendees who did not attend in 1969:

Phelps H. Adams, VP-PR US Steel (ret.)  
 W.S. Adamson, W.S. Adamson Assocs.  
 J.E. Canaday, FRD, Lockheed Air.  
 Melva Chesrown, Chesrown Organization  
 R.F. Crawford, FRD, Araco Steel  
 George Crowson, Chicago, Ill.  
 Wm. Dinsmore, Wm. Dinsmore Assocs.  
 Kalman Druck, Harshe-Rotman & Druck

J.L. Dupree, sr VP, RoderaFinn  
 Wm. Durbin, exec. VP, H&K  
 Robert G. Eagan, Mgr. PR, P&G  
 Sydney Eiges, VP, NBC  
 R.S. Eisenhauer, VP-PR, Textron  
 C.H. Freyermuth, San Francisco  
 M.S. Hauser, MFR, Marathon Oil  
 T.F. Hunter, VP, Irving Trust

H.L. Jackson, FRD, Lubrizol  
 S.E. Korse, FRD, Borden  
 Burns W. Lee, Bergen & Lee  
 E. I. Maher, Bus.-Indus. Pol. Act.  
 C.C. Massoth, FRD, Ill. Cent. RR  
 T.H. Mecke Jr., VP-PR, Ford  
 Sydney W. Morrell, S. Morrell & Co.  
 Hale Nelson, VP, Ill. Bell Tel.

R.H. Scholl, assoc. and dir.,  
 Fred Rudge Assocs., Princeton  
 Humphrey Sullivan, FRD, Lever  
 J.T. Thatcher, asst. exec. dir. CARE  
 Craig Thompson, FRD, Gulf Oil  
 Robert J. Wood, pres., Carl  
 Byoir & Assocs.  
 Mrs. Sally Woodward, Tarrytown, NY

THE PUBLIC RELATIONS SOCIETY: NEW YORK

Howard Allen, pres. Howard Allen  
 Richard Aszling, VP-PR, Gen'l Foods  
 Wm. Baker, Wilson, Knight & Welch  
 A.H. Beamish, Beamish & Assocs.  
 Robert Bliss, Bliss Assocs.  
 J. Brady, Hospital Bureau  
 Averell Broughton, Consultant  
 Ralph Bugli, The Bugli Co.  
 D. Campbell, VP-PR, NY Cent. Rwy.  
 Howard Chase, Partners for Growth  
 A.M. Crossley, Princeton, N.J.  
 A.C. Daniels, Manhasset, N.Y.  
 Thomas Deegan, Thomas Deegan Co.  
 Wm. Dinsmore, Dinsmore Assocs.  
 J.E. Drew, San Francisco  
 Milton Enzer, A/E, Bugli Co.  
 Milton Fairman, Edit., PR Journal

Peter Finney, P. Finney Advtg.  
 R. Fitzgibbon, AVP-PR, Texaco  
 W.E. Foltz, AVP, N.Y. Telephone  
 Chas. Fry, FRD, West. Elec.  
 C.H. Furgerson, Farley Manning  
 C. Gillette, exec VP, NY Conv. Bur.  
 Gordon Gilmore, VP, TWA  
 Jack Gow, VP, GAF Corp.  
 R. Guylay, Kings Point, N.Y.  
 K.R. Honaman, bus. consultant  
 R.W. Ingram, FRD, Flintkote  
 Stephen Korse, FRD, Borden  
 Milton Kramer, VP, Hertz  
 R. Lawrence, VP, Continental Oil  
 Wm. Lydgate, chmn., Earl Newsom  
 Donald Lynch, FRD, Chirurg & Cairns  
 J.L. MacWithey, FRD, Bristol Myers

Ralph Major, VP, Arthur Schmidt  
 D.C. McCarthy, Mobil Oil  
 W.H. McGaughey, sr VP-PR, NAM  
 John Moynahan, Moynahan & Co.  
 H. Obermeyer, Simsbury, Conn.  
 George Oslin, Westfield, N.J.  
 C.F. Overton, FRD, Stone & Webster  
 W.C. Parker, DPI, Campbell Soup  
 D. Quinlan, FRD, Squibb-BeechN  
 W.P. Raines, FRD, Johns-Manville  
 C.B. Reeves, North Stamford, Ct.  
 C.W. Rice, adv.-Prom. Am. Cyanamid  
 H.A. Richmond, Devine, Baldwin, Wil.  
 R.L. Robertson, FRD, Boy Scouts  
 R.W. Ryan, New Milford, Conn.  
 E.C. Sandmeyer, Corp. Intell.  
 John Sattler, FRD-Prog., Ford

H.K. Schauffler, Nat'l Frs. Pd.  
 C.W. Schmidt, VP, Boverly Svgs.  
 J.A. Schultz, AVP-PR, Amer. RR  
 J. Shanahan, VP-PR, Loew's Htl.  
 J.H. Shaw, Fla. State Univ.  
 Charles Speaks, cons.  
 S. Stambaugh, DPI, Celanese  
 Julian Street, N.Y.C  
 R.A. Strickland, DC, Amer. Exp.  
 H. Sullivan, FRD, Lever Bros.  
 V.B. Thorn, FRD, GM Acceptance  
 J.O. Trudeau, exec VP, Wyle As.  
 Max Ulrich, VP, Con Ed  
 S. Valby, FRD, Colgate-Palmolive  
 Allen Wagner, White Plains, NY  
 Clement Wyle, Wyle Assocs.

SHOP TALK (Companies are members. One or two principals or officers may attend).

Burson-Marsteller  
 Carl Byoir & Associates  
 Dudley-Anderson-Yutzy

Edward Gottlieb & Assocs.  
 Harshe-Rotman & Druck  
 Hill and Knowlton

Farley Manning Associates  
 John Moynahan & Co.  
 Partners for Growth

T.J. Ross and Associates  
 Roder & Finn  
 Selvage & Lee, Edw. Howard

PRIDE AND ALARM

Richard Aszling, VP-PR, Gen'l Foods  
 Walter Barlow, Partners for Growth  
 Alan Bell, chmn., Bell & Stanton  
 Robert Bliss, Bliss Assocs.  
 Harold Burson, Burson-Marsteller  
 Melva Chesrown, Chesrown Org.

Charles Coates, consultant  
 Wm. W. Cook, U.S. Steel  
 Kalman Druck, Harshe-Rotman & Druck  
 Wm. Durbin, exec VP, H&K  
 Mabel Flanley, Flanley & Woodward  
 James Fox, Pres., James A. Fox

Wm. Gaskill, pres., T.J. Ross  
 C. Hammond, chmn., Carl Byoir  
 Wm. Lydgate, chmn., Earl Newsom  
 Farley Manning, F. Manning  
 John Moynahan, J. Moynahan  
 Osgood Nichols, O. Nichols.

G. Edward Pendray, cons.  
 W.B. Stevenson, Citibank  
 Bruce Watson, B. Watson  
 Sally Woodward, Flanley &  
 Woodward

PR COUNSELORS ROUNDTABLE (CHICAGO)

Beveridge, Penney & Bennett  
 Aaron D. Cushman & Assocs.  
 Daniel J. Edelman Inc.

(Companies are members. Principals attend.)

Financial Relations Board  
 Gardner, Jones & Cowell  
 Harshe, Rotman & Druck

Herbert M. Kraus & Co.  
 Public Communications Inc.  
 Public Relations Board

Selz Organization  
 Donald Young Associates  
 Drucilla Hanfy Co.