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Applications still being accepted for Montana State University Advertising Conference

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FOR RELEASE SUNDAY, JUNE 14

More than 40 registrations have already been received for the Montana State University Advertising Conference, scheduled June 22 and 23 on the MSU campus, according to conference director Dr. John S. Wright, associate professor of business administration. Applications can be accepted through Friday, June 19, he said.

The conference, designed for users of advertising, is sponsored by the MSU School of Business Administration.

Thomas D'Arcy Brophy of New York City, retired chairman of the board of Kenyon & Eckhardt, Inc., will head the slate of distinguished out-of-state speakers, Dr. Wright said. Brophy, a native of Butte, is past chairman of the board of the American Association of Advertising Agencies and founder and first president of the American Heritage Foundation.

West Coast advertising specialists who will participate in the conference include Hugh D. Smith, vice president and manager of the West Coast Sales Division of Outdoor Advertising, Inc., and Walter McNiff, director of the Western Division of Television Bureau of Advertising, Inc.

Smith is in charge of the San Francisco, Los Angeles, and Seattle offices of Outdoor Advertising, Inc. Before joining OAI, he was advertising and public relations director for Petri Wine Co., San Francisco. He is a graduate of Stanford University and holds a master's degree from the University of California.

(more)

McNiff directs Television Bureau's division that services advertisers and agencies in 11 western states. He is a former regional manager for Kenyon & Eckhardt and has been an account supervisor for Batten, Barton, Durstine and Osborn and an account executive with Foote, Cone & Belding and with Compton Advertising.

Other out-of-state speakers on the program include Kenneth Wunsch, director of advertising and public relations for Northwest Life Insurance Co., Minneapolis; William Douglas, president of Douglas Advertising Agency, Rapid City, S. D.; Prof. Max Wales of the University of Oregon School of Journalism, and Mrs. Marie M. Ferrell, manager of The Better Business Bureau of Spokane, Inc.

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