004234

26

Client or Agency
CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

12 National Dairy

11 National In New York
Care Unit

12 Natural Way

12 Neal Framing

30 Newman Associates

5 Nutri-Systems

aks Of Old Towne

30 Oglvy & Mather
Sears

6 Opera Theatre St Louis

12 Ortek

30 Oriental Rug Center

5 Oscar Mayer

40 Outdoor'S Shop

6 P R St Louis
Northwest Plaza

30 ampered Pantry

004235

27

Client or Agency
CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

40 Paper Patch

6 Paper Warehouse

6 Pappagallo - The Ladue Shop

11 Park Terrace Hilton

6 Parker Group

40 Pasta House

12 Patricia Long Interiors

11 Paul Carame Lincoln Mercury

[illegible] Pennsylvania Local

11 Pet Dairy Inc.

30 Phillips 66

11 Phillips Furniture

12 Photo & Sound Company

12 Physicians Health Plan

12 Piaza Lincoln Mercury

[illegible] Pers Unfinished Furniture

Jim Bell	#50
Tom Foot	#70
Jerolyn Miller	#10
Joe Nienoff	#47
Bob Thomson	#49
Judy Walker	#11
Glynelle Wells	#[illegible]

004236

28

Client or Agency

CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

11 Port Arrow Head

12 Port Elsewhere

12 Postal Center

11 Price Waterhouse

30 Pro Golf Discount

6 Pulaski Savings & Loan

40 R E K Industries

6 Ralston Purina

30 Reed Nissan

6 Reinnoldt Advertising
Doctors Clinic

40 Richard Perry

12 Ritz - Carlton

30 Robinson Jewelers

30 Ron Coleman
Budget Costello Leasing

11 Roth Distributing

12 Royal Midtown Chrysler

Jim Bebo	#52
Tom Moon	#30
Carolyn Miller	#12
Joe Nienoff	#40
Bob Thomson	#45
Lucy Walker	#11
Michelle Wells	# 6

004237

29

Client or Agency

CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

40 Rugs Of Persia And China

30 Russ Advertising

30 Ryan Heating & Cooling

6 S G Adams

30 S I U Edwardsville

12 Saks Fifth Avenue

40 Salamander

12 Sallie

12 Samoeaus

40 Sammi'S

12 Sapaugh Pontiac Cadillac

6 Savings Of America

40 Scandia Down Shops

6 Schnucks

40 Schubert Designs

[illegible] ears (Local)

Jim Dent	#50
Tom Hoff	#30
Carolyn Miller	#12
Joe Morris	#40
Bob Thomson	#45
Lucy Walker	#11
Glynelle Wells	# 6

004238

30

Client or Agency
CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

12 Belkirks

6 Seven Up

11 Shelter Insurance

11 Shirley Schermer
Matheny Heating & Cooling Skytops

12 Shoneys

12 Shoss & Associates

Silk Road Restaurant

30 Simmonds & Simmonds
Lawn Boy

6 Simmons Durham & Associates
St Louis Univ Med Center

11 Smith & Yehle Inc
United Missouri Banks

40 Smith-Moore

6 Sound Warehouse

12 Spectacle Shop

40 Sports Fantacy

6 St Anthonys Hospital

Jim Bebb	#52
Tom Koon	#30
Carolyn Miller	#12
Joe Nierpff	#42
Bob Thomson	#45
Lucy Walker	#11
Glynelle Wells	# 6

004239

31

Client or Agency

CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

12 St Joseph Hospital

6 St Louis Acura

12 St Louis Advisors

11 St Louis Art Museum

11 St Louis Chamber Chorus

6 St Louis Classical Guitar

45 St Louis Coin & Jewelry

30 St Louis Philharmonic Orch

6 St Louis Tub & Spa

42 St Louis Wine Company

6 St Lukes Hospital

6 St Mary's Hospital

45 St. Louis Beer Sales

6 St. Louis Electronics

12 St. Louis Sailing Center

Farm'S

Jim Beck	#50
Tom Hoon	#30
Carolyn Miller	#12
Joe Nierstedt	#42
Bob Thomson	#45
Lucy Walker	#11
Glynelle Wells	# 5

004240

32

Client or Agency

CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

30 Staufens

11 Stephen Good Inc - Plaza Frontenac

30 Stephen Honda

30 Stivers Lincoln Mercury

11 Streetside

30 Summit Jewelers

40 Summit Shop

40 Sunset Surf Shop

12 Supreme Mobile Wash

11 T B A
St Louis Sun

30 T B W A
Plaza Frontenac Community Federal

12 T C B Y

11 T W A Airlines

12 T.E.I. Heating & Cooling

12 Tan Tar A

004241

33

Client or Agency
CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

6 Taylor Brown & Burnhill
St Louis Centre

11 Teddis

6 Terry Thompson & Associates
The Personal Touch

6 The Acorn

12 The Auto Spa

11 The Bach Society

6 The Beau Kelly Inc.

30 The Board Room

30 The Creative Dept (Irving, Tx (Dallas)
Posh'S At The Park

30 The Diamond Shop

11 The Difference

6 The Flower Shoppe, Inc.

11 The Fur Centre

6 The Idea Department
Park Plaza Apartments

11 The Jones Company

Jim Bass	#52	
Tom Hoar	#32	
Carolyn Miller	#12	
Joe Niehoff	#42	
Bob Thomson	#45	
Lucy Walker	#11	
Gisele Wells	# 6	

004242

34

Client or Agency

CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

11 The Market Place (At Ladue)

6 The Muny

12 The New England

12 The Personal Touch

12 The Plus Woman

11 The Puckett Group

6 The Rep

999 The Sheldon

6 The Womens Exchange

12 Theatre Project

12 Thompson Recruitment

6 Three Buoys

12 Tivoli Theatre

11 Tom Heapes Advertising Inc.

12 Top Of The 230 Restaurant

Tornatores

Jim Bell	#50
Tom Moon	#32
Carolyn Miller	#12
Joe Nienoff	#40
Bob Thomson	#45
Lucy Walker	#11
Glynelle Wells	# 6

004243

35

Client or Agency
CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

6 Touring Cyclist

30 Toyota Dealers

30 Tracey Locke
Dillards

11 Travel Design

11 Travers Group
Clayton Rug Gallery

40 Trish'S Treasures

Turco Development

6 Turner Advertising

6 U M B L - Premiere Performances

6 Underwater Sports

11 Unicom Group
St Louis Diamond, Dallas

12 United Additions Inc.

30 United Postal Savings

11 V M I

Valentine-Radford

Client or Agency
CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

11 Vanderbeck & Chiow

12 Venture Stores

6 Vess Beverages

40 Victoria Products

40 Victoria'S Secret

40 Voice Forum

30 Vurro'S Mens Clothes

40 Warner Communication

6 Washington Univ Business School

30 Watkins Soft Gallery

11 Webster Groves Subaru/Peugeot

42 Webster Men'S Wear

30 Webster Records

6 Webster University

11 Wehmueller Jewelry

4 Wehrenberg Theaters

Jim Bebo	#50
Tom Koch	#32
Carolyn Miller	#12
Joe Mierzoff	#40
Bob Thomson	#45
Lucy Walker	#11
Glynella Wells	# 5

004245

37

Client or Agency
CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

11 Weintraub & Associates
St Clair Corporation Missouri Savings

40 West County Car Wash

11 West End Motor Company

12 West End Wines

30 West Ports Board Room Restaurant

11 Western Advertising

30 Western Temp Service

40 Westmont Apartments

11 Westport Place

12 Wheatstone Bridge

5 William Thomas

11 Williams Music

12 Windjammer Travel Log

12 Winfield Advertising

12 Winning Edge Cyclery

11 Wohl Shoes

Jim Webb	#53
Tom Moor	#32
Carolyn Miller	#12
Joe Mighell	#42
Bob Thomson	#45
Lucy Walker	#11
Glynelle Wells	# [illegible]

004246

38

Client or Agency

CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99 CLASSIC 99

12 Ylang Ylang

30 York Heating

40 Zarfas Luggage

6 Zenthoefer Furniar, Inc.

30 Zimfels

39

004247

004248

40

Acapulco Restaurant

Aeroman Airlines

Andrew Lents
Enterprise Banks

Bank Of Edwardsville

Bartels & Carstens
Monsanto A I

Believers

Bernstein/Rein
Walmart Blockbuster Video

Best Buys

Boatmens

Borell Jacobs St Louis
Chrysler Dealers Assoc.

Broc Dugan

Brookdale Farms

Brooking Park

Busch Media Services
Anheuser Marcer

Caleco Corners

Camelot Music

Carefiole

Carolyns A Matter Of Taste

Casa

Casa Conservatory

Cat'S Eye Gallery

Centra

Cigna Design Gallery

Cigna Securities

Cinergroup Productions

004249

46

Continental Pure

Active Media
Jamestown Mall

Dave Gutting Associates
Dommonitc Dealership

De Paul Health Center

Delta Airlines

Diet Center

Digital Equipment

Famous Barr

Farm & Home Savings

Fine Arts Resources

First Dial Finance

Frank Block & Associates

Function Junction

G T E N. Inc.

Giovanni'S

Gourmet To Go

Greenberg Gallery

Hewlett Parkard (Local Office)

Hotel Majestic

I J Associates
Medicare Glasser
Daffee Lighting

I T G

Images & Ideas

Impriqtur
Sherwood Medical
Metro Realty

International Motor Company

Express

Janet Mcafee Inc

42

004250

Jenkins Music

Jenny & Craig Weight Loss Clinic

Kenrick Advertising Inc.

Kreeg Wise Associates
Willa Lighting

Leo Burnett Agency
United Airlines

Leppert Pace

Lieberman Advertising Ltd.

Lou Fusz Toyota

Luther Center

M C I

Maring & Kanfield Inc
Wild Horse Hayden Company

Martin Advertising
Moore Jaguar

Martmark Inc
Boyds

Masonry Institute

McDonald Davis & Associates
Missouri Baptist Hospital

Meramec Caverns

Midwest Podiatry

Modern Business Systems

N.C.B. Popcorn

National In New York
Jane Unit

Oaks Of Old Town

Park Terrace Hilton

Paul Devane Lincoln Mercury

J. Dairy Inc.

(43)

004251

Phillips Furniture

[illegible] Arrow head

Price Waterhouse

Roth Distributing

Shelter Insurance

Shirley Scherrer
Mathany Heating & Cooling Bristore

Smith & Yehle Inc
United Missouri Banks

St Louis Art Museum

St Louis Chamber Chorus

Steamer Good Inc - Plaza Frontenac

Streamside

T B A
St Louis Sun

A Airlines

Teddis

The Bach Society

The Fur Centre

The Jones Company

The Market Place (At Ladue)

The Puckett Group

Tom Heapes Advertising Inc.

Travel Design

Travers Group
Clayton Rug Gallery

Turco Development

Union Group
St Louis Community College

[illegible]

004252

44

Vandercook & Child

Water Groves Subaru/Peugeot

Wehmueller Jewelry

Weintraub & Associates
St Clair Corporation Missouri Savings

West End Motor Company

Western Advertising

Westport Plaza

Williams Music

004253

45

004254

46

A G Edwards

erman Dealerships

Advancers
Union Station

Advertising Associates
Boulevard Motors

Agard Associates
hrigeis Jewelry

Airborne Express

Alexian Brothers Hospital

Autohaus Of Clayton

B H N
Roosevelt Bank

Berhanu

Best Rate Advertising

Best Sound

gan Advertising

Brooks Brothers

Bucholtz

Cedar Ridge Apartments

Cellular Concepts

Chezik Honda

Childrens Home Society Of Missouri

Citicorp

Classical Coffee Company

Claymont Wines

Clayton Davis Advertising

Coca Cola

Comello Assoc
Mansions At Spyglass

Contel

004255

47

Creative Resturant Management
Fedora Cafe & Bar

Lnielle Hilton

Davis & Davis
Wall Paper To Go | Dr Changer

E M Reilly

Edward Jones

Edwards Ltd.

Erlichs Goldsmith Shop

Farber Fullbright, Inc.
Fountain Head Manor | Mega Banks

Feature Advertising
St Louis Symphony | Pella Windows

Fox Theatre

Framing Place

Froehlicks

dner
S W Bell Mobile Systems | Union Station

Gary Ferguson
Ill Bell Telephone | Purina Mills

Geis Advertising
Seeger Toyota | Mallory Buick

General American Life

Gentry Shops

Glennon

Gold Coast Advertising
Office Depot

Goldes

Grantwood Steak House

Graybar

Greisedick Imports

Guarantee Trust

004256

48

Gursich, Spence, Darleck & Mc Luer
Southwest Airlines

Haagen Dazs Ice Cream Shoppe

Hakimian Brothers

Hennies & Associates

Herman Group
St Johns Mercy Hospital

Hilltop Lincoln Mercury

Hormel

Hughes Advertising
Central Hardware Lieberman

Innsbrook Estates

Jerome Hirsch & Associates

Joe Lovins
Savin Company

Jung Chevrolet

Kelly Zahrndt & Kelly Inc.
Pepsi

Kerlick Switzer Johnson

Krigels Jewelry

Krupnick & Associates
Clayton Savings & Loan

Leader Lincoln Mercury

Lincoln Mercury Dealers Assoc

Lindenwood College

Lutheran Medical Center

Maring & Kanfield, Inc.

Maritz Travel Company

Maryville College

Mason Homes

Master Slide

004257

49

Mayer Homes

Donnel Douglas Travel

Mc Graw Publishing

Mc Kenna Meng Inc.
Bo Beuckmann Ford

Metropolitan Life

Midtown Furniture

Monsanto

Mu Himedia Services & Company Inc.
Hardee'S Area Four

Nutri-Systems

Opera Theatre St Louis

Oscar Mayer

P R St Louis
Northwest Plaza

Parker Warehouse

Pappagallo - The Ladue Shop

Parker Group

Penney, J.C.(Local)

Pipers Unfinished Furnture

Pulaski Savings & Loan

Ralston Purina

Reinholdt Advertising
Doctors Clinic

S G Adams

Savings Of America

Schnucks

Sears (Local)

Seven Up

Silk Road Restaurant

004258

50

Simmons Durham & Associates
St Louis Univ Med Center

Sound Warehouse

St Anthonys Hospital

St Louis Accura

St Louis Classical Guitar

St Louis Tub & Spa

St Lukes Hospital

St Marys Hospital

St. Louis Electronics

Starr'S

Taylor Brown & Burnhill
St Louis Centre

Terry Thompson & Associates
The Personal Touch

The Acorn

The Beau Kelly Inc.

The Flower Shoppe, Inc.

The Idea Department
Park Plaza Apartments

The Muny

The Rep

The Womens Exchange

Three Buoys

Tornatores

Touring Cyclist

Turec Advertising

U M S L - Premiere Performances

Underwater Sports

Valentine-Radford