

# New Ad Agency Opens Here

Advertisers Workshop, a new advertising agency, has opened its office in The Lake Placid News building on Mill Hill.

The agency is owned and staffed

by Lake Placid residents Adele Pierce and Tom Connors, with Peter Sellers as Director of TV and motion picture production and Robert Whitney as consulting art director.

The philosophy of the agency is to create a coordinated and cooperative body of area talent to form a complete and professional service.

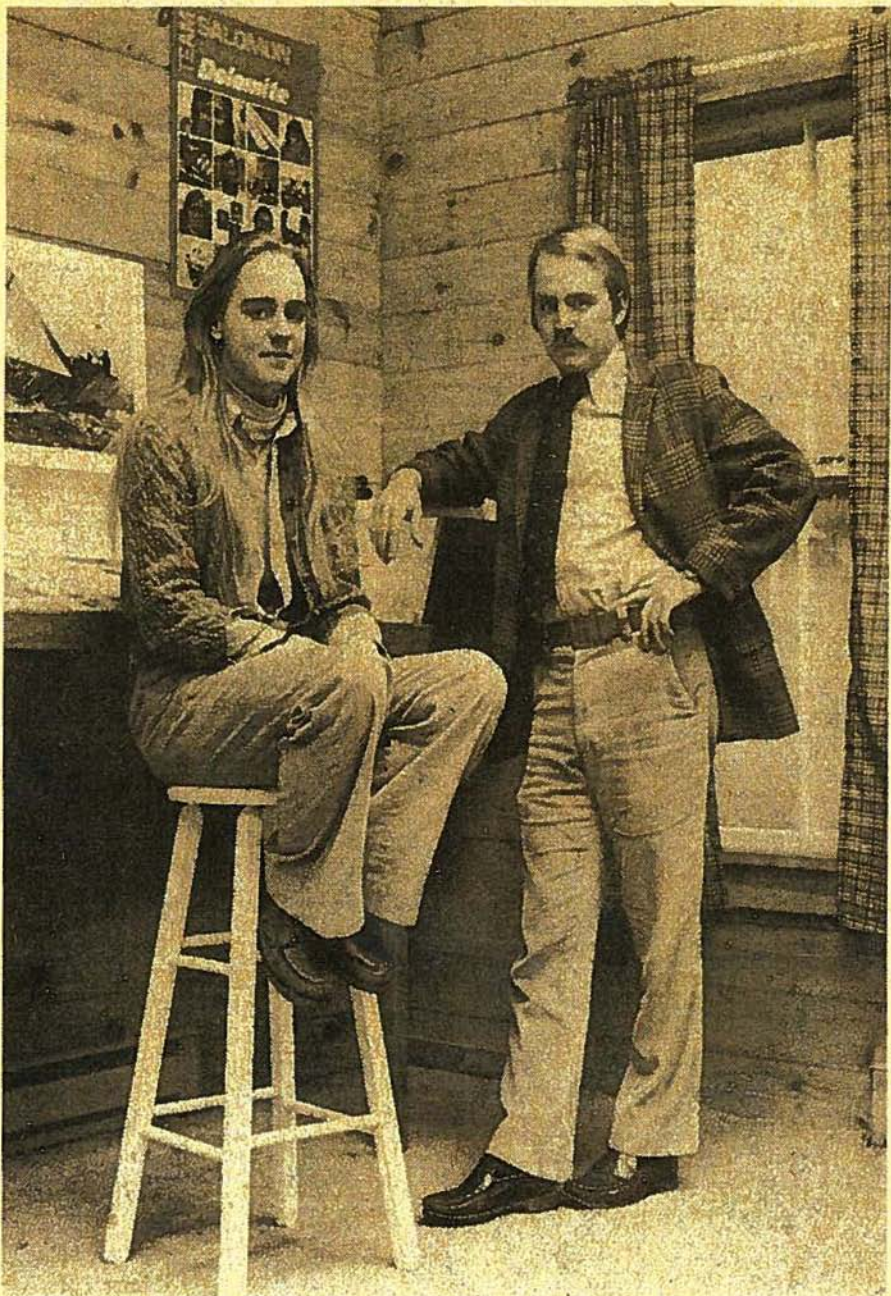
Adele Pierce—account executive, calligrapher and artist, is a lifelong summer resident and a year-round resident for the past five years. She works in graphic arts and communications.

Tom Connors, account executive and media director, is a former Lake Placid resident who attended Lake Placid Central School and was graduated from Northwood School and Boston College before leaving the area for three years of advertising-agency experience in Providence, R.I.

Peter Sellers, director of TV and motion-picture production, is a lifelong Lake Placid resident who has been the director of photography for over ten films and many TV commercials for Freewheelin' Films Ltd. of Aspen, Colo. He recently completed a promotional film for the Lake Placid Chamber of Commerce.

Robert Whitney is a lifelong resident who has operated his own commercial art service for many years and has been a fine-arts teacher for some length of time. He also is a painter and regular exhibitor.

The new agency, in addition to handling complete advertising campaigns, will offer its services on a project or job basis to make it possible for any size client to avail themselves of its services which include copy, ideas, layout, illustrations, art work, calligraphy, ads, brochures, catalogs, annual reports, media evaluation and placement, publicity, public relations and research.



Adele Pierce and Tom Connors in Mill Hill Office