

N W AYER ABH INTERNATIONAL
1345 Avenue of the Americas
New York, New York 10019
(212) 974-2818
Frank Kenesson

For Use in Papers of

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NEW YORK -- Anthony P. Galli, President and Chief Executive Officer of the newly-formed financial advertising and public relations communications company, Charles Barker/Ayer Financial, Inc., has a broad business background of 27 years as writer, creative director, advertising management supervisor and corporate and financial public relations executive.

Mr. Galli, who commutes to Manhattan from his home in Scarborough-on-Hudson, New York, is a native of Philadelphia, attended Upper Darby High School and lived in Penn Valley in Philadelphia's western suburbs. He served two years in the U.S. Navy in the Pacific during World War II and returned to get his degree in the Business School of Temple University in 1950.

He spent nine years as a writer with International News Service (later merged into United Press International) and as a staff writer with Time Inc. before joining N W Ayer as a Copywriter in December, 1958.

At Ayer he advanced to Creative Director and in January, 1967, was elected a Vice President of the advertising agency and Account Supervisor on the AT&T account. Three months later he was elected a Senior Vice President and Management Supervisor of AT&T advertising.

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Since June, 1972, he has been Senior Vice President and Director of Ayer Public Relations Services, with responsibility for managing all of the agency's PR activities in the corporate, financial, marketing, theatrical, travel and leisure and government areas. He will continue to direct those PR activities of Ayer as well as heading Charles Barker/Ayer Financial.

He is a member of Sigma Delta Chi, professional journalism society, and the Overseas Press Club as well as the Sleepy Hollow Country Club in Scarborough.

Mr. Galli is the son of Mr. and Mrs. Philip Galli, now living in New Port Richey, Fla., and his wife, Vinnie, is the daughter of Mr. and Mrs. Ross Costa of Holiday, Florida.

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