

Companies Now Joined

Two long established publishing firms have joined forces in the publication of the program magazines for the Pasadena Playhouse and the Elmer Wilson-Gilbert Higbee Attractions at the Pasadena Civic Auditorium, San Gabriel Civic Auditorium, and Riverside Memorial Auditorium.

Douglas Mc Mann, who heads his own publishing firm, announces that he has become affiliated with the John F. Huber Publishing company, Inc., in the publication of the Playhouse and Civic Auditorium program magazines. The Huber firm publishes the official program magazines for the Hollywood Bowl, Greek Theatre, Burbank Starlight Bowl, the Los Angeles Philharmonic Orchestra, and the leading legitimate theatres and auditoriums in Los Angeles, Hollywood, Beverly Hills, Burbank, and Glendale.

With his new affiliation, Mc Mann becomes the general manager and sales director of the Huber firm in Pasadena, San Gabriel, and Riverside. The local organization has published the programs at the Civic Auditorium for the past twenty-eight seasons and at the Playhouse since 1945.

Recognized as the dean of theatre and concert program magazine publishers in the West, Huber started in business fifty-one years ago in Los Angeles. His Playgoer Group of publications have set a standard of quality for this type of media throughout the country.

As the Playgoer at the Playhouse and The Civicgoer at the Civic Auditorium, the new publication format will feature attractive covers in color, new editorial features, and the advertising of local, regional, and national advertisers.

Kenneth S. Pellon, general manager and vice president of the Huber Publishing Co., is a San Marino resident. Pellon is a former advertising director of the Barker Brothers stores in Southern California.

Executive editor and vice president of The Playgoer Group for the past 13 years is Douglas Crane, who says he has been attending and enjoying Pasadena Playhouse productions since a mere kid. Art's director for the publications is Cordelia Ely Bowman.

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