

In Memory of Harold F. Tenney

By: Kathy Jex

Harold F. Tenney, former Advertising Club President and long-time member passed away Saturday, June 7 at the age of 98. A native of Toledo, Harold started in the advertising business as a copywriter in 1933 at the U.S. Agency, one of the largest ad agencies in the country at the time. The president of U.S. Advertising went on to become the President of Jeep in the late 1930s. Harold continued his ad career as the advertising manager for Sofskin in Findlay, Ohio before returning to Toledo. He joined the ad agency of Sterling Beeson, Arthur Reichart and Ray Fuller which changed to Beeson-Reichert-Richard, after adding Jim Richard, and then to Rotsinger-Tenney-Richard when Bert Rotsinger and Harold became partners. Harold retired from partnership to become an employee of Triad in 1983, a new agency headed by Jan Robie and Bob Terry. He continued at Triad until 2001 when the agency closed.

Harold was the President of Ad Club in 1955-1956 and received the Silver Medal Award in 1991. Ad Club also celebrated the 50th anniversary of Harold's presidency at an Ad Club luncheon where he was presented with a gift basket.

Harold was truly one of the pioneers of the Toledo advertising world. He will be missed.