



Walter M. Fish Jr.

May 17, 1923 - April 4, 2008

Walter McIntyre Fish, Jr. died peacefully Friday, April 4, 2008 at Haverford Nursing and Rehabilitation Center. He resided in Strafford. Loving husband of Patricia (Naylor) for 49½ years. Father of Susan Ingall (Mark) of Larchmont, NY and grandfather of Max and Matilda Ingall. Brother of G. David and the late J. Richard Fish.

He was the son of the late Walter Fish and Helen Fish Mannon.

Walt graduated from Haverford High School in 1950 and Dickinson College in 1954 where he was a member of Alpha Chi Rho fraternity. He was past president of the Dickinson College Alumni Association. After graduation from Dickinson he worked for Curtis Publishing Company as a copywriter and creative director 1954-1968. He then joined N.W. Ayer advertising agency and eventually became responsible for setting up Ayer Direct, a direct mail operation 1968-1974. He then joined Franklin Mint as Vice-President of marketing going on to become President of Franklin Mint European Offices from 1974-1986, residing in London for six years. Along with Phillip Minter he formed Educational Communications, Inc. from 1987-1994. Since 1994 Walt was retired

Walt served as President of the Philadelphia Direct Marketing Association, Chairman of American Association of Advertising, Direct Marketing

Committee; Board member of British Direct Marketing Association; Member Bryn Mawr Presbyterian Church.

Relatives and Friends are invited to a memorial service Saturday, May 17, at 11:00 a.m. in the Chapel of Bryn Mawr Presbyterian Church, 625 Montgomery Ave., Bryn Mawr.

In lieu of flowers memorial contributions may be made to Surrey Services for Seniors,
28 Bridge Avenue, Berwyn, PA 19312.

Chadwick & McKinney Funeral Home, Ardmore

Walter McIntyre Fish, Jr. died peacefully Friday, April 4, 2008 at Haverford Nursing and Rehabilitation Center. He resided in Strafford. Loving husband of Patricia (Naylor) for 49½ years. Father of Susan Ingall (Mark) of Larchmont, NY and grandfather of Max and Matilda Ingall. Brother of G. David and the late J. Richard Fish.

He was the son of the late Walter Fish and Helen Fish Mannon.

Walt graduated from Haverford High School in 1950 and Dickinson College in 1954 where he was a member of Alpha Chi Rho fraternity. He was past president of the Dickinson College Alumni Association. After graduation from Dickinson he worked for Curtis Publishing Company as a copywriter and

creative director 1954-1968. He then joined N.W. Ayer advertising agency and eventually became responsible for setting up Ayer Direct, a direct mail operation 1968-1974. He then joined Franklin Mint as Vice-President of marketing going on to become President of Franklin Mint European Offices from 1974-1986, residing in London for six years. Along with Phillip Minter he formed Educational Communications, Inc. from 1987-1994. Since 1994 Walt was retired

Walt served as President of the Philadelphia Direct Marketing Association, Chairman of American Association of Advertising, Direct Marketing Committee; Board member of British Direct Marketing Association; Member Bryn Mawr Presbyterian Church.

Relatives and Friends are invited to a memorial service (Date to be Announced)in the Chapel of Bryn Mawr Presbyterian Church, 625 Montgomery Ave., Bryn Mawr.

In lieu of flowers memorial contributions may be made to Surrey Services for Seniors,
28 Bridge Avenue, Berwyn, PA 19312.