

PROGRAMS



Commercially Sponsored

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Title

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Advertiser and Product

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Network

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Advertising Agency

Complete Listing of Major Networks — Commercial Programs of 1946 —

Following pages contains a complete listing of four national network commercial programs heard during the 12-month period ending Dec. 31, 1946. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast.

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PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
A Present from Hollywood	William S. Scull Co. Boscul Tea	ABC	M. H. Hackett Co.
Abbott & Costello	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	William Esty & Co.
Abbott Mysteries, The	Helbros Watch Co. Watches	MBS	Wm. H. Weintraub & Co.
Academy Award Theater	E. R. Squibbs & Sons All Products	CBS	Geyer-Cornell & Newell, Inc.
Adventures of Bill Lance	Planters Nut & Chocolate Co. Peanuts & Peanut Oil	NBC	Raymond R. Morgan Co.
Adventures of Bulldog Drummond	Lewis-Howe Company Nature's Remedy	MBS	Olion Advertising Co.
Adventures of Ozzie & Harriet	International Silver Co. Sterling & 1847 Rogers	CBS	Young & Rubicom, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil	CBS	B.B.D.&O., Inc.
Adventures of Sherlock Holmes, The	Petri Wine Co. Wine	MBS	Young & Rubicom New York
Adventures of the Falcon, The	American Safety Razor Corp. Gem Razor Blades	MBS	Federal Advertising Agency
Adventures of the Thin Man	General Foods Corp. Post Toasties, Sanka & Instant Sanka	CBS	Benton & Bowles, Inc. Young & Rubicom, Inc.

Alan Young Shaw, The	Bristol-Myers Co. Ipana & Vitals	NBC	Young & Rubicam
Aldrich Family, The	General Foods Grape Nuts Grape Nuts Flakes Birdseye Frosted Foods	NBC	Benton & Bowles, Inc.
Aldrich Family	General Foods Corp. Grapenuts & Grapenut Flakes, Postum	CBS	Young & Rubicam, Inc. Foote, Cone & Belding
A. L. Alexander's Mediation Board	Serutan Company Serutan-Nutrex	MBS	Grant Advertising, N. Y. Eff. 3/1/46 Roy S. Durstine Inc.
Alex Drier, news	Skelly Oil Co. Petroleum products	NBC	Henri, Hurst & McDonald
All-Star Baseball Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon Inc., N. Y.
All-Star Football Game	Wilson Sporting Goods Co. Sporting Goods	MBS	Ewell & Thurer Associ. Chicago
Alvin Wilder—Commentary	Sealy Mattress Co. (mattresses)	ABC—PC	Alvin Wilder Adv. Ag.
Amanda	Sterling Drug Inc. Phillips Tablets, Toothpaste, Engine Tums	CBS	Doncer-Fitzgerald-Somple, Inc.
Amazing Mrs. Danbury with Agnes Moorehead	Lewis-Howe Co.	CBS	Roche Williams & Cleary, Inc.
American Album of Familiar Music	Sterling Products Co. Bayer Aspirin	NBC	Dancer-Fitzgerald-Somple
American Legion Fights	Adam Hat Stores Inc. Adam Hat	MBS	LoRoche & Ellis, N. Y.
American Melody Hour	Sterling Drug Co. Bayer Aspirin	CBS	Doncer-Fitzgerald-Somple, Inc.
American Radio Warblers	American Bird Products Inc. Bird Food	MBS	Weston-Barnett, Inc. Chicago
Amos 'n' Andy	Lever Brothers Rinso	NBC	Ruthrouff & Ryon
Andrew Sisters	Nash-Kelvinator Corp. Nash Cars & Kelvinator Refrigerators	CBS	Geyer, Cornell & Newell, Inc.
Armstrong Theater of Today	Armstrong Cork Co. Quaker Rugs, Linoleum Products, Floor Coverings	CBS	B.B.D. & O, Inc.

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Army Football Games	U. S. Army Recruiting Service	ABC	N. W. Ayer & Son, Inc.
Army-Navy Game	Gillette Safety Razor Co.	NBC	Moxon Inc.
Arthur Hale	Richfield Oil Corp., N. Y. Oil & Gasoline	MBS	Hixson-O'Donnell Adv. New York
Aunt Mary	Safeway Stores Kitchen Kraft Flour	NBC	Walter Thompson Co.
Aunt Jenny	Lever Bros. Co. Rinso, Spry	CBS	Ruthrouff & Ryon, Inc.
A Woman's Life	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
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Baby Snooks Show	General Foods Corp. Jell-O, Jell-O Puddings, Sanka	CBS	Young & Rubicam, Inc.
Bachelor's Children	Continental Baking Co. Wonder Bread & Hostess Cakes	CBS	Ted Botes, Inc.
Backstage Wife	Sterling Products Co. Dr. Lyons Tooth Powder Energine Cleaning Fluid	NBC	Doncer-Fitzgerold-Somple
Beautiful Music	John H. Breck, Inc. (Breck Hair Shampoo)	ABC	Charles Sheldon Adv.
Benny Walker's Kitchen	Tillamook Creamery Cheese	NBC	Botsford, Constantine & Gardner
Betty Crocker	General Mills Cake Flour—Softasilk	NBC	Knox-Reeves Adv. Agency, Inc.
Betty Moore	Benjamin Moore & Co. (Paints)	ABC	St. Georges & Keyes, Inc.
Beulah Show	Lewis Howe Co. Tums	CBS	Roche, Williams & Cleary, Inc.
Bible Institute	Bible Institute of Los Angeles Religious Talks	MBS	The Tullis Co. Los Angeles
Big Sister	Lever Bros. Co. Rinso	CBS	Ruthrouff & Ryon, Inc.
Big Sister	Procter & Gamble (Ivory Soap)	CBS	Compton Advt. Inc.

Big Town	Sterling Drug Inc. Ironized Yeast	CBS	Pedler & Ryon, Inc.
Bill Henry, News	Johns-Manville Corp. Building Material	CBS	J. Walter Thompson Co.
Billie Burke Show	Lambert Co. Listerine Tooth Powder	CBS	Lambert & Feosley, Inc.
Bing Crosby	Philco Corp. Philco Radios	ABC	Hutchins Advtg. Co.
Blind Date	Lehn & Fink Products Corp. (Hinds Honey & Almond Cream & Hand Lotion)	ABC	Wm. Esty & Co.
Blondie	Colgate-Palmolive-Peet Co. Super Suds	CBS	Wm. Esty & Co.
Bob Burns Show	Lever Brothers Lifebuoy Soap	NBC	Ruthrouff & Ryon
Bob Burns Show	Whitehall Pharmacal Co. Anacin, Kolyms	NBC	Sullivan, Stouffer, Colwell & Boyles
Bob Crosby Show	Ford Motor Co. Ford Motor Cars	CBS	J. Walter Thompson Co.
Bob Garred—News	Manhattan Soap Co. Sweetheart Soap	CBS—PC	Duone Jones Co.
Bob Garred—News	Peter Paul, Inc. Candy Bars	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred—News	"42" Products, Inc. Hair Oil and other products	CBS—PC	Brisacher, Van Norden & Staff
Bob Garred—News	Soil-Off Mfg. Co.	CBS—PC	Ruthrouff & Ryan, Inc. Frank Oxarort Co.
Bob Garred—News	Studebaker Corp. (Motor Cars)	CBS—PC	Roche, Williams & Cleary, Inc.
Bob Garred—News	Vick Chemical Co. Vick's Vaporub, Vatronol, Cough Drops, Inhaler	CBS—PC	Morse International, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co.
Bob Hope Show	Lever Brothers Toothpaste Toothbrushes Tooth Powder	NBC	Foote, Cone & Belding

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Bob Nichols	Fisher Flouring Mills Co. (Fisher's Cereal Products)	ABC—PC	Pacific Nat'l Adv.
Bob Wills & His Texas Playboys	Fisher Flouring Mills Co. (Fisher's Cereal Products)	ABC—PC	Pacific Nat'l Adv.
Boston Symphony	Allis Chalmers Mfg. Co.	ABC	Compton Adv., Inc.
Breakfast Club	Swift & Co. Kay Daumit, Inc. (Lustre Cream Shampoo) Philco Corporation (refrigerators)	ABC	J. Walter Thompson Hill Blackett & Co. Hutchins Adv. Co., Inc.
Break the Bank	Bristol Myers Co. (Mum, Sal-Hepotica, Vitalis)	ABC	Doherty, Clifford and Shenfield
Break the Bank	Vick Chemical Co. Vick's Va-Tro-Nol & Vapo-Rub	MBS	Morse International, Inc. New York
Bride And Groom	Sterling Drug Inc. (Drug Products)	ABC	Dancer-Fitzgerald-Sample Inc.
Buck Rogers	General Foods Corp., N. Y. Corn Toasties	MBS	Benton & Bowles Inc. New York
Burl Ives	Philco Corp. Philco Radios	MBS	Hutchins Advertising Co. New York
Burrirt Wheeler	Loma Linda Food Co. Loma Linda Foods	CBS—PC	Elwood J. Robinson Adv. Agcy.
Burrirt Wheeler	Wilco Co. "Clearex", window cleaner "Bif" insect spray	CBS—PC	Elwood J. Robinson Adv. Agcy.
By Popular Demand		MBS	Birmingham, Castleman & Pierce New York
Call of the Range	Grove Lab. Inc. (Cold Tablets)	CBS—PC	Duane-Janes Co.
Calamity Jane with Agnes Moorehead	Lewis-Howe Co. Turns	CBS	Roche, Williams & Cleary, Inc.
Campbell Room with Hildegarde	Campbell Soup Co. All Products	CBS	Ward-Wheelock Co.
Can You Top This?	Calgate-Palmolive-Peet Palmolive Brushes & lather shave creams	NBC	Ted Bates

Captain Midnight	Wander Company Ovaline	MBS	Ruthrauff & Ryan Chicago
Carroll Alcott, News	Campbell Soup Co. All products	CBS—PC	Ward Wheelock Co.
Case Book of Gregory Hood	Petri Wine Company Petri Wine	MBS	Young & Rubicam New York
Cavalcade of America	E. J. duPont de Nemours Institutional	NBC	B.B.D. & O.
Cecil Brown	Murine Company Eye Lotion	MBS	B.B.D. & O. Chicago
Cedric Foster	Employer's Group Insurance Co. Insurance	MBS	H. B. Humphrey Co. St. Louis
Champion Rollcall	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams, Inc.
Charles Collingwood	Peter Paul, Inc. Candy products	CBS	Plott-Forbes, Inc.
Charlie McCarthy & Edgar Bergen	Standard Brands Chase & Sanborn Coffee Royal Desserts	NBC	J. Walter Thompson
Checkerboard Jamboree (formerly Opry House Matinee)	Ralston-Purino Company Cereal & Form Foods	MBS	Gordner Adv. Co. St. Louis
Chesterfield Supper Club	Liggett & Meyers Chesterfield Cigarettes	NBC	Newell-Emmett
Chester Morrison	Esquire Inc. (Coronet Mag.)	ABC	Schwimmer & Scott Little & Co.
Chet Huntley, News	Kelite Products, Inc. Kenu Cleanser	CBS—PC	
The Christian Science Monitor Views The News	Christian Science Publishing Society	ABC	H. B. Humphrey Co.
Circle Arrow Show, The	Western Auto Supply Automobile Accessories & Household Appliances	NBC	Bruce B. Brewer Co.
Club Time	Club Aluminum Products Co. (Aluminum Household Utensils)	ABC	Trade Development Corp.
Coke Club with Morton Downey	Coca-Cola Company	MBS	D'Arcy Advertising Co. New York
Collins Calling	Washington Cooperative Farmers Products (Chicken Products)	ABC—PC	Pacific National Adv.
Contented Hour, The	Carnation Company Cornotion Milk	NBC	Erwin Wasey Co.

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Continental Celebrity Club	Continental Can Co. Institutional, Pockaging, Plastic Products	CBS	B.B.D. & O., Inc.
Corliss Archer	Compbell Soup Co. All Products	CBS	Word Wheelock Co.
Cotton Bowl Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Moxon Inc. New York
Counterspy	Universol Match Corp. (Old Nick & Bit O' Honey)	ABC	Schwimmer & Scott Adv. Agency
County Fair	Borden Co. Instant Coffee	CBS	Kenyon & Eckhardt, Inc.
Crime Cases of Warden Lawes	Trimout Clothing Co. Inc. Clipper Craft Clothes	MBS	Wm. H. Weintraub & Co., Inc. New York
Crime Doctor	Philip Morris & Co. Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Crime Photographer	Anchor Hocking Glass Corp. Anchorglass, Fire King Ovensglass Products	CBS	Wm. H. Weintraub & Co.
Crooks' Cruise	Guittord Chocolate Co. Chocolate & Chocolate Products	CBS—PC	Gorfield & Guild
Curtain Time	Mors, Inc. (Condy)	ABC	Grant Advertising Inc.
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Danger, Dr. Danfield	Knox Co. (Cystex & Mendocce)	ABC	Robt. R. Raisbeck Agency
Danny Kaye Show	Pobst Sales Co. Pobst Blue Ribbon Beer	CBS	Worwick & Legler, Inc.
Dark Venture	The Wildroot Co., Inc. (Wildroot Creme Oil)	ABC	B.B.D. & O.
Darts For Dough	Dr. Pepper Co. (Dr. Pepper Carbonated Beverage)	ABC	Trocy-Locke & Co., Inc.
Date With Judy, A	Lewis Howe Co. Tums	NBC	Roche, Williams & Cleory, Inc.
David Harum	B. T. Bobbitt Co. Bob-O	NBC	Duone Jones
Day in the Life of Dennis Day, A	Colgate-Palmolive-Peet Colgate Dental Cream	NBC	Ted Bates

Detect & Collect	B. F. Goodrich Co. (Tires and Other Goodrich Products)	ABC	B. B. D. & O., Inc.
D&H Miners	Hudson Coal Co. Coal	NBC	The Clements Co.
Dick Cutting—News	Vick Chemical Co. (All Products)	CBS—PC	Morse International, Inc.
Dick Haynes Show	Electric Auto-Lite Co. Spark Plugs & Auto Accessories	CBS	Ruthrauff & Ryan, Inc.
Dick Tracy	Sweets Company of America (Tootsie V-M)	ABC	Ivey & Ellington Inc.
Don't You Believe It	Chemicals, Inc. Vano Household Chemical	CBS—PC	Gorfield & Guild
Dorothy Dix Program	Union Pharmaceutical Co. Saraka	ABC—PC	Abbott, Kimball Co., Inc.
Double or Nothing	Pharmaco, Inc. Feen-A-Mint and/or Chooz	MBS	Ruthrauff & Ryan New York
Dr. Christian	Chesebrough Mfg. Co. Petroleum Jelly & Hair Tonic	CBS	McCann-Erickson, Inc.
Dr. I.Q.	Mars Inc. Candy	NBC	Gront Advertising Inc.
Drew Pearson	The Frank H. Lee Co. (Hats)	ABC	Wm. H. Weintraub & Co., Inc.
Drene Show, The	Procter & Gamble Drene	NBC	Castar, Ferrell, Chesley & Clifford
Durante-Moore Show	United-Rexall Drug Co. Drugs	CBS	N. W. Ayer & Sons
Leo Durocher	G. N. Caughlin Co. Chimney Sweeps	ABC	Rache, Williams & Cleary, Inc.
Duffy's Tavern	Bristol-Meyers Ipona & Trushay	NBC	Young & Rubicam Inc.
Earl Godwin	National Board of Fire Underwriters (Fire Insurance)	ABC	MacFarland, Aveyard & Co.
Earl Wilson	General Cigar Co. White Owl Cigars	MBS	J. Walter Thompson New York
East-West Football Game	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon Inc. New York

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Eddie Bracken Show	Texas Company Texaco Products	CBS	Buchanon & Co., Inc.
Eddie Cantor	Bristol-Meyer Ipana & Trushay	NBC	Young & Rubicam
Eddie Cantor	Pabst Brewing Co. Blue Ribbon Beer	NBC	Warwick & Legler
Eddie Docley's All American Football Roundup	All American Football Conference Football	MBS	Frederick-Clinton Co. New York
Ed Sullivan's Pipelines	Larus & Brother Co., Inc. Chelsea Cigarettes & Edgeworth Tobacco)	ABC	Warwick & Legler, Inc.
Edward Maher	Liberty Magazine Inc.	ABC	Warwick & Legler, Inc. Joseph Kotz Co.
Edward R. Murrow	American Oil Co. Lubricants, Gas and Oil	CBS	N. W. Ayer & Son, Inc.
Electric Hour with Nelson Eddy	Electric Companies Adv. Program Institutional	CBS	J. Wolter Thompson Co.
Elgin Christmas Show	Elgin National Watch Co. Watches	CBS	J. Wolter Thompson Co.
Elgin Thanksgiving Show	Elgin National Watch Co. Watches	CBS	J. Wolter Thompson Co.
Ellery Queen	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin and Kalynas	CBS	Ruthroff & Ryan, Inc. Sullivan, Staufler, Colwell & Bayles, Inc.
Elmer Peterson, News	Planters Nut & Choc. Co. Peanuts, Peanut Oil	NBC	Roymond R. Morgon Co.
Encore Theater	Schenley Laboratories, Inc. Penicillin	CBS	The Biow Co., Inc.
Esquire All American Boys Baseball Game	General Mills Inc. Wilson Sporting Goods Co. Sporting Goods	ABC	Knox Reeves Adv. Agency. Ewell & Thurber
Exploring the Unknown	Revere Copper & Brass Inc. Institutional	MBS	St. George & Keyes
Fabulous Dr. Tweedy, The	American Cigarette & Cigor Co. Pall Mail Cigarettes	NBC	Foote, Cone & Belding
Fact & Fiction	Brown & Williamson Tobacco Co.	ABC	Russell M. Seeds Co., Inc.
Fact Finder with Delmar Edmonson	Metropolitan Life Insurance Co. Insurance Services	CBS—PC	Young & Rubicam, Inc.

Famous Jury Trials	Williamson Candy Co. Candy Bars	ABC	Aubrey, Moore & Wallace
Fashions & Perfumes	Coty Inc. Cosmetics	MBS	Direct
F.B.I. in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Biow Co., Inc.
Fibber McGee and Molly	S. C. Johnson Co. Floor Wax	NBC	Needham, Louis & Brobby, Inc.
Fight of the Week	Adom Hat Stores Inc. Adam Hats	MBS	LoRoche & Ellis New York
First Nighter	Compano Soles Co. All Products	CBS	Wallace-Ferry-Hanly Co.
Fitch Bandwagon	F. W. Fitch Co. Shampoo, Hair Tonic & Brushless Shave Cream	NBC	L. W. Ramsey
Fleetwood Lawton	Whitehall Phormocol Co. Anacin	NBC	Dancer-Fitzgerald-Sample
Football Games	U. S. Army Recruit Service	ABC	N. W. Ayer & Son, Inc.
Ford Festival of American Music	Ford Motor Co. Automobiles, Service & Parts	ABC	Kenyon & Eckhardt, Inc.
Ford Show starring Dinah Shore	Ford Motor Co. Ford Motor Cars	CBS	J. Walter Thompson Co.
Forever Ernest	Emerson Drug Co. Brama-Seltzer	CBS	B. B. D. & O., Inc.
I. J. Fox Testimonial Dinner	I. J. Fox Institutional	MBS	Pack Advertising Agency, Inc. New York
Frank Hemingway	Kerr Glass Mfg. Corp. Glass Jars	ABC—PC	Raymond R. Morgan Co.
Frank Sinatra Show	P. Lorillard Co. Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Frank Singiser	Sinclair Refining Co. Oil & Gasoline	MBS	Hixson-O'Donnell Adv. New York
Fred Allen Show	Standard Brands Blue Bannett Margarine Tenderleaf Tea	NBC	J. Walter Thompson
Fred Waring	American Meat Institute Meat	NBC	Leo Burnett Co.
Fred Waring	Florida Citrus Commission Canned Grapefruit Juice	NBC	Benton & Bowles New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Free For All	H. H. Tanner, Inc. (Portrait Cold Wave)	CBS—PC	Mason-Gold Co.
Freedom of Opportunity	Mutual Benefit Health & Accident Assn.	MBS	Arthur Meyerhoff & Co. Chicago
Fresh Up Show, The	Seven-Up Bottling Co.	MBS	J. Walter Thompson Co. New York
Front Page Farrell	American Home Products Bisodol Powder Kalyros	NBC	Dancer-Fitzgerald-Sample
Front Page Features	Washington Cooperative Formers' Assn. Lynden Foods	CBS—PC	Pacific National Adv. Agcy.
Front Page Features	E. L. Bruce Co. Bruce Floor Cleaner	CBS—PC	Christiansen Adv. Agcy.
Fulton Lewis, Jr.	G. N. Coughlon Mfg. Co. Chimney Sweep Soot Destroyer	MBS	Roche, Williams & Cleary, Inc. New York
Gabriel Heatter	Barbosol Co. Barbosol	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter	R. B. Semler Inc. Kreml Hair Tonic	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter	Serutan Co. Seruton and/or Nutrex	MBS	Grant Adv., Inc., N. Y. Eff. 3/1/46 Roy S. Durstine
Gabriel Heatter	Zonite Products Corp. Forthon's Toothpaste	MBS	Erwin Wasey & Co., Inc. New York
Gabriel Heatter's Brighter Tomorrow	Mutual Benefit Health & Accident Assn.	MBS	Arthur Meyerhoff & Co. Chicago
Galen Drake	William H. Wise & Co. Inc. Books	ABC	Huber Hoge & Sons
Game of the Week	U.S. Army Recruiting Service Army Recruiting	MBS	N. W. Ayer & Son, Inc. New York
Gang Busters	L. E. Waterman Co. Fountain Pens	ABC	Radio Consultants, Inc.
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
GE House Party	General Electric Co. Household Appliance Division	CBS	Young & Rubicam, Inc.

Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Gillette Fights	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Gillespie's Garden Guide	Germain Seed & Plant Co. Plants & Seeds	ABC—PC	Dudley L. Logan Adv.
Ginny Simms Show	Borden Co. All Products	CBS	Young & Rubicam, Inc.
Give & Take	American Home Products Corp. (Chef Boy-Ar-Dee Spaghetti Dinner)	CBS	McJunkin Advt. Co.
Grand Central Station	Pillsbury Mills, Inc. All Products	CBS	McCann-Erickson, Inc.
Grand Marquee	William R. Warner Co., Inc. Rayve Hair Cream & Shampoo	NBC	Rache, Williams & Cleary
Grand Ole Opry	R. J. Reynolds Co. Prince Albert Tobacco	NBC	William Esty & Co., Inc.
Grand Slam	Continental Baking Co., Inc. Wonder Bread & Hostess Cake	CBS	Ted Bates, Inc.
Great Gildersleeve, The	Kraft Foods Co. Velveeta, Parkay	NBC	Needham, Louis & Brorby, Inc.
Great Moments in Music	Celinese Corp. of America Celinese Products	CBS	Young & Rubicam, Inc.
Guiding Light, The	General Mills Betty Crocker Soups, Wheaties	NBC	Knox-Reeves Adv., Inc.
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Hallmark's Charlotte Greenwood Show	Hall Brothers Inc. Hallmark Greeting Cards	ABC	Foote, Cone & Belding
Harry Flannery, News	Bekins Van & Storage Co. Storage	CBS—PC	Brooks Advertising Agcy.
Harry Flannery, News	Planters Nut & Chocolate Co. Peanuts & Peanut Oil	CBS—PC	Raymond R. Morgan Agency
Harvest of Stars	International Harvester Motor Trucks & Farm Machinery	NBC	McCann-Erickson, Inc.
Hedda Hopper's Hollywood	Armour & Co. Armour Products Acceptable to ABC	ABC	Foote, Cone & Belding
Helene Curtis Presents	National Minerals Co. Cold Wave and Shampoo	ABC—PC	Adalphe Wenland & Associates

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Henry Morgan Show	Eversharp Inc. Shick Injector Razors and Razor Blades	ABC	The Biow Company
Highways in Melody	Cities Service Co. Gas & Oil	NBC	Foote, Cone & Belding
Hildegarde	Brown & Williamson Tobacco Co. Kools, Raleigh Cigarettes & Tobacco	NBC	Russell M. Seeds Co.
His Honor the Barber	Balantine & Son Beer & Ale	NBC	J. Walter Thompson
Hoagy Carmichael	Safeway Stores Nu-Made Mayonnaise	NBC	J. Walter Thompson
Hoagy Carmichael Sings	Luden's Inc. All Products	CBS	J. M. Mathes, Inc.
Hobby Lobby	Anchor Hocking Glass Corp. Anchorglass, Fire King Ovens Products	CBS	Wm. H. Weintraub & Co.
Holiday & Co.	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Holiday for Music	Nosh-Kelvinator Corp. Nash Cars & Kelvinator Refrigerators	CBS	Geyer, Cornell & Newell, Inc.
Holiday of Homicide	J. I. Foncy Frozen Foods Co. Frozen Foods	CBS—PC	Garfield & Guild
Hollywood Jackpot	Whitehall Pharmacol Co. div. of American Home Products Corp. Anacin and Kolynos	CBS	Dancer-Fitzgerald-Sample, Inc.
Hollywood Music Hall	Bekins Van & Storage Co. Moving and Storage	ABC	A. E. Brooks Adv. Agency
Hollywood Players	Cresta Blanco Wine Co. Cresta Blanca Wines	CBS	B. B. D. & O., Inc.
Hollywood Preview	General Petroleum Corp. Petroleum Products	CBS—PC	Smith & Drumm, Inc.
Hollywood Star Time	General Motors Corp. Frigidaire Division	CBS	Foote, Cone & Belding
Hope Chest	Pic-Sweet Foods, Inc. Food Products	CBS—PC	Ruthrauff & Ryan, Inc.
Hop Harrigan	General Foods Corp. Grape Nut Flakes	ABC	Young & Rubicam, Inc.
Hour of Charm, The	General Electric Co. General Electric Lamps	NBC	Foster & Davies; B. B. D. & O.

Hour of Charm	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
House of Mystery	General Foods Corp. Post Toasties & Raisin Bran	MBS	Benton & Bowles, Inc. New York
Hymes of All Churches	General Mills Co. Cheerios & Kix	ABC	Dancer-Fitzgerald-Sample, Inc.
Ice Capades	Ice Capades	MBS	Smith, Bull, McCreery New York
Ice Follies	Shipstad & Johnson Institutional	MBS	Smith, Bull & McCreery Hollywood
Ilka Chase	Berkshire Knitting Mills Full Fashioned Stockings	MBS	Geyer, Cornell & Newell, Inc. New York
Indianapolis Speedway	Perfect Circle Co. Piston Rings	MBS	Roger Beane Adv. Agency Indianapolis
Information Please	Parker Pen Co. Parker Pens, Pencils, Quink	CBS	J. Walter Thompson Co.
Information Please	Socony-Vacuum Oil & Gasoline	NBC	Compton Adv., Inc.
Inner Sanctum	Emerson Drug Co. Bromo Seltzer	CBS	B. B. D. & C., Inc.
Inner Sanctum	Lever Bros. Co. Lipton's Teo & Soup	CBS	Young & Rubicam, Inc.
Inside Sports	Bayuk Cigars Inc. Phillies Cigars	MBS	Neal D. Ivey Philadelphia
Island Venture	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff & Co.
It Couldn't Happen	Sunset Oil Co. Petroleum Products	CBS—PC	Hillman-Shane
It's Marvel Music Time	Harvel Watches Watches	ABC	A. W. Lewin Co.
It Pays to be Ignorant	Philip Morris Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
It's Up To Youth	Triangle Publications Inc. Seventeen Magazine	MBS	Al Paul Lefton Co., Inc. New York

PROGRAM

ADVERTISER AND PRODUCT

NETWORK

ADVERTISING AGENCY

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jack Armstrong	General Mills Inc. Wheaties	ABC	Knox Reeves Adv. Co.
Jack Benny	American Tobacco Co. Lucky Strike, Pall Mall, Herbert Tareyton	NBC	Foote, Cone & Belding
Jack Berch Show	Prudential Insurance Co. of Americo Insurance	ABC	Benton & Bowles, Inc.
Jack Berch Show, The	Prudential Life Insurance Co.	NBC	Benton & Bowles
Jack Carson Show	Compbell Soup Co. Campbell Soup	CBS	Ward Wheelock Co.
Jack Haley with Eve Arden	Seoltest, Inc.	NBC	McKee & Albright
Jack in All Trades	R. B. Semler, Inc. Kreml Hair Tonic	CBS	Erwin Wasey & Co.
Jack Kirkwood Show	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Adv., Inc.
Jack Smith Show	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
James Abbe Observes	Fisher Flouring Mills Co. Cereal & Flour Products	ABC-PC	Pacific National Adv. Co.
Jean Sablon	Richard Hudnut Co. Cosmetics	CBS	Kenyon & Eckhardt, Inc.
Jergens Journal with Walter Winchell	The Andrew Jergens Co. Jergens Lotion, Woodbury Soap	ABC	Robert W. Orr & Associ., Inc.
Jimmy Carroll, Sings	E. R. Squibb & Sons All Products	CBS	Geyer, Cornell & Newell, Inc.
Jimmy Fidler	Corter Products Arrid	ABC	Sullivan, Stauffer, Colwell & Bayles
Joan Davis Show	Lever Bros., Co. Swan Soap	CBS	Young & Rubicam, Inc.
John J. Anthony	Corter Products Inc. Carter's Little Liver Pills	MBS	Ted Bates, Inc.
Joyce Jordan, M.D.	Procter & Gumble Co.	NBC	Dancer-Fitzgerald-Sample
Judy Canova	Colgate-Palmolive-Peet	NBC	Ted Bates, Inc.
Judy n Jill n' Johnny	Horwitz & Dubermon Junior Miss Fashion Products	MBS	Sterling Advertising Co. New York

Just Plain Bill	Whitehall Pharmacol Co. Anacin	NBC	Dancer-Fitzgerald-Sample
J. W. Vandercook	General Motors	NBC	Arthur Kudner Agency, Inc.
K			
Kate Smith Sings	General Foods Corp. Postum	CBS	Foote, Cone & Belding, Inc.
Kate Smith Speaks	General Foods Corp. Certo, Post 40% Bran Flakes, Post's Raisin Bran	CBS	Benton & Bowles, Inc. Young & Rubicam, Inc.
Kaltenborn Edits the News	Pure Oil Co.	NBC	Leo Burnett
Kay Kyser	Colgate-Palmolive-Peet Palmolive Soap	NBC	Ted Bates, Inc.
Kellogg's Home Edition	The Kellogg Co. All-Bran	ABC	Kenyon & Eckhardt, Inc.
Kenny Baker Show	Proctor & Gamble Co. Ivory Snow	ABC	Benton & Bowles, Inc.
Kentucky Derby	Gillette Safety Razor Co. Shaving Cream, Blades	CBS	Maxon, Inc.
King Cole Trio Time	Wildroot Co. Cream Oil	CBS	B. B. D. & O.
King's Men, The	Brown & Holey Co. Almond Roca Candy	NBC	Hcnig-Cooper Co.
Knox Manning, News	McMahon Furniture Stores House Furnishings	CBS—PC	M-G-M Adv. Agency
Kraft Music Hall	Kraft Foods, Co. Kraft Spreads, Velveeto, Miracle Whip	NBC	J. Walter Thompson
L			
Ladies Be Seated	Quaker Oats Co. Aunt Jemima Pancake Flour	ABC	La Roche & Ellis, Inc.
Lance Sunday News	Lance Inc. Toastchee Peanut Butter Crackers	ABC	Hugh A. Deadwyler, Inc.
Lanny Ross	Procter & Gumble Co. Ivory Bar Soap	CBS	Compton Adv., Inc.
Layman's View of the News, A	Seely Mottress Co. Mattresses	CBS	Alvin Wilder Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	B. B. D. & O., Inc.
Let's Talk It Over Quentin Reynolds Letters to Lindlahr	Pepsi-Cola Company Pepsi Cola Serutan Company Serutan-Nutrex	MBS MBS	Newell-Emmett Co. New York Grant Adv., Roy S. Durstine, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Spic & Span	NBC	Dancer-Fitzgerald-Sample
Life Can Be Beautiful	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Life of Riley, The	Procter & Gamble Co. Teel	NBC	Biow Co., Inc.
Light of the World	General Mills, Inc. All Amer. Enriched Flour	CBS	Dancer-Fitzgerald-Sample, Inc.
Lone Journey	Carnation Co. Carnation Evaporated Milk & Friskies Dog Food	CBS	Erwin Wasey & Co.
Lone Journey	Carnation Co. Carnation Milk, Friskies Dog Food	NBC	Erwin Wasey & Co., Ltd.
Lone Ranger	General Mills Inc. Cheerios & Kix	ABC	Dancer-Fitzgerald-Sample
Lora Lawton	B. T. Babbitt Co. Bab-O	NBC	Duane Jones Co.
Lorenzo Jones	Sterling Products Co. Phillips Creams	NBC	Dancer-Fitzgerald-Sample
Los Angeles Rams vs. Washington Red Skins Louis-Conn Boxing Bout	United-Rexall Drug Co. Drugs	CBS—PC	B. B. D. & O., Inc.
Louis-Mauriello Boxing Bout	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Louis Kaufman	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
Lowell Thomas, News	Wm. H. Wise & Co. Inc. Publications	MBS	Huber Hugo & Sons New York
Lowell Thomas	Sun Oil Co. Bayer Aspirin, Gas & Oil	NBC	Roche, Williams & Cleary, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.

Lum N' Abner	Miles Laboratories Alka-Seltzer	ABC	Wade Advertising Co.
Lutheran Hour	Lutheran Laymen's League Religion	MBS	
Lux Radio Theater	Lever Bros. Co. Lux Toilet Soap & Flakes	CBS	J. Walter Thompson Co.
Lyle Van—News	R. B. Semler Inc. Krem! Shampoo & Hair Tonic	MBS	Edwin, Wasey & Co., Inc. New York
M			
Manhattan Merry-Go-Round	Sterling Products Co. Dr. Lyon's Tooth Powder	NBC	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gumble Co. Oxydol	NBC	Dancer-Fitzgerald-Sample
Ma Perkins	Procter & Gumble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Maisie	Eversharp, Inc. Eversharp Pens, Pencils, Red Tap Lead	CBS	The Biow Co., Inc.
Mary Lee Taylor	Pet Milk Co. 400-D Pet Milk	CBS	Gardner Advertising Co.
Mary Small Revue	D. L. Clark Co. Clark Candy Bars	ABC	Batten, Barton, Durstine & Osborne
Masquerade	General Mills Softasilk Cake Flour, Kix, 9MKT	NBC	Dancer-Fitzgerald-Sample
Maxwell House Coffee	General Foods Maxwell House Coffee	NBC	Benton & Bowles, Inc.
Mayor of the Town	Noxzemo Chemical Co. Noxzema, Noxzema Shave Cream	CBS	Ruthrauff & Ryan, Inc. Sullivan, Stauffer, Colwell & Bayles, Inc. Lennen & Mitchell, Inc.
Meet Me at Perky's	P. Lorillard & Co. Old Gold Cigarettes	NBC	
Meet the Missus	13 Varied Sponsors	CBS—PC	Sherman & Marquette, Inc.
Mel Blanc Show	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Hala	CBS	Warwick & Legler, Inc.
Mercury Summer Theater	Pobst Soles Co. Pabst Blue Ribbon Beer	CBS	
Melody Trail	Grove Laboratories, Inc.	CBS—PC	J. D. Tarcher & Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Metropolitan Opera	The Texas Co. Texaco Petroleum Products	ABC	Buchanan & Co.
Milwaukee's 100th Birthday Party	Joseph Schlitz Brewing Co. Institutional	ABC	McJunkin Adv. Co.
Michael Shayne	Hostings Manufacturing Co. Piston Rings	MBS	Keeling & Co., Inc. Indianapolis
Mobil Touchdown Tips	General Petroleum Corp. Petroleum Products	NBC	Smith & Drum, Inc.
Mommie & the Men	Procter & Gamble Co. Ivory Soap	CBS	Compton Adv., Inc.
Monday Morning Headlines	Seeman Bros., Inc. Airwick	ABC	William H. Weintraub & Co., Inc
Money on the Line	Sofeway Stores, Inc. Sunnybank Margarine	CBS—PC	McCann-Erickson, Inc.
Mr. District Attorney	Bristol-Meyers Sol-Hepatico, Vitalis	NBC	Dcherty, Clifford & Schenfield
Mr. Keen, Tracer of Lost Persons	Whitehall Pharmacal Co. div. of American Home Products Corp. Anacin, Kolyms	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. & Mrs. North	Andrew Jergens Co. Woodbury Soap	NBC	Lennen & Mitchell, Inc.
Murder Is My Hobby	Knox Company Mendaco	MBS	Raymond R. Morgan Co. Hollywood
Murder Will Out	Roinier Brewing Co. Beer, Malt and Ale	ABC—PC	Buchanan & Co.
Music of Andre Kostelanetz	Chrysler Corp. Motor Cars	CBS	Ruthrauff & Ryan, Inc.
Mystery of the Week	Procter & Gumble Co. Ivory Soap	CBS	Compton Adv., Inc.
Mystery Is My Hobby	Mutual Benefit Health & Accident Assn. Insurance	MBS	Arthur Meyerhoff & Co. Chicago
Mystery Is My Hobby	Shontex Co. Shampoo & Hair Conditioner	NBC	Robert R. Raisbeck Adv.
Mystery Theatre, The	Centaur Co. Molle Shave Cream, Double Danderine	NBC	Young & Rubicam
My True Story	Libby, McNeil & Libby Canned Beef Hosh—Devised Ham	ABC	J. Walter Thompson

Name Your Music	Neighbors of Woodcraft Insurance	NBC	Showalter Lynch Adv. Agency
National Barn Dance	Miles Laboratories, Inc. Alko-Seltzer & Vitamins	NBC	Wade Adv. Agency
National Farm & Home Hour, The	Allis-Chalmers Farm Equipment	NBC	Bert S. Gittens
National League Playoff	P. Lorillard & Co. Old Gold Cigarettes	MBS	Lennen & Mitchell, Inc. New York
Navy-Notre Dame Game	Gillette Safety Razor Co.	NBC	Maxon, Inc.
NBC Symphony	General Motors Institutional	NBC	D. P. Brother & Co.
Nebbs, The	Knox Company Cystex	MBS	Raymond R. Morgan Co. Hollywood
Ned Calmet—News	American Oil Co. Lubricants, Gas and Oil	CBS	Joseph Katz Co.
Ned Calmet—News	Parker Pen Co. Porker Pens, Pencils, Quink	CBS	J. Walter Thompson Co.
Nelson Pringle—News	Union Oil Co. Gas & Oil	CBS—PC	Foote, Cone & Belding
New Adventures of Sherlock Holmes	R. B. Semler Kreml Hair Tonic and Shampoo	ABC	Erwin, Wasey & Co., Inc.
News and Betty Crocker	General Mills Inc. Bisquick, Cereals	ABC	Dancer-Fitzgerald-Sample
News—Don Gardiner	Serutan Co. Serutan	ABC	Roy S. Durstine, Inc.
News of the World, The	Miles Laboratories, Inc. Alko-Seltzer & Vitamins	NBC	Wade Adv. Agency
New York Philharmonic Symphony	United States Rubber Co. All Products	CBS	Campbell-Ewald Co., Inc.
N. Y. State Republicans (Dewey for Governor)	N.Y. State Republican Committee Political Talks	MBS	Gahagan, Turnbull & Co., Inc. New York
Nick Carter	Cudohy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc. Chicago
Night Editor	Sofeway Stores Meats	NBC	J. Walter Thompson
Noel Webster Says	Southern Cotton Oil Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ona Munson in Hollywood	Borron-Groy Packing Co. Health Vegetable Juice	CBS	Long Adv. Service
One Man's Family	Standard Brands Royal Desserts, Fleischmann's Yeast, Chase & Sanborn Coffee	NBC	J. Walter Thompson
One Thousand Voice Choir	Stonley Home Products Kitchen Equipment	ABC	None
One Woman's Opinion	Botany Worsted Mills Botany Cosmetics	ABC	Alfred J. Silberstein-Bert Goldsmith, Inc.
O.P.A.—Talk	National Association of Manufacturers Institutional	MBS	Benton & Bowles, Inc. New York
Orange Bowl Game	Gillette Safety Razor Co. Blades, Shaving Cream	CBS	Maxon, Inc.
Orson Welles	Leor, Inc. Radios and Recording Machines	ABC	Arthur Kudner, Inc.
Our Gal Sunday	Whitehall Pharmacol Co. div. of American Home Products Corp. Anacin	CBS	Dancer-Fitzgerald-Sample, Inc.
P			
Patsy Novak	Gallenkamp Stores, Inc. Shoes	ABC—PC	Bruce Eldridge Adv.
People Are Funny	Brown & Williamson Tob. Corp. Raleigh Cigarettes	NBC	Russel M. Seeds Co.
Pepper Young	Procter & Gumble Co. Camay	NBC	Pedlar & Ryan, Inc.
Perry Mason	Procter & Gumble Co. Camay, Crisco, Drefit, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc. Pedlar & Ryan, Inc., Compton Advt., Inc.
Phone Again Finnegan	Household Finance Corp. Personal Loans	CBS	Shaw-Le Vally, Inc.
Phone Again Finnegan	Household Finance Personal Loans	NBC	Shaw-Le Vally, Inc.
Picksweet News, The	Picksweet Foods Inc.	NBC	Ruthrauff & Ryan

Pilgrim Hour	Gospel Broadcasting Assn. Evangelical Talks	MBS	R. H. Alber Co. Los Angeles
Pot o' Gold	Lewis Howe Co. Tums	ABC	Roche Williams & Cleary
Portia Faces Life	General Foods, Young & Rubicam Inc. Grape Nuts Flakes, Maxwell House Coffee, Jello—Jello Pudding, Grape Nuts Wheat Meal	NBC	Young & Rubicam, Inc.
Powder Box Theater	Bourjois, Inc. Cosmetics & Perfumes	CBS	Foote, Cone & Belding
Problems of the Steel Industry	American Iron & Steel Institute Institutional	ABC	B. B. D. & O.
Professor Quiz	American Oil Company Gasoline and Oil	ABC	Joseph Katz & Co.
Prudential Family Hour	Prudential Insurance Co. of America Insurance Services	CBS	Benton & Bowles, Inc.
Queen For A Day	Miles Laboratories (15 Min)	MBS	Wade Advertising Agency Chicago
Quick As A Flash	Procter & Gumble (15 Min)	MBS	Compton Advertising Agency New York
Quiz Kids	Helbros Watch Co. Watches	ABC NBC	Wm. H. Weintraub & Co. New York
Radio Bible Class	Miles Laboratories, Inc. Alka-Seltzer—One-a-Day Vitamins	MBS	Wade Adv. Inc.
RCA-Victor Show	Radio Bible Class Religious Talks	MBS	Stanley G. Boynton Detroit
Reader's Digest-Radio Edition	RCA Manufacturing Co. Institutional	NBC	J. Walter Thompson Co.
Real Stories From Real Life	Holl Bros., Inc. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding
	Whitehall Phormocal Co. Anacin & Other Products	MBS	Dancer-Fitzgerald-Sample New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Red Skelton	Brown & Williamson Tobacco Corp. Raleigh Cigarettes & Tobacco	NBC	Russel M. Seeds Co.
Renfro Valley Folks	Ballard & Bolford Co. Ballard's Obelisk Flour and Other Milling Products	CBS	Henri, Hurst & McDonald, Inc.
Rensie's Radio Auction Gallery	Rensie Watch Company Rensie Watches	MBS	Weiss & Geller, Inc. Chicago
Request Performance	Campbell Soup All Products	CBS	Ward Wheelock Co.
Return of Nick Carter, The	Lin-X (Formerly Acme White Lead & Color Works)	MBS	Henri, Hurst & McDonald, Inc. Chicago
Reverend John E. Zoller	Wesley Radio League Religious Talks	MBS	Stanley G. Boynton Detroit
Reveille Roundup	Groves Laboratories, Inc. Jitterbug, Grove Cold Tablets & Vitamins	NBC	Russel M. Seeds Co., Inc.
Richard Maxwell, Hymns You Love	Seruton Company Seruton-Nutrex	MBS	Grant Adv., N. Y. Roy S. Durstine, N. Y.
Richfield Reporter, The	Richfield Oil Corp. Gos & Oil	NBC	Hixson-O'Donnell, Inc.
Right Down Your Alley	Hostings Manufacturing Co. Piston Rings	ABC	Keeling & Co.
Right to Happiness	Procter & Gumble Ivory Snow	NBC	Compton Adv., Inc.
Road of Life	Procter & Gumble Duz	NBC	Compton Adv., Inc.
Road of Life	Procter & Gumble Duz	CBS	Compton Adv., Inc.
Robert St. John	American Bokeries Merito Bread, Cakes & Crackers	NBC	Tucker Wayne & Co.
Robert Trout with the News 'Till Now	Compbell Soup Co. All Products	CBS	Ward Wheelock Co.
Romance of Helen Trent	Whitehall Pharmacel Co. div. of American Home Products Corp. Bisodol, Heet, Kolynos Tooth Powder and Toothpaste	CBS	Dancer-Fitzgerald-Sample, Inc.

Rosemary	Practer & Gombel Ivory Snow	CBS	Bentan & Bowles, Inc.
Rose of My Dreams	Manhattan Soap Co. Sweetheart Soap	CBS	Duane Jones Co.
Rudy Vallee	Philip Morris & Co. Cigarettes	NBC	Biow Co.
Sad Sack	P. Lorillard Company Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Sam Balter—News	Zurors, Inc. Dresses	ABC—PC	John Barnes & Associates
Sam Hayes—News	Peter Paul Inc. Charcoal Gum Chaclettos	ABC—PC	Brisacher, Van Norden & Staff, Inc.
Sam Hayes	Peter Paul Inc.	NBC	Brisacher, Van Norden & Staff, Inc.
Sam Hayes	General Mills Sperry Pancake & Waffle Flour, Wheaties	NBC	Knox-Reeves Adv. Agency, Inc.
Sam Hayes	Sperry Flour Co. Sperry Pancake Flour	NBC	Knox-Reeves Adv. Agency, Inc.
Sam Pettingill	America's Future Inc. Books and Booklets	ABC	Gahagan & Turnbull
Sammy Kaye's Sunday Serenade	Raymond Laboratories Rayve Shampoo	ABC	Roche, Williams & Cleary
Saturday Night Roundup	Miles Laboratories, Inc. Alka-Seltzer & Vitamins	NBC	Wade Adv., Inc.
Saturday Night Serenade	Pet Milk Co. 400-D Pet Milk	CBS	Gardner Adv. Co.
Screen Guild Players	Lady Esther Sales Co. Cosmetics	CBS	The Biow Co., Inc.
Second Husband	Sterling Drug Inc. Dr. Lyons Tooth Powder and Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Second Mrs. Burton	General Foods Corp. LaFrance, Satina, Maxwell House Coffee, Past Toasties	CBS	Young & Rubicam, Inc. Benton & Bowles, Inc.
Shadow, The	Grove Laboratories Inc. 4-Way Cold Tablets, B-Complex Vitamins & Other Products	MBS	Russel M. Seeds, Co. Chicago

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Shadow, The	G. Barr & Company Bolin Borr Hand Lotion & Shampoo	MBS	Arthur Meyerhoff & Co. Chicago
Shadow, The	Corey Salt Company Carey Solt	MBS	McJunkin Advertising Co. Chicago
Shadow, The	Delaware, Lockowonna & Western Coal Co. Blue Cool	MBS	Ruthrauff & Ryan, Inc. New York
Sheaffer Parade, The	Sheaffer Pen Co. Pens, Pencils & Skrip	NBC	Russel M. Seeds Co., Inc.
Sherlock Holmes	R. B. Semler, Inc.	ABC	Erwin, Wasey & Co., (N) Inc.
Silver Theater	International Silver Co. Sterling & 1847 Rogers Silver	CBS	Young & Rubicam, Inc.
Singing Sweethearts (formerly Sweetheart Time)	Gum Laboratories Inc. Ivoryne Chewing Gum	MBS	McJunkin Advertising Co. Chicago
Sizing Up The News	Boyuk Cigars Inc. Phillies Cigars	MBS	Ivey & Ellington, Philadelphia
Sky King	Derby Foods Peter Pon Peanut Butter	ABC	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co. Shoes	NBC	Leo Burnett Co., Inc.
Smilin' Ed McConnell	H. C. Cole Milling Co. Omega Hour	MBS	J. Walter Thompson Co. Chicago
Smoke Dreams	H. Fendrich Inc. Cigars	ABC	Ruthrauff & Ryan, Inc.
Solitaire Time	Campana Soles Solitaire Make-up	NBC	The Clements Co., Inc.
Songs by Sinatra	P. Lorillard Company Old Gold Cigarettes	CBS	Lennen & Mitchell, Inc.
Song of the Week	Colonial Domes, Inc. Cosmetics	CBS	Hixson-O'Donnell Adv., Inc.
Sparkle Time with Meredith Willson	Conado Dry Ginger Ale, Inc. Canada Dry Beverages	CBS	J. M. Mathes, Inc.
Special Investigator	Commercial Credit Co. Institutional	MBS	Sheldon Quick & McElroy New York
Speech by Robert R. Watson president of NAM	National Association of Manufacturers Institutional	ABC	Benton & Bowles

Sports by Harry Wismer	U.S. Army Recruiting Service	ABC	N. W. Ayer & Son, Inc.
Sports Newsreel, The	Colgate-Polmolve-Peet Colgate Shave Cream	NBC	Sherman & Marquette Co.
Spotlight Bands	Coco-Colo Company Coca-Cala	MBS	D'Arcy Advertising Co. New York
Spotlight on America	American Transit Assoc. Transportation	MBS	Owens & Chappell, Inc. New York
Square With The World	Household Finance Corp. Finance Service	MBS	B. B. D. & O. Chicago
Stairway to the Stars	Philco Corporation Radios	ABC	Hutchins Adv. Co.
Standard Hour	Standard Oil of Colifornio Institutional	NBC	B. B. D. & O.
Standard School Broadcast	Stondord Oil Co. of Colifornio Petroleum Products	NBC	B. B. D. & O.
Stars Over Hollywood	Bowey's, Inc. Dart-Rich Products	CBS	Sorensen & Co.
Steel Workers Speak	CIO Steelworkers of Americo Institutional	ABC	Wiltman & Pratt Co.
Stella Dallas	Sterling Products Co. Phillips Milk of Magnesia & Tablets	NBC	Dancer-Fitzgerald-Sample
Story Teller	Yellow Cob Co. Cab Service	CBS	Rhoades & Davis
Stradivari Orchestra	Prince Motchobelli, Inc. Prince Matchabelli Perfume, Cosmetics	CBS	Morse International, Inc.
Strađivari Orchestra	Prince Motchobelli, Inc. Perfumes	ABC	Morse International, Inc.
Strange Romance of Evelyn Winters	Monhatton Soap Co. Sweetheart Soap, Blu-White Flakes	CBS	Duane Jones Co.
Studebaker Program	Studebaker Corp. Motor Cars	CBS	Roche, Williams & Cleary, Inc.
Sugar Bowl Game	Gillette Safety Razor Co. Gillette Rozar Blades	ABC	Maxon, Inc.
Summer Electric Hour	Electric Componies Adv. Program Institutional	CBS	N. W. Ayer & Son, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sunday Evening Party with Hires	Charles E. Hires Co. Root Beer	ABC	N. W. Ayer & Son, Inc.
Superman	Kellogg Co. Kellogg's Pep	MBS	Kenyon & Eckhardt New York
Surprise Party	American Home Foods, Inc. div. of American Home Products Corp. G. Washington Coffee	CBS	Ruthrauff & Ryan, Inc.
Surprise Theater	Calif. Prune & Apricot Growers Assn. (Sunsweet Tenderized Prunes)	CBS—PC	Long Advt. Service
Surprise Theater	Colonial Domes, Inc. Cosmetics	CBS—PC	Hixson-O'Donnell Adv., Inc.
Suspense	Roma Wine Co. Roma Wines	CBS	The Biow Co., Inc.
Take It Easy Time	Stokely Bros. & Co., Inc. Tenderoni & Other Van Camp products	MBS	Calkins & Holden New York
Take It or Leave It	Eversharp, Inc. Eversharp Pens, Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Tam O'Shanter Golf Tournament	George S. Moy Co.	NBC	Jim Duffy Co.
Ted Malone	Westinghouse Electric Corp. Institutional	ABC	McCann-Erickson, Inc.
Teentimers Club, The	Teentimers, Inc. Dresses & Cosmetics	NBC	Buchanan Co., Inc.
Telephone Hour, The	Bell Telephone Co. Telephone Service	NBC	N. W. Ayer & Con, Inc.
Tena & Tim	Cudohy Packing Co. Old Dutch Cleanser	CBS	Grant Adv., Inc.
Tennessee Jed	Word Baking Co. Bread and Cake	ABC	J. Walter Thompson & Co.
Tennessee Jed	Safeway Stores, Inc. Beverly Peanut Butter	ABC—PC	J. Walter Thompson & Co.
Terry and the Pirates	Quaker Oats Co. Puffed Wheat	ABC	Sherman & Marquette, Inc.
Texaco Star Theater	Texaco Company Texaco Products	CBS	Buchanan & Co., Inc.
Textron Theater with Helen Hayes	Textron, Inc. Fabrics	CBS	J. Walter Thompson Co.

That's A Good Idea	Guittard Chocolate Co. Chocolate Products	CBS—PC	Garfield & Guild
That's Finnegun	Household Finance Corp. Personal Loans	CBS	Shaw-Le Vally, Inc.
Theater of Romance	Colgate-Palmolive-Peet Co. Colgate Tooth Powder, Halo	CBS	Sherman & Marquette, Inc.
Theater Guild On The Air	U. S. Steel Corp. Institutional	ABC	Batten, Barton, Durstine & Osborn, Inc.
The Adventures of Sam Spade	Wildroot Co. Inc. Wildroot Toilet Articles	ABC	B. B. D. & O.
The Bing Crosby Show	Philco Corporation Radios, Refrigerators	ABC	Hutchins Advertising Co.
The Christian Science Monitor Views The News	Christian Science Publishing Society Christian Science Monitor	ABC	H. B. Humphrey Co.
The Doctors Talk It Over	American Cyanamid Co. Pharmaceuticals and Biologicals	ABC	Hazard Advertising Co.
The Fighting Senator	Lever Bros. Co. Swan Soap	CBS	Young & Rubicam, Inc.
The Fishing & Hunting Club of the Air	Mail Pouch Tobacco Co. Tobacco	ABC	Walker & Downing
The Listening Post	Curtis Publishing Co. Saturday Evening Post	ABC	B. B. D. & O.
The New Louella Parsons Show	The Andrew Jergens Co. Woodbury Face Powder	ABC	Robert W. Orr & Associ., Inc.
The Pickards	Kerr Glass Mfg. Corp. Glass Products	CBS—PC	Raymond F. Morgan Co.
The Sheriff	Pacific Coast Borax Co.	ABC	McCann-Erickson, Inc.
The Wayne King Show	United-Rexall Drug Co. (Drugs)	CBS	N. W. Ayer & Son
The Whistler	Signal Oil Co. Gas & Oil	CBS	Barton A. Stebbins Adv. Agency
This is Hollywood	Procter & Gamble Camay	CBS	Pedlar & Ryan, Inc.
This is My Best	Cresto Blanca Wine Co. Cresto Blanca Wines	CBS	B. B. D. & O., Inc.
This Is Your FBI	Equitable Life Assurance Society of the U.S. Insurance	ABC	Warwick & Legler
This Moving World	Foster Milburn Doan's Pills and Icemint	ABC—PC	Street & Finney, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
This Woman's Secret	General Mills Sperry Flour & Cereals—Wheaties	NBC	Knox-Reeves Adv. Agency, Inc.
Those Websters	Quaker Oats Co. Quaker Oats	CBS	Ruthrauff & Ryan, Inc.
Those Websters	Quaker Oats Company Oatmeal	MBS	Ruthrauff & Ryan, Inc. Chicago
Time for Rolly Langley	Ferry-Moore Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Tin Pan Alley of the Air	Leaf Gum Leaf Gum	NBC	Bozelle & Jacobs, Inc.
Today's Children	General Mills Betty Crocker Soaps, Bisquick	NBC	Knox-Reeves Adv. Agency, Inc.
Today's Sports with Stan Lomax	Metropolitan Life Insurance Co. Insurance	MBS	Young & Rubicam, Inc. New York
Tom Breneman's Breakfast in Hollywood	Procter & Gamble Ivory Flakes	ABC	Compton Adv., Inc.
Tom Harmon—All American Sports Editor	Kellogg Company All Bran	ABC	Kenyon & Eckhardt
Tom Mix & His Ralston Straight Shooters	Clipper Craft Clothes (Formerly Trimount Clothing Co.) Clipper Craft Clothes	MBS	Emil Mogul Co., Inc. New York
Tommy Riggs & Betty Lou	Rolston Purino Co. Cereal Foods	MBS	Gardner Adv. Co. St. Louis
Tonight on Broadway	Borden Co. (All Products)	CBS	Young & Rubicam
Tony Martin Show	Eversharp, Inc. Eversharp Pen & Pencils, Red Top Lead	CBS	The Biow Co., Inc.
Treasure Hour of Song	Bourjois, Inc. Cosmetics & Perfume	CBS	Foote, Cone & Belding
True Detective Mysteries	Conti Products Inc. Confi Shampoo & Soap	MBS	Bertingham, Castleman & Pierce, Inc. New York
Truth or Consequences	Williamson Candy Co. Oh Henry Candy Bors	MBS	Aubrey, Moore & Wallace, Inc. Chicago
Try N' Find Me	Procter & Gamble Co. Duz—Drene & Teel	NBC	Compton Adv. Co.
	The Southern Cotton Oil Co. Wesson Oil & Snowdrift Shortening	ABC	Kenyon & Eckhardt

Try N' Find Me	Southern Cotton Oil Co. Wesson Oil & Snowdrift	CBS	Kenyon & Eckhardt, Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters	MBS	Cecil & Presbrey, Inc. New York
Two on a Clue	General Foods Corp. LaFrance, Satina Maxwell House Coffee, Post Toasties	CBS	Young & Rubicam, Inc. Benton & Bowles, Inc.
U			
Upton Close	Notional Economic Council Inc. Institutional	MBS	Roche, Williams & Cleary, Inc. Chicago
U. S. Amateur Golf	Gillette Safety Razor Co.	ABC	Maxon, Inc.
U.S. Open Golf Championship	Gillette Safety Razor Co. Gillette Razor Blades	ABC	Maxon, Inc.
V			
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Cornel Cigarettes	CBS	Wm. Esty & Co., Inc.
Valiant Lady	General Mills, Inc. Cheerios and Breakfast Tray	CBS	Dancer-Fitzgerald-Sample, Inc.
Vic & Sade	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Vic & Sade	F. W. Fitch Co. Fitch Shampoo	MBS	L. W. Ramsey Co. Davenport, Iowa
Voice of Firestone, The	Firestone Tire & Rubber Co. Tires & Tubes	NBC	Sweeney & James Co.
Voice of Prophecy	Voice of Prophecy	MBS	G. C. Hoskins Assoc. Chicago
Voice of the Dairy Farmer	American Dairy Assoc. Dairy Products	NBC	Campbell-Mithun, Inc.
Voice of the Dairy Farmer, The	American Dairy Assoc. Dairy Products	ABC-PC	Campbell-Mithun, Inc.
Voice of the Moment	Industrial Management Corp. Insect-O-Blitz, a DDT	CBS-PC	Lockwood-Shackelford Co. B. B. D. & O., Inc.
Vox Pop	Emerson Drug Co. Bromo Seltzer	CBS	McCann-Erickson, Inc.
Vox Pop	Lever Bros. Co. Lipton's Tea & Soup	CBS	Young & Rubicam, Inc.
W			
Waltz Time	Sterling Products Co. Phillips Milk of Magnesia	NBC	Dancer-Fitzgerald-Sample

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Wake Up & Smile	Popular Home Products Inc. Stoze	ABC	Raymond Spector Co.
Warren Sweeney	Curtiss Candy Co. Condy Products	CBS	C. L. Miller Co.
We the People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
What's Doin' Ladies	Hunt Foods Inc. Canned Fruits and Vegetables	ABC—PC	Young & Rubicam, Inc.
What's New, With Norman Nesbitt	Signal Oil Co. Oil & Gasoline	ABC—PC	Barton A. Stebbins Adv. Agency
When A Girl Marries	General Foods Calumet, Sonko Coffee, Maxwell House Coffee, Baker's Chocolate	NBC	Benton & Bowles, Inc.
Wm. Lang—News	R. B. Semler Inc. Kreml Hair Tonic	MBS	Erwin, Wasey & Co., Inc. New York
William L. Shirer	J. B. Williams Co. Shaving Cream and Shaving Products	CBS	J. Walter Thompson Co.
Woman in White	General Mills Sperry Flour & Cereals—Wheaties	NBC	Knox-Reeves Adv. Agency
World Front	Bunte Brothers Condy	NBC	Presba, Fellers & Presba, Inc.
World Series	Gillette Safety Razor Co. Safety Razors & Blades	MBS	Maxon, Inc.
Young Dr. Malone	Procter & Gamble Co. Crisco, Dreet	CBS	Compton Adv., Inc.
Young People's Church of the Air	Young People's Church of the Air Religious Talks	MBS	Dancer-Fitzgerald-Sample Erwin Wasey Co. New York
Young Widder Brown	Sterling Products Co. Haley's M-O, Phillips Toothpaste	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	CBS	Foote, Cone & Belding
Your Land and Mine	General Motors Corp. Institutional	MBS	Kudner Agency, Inc. Detroit
Your Sunday News Extra	Grove Laboratories Co. Four-Way Cold Tablets and Vitamins	ABC	Donahue & Coe, Inc.
Zeke Manners Show	Sterling Drug Co.	ABC—PC	Dancer-Fitzgerald-Sample, Inc.